

## **BSCS304: Media, Culture and Society (3 Cr. Hrs)**

### **Course Objectives:**

The main objectives of this course are to:

- 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:

- Analyze 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 Contents:**

1. Conceptual Approaches to Media Studies
2. Media as an Agent of Narrative Building
3. Mass Media and Society: General Perspective
4. Cultural Communication
5. Political Economy
6. Media in Public Interest

7. Media Change and Social Change
8. Social Classes
9. Mediation of Meaning: Representation of Popular Culture
10. Language and Narrative of Media
11. Cultural Politics of News as Discourse
12. Representations: Gender and Race in Advertisements and News
13. Effects and Audience Studies: Women and Minorities Portrayal
14. Media Institutions, the Sociology of Content Production and Dissemination
15. Media and Entertainment Effects: New media and Socialplatforms
16. Media Globalization: Media and Cultural Imperialism school, Localization, Hybridization

**Teaching Methodology:**

- Lectures
- In-Class Activities
- Written Assignments

**Assessment:**

- Midterm Assessment
- Formative Assessment: (Classroom participation, Attendance, Assignments and Presentations, Attitude and Behavior, Hands-on Activities, Short Tests, Quizzes etc.)
- Final Assessment