

OBJECTIVES: To enable the students to

- Become aware of the role of the mass media and its limitations
- Analyze the role of mass media in portraying gender roles
- Understand the types of mass media and the various formats

UNIT – I: Why study media? Understanding mass media. Characteristics of mass media. Effects of mass media on individual, society and culture-basic issues. Power of mass media. Media in Indian society. Definition, nature and scope. Function of mass media. Media Audience analysis (mass, segmentation, product etc, social uses). Audience making. Active Vs Passive audience: Some theories of audience-Uses and Gratification Uses and Effects etc.

UNIT – II: Approaches to media analysis- Marxist, Semiotics, Sociology, Psychoanalysis. Media and realism (class, gender, race, age, minorities, children etc.)Media as consciousness Industry. Social construction of reality by media. Rhetoric of the image, narrative etc. Media myths (representation, stereotypes etc.) - Cultural Studies approach to media, audience as textual determinant, audience as readers, audience positioning, establishing critical autonomy.

UNIT – III: Media Ethics- The Study of Freedom and Responsibilities of Media Practitioners and Institutions: Ethics of Journalism, Social Responsibility of the Press, Freedom of the Press, Media Laws, Ethics of Broadcasting, Introduction to Advertising and Public Relations, Difference between Advertising and Public Relations.

UNIT – IV: Freedom of the Press and Media Laws: Constitutional Rights of the Press, Indian Penal Code, Indian Post Office Act, Official Secrets Act, Contempt of Courts Act, The Copyright Act, The Young Persons (Harmful Publications) Act, Other Laws.

UNIT – V: Gender Issues - Study of Images of Women in Media & Women's Lives as Media Professionals: Representation of Women in Mass Media, Women and Print Media, Women on Radio, Women on Doordarshan, T.V, Women and Advertisements, Women in the Media Professions.

REFERENCES:

1. Barun Roy, 2000 : Beginners Guide to Journalism, Pustak Mahal
2. Keval J Kumar, 2014: Mass Communication in India, Jaico Publishing House
3. B.N Ahuja: Theory and Practice of Journalism, Surjeet Publications