

HVP'S RAMNIRANJAN JHUNHUNWALA COLLEGE OF ARTS, SCIENCE & COMMERCE
(AUTONOMOUS), MUMBAI

DEPARTMENT OF SOCIOLOGY(RJSOCVSC241)

COURSE SYBA SOCIOLOGY (ACADEMIC YEAR 2024-2025)

DIMENSIONS OF SOCIAL MEDIA (RJSOCVSC241)

DURATION: 30 HOURS; CREDITS: 02

SEM III

SEMESTER	:	III
TITLE OF THE SUBJECT/COURSE	:	DIMENSIONS OF SOCIAL MEDIA
COURSE CODE	:	RJVSCSOC241
CREDITS	:	02
DURATION	:	30 LECTURES

LEARNING OBJECTIVES	
1	Understanding of social media and various concept
2	Describing and exploring new avenues and dimensions available in social media .
3	To ensure students are conversant with changing dimensions in media.
4	To familiarize students with role of advertising in media
5	To evaluate the impact of social media on youth.

Course Outcomes:

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

1. Recognize the difference between media advertising and marketing in society.
2. Identify the importance of social media and its influence in daily life.

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UNIT	CONTENT	CREDIT 2	LECTURES
I.	SOCIAL DIMENSIONS OF MEDIA		15

	A. CREATING SELF AND IDENTITY B. IMPACT OF SOCIAL MEDIA ON YOUTH		
II.	ECONOMIC DIMENSION		15
	A. MEDIA ADVERTISING B. SOCIAL MEDIA MARKETING		

REFERENCES:

1. Bhattacharya, Upali (2018). Will social media Be the Game, Changer In 2019
2. Marshall McLuhan, 1964, Understanding Media
3. Jason McDonald, 2015, Social Media Marketing Workbook: How to Use social media for Business
4. Eric Butow, 2020, Ultimate Guide to Social Media Marketing
5. Guy Kawasaki, 2014, The Art of social media: Power Tips for Power Users
6. Aggrawal Virbala (2002): Media and Society Challengers and opportunities-Concept Publishing Company-New Delhi.
7. Aggrawal, Virbala and Gupta V.S(2001)-Handbook of Journalism and Mass Communication. Concept publishing Company, New Delhi.
8. Chiranjeev Avinash(2000):Electronic Media Management Authors Press-New Delhi
9. Chakravarty, Suhas;V(1997) Press and Media-The Global Demensions, Kanishka Publications, New Delhi
10. Chomsky Noam(1994):Manufacturing Consent: The Political economy of the mass media. Vintage Publishers, London.
11. Desai Ashok(2006):India's Telecommunication Industry History,Analysis Diagnosis-Sage Publications-New Delhi
12. Dan Laughey : Key Themes in Media Theory. Rawat Publications. 2007 (First published by McGraw-Hill, U.K.)
13. Defleur.D.& Dennis,E.(1993):Understanding Mass Communication.Houghton Mifflin Company,Boston.
14. Defleur;Ball-Rokeach;(1989) Theories of Mass Communication,5th edition,Longman Publication.New York
15. Goel,S.K(1999):Communication Media and Information Technology Commonwealth Publisher,New Delhi
16. Stanley J. Baran, Dennis K. Davies. :Mass Communication Theory : Foundations, Ferment And Future , Published by Thomson Wadsworth. First Indian Reprint 2008

EVALUATION PATTERN:

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

