

Syllabus

M.A. Sociology Semester-III

SOC O 946 : Media and Culture

PANJAB UNIVERSITY, CHANDIGARH

Objective

This course has been designed to provide a sociological perspective on the role of popular culture and mass media in modern society. It focuses on the phenomena of communication, mass media, popular culture, especially in the Indian context, and their relationship with the globalization process since all these together play a major role in shaping the society.

INSTRUCTIONS FOR THE PAPER-SETTER AND THE CANDIDATES

- (i) The theory question paper will be of 80 marks and 20 marks will be for internal assessment. Duration of the paper will be 3 hours.
- (ii) For private candidates, who have not been assessed earlier for internal assessment, the marks secured by them in theory paper will proportionately be increased to maximum marks of the paper in lieu of internal assessment.

The paper setter must put note (ii) in the question paper.

The syllabus will be divided into four units.

There will be 9 questions in all. The first question is compulsory and shall be short answer type containing 10 short questions spread over the whole syllabus to be answered in about 30 to 35 words each, carrying 20 marks i.e. 2 marks each. Rest of the paper shall contain 4 units. Each unit shall have two long questions and the candidates shall be given internal choice of attempting one question from each Unit-4 in all. Each question will carry 15 marks.

Unit-I

Communication: Definition, Process, Functions and Types
Approaches to Communication
Factors influencing Communication
Mass Media – Print and Electronic

Unit-II

Culture: Popular Culture, Mass Culture, Folk Culture, Elite Culture; Mass Media and Culture, Theoretical Perspectives on Popular Culture and the Media.

Unit-III

Globalization, Mass Media and Culture – Diffusion of global culture through the mass media and its impact on society – social values, youth, family, consumerism, food, clothes, entertainment;
Dissemination of awareness by media on social issues – violence, stereotypes, gender issues.

Unit-IV

Media and the Indian Society – Satellite television and its impact; Impact of Social Media