

SYS 558 Sociology of Media and Communication

Objectives:

The course will enable the students to -

- 1 Make aware of the Communication Process.
- 2 Understand the patterns of communication in the changing situation.
- 3 Acquaint with the concept and process of communication in India
- 4 Analyse the various types of media.
- 5 Understand the different perspectives on communication media.
- 6 Aware of the social problems caused by communication media.

Course Outcome:

- CO1. Understand the communication process.
- CO2. Study the barriers for effective communication
- CO3. Contact with the world of media and market relations
- CO4. Entrepreneurial attitudes, skills and career options in media.
- CO5. Understand media policies in India
- CO6. Raising awareness of media related issues in India
- CO7. Sociological relevance of media for democracy

Course Content:

Unit I. Communication

Hrs - 14

- a. Scope and Importance of Sociology of Media and Communication
- b. Types of Communication and Barriers to communication.
- c. Social responsibility of media

Unit II . Perspectives of communication and Media

Hrs - 12

- a. Functionalist and Marxist
- b. Culture Industry – Habermas; Other Approaches
- c. Information and knowledge Society

Unit III. Mass media

Hrs - 14

- a. Radio, Television, Cinema and Social Media
- b. Effects of Mass media on Society.
- c. Media, technology and culture

Unit IV. Mass media and Social Problem

Hrs - 14

- a. Media, Crime and Violence
- b. Media Commercialization.
- c. New media issues: Invasion of Privacy, Piracy, Cybercrimes and Pornography.

Unit V. Media and Development

Hrs - 12

- a. Mass Media development and Social Change
- b. Communication and Rural Development.
- c. Communication Policy –Role of Govt. and other agencies.

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