

**Under Graduate Certificate course in  
Sociology of Mass Media and Journalism**

**Duration:** One Term, Part Time, 40 lectures with four modules

**Learning Method:**

- Lectures will be organized. Books, journals, newspapers, magazines will be used while studying. Learning will be participatory and experimental.
- Audio-visuals – films, documentaries, posters, and advertisements will be used for content analysis.
- Visits to Media and newspaper houses, ad agencies.

Assessment and Examination: Evaluation comprises of the following components:

<b>Modules</b>	<b>Credits</b>	<b>Assessment tools</b>	<b>Marks</b>
I	1	Written Test: Descriptive Questions (10 marks) MCQ's: Objective Questions (10 marks) Presentation: Power Point Presentation (5 marks)	25
II	1	Written Test: Descriptive Questions (10 marks) MCQ's: Objective Questions (10 marks) Presentation: Power Point Presentation (5 marks)	25
III	1	Written Test: Descriptive Questions (10 marks) MCQ's: Objective Questions (10 marks) Presentation: Power Point Presentation (5 marks)	25
IV	1	Written Test: Descriptive Questions (10 marks) MCQ's: Objective Questions (10 marks) Presentation: Power Point Presentation (5 marks)	25
<b>Total</b>	<b>4</b>		<b>100</b>

**Eligibility for Students:** H. S. C. (Any stream)with 55%

**Eligibility for Teachers:** M.A. Sociology with B+ and NET/SET, and Experts in concerned fields

**Intake Capacity :** 30 Students

**Objectives**

1. To create among students a sociological understanding of Media and Communication in Contemporary society
2. To engage students in critical evaluation of the impact of mass media on Indian society and culture

#### **Module I Introduction**

10 lectures

1. Meaning of key concepts - Mass Media, Mass Communications, Journalism, Advertising
2. Role and Functions of Mass Media and communications
3. Impact of Media and communication on culture and society
4. Sociological perspectives on Media – Functionalist, Marxist, Neo-Marxist (cultural hegemony), Post-Modern

#### **Module II Changing Media Scenario**

10 lectures

1. Changing nature of mass media and communications, New media
2. Globalization and Media revolution
3. Internet and issues in global media
4. Representation of issues of social groups in media (based on gender/class/caste/region/religion/ethnicity)

#### **Module III Journalism**

10 lectures

1. History of Journalism in India
2. Types of journalism – Print journalism, TV journalism, Online journalism, citizen journalism, advocacy journalism
3. Journalism and social problems
4. Issues in Indian regional journalism – its current status and role

#### **Module IV Advertising**

10 lectures

1. Social and cultural context of Indian advertising
2. Consumer culture, media and advertising
3. Advertising and social stereotyping (with reference to women, youth, children, minorities)
4. Impact of advertising on contemporary society

#### **References:**

1. Banerjee Sudeepa. 2014. Internet as a Media. Kalpaz Publication, New Delhi
2. Chakravarty Jagdish. 2003. Journalism in Changing Society: Emerging trends. Authors Press. New Delhi
3. Haralambos & Holborn. 2008. 7<sup>th</sup> edition. Sociology: Themes and Perspectives. Collins (chapter 12)

4. Joseph Ammu & Sharma Kalpana. 2006. Whose News – The Media and Women's issues. Sage.
5. Keval Kumar. History of Journalism.
6. Macionis John & Plummer Ken. 2012. 5<sup>th</sup> edition. Sociology: A Global Introduction. Pearson (chapter 22)
7. Madhavrao L.R. Assessing the Trends in Journalism. Sumit Enterprises. 2004.
8. Madhok Madhuri. 2013. News Media in India: The impact of Globalization. New Century Publication, New Delhi.
9. Mitra Mohit & Basu Sunil. A History of Indian Journalism.
10. Pajan Nalini (ed.) 2007. 21st Century Journalism in India. Sage Publication.
11. Parvate T.V. Marathi Journalism
12. Ram N. 2000. The Great India Media Bazar. In Thapar Romila (ed.) 'India: Another Millenium'. Penguin. N. Delhi.
13. Soni Sudhir. 2013. Handbook of Journalism and Mass Communication. Yking Books. Jaipur

#### मराठी संदर्भ

१. लेले रा. के. मराठी वृत्तपत्रांचा इतिहास. कोन्तिनेन्तल प्रकाशन, पुणे.
२. डुंबरे सदा. जागतिकीकरण आणि माध्यमक्रांती. २०१४. in भागवत वंदना, सपकाळ अनिल & गीताली संदर्भासहित स्त्रीवाद. मुक्तछन्द प्रकाशन, मुंबई.
३. माळी सुनील. २००८, बातमीदारी
४. कुंद प. न., परांजपे न. सावळे संजय. २०१५. माध्यमांची रणनीती – प्रवाहातील आणि भोवर्यातील. अभिव्यक्ती मिडिया फार डेवलपमेंट, नाशिक
५. देशपांडे ए. २००४ . मराठी पत्रकारिता. सुखदा-सौरभ प्रकाशन. सातारा.
६. पाध्ये प्रभाकर. १९९१. पत्रकारितेची मुलतत्वे. मेहता प्रकाशन. पुणे
७. डोळे जयदेव. २००५. शिक्षण आणि आधुनिक तंत्रज्ञान In रणसुभे विलास (संपा.) 'शिक्षण'. लोकवाङ्मय गृह. मुंबई.
८. भारद्वाज नंद. २००७. संस्कृती, जनसंचार और बाजार. सामायिक प्रकाशन. नई दिल्ली.