

Department Name: Sociology

Semester-IV

Course Title: Communication, Media and Society	Course Code: 24MJSOC4SC
Total Contact Hours: 28	No. of Credits: 2
L:T:P= 1:1:0	
Internal Assessment Marks: 10	Duration of SEE: 1.5 Hours
Semester End Exam Marks: 40	

Course Out comes (COs):

After the Completion of the course, students would able to:

1. Learn the importance of Communication for attaining success and improvement of their skills in job carrier.
2. Understand the role of Media in Culture, politics and Social behavior
3. Improve and develop personal and professional styles, demonstrating commitments to self growth and refinement in communication

Unit	Description	Hours
1	Introduction 1.1 Definitions, Scope and Functions of Communication 1.2 Dimensions of Communication 1.3 Types of Communication Skills (Oral, Writing, Imaging) 1.4 Sociological approaches to communication.	08Hrs
2	Sociological perspectives of Mass Media 2.1 Cultivation Theory. 2.2 Agenda Setting Theory. 2.3 The uses and Gratification Theory. 2.4 Dependency Theory.	10Hrs
3	Media and Social Change 3.1 Role of Print Media in Social Change. 3.2 Impact of Television and Films on Society 3.3 Impact of Information Technology on Society 3.4 Influence of Media on Children and Youth	10Hrs

References:

1. Allan Wells (1979) Mass Media and Society, Mayfield, California
2. Ambekar J.B (1992) Communication and Rural Development, Mittal, New
3. Arvind Singhal and Rogers Evertt (1933) Information Revolution in India,
4. Asa Briggs & Burke (2005). A Social History of the Media, Cambridge: Polity Press.
5. Bever S.H., et.al., The Sociology of Mass Media Communications, The Social Review, Blunder, J. and E. Katz, The Uses of Mass Communication. Thousand Oaks, CA: Sage, 1974.
6. Chatterjee R.K. (1978) Mass Communication, NBT, New Delhi. David Holmer, Communication Theory-Media, Technology and Society, Sage Delhi.
7. de Flour M.L and Rokesch S. Bat (1978) Theories of Mass Communication
8. Denis Mc Quail, An Introduction to Communication Theories, Sage Publication, New Delhi, 1994.
9. Denis Mc Quail, Mass Communication Theory, Sage Publication, 1994
10. Denis Mc Quail (1969) Towards a Sociology of Mass Communication, Macmillan,
11. Emery E. Ault P.H., Agree W.K.(Dodd, Mead and Co., Introduction to Mass Communication — by Inc. New York)
12. Everett M Rogers 1989A History of Communication Study :A Biological Approach Institute of Mass Communication

Department Name: Sociology

Semester-IV

Course Title: Gender Sensitization	Course Code: 24MJSOC4SC
Total Contact Hours: 28	No. of Credits: 2
L:T:P= 1:1:0	
Internal Assessment Marks: 10	Duration of SEE: 1.5 Hours
Semester End Exam Marks: 40	

Course Out comes (COs):

At the end of the course, students would able to:

1. Understand gender sensitization and related issues.
2. Understand the role of Socialization as a gender constructor of gender roles and status.
3. Develop capacity to engage in policy decisions to remove gender bias in all fields of life in the process of gender equality for nation building.

Unit	Description	Hours
1	<p>Understanding Gender and Related Concepts</p> <p>1.1 Gender: Sex vs. Gender, Social Construction of Gender, Gender Roles, Gender Stereo types, Gender Division of Labour.</p> <p>1.2 Patriarchy, Masculinity and Femininity.</p> <p>1.3 Sexualities.</p> <p>1.4 Gender, Caste and Class.</p>	10Hrs
2	<p>Gender Sensitization</p> <p>2.1 Meaning, Nature and Importance</p> <p>2.2 Challenges of Gender Sensitization</p> <p>2.3 Measures to overcome Challenges</p> <p>2.4 Role of Media in Gender Sensitization</p>	10Hrs
3	<p>Gender Practices and Policies</p> <p>3.1 Female infanticide and Child Marriage.</p> <p>3.2 Rape, Domestic Violence, Sexual Harassment at work Place.</p> <p>3.3 Empowerment of Women</p> <p>3.4 Legal and Constitutional Provisions for empowering women in India</p>	08Hrs

References:

1. Bhasin, kamla: What is Patriarchy?, Kali for Women, New Delhi
2. V.Geetha: Gender, STREE-SAMYA, Kolkata V.Geetha: Patriarchy, STREE-SAMYA, Kolkata
3. Convention on the Elimination of All Forms of Discrimination against Women Adopted and opened
4. for signature, ratification and accession by General Assembly resolution34/180of18 December1979
5. entryintoforce3 September1981,in accordancewitharticle27(1)
6. Declaration on the Elimination of Violence against Women Proclaimed by General
7. Assemblyresolution48/104of20December1993 Understanding Gender-<https://youtu.be/MxhBl6trdfg>
8. Basic concept of sex and gender, gender attributes &questions of identity(WS)-
<https://youtu.be/k7GZ02hbiWQ>
9. GenderandIntersectionalitytheory-<https://youtu.be/JqdMLj6sYwo>Patriarchy-<https://youtu.be/-ff9qsqaRg8>
10. Gender Sensitization meaning-<https://youtu.be/BrfCAPfqpvk>
11. Gender Sensitization: Issues and Challenges-<https://youtu.be/rEC0St6yu4l>
12. Pitrattaki Gehraiyan -<https://youtu.be/ROC0ii4yBw8>
13. Mumkinhai/It's Possible by Kamla Bhasin -<https://youtu.be/6tfPgVldJm4>
14. Jane Pilcher &Imelda Whelehan :50 Key Concepts in Gender Studies, SAGE Publications, New Delhi

Department Name: Sociology

Semester-IV

Course Title: Visual Sociology	Course Code: 24MJSOC4SC
Total Contact Hours: 28	No. of Credits: 2
L:T:P= 1:1:0	
Internal Assessment Marks: 10	Duration of SEE: 1.5 Hours
Semester End Exam Marks: 40	

Course Out comes (COs):

After studying this course, students would able to:

1. Explain the theoretical frame work to understand society through visual.
2. Understand how visuals are used to study society.
3. Know about the significance of reflexivity and subjectivity in Visual research

Unit	Description	Hours
1	Introduction 1.1 Meaning, Scope and Importance of Visual Sociology 1.2 Understanding Society through Visuals 1.3 Making sense of Visuals 1.4 Film and Video as a Research tool	10Hrs
2	Sociology and Practice of Photography 2.1 Image making through Photography 2.2 Photography, self and society 2.3 Photography as a tool of Social Research 2.4 Social impact of Photography	08Hrs
3	Sociology, Multi Media and Hyper Media 3.1 Representation through Video and Film. 3.2 Society, multimedia and Hyper Media. 3.3 Multi Media and Hyper Media as a Research tool. 3.4 Relationship and Differences between Multi media and Hyper Media.	10Hrs

References:

1. Benshoff, Harry M. *America on Film: Representing Race, Class, Gender and Sexuality at the movies*. Wiley Blackwell, 2009.
2. Berger and Asa Arthur. *Media and Society: A Critical Perspective*. Rowman & Littlefield, 2012.
3. Daramola. |. *Mass Media and society, writing for the Media Society*. Lagos: Rothan Press, 2005, 2003.
4. Dines, Gail, and Jean Humez. *Gender Race and class in Media: A critical Reader*. 4th ed. New Delhi.
5. Edward Said. *Covering Islam: How the Media and the Experts Determine How We See the Rest of the World*. New York: Vintage, 1997.
6. Gorman, Lyn, and McLean David. *Media and Society into the 21st century: A Historical*. London: Sage, 2005.
7. Marshall, McLuhan. *Roads and Paper Routes in Understanding Media: Extensions of "Man"*. New York: McGraw-Hill Book Co., 1964.
8. McQuail, D. *McQuail's Mass Communication Theory*. 5th Ed. London: Sage, 2005.
9. Roger, Silverstone. *The Sociology of Mediation and communication in Craig Calhoun Chris*. Edited by Rojek and Bryan S Turner. London: Sage, 2005.
