

**CORE COURSE IV – MEDIA CULTURE SOCIETY**

**Unit 1**

Why study Media? How and How not to study Media?

**Unit 2**

Media Determinants: Owners and controlling companies; Media institutions, the State and the law; Media self-regulation and control, Economic determinants, Advertisers, Audiences, Media personnel, Sources.

**Unit 3**

Media Techniques: (Class presentations) Selection, The rhetoric of the image, Image and text, the effects of camera and crew; Set-ups, Film and sound editing; Interpretive frameworks, Visual coding, Narrative.

**Unit 4**

Media Ideology: Defining ideology, Ideology in the classroom.

**Unit 5**

Audience Relationship: Problematising audiences, Audience positioning, Subjectivity, Pleasure.

**Books for study and reference:**

1. Len Masterman, Teaching the Media, Comedia Publishing Group, London. 1985.
2. James Lull, Media, Communication, Culture - A Global Approach, Polity Press, UK. 2000.
3. Ed. Michael Gurevitch & others, Culture, Society, and the Media, Routledge, London. 1988.
4. Alvarado, Gutch and Wollen, Learning the Media, Macmillan Education Ltd. 1987.