



St. Mira's College for Girls, Pune
(MA Sociology 2020-23)

SOCIOLOGY
Sociology of Media
[Core Course]

Semester II	Credits:4	Subject Code: MSL22002	Lectures: 60
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Course outcomes:
At the end of this course, the learners will be able to:
<ul style="list-style-type: none"> • Grasp the different types of media. • Derive connection between various forms of media and nation, gender and community. • Understand various perspectives on media • Familiarize with new methodologies to analyze media in the context of globalization.

Unit 1: Introduction to Media Studies	12
<ul style="list-style-type: none"> • Defining the field • The study of the media: Theoretical approaches <ul style="list-style-type: none"> ○ Early theories- Functionalism, Marxism, Culture industry model ○ The effect model ○ Political economy approach ○ The public sphere ○ Cultural hegemony ○ Feminism • The study of Media: Methodological tools <ul style="list-style-type: none"> ○ Textual analysis ○ Audience research • Media Sociology: When the media representation met Sociology 	

Unit 2: Television: Analyzing programmes	12
<ul style="list-style-type: none"> • Redefining Indian Television-Streaming • Mediating Identities: Transnational Television • Politics of Television 	

Unit 3: Nation, Gender and Community in Indian Cinema	12
<ul style="list-style-type: none"> • Regional • Bollywood 	

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• Transnational	
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Unit 4: New Social Media	12
<ul style="list-style-type: none"> • Identity formation • Mediated Intimacies • Digital Divide/Inequalities 	

12 hours for Library work, practical or field work or research purposes

Recommended Text Books

- Asa Briggs & Peter Burke, *A Social History of the Media*, Polity Press, Cambridge 2005.
- Page Nos. 1-12; 91-120.
- Butcher Mellissa: *Transnational Television. Cultural Identity and change*; Sage, N. Delhi, 2003. Page nos. 49-87; 111-180
- Dasgupta S., Sinha D., Chakravarti S. (edt): *Media, Gender and Popular Culture in India*, Sage, 2012.
- Heyward Susan: *Key Concepts in Cinema Studies*, Routledge, UK, 2004.
- Hodkinson Paul: *Media, Culture and Society*, Sage Publications, 2011. Page Nos. 1-15; 60-81; 103-126
- Gaunlett D: *Media, Gender and Identity*, Routledge, UK, 2002.
- McDougall J.: *Media Studies-the basic*, Routledge, UK, 2012.
- O'Shaughnessy Michael: *Media and Society- An Introduction*, OUP, Australia, 1999.
- Page nos. 1-52, 63-69. 155-14
- Rajgopal Arvind: *Politics of Television*, Cambridge University Press, UK, 2001.
- Sardar Z. and Loon B.: *Introducing Media Studies- A graphic Guide*, Icon Books, UK, 2010.
- Uberoi Patricia: 'Imagining the Family: An Ethnography of viewing Hum Aapke Hain Kaun' in Dwyer & Patel (Eds), *Pleasure and the Nation*, Oxford, New Delhi. 2001
- Waisbord S: *Media Sociology: A Reappraisal*, Polity, UK, 2014.
- Williams Kevin: *Understanding Media theory*, Bloomsbury, London, 2017 (Indian editions).

Reference Books

- Nandy A.(Ed.): *The Secret Politics of Our Desires*, Oxford University Press, New Delhi, 1995 (Introduction)
- Niranjana Tejaswini et al: *Interrogating Modernity*, Seagull, Calcutta, 1995. (Introduction)

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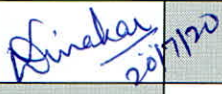
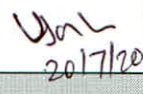
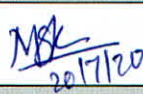
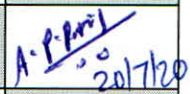
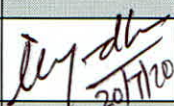
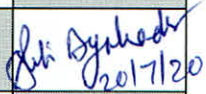

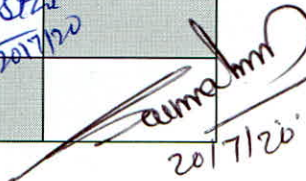


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- ViridiJyotika (2003): *The Cinematic ImagiNations*, Permanent Black, New Delhi.

References:

- Ash Amin and Nigel Thrift (eds) *Cultural Economy Reader*, Blackwell, London, 2004.
- Don Robotham, *Culture, Society and Economy: Bringing Production Back in*, Sage, London 2005
- Dwyer & Patel (Ed.): *Pleasure and the Nation*, Oxford University Press, New Delhi, 2001
- Dwyer & Patel: *Cinema India*, Oxford University Press, New Delhi, 2002
- Jan van Dijk, *The Network Society*, Sage, London, 2006
- Uberoi Patricia: *Freedom and Destiny*, Oxford University Press, New Delhi, 2006

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