



Bharati College
(University of Delhi)
Janak Puri, Delhi- 100058
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Lesson Plan (CORE, Semester I, July to November 2022)

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|------------------------|---|----------------------|-----------|
| Name of Teacher | Kunal Anand | Department | _English_ |
| Course | BA (Hons) Journalism | Semester | THIRD |
| Paper | Media and Cultural Studies UPC: 2032182301 | Academic Year | 2023-24 |

Learning Objectives

The Learning Objectives of this course are as follows:

- To engage with contemporary media forms actively and critically in its diversity of music, films, graffiti, new media and folk media
- To contextualize the developments of the media and its role through political and economic changes across the world

Learning Outcomes

On successful completion of this course:

- The students will be able to familiarity with the historical evolution of the media

Lesson Plan

| Week No. | Theme/Curriculum | Any Additional Information |
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| Week 1-3 | Unit 1: Understanding Culture <ul style="list-style-type: none">• Mass Culture, Popular culture, folk culture, Frankfurt School, Media as Cultural Industries | Allocation of Assignment 1 (In October) |

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| Week 4 - 5 | <ul style="list-style-type: none"> Political Economy, Ideology and Hegemony, Technological Determinism | |
| Week 6 – 7 | Unit 2: Representation <ul style="list-style-type: none"> Media as texts, signs and codes in media | Test Scheduled (In October) |
| Week 8 - 9 | <ul style="list-style-type: none"> Uses and gratification approach, Reception studies | |
| Week 10 - 11 | <ul style="list-style-type: none"> Representation of nation, class, caste and gender issues in media | |
| Week 12 - 13 | Unit 3: Audiences <ul style="list-style-type: none"> Active audiences, women as audiences | Allocation of Assignment 2 (In October) |
| Week 13 - 14 | <ul style="list-style-type: none"> Sub Cultures; music and the popular Fandom | |
| References | | |
| Additional Resources <ol style="list-style-type: none"> AS Media Studies: An Essential Introduction Edited by Philip Rayner, Peter Wall and Stephen Kruger, Routledge (Covers Unit II, III, IV and V), 2019 John Fiske, Introduction to Communication Studies, Routledge (Covers Unit II, Ideology and Meanings and Unit III signs and codes), 1982 Dennis McQuail, (fourth Edition) Mass Communication Theory, London, Sage (Covers Unit IV, Media Technologies), 2008 Baran and Davis, Mass Communication Theory (covers Unit II, III and IV), 1994 John Storey. Cultural Theory and Popular Culture: An Introduction. London: Pearson Longman. (Covers Unit 1 and II and IV), 2009 Kevin Williams, Understanding Media Theory (Covers Unit II, III and IV), 2003 | | |
| Online Resources (If Any) | | |
| Assignment and Class Test Schedule for Semester | Link the assignment and Test (optional) | |

