

Course title	Theories of Communication
Category	Existing course with revision. Mention the percentage of revision. a. Changes: Revisions made in Objectives, Programme specific Outcomes, Learning Outcomes and Reading List according to the requirements of the new format.
Course code	COM401
Semester	I
Number of credits	04
Maximum intake	30 (on first-come-first-served-basis for MA courses only)
Day/Time	Tuesday 11 AM – 1 PM and Thursday 2 – 4 PM
Name of the teacher	T. T. Sreekumar
Course description	Overview: Theories of communication and media provide important analytical and conceptual tools for researchers, activists and practitioners exploring multiple social contexts. The course discusses both classical and contemporary theories of communication and media studies, covering selectively, the key thinkers, concepts and paradigms as well as major areas of research, taking a critical approach in analyzing various theoretical/analytical frameworks. The highlight of the course will be a continuing discussion of the role of theory in communication research. The dynamic nature of the field of study necessitates meaningful conversations on how communications and media theories historically emerge and help explain concomitant communication practices. As we all know, with the advent of new media technologies, the field of communication and media studies has undergone drastic theoretical and methodological transformation. The course would also attempt to map this changing terrain of academic investigations by exploring pertinent aspects of frameworks such as functional- structural theories of communication, political economy of communication, cultural approaches, Marxist and Neo-Marxist approaches, postmodern/poststructuralist theories, cognitive models and residual new media theories. The module would seek to understand the field of study from three basic interrelated perspectives: theoretical, methodological and historical. ii) Objectives in terms of Program specific Outcomes: - To adopt a critical approach in analyzing various theoretical and analytical frameworks within classical and contemporary communication and media theories, focusing selectively on key thinkers, concepts, paradigms, and major research areas. - To examine the significant theoretical and methodological transformations in communication and media studies brought about by the advent of new media technologies. - To map the evolving landscape of academic investigations by exploring relevant frameworks, - including functional-structural theories of communication, the political economy of communication, cultural approaches,

	Marxist and Neo Marxist perspectives, postmodern and poststructuralist theories, cognitive models, and emerging new media theories. e. To comprehend the field of communication and media studies from three interrelated perspectives: theoretical, methodological, and historical. f. To enhance employability and skill development by fostering the ability to critically evaluate and apply communication and media theories, preparing students for roles in academia, media industries, public relations, and other fields that require strong analytical and conceptual skills. iii) Learning outcomes: Domain Specific Outcomes To understand and critique the foundational theories of communication and media, including their historical development and key contributors. To analyse the impact of new media technologies on communication theories and practices, highlighting the evolution and transformation within the field. To explore and evaluate diverse theoretical frameworks such as functional-structural theories, political economy of communication, cultural approaches, and postmodern / poststructuralist theories. To integrate theoretical, methodological, and historical perspectives in the study of communication and media, fostering a holistic understanding of the discipline. Value Addition To engage in continuous discussions on the role of theory in communication research, recognizing the dynamic nature of the field and the importance of understanding how communication and media theories historically emerge and explain related practices. Skill-Enhancement To equip researchers, activists, and practitioners with essential analytical and conceptual tools in the field of communication and media for exploring diverse social contexts. Employability Quotient To develop a comprehensive understanding of the major theories and analytical frameworks in communication and media studies, thereby enhancing the ability to critically analyze and apply these theories in professional contexts.
Course delivery	Lecture/Seminar/Experiential learning to match learning Outcomes a, b, c and d.
Evaluation scheme	The module consists of weekly seminars led by the instructor and class presentations by the students, followed by the submission of short notes based on the presentations.

	Attendance is mandatory as per university regulations, and students are expected to actively engage in all course-related academic activities. Internal mode of evaluation: 1. Attendance and Class Presentations: 10% Students will deliver three PowerPoint presentations, each lasting 10 to 12 minutes. 2. Submission of Notes: 10% Students will submit a short note of 750 to 1000 words based on each class presentation. 3. Mid-Term Assignment: 20% A short essay of 1500 words on an assigned topic. End Semester Mode of Evaluation 4. Final Essay: 60% A project, report, or essay of 3000 words on a topic chosen by the student in consultation with the instructor.
Reading list	Essential Readings 1. McQuail, Denis. <i>McQuail's Mass Communication Theory</i>. 6th ed. London: SAGE Publications, 2010. 2. Hall, Stuart. "Encoding/Decoding." In <i>Culture, Media, Language: Working Papers in Cultural Studies, 1972-79</i>, edited by Stuart Hall, Dorothy Hobson, Andrew Lowe, and Paul Willis, 128-138. London: Hutchinson, 1980. 3. Fuchs, Christian. <i>Social Media: A Critical Introduction</i>. 2nd ed. London: SAGE Publications, 2017. Additional Readings 1. Carey, James W. <i>Communication as Culture: Essays on Media and Society</i>. Revised ed. New York: Routledge, 2009. 2. Castells, Manuel. <i>The Rise of the Network Society</i>. 2nd ed. Oxford: Wiley-Blackwell, 2010. 3. Morley, David. <i>Television, Audiences and Cultural Studies</i>. London: Routledge, 1992. 4. Thompson, John B. <i>The Media and Modernity: A Social Theory of the Media</i>. Stanford: Stanford University Press, 1995. 5. Jenkins, Henry. <i>Convergence Culture: Where Old and New Media Collide</i>. New York: New York University Press, 2006.

Course title	Introduction to Media Studies
Category	Existing course without changes
Course code	COM405 (for MA LLMC Sem II students)
Semester	I
Number of credits	04
Maximum intake	30 (on first-come-first-served-basis for MA courses only)
Day/Time	Monday & Wednesday, 4-6 PM
Name of the teacher	Srinivas Lankala
Course description	Overview: The course provides an overview of the interdisciplinary field of Media Studies. It is structured as a survey course as well as a reading seminar that explores different forms of media analysis from the multiple perspectives of Communication and Journalism, Cultural Studies, Critical Theory, Technology Studies, and the broader humanities. It is intended to provide common ground for students from diverse disciplinary backgrounds and enable them to develop a holistic approach towards the study of media structures, texts, effects, industries, and practices on the one hand, and the relationship between media, culture, and society on the other. The course will also introduce several sub-fields in the study of media which students may encounter in more depth in subsequent semesters. Objectives of the Course: g. demonstrate an advanced interdisciplinary understanding of media and their significance to society (PO1) h. understand and contribute to the contemporary debates in the fields of media and popular culture (PO2) i. develop skills in the application of critical media analysis (PO3) Learning Outcomes: a. Explain the theoretical concepts of media, communication, culture and critique b. Describe the historical evolution of different media and evaluate their future trajectories c. Understand multiple disciplinary and theoretical approaches to studying media d. Analyse the role and effect of the media in contemporary social and political contexts.
Course delivery	Lecture and Seminar
Evaluation scheme	<i>Internal Evaluation:</i> • Presentation of an assigned reading, accompanied by a short response paper: 20% • Mid-semester examination (best of 2 exams): 20% <i>Final Evaluation:</i> • End-semester written examination: 60%

Reading list	Essential reading • Laughey, Dan. 2007. <i>Key Themes in Media Theory</i>. Open University Press. • Mitchell, W.J.T. and Mark Hansen. 2010. <i>Critical Terms for Media Studies</i>. The University of Chicago Press. • Taylor, Paul and Jan Harris. 2008. <i>Critical Theories of Mass Media: Then and Now</i>. Open University Press. Additional reading • Chun, Wendy Hui Kyong and Thomas Keenan (Eds.). 2006. <i>New Media, Old Media : A History and Theory Reader</i>. Routledge. • Curran, James and David Morley (Eds.). 2006. <i>Media & Cultural Theory</i>. Routledge. • Durham, Meenakshi Gigi and Douglas M. Kellner (Eds.). 2006. <i>Media and Cultural Studies: KeyWorks</i>. Blackwell. • Gillespie, Tarleton et al (Eds.). 2014. <i>Media Technologies: Essays on Communication, Materiality, and Society</i>. The MIT Press. • Hansen, Mark B.N. 2006. 'Media Theory'. <i>Theory Culture Society</i>. 23, p.297. • Lister, Martin et al. 2009. <i>New Media: A Critical Introduction</i>. Routledge. • McLuhan, Marshall. 1994. <i>Understanding Media: The Extensions of Man</i>. The MIT Press. • Silverstone, Roger. 1999. <i>Why Study the Media?</i> Sage Publications.

Course title	Media and Society: Seminar
Category	Existing course
Course code	COM505
Semester	I
Number of credits	04
Maximum intake	20 (on first-come-first-served-basis for MA courses only)
Day/Time	Tuesday & Thursday, 9-11 AM
Name of the teacher	Srinivas Lankala
Course description	Overview: This course is designed as a seminar that introduces students to the role of media in Indian society as well as the socio-political context of media studies as a field. The course is structured around a weekly lecture, reading, presentation and discussion that will provide an overview of the location of media within social structures and prepare the student for the diversity of perspectives, methodologies and disciplinary backgrounds that will be encountered as they progress through the M.A. programme. The course readings include foundational texts concerning the role of media in Indian society from different social science and humanities perspectives, as well as contemporary academic and popular commentaries on the relationship between media and current social issues. Students are expected to come with an abiding interest in journalism and / or media studies and a basic understanding of current affairs. Objectives of the Course: - demonstrate an advanced interdisciplinary understanding of media and their significance to society (PO1) - understand and contribute to the contemporary debates in the fields of media and popular culture (PO2) - address social issues through a holistic and grounded approach using skills in media and communication studies (PO6) Learning Outcomes: - Understand the relationship between media discourses and current social issues - Analyse the role of media in construction of identity, meaning and ideology - Compare the representational and discursive of media in society - Discuss media as both industry and cultural phenomenon,
Course delivery	Seminar
Evaluation scheme	Evaluation includes internal assessment for 40% and end semester exam for 60% of the grade. - In-class presentation of an assigned reading and review:20% - Internal written exam:20% - End semester exam: 60%

Reading list	• Burton, Graeme, <i>“Media and Society: Critical Perspectives</i>, Rawat Publications: New Delhi, 2009. • Curran, James (Ed), <i>“Media and Society”</i>, Bloomsbury Publishing: UK, 2010. • Muralidharan, Sukumar, <i>“Freedom, Civility, Commerce: Contemporary Media and the Public</i>, Three Essays Collective, 2018. • Philipose, Pamela, <i>“Media's Shifting Terrain: Five Years that Transformed the Way India Communicates</i>, Orient BlackSwan, 2018. • Poe, T. Marshall, <i>“A History of Communications: Media and Society from the Evolution of Speech to the Internet”</i>, Cambridge University Press: USA, 2011. • Rao, Shakuntala (Ed), <i>“Indian Journalism in a New Era</i>, Oxford University Press, 2019.