

Programme	B.S. (4-years), Communication Studies	Course Code	INCS-302	Credit Hours	3
Course Title	Media Culture and Society				
Course Introduction					
The main objectives of this course are to: <ul style="list-style-type: none"> • Create a conceptual understanding among the students about relationship of Media with Culture and Society • Equip the students with the ability to study media from structural, functional, reception (audience) and ‘Effect’ point of view 					
Learning Outcomes					
After studying this course, the students will be able to: <ul style="list-style-type: none"> • Analyse the link between media and various Socio-Cultural Problems and Aspects • Understand the Cultural importance, Moral Responsibility and the Participatory Potential of Mass Media 					
Course Content					
Week 1	1. Conceptual Approaches to Media Studies				
Week 2	2. Media as an Agent of Narrative Building				
Week 3	3. Mass Media and Society: General Perspective				
Week 4	4. Cultural Communication				
Week 5	5. Political Economy				
Week 6	6. Media in Public Interest				
Week 7	7. Media Change and Social Change				
Week 8	8. Social Classes				
Week 9	9. Mediation of Meaning: Representation of Popular Culture				
Week 10	10. Language and Narrative of Media				
Week 11	11. Cultural Politics of News as Discourse				
Week 12	12. Representations: Gender and Race in Advertisements and News				
Week 13	13. Effects and Audience Studies: Women and Minorities Portrayal				
Week 14	14. Media Institutions, the Sociology of Content Production and Dissemination				
Week 15	15. Media and Entertainment Effects: New media and Social platforms				
Week 16	16. Media Globalization: Media and Cultural Imperialism school, Localization, Hybridization				
Textbooks and Reading Material					
Billig, ‘Nations and Languages’, in Banal nationalism, London: Sage, 1995, pp. 13–36					

Scannell and D. Cardiff, 'The national culture', in Approaches to media: a reader, vol. Foundations in media, London: Arnold, 1995, pp. 319–325.

Barker, Chris, Television, globalization and cultural identities, vol. Issues in cultural and media studies. Buckingham: Open University Press, 1999.

Buscombe, Edward, British television: a reader, vol. Oxford television studies. Oxford: Clarendon Press, 2000.

Hutchinson, John and Smith, Anthony D., Nationalism, vol. Oxford readers. Oxford: Oxford University Press, 1994.

Teaching Learning Strategies

1. Lectures
2. In-Class Activities
3. Written Assignments

Assignments: Types and Number with Calendar

1. Class Participation
2. Attendance
3. Presentations
4. Attitude & Behavior
5. Hands-on Activities
6. Short Tests
7. Quizzes

Assessment

Sr. No.	Elements	Weightage	Details
1.	Midterm Assessment	35%	Written Assessment at the mid-point of the semester.
2.	Formative Assessment	25%	Continuous assessment includes: Classroom participation, assignments, presentations, viva voce, attitude and behavior, hands-on-activities, short tests, projects, practical, reflections, readings, quizzes etc.
3.	Final Assessment	40%	Written Examination at the end of the semester. It is mostly in the form of a test, but owing to the nature of the course the teacher may assess their students based on term paper, research proposal development, field work and report writing etc.