

HVP'S RAMNIRANJAN JHUNHUNWALA COLLEGE OF ARTS, SCIENCE & COMMERCE

(AUTONOMOUS), MUMBAI

DEPARTMENT OF SOCIOLOGY(RJSECSOC231)

COURSE SYBA SOCIOLOGY (ACADEMIC YEAR 2024-2025)

SOCIOLOGY OF MEDIA (RJSECSOC231)

DURATION: 30 HOURS; CREDITS: 02

SEM III

SEMESTER	:	III
TITLE OF THE SUBJECT/COURSE	:	SOCIOLOGY OF MEDIA
COURSE CODE	:	RJSECSOC231
CREDITS	:	02
DURATION	:	30 LECTURES

LEARNING OBJECTIVES	
1	Understanding meaning of media and various concept
2	Describing and exploring various theoretical perspectives in media .
3	To ensure students are conversant with changing marketing in media.
4	To familiarize students with role of advertising in media
5	To evaluate the impact of media on women and children.

Course Outcomes:

After completion of the course, learners would be able to:

1. Recognize the relation of social media in common man life and in academics.
3. Able to develop an understanding and influence of advertisement on women and children.

COURSE SYBA SOCIOLOGY (ACADEMIC YEAR2024-25)

SOCIOLOGY OF MEDIA COURSE CODE: RJSECSOC231

SEM III

UNIT	CONTENT	CREDITS	LECTURES
I.	Media Today	1	15
	A. Media in contemporary times: Social networking sites/ film/ television/ music/newspapers B. Culture Industry (Adorno & Horkheimer) and its critique		
II	Case studies	1	15

	A. Impact on children through advertisements B. Impact on women through advertisements		
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References

- Bhattacharya, Upali (2018). Will social media Be the Game, Changer In 2019
- Marshall McLuhan, 1964, Understanding Media
- Jason McDonald, 2015, Social Media Marketing Workbook: How to Use social media for Business
- Eric Butow, 2020, Ultimate Guide to Social Media Marketing
- Guy Kawasaki, 2014, The Art of social media: Power Tips for Power Users
- Aggrawal Virbala (2002): Media and Society Challengers and opportunities-Concept Publishing Company-New Delhi.
- Aggrawal, Virbala and Gupta V.S(2001)-Handbook of Journalism and Mass Communication. Concept publishing Company, New Delhi.
- Macionis, John J. 2005 Sociology, Tenth edition, Pearson
- Abraham, M. Francis. 2008 Contemporary Sociology: An Introduction to Concepts and Theories. Second edition, New Delhi. Oxford University Press
- Ansari, Hamid. (2015, September 24). Why India must take seriously the Right to Dissent. Retrieved from <http://thewire.in/2015/09/24/why-india-must-take-seriouslythe-right-to-dissent-11476/>
- Libert, Tim & Victor Pickard. (2015, November 9). Think You're Reading the News for Free? New Research Shows You're Liking Paying with Your Privacy. Retrieved from <http://thewire.in/2015/11/09/think-youre-reading-the-news-for-free-newresearch-shows-youre-likely-paying-with-your-privacy-15316/>
- Livingstone, Soana. 2003, „The Changing Nature of Audiences: From the Mass Audience to the Interactive Media User“ In Angharad N. Valdivia (ed) A Companion to Media Studies. Malden, MA: Blackwell Pub.

EVALUATION PATTERN:

THERE WILL BE CONTINUOUS EVALUATION IN THE FORM OF READING, ESSAY-WRITING, PPT PRESENTATIONS, POSTER-MAKING/ ELOCUTION, MCQ, VIVA AND ATTENDANCE.

ATTENDANCE:

SEVENTY PERCENT ATTENDANCE IS COMPULSORY AND NECESSARY CRITERIA FOR ACQUIRING CREDITS.

➤ ELIGIBILITY:

THE COURSE IS OPEN FOR ALL STUDENTS.

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COURSE SYBA SOCIOLOGY (ACADEMIC YEAR 2024-2025)

MEDIA AND CULTURE (RJSECSOC241)

DURATION: 30 HOURS; CREDITS: 02

SEM IV

SEMESTER	:	IV
TITLE OF THE SUBJECT/COURSE	:	MEDIA AND CULTURE
COURSE CODE	:	RJSECSOC241
CREDITS	:	02
DURATION	:	30 LECTURES

LEARNING OBJECTIVES	
1	Understanding meaning of media and various alternative form of expression.
2	Describing and exploring various theoretical perspectives in media .
3	To ensure students are conversant with influence of media and changing culture in society.
4	To familiarize students with popular culture of society .
5	To evaluate the importance of analysis of newspaper and job opportunities.

Course Outcomes:

After completion of the course, learners would be able to:

1. Recognize importance of social media as a form of expression.
2. Establish a co-relation between social media and academics.
3. Develop an understanding of availability of various job opportunities in social media platforms.

COURSE SYBA SOCIOLOGY (ACADEMIC YEAR2024-25)

MEDIA AND CULTURE COURSE CODE: RJSECSOC241

SEM IV

UNIT	CONTENT	CREDITS	LECTURES
I.	Expression through Media	1	15
	A.Exploring Our Viewing Choices: TRPs/ colonizing the consumer's mind/ Corporatization of media B.The Culture of Dissent: Alternative mediums of expression		

II.	CASE STUDIES ON REPORT	1	15
	A. Newspaper analysis B. Audience Reception Analysis of Popular media text		

References

- Bhattacharya, Upali (2018). Will social media Be the Game, Changer In 2019
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