

**SES's L. S. RAHEJA COLLEGE OF ARTS AND COMMERCE**  
**AUTONOMOUS**



**Syllabus of Understanding Indian and Global Media under NEP 2020 vertical (Major) with effect from 2024-25**

**DEPARTMENT OF / BOARD OF STUDIES: MEDIA AND MASS COMMUNICATION**

**HoD / Sr. Person of the Department: Ms. KAVITA MAKHIJA**

**Date of approval by the BoS: 26<sup>th</sup> APRIL 2024**

**APPROVED by the Academic Council: 29<sup>th</sup> APRIL 2024**

**Ratified by the Governing Body: 6<sup>th</sup> May 2024**



<b>Program: Bachelor of Arts in Multimedia and Mass Communication</b>				<b>Semester : II</b>	
<b>Course : Understanding Indian and Global Media</b>				<b>Code: UGBAMMCIIMJ124</b>	
<b>Academic Year: 2024-2025</b>				<b>Batch: 2024-2026</b>	
<b>Teaching Scheme</b>			<b>Evaluation Scheme</b>		
<b>Lectures</b>	<b>Practical</b>	<b>Tutorials</b>	<b>Credits</b>	<b>Internal Continuous Assessment (ICA) (weightage)</b>	<b>Term End Examinations (TEE) (weightage)</b>
60	Nil	Nil	04	40 marks/40% of the total marks	60 marks/60% of the total marks

<b>Particulars</b>	<b>%</b>
Class tests / Assignment / Project / Quiz etc. (three components- to be conducted at different instants of time)	40
Class test, Quiz/presentation/Viva-Voce (OR)	20+10+10=40 Marks
Assignment/Project, Quiz and presentation/Viva-Voce	20+10+10=40 Marks

<b>Learning Objectives :</b>	<ul style="list-style-type: none"> <li>To define the key concepts, theories and frameworks in Media studies</li> <li>To analyse the media systems and practices in India and other global contexts</li> <li>To study the issues and impacts of media representation, diversity, bias and identity politics</li> <li>To investigate the patterns of media consumption and media policy frameworks</li> </ul>
<b>Learning Outcomes :</b>	<ul style="list-style-type: none"> <li>Learners will be able to explain the fundamental concepts and theories in media studies</li> <li>Learners will be able to compare and contrast media systems in different global contexts, considering political, economic, and cultural factors.</li> <li>Learners will be able to critically analyse media text and identify the patterns of representation and misrepresentation</li> <li>Learners will be able to outline the role of government policies and analyse the future trends in media industry</li> </ul>
<b>Pedagogy:</b>	<ul style="list-style-type: none"> <li>Lecture</li> <li>Presentation</li> <li>Debates and discussions</li> </ul>

**Each lecture session would be of one hour duration (60 sessions).**

<b>Module</b>	<b>Module Content</b>	<b>Module Wise Pedagogy Used</b>	<b>Module Wise Duration/ Lectures</b>
I	Fundamentals of Media Studies: <ul style="list-style-type: none"> <li>Evolution of media technology and its impact on the society</li> </ul>	<ul style="list-style-type: none"> <li>Lecture</li> <li>Presentation</li> </ul>	15

	<ul style="list-style-type: none"> <li>• Role of globalization on media industry and acculturation</li> <li>• Media Evolution and effects theories</li> <li>• Media consumption patterns among diverse audiences</li> </ul>	<ul style="list-style-type: none"> <li>• Debates and discussions</li> </ul>	
II	<p>Indian Media and Global media:</p> <ul style="list-style-type: none"> <li>• Overview of Indian Media landscape</li> <li>• Comparative analysis of media systems across different countries</li> <li>• Cultural Imperialism vs. cultural hybridity in global media</li> <li>• Audience segmentation and targeting strategies in media industries</li> </ul>	<ul style="list-style-type: none"> <li>• Lecture</li> <li>• Presentation</li> <li>• Debates and discussions</li> </ul>	15
III	<p>Contemporary issues in media content</p> <ul style="list-style-type: none"> <li>• Media Ethics and bias in presentation of gender, race, ethnicity, minorities, tribes in media</li> <li>• Media activism and advocacy for diversity and inclusivity</li> <li>• Politics and Religion in media narratives</li> <li>• New media, participatory culture and audience engagement</li> </ul>	<ul style="list-style-type: none"> <li>• Lecture</li> <li>• Presentation</li> <li>• Debates and discussions</li> </ul>	15
IV	<p>Media Policies and future trends:</p> <ul style="list-style-type: none"> <li>• Media ownership and regulation</li> <li>• Analysing media policy and regulation in India vs. global perspectives</li> <li>• Censorship, freedom of expression, cross border content distribution and ethics</li> <li>• Contemporary trends in Media – AI, virtual reality and media convergence</li> </ul>	<ul style="list-style-type: none"> <li>• Lecture</li> <li>• Presentation</li> <li>• Debates and discussions</li> </ul>	15

## REFERENCE BOOKS

1. McDougall, J. (2012). *Media studies: The basics*. Routledge.
2. Katju, M. (2011). The role the media should be playing in India. *Amicus Curiae*, 88, 10.
3. Kraidy, M., & Murphy, P. D. (2004). *Global media studies: an ethnographic perspective*. Routledge.
4. Hammer, R., & Kellner, D. (Eds.). (2009). *Media/cultural studies: Critical approaches*. Peter Lang.
5. Flew, T. (2018). *Understanding global media*. Bloomsbury Publishing.
6. Meikle, G., & Young, S. (2017). *Media convergence: Networked digital media in everyday life*. Bloomsbury Publishing.
7. Graber, D. A. (2007). *Media power in politics*. D. A. Graber (Ed.). Washington, DC: cq Press.

### Internal Continuous Assessment (ICA) Pattern

Sr No.	Examination Method	Marks
1	Presentation	10/20
2	Assignment/ Project	10/20
3	Class Participation	5
4	Viva-Voce	5
	<b>TOTAL</b>	<b>40</b>

**Term End Examinations (TEE)**  
**Question Paper Pattern**

Maximum Marks: 60

Duration: 2 Hours

All questions are compulsory.

<b>Question No.</b>	<b>Description</b>	<b>Total Marks</b>
1	Case Study / Application Based / Concept	15
2	A. Full Length Theory Question OR	15
	A. Full Length Theory Question	
3	A. Full Length Theory Question OR	15
	B. Full Length Theory Question	
4	A. Full Length Theory Question OR	15
	B. Short Notes: Answer any 3 out of 5 given (5 marks each)	

Note: The Full-length theory question of 15 marks each may be split up into two smaller questions carrying 8 marks and 7 marks respectively