

Pondicherry University

Department of English, School of Humanities.

ENGL-413 Media Studies (Hard Core)

Course Instructor: Dr. Lakhimai Mili. 3 Credits.

December 2013 onwards

Introduction: Media plays an important role in our lives today. With the development of science and technology, our ideas and perceptions of the world around us are also going through a revolution. Media comes to our rescue when we think of learning and adjusting to the latest technological set up. It can help us research our past, live the present and help look ahead into the future. Whether it is the print media, the electronic media or the multi-media, it has opened our minds to understand the world around us. It challenges our critical thinking and brings about a dynamic definition of our world, our value system, our culture, ideologies, mediations of experience and events, discourses of various texts, political representations and helps us communicate with others in various ways.

Aims and Objectives

It is against the background outlined above; a course in Media is designed for the students of literature with the following aims and objectives in mind.

Aims: The course aims at introducing students to the relevance of Media in the present times.

Objectives: The main objective of the paper is that by the end of the course students will be able to study and analyze any given Media text, discuss and debate on Media and our society at large.

Syllabus: The syllabus consists of 3 Modules. The first module introduces some of the key concepts for the study of different forms of media and analysis of different kinds of media texts. The second module deals with key text from *Media Studies: A Reader* edited by Paul Merries and Sue Thornham. The third module deals with the study of media, language and society in the Indian context. The course enhances approach to the study of Media from different perspectives as Historical, Sociological, Political, Scientific and Mass Communication.

Text books prescribed for the Course

Chapters from the following course books

1. *Media and Society: Critical Perspectives* by Graeme Burton. Rawat Publications, 2005.
2. *Media Studies: A reader* (Eds) Paul Merries and Sue Thornham. Edinburgh University, 2005.
3. *Language, Media and Society* by Gajendra Singh Chauhan, 2010.
4. *Cracking the Ad Code* by Jacob Goldenberg, Amnon Levav(eds). Cambridge publications, 2009.

Module 1: Introduction to key terms and concepts in Media studies:

Chapters from (Media and Society by Graeme Burton)

- a) Introduction to Media
- b) Media Institution with definitions and characteristics of Media Institutions.
- c) Media in relation to other institutions
- d) Media and Audience
- e) Media and advertising
- f) Media and the government
- g) Regulation of media institutions
- h) Media Institutions and Power
- i) Institutions and globalization.

Module 2: Key Texts for discussion & study (Theory & Practice)

Chapters from Media Studies: A reader (Ed. Paul Marries and Sue Thornham) Edinburgh University, 2005.

- a) Marshall McLuhan, *The Medium is the Message*.
- b) Raymond Williams *Mass Communication and Minority Culture*.
- c) Stuart Hall, *Racist Ideologies and the media*.
- d) Hans Eysenck and D.K. B Nias, *Desensitization, Violence and the media*.
- e) Raymond Williams, *Advertising: The Magic System*.
- f) Michael Foucault, *Space, Power and Knowledge*. Ed. by Simon. The Cultural Studies Reader. London: Routledge, 2007.
- g) Satyajit Ray, *What is wrong with Indian? Our Films Their Films*. Calcutta: Orient Longman, 1976.

Module 3: Media Studies in the Indian Context

Chapters from (*Language, Media and Society by Gajendra Singh Chauhan.*)

- a) Introduction to language, society and culture. b) Language and Advertising communication.
- b) The Sociolinguistic Base Advertisement. d) The Psycholinguistic Based Advertisements. e) The Semiotics of Visual Communication in Print Advertisements. f) English verses Hindi: a brief analysis of Advertisements.

Testing and evaluation

Internal assessment: 40 marks

End-Semester examination: 60 marks

The break- up of the 40 per cent of the total marks meant for internal assessment will

Will be as follows:

- a) One assignments :10
- b) Two seminar presentation (Audio Video) : 10 marks
- c) Three tests of which the best 2 will be considered: 20 marks