

## SEMESTER 5

### PAPER – BMC 501: MEDIA CRITICISM

**Unit 1: Deconstructing media literacy (03)**

Understanding Media literacy- media education-media criticism- importance, purpose and exposure to media objectivity- Approaches to evaluation of media content.

**Unit 2: Media and its audience (03)**

Audiences, owners, and controllers of mass media - what is news?-Advertisement-Entertainment

**Unit 3: Electronic media criticism (08)**

Electronic Media criticism: brief history and cultural functions- criticism and communication process-ethics, values, and morality defined- composite criticism

**Unit 4: Media and value systems (10)**

Media as value suppliers- access, freedom of expression and predominant value systems - The protestant ethics -Social Darwinism- Detecting programme's value systems- media literacy methods- critical autonomy- Media pedagogy

**Unit 5: Media and culture (10)**

Media awareness-information overload- media and our culture- Demystifying the media- media and sensorial appeal- dehumanisation through the media- media and consumerism- Media and reality and construct reality -key concepts of mass media and popular culture- forms, code, conventions- ideologies and values- consumerism

**Unit 6: Social analysis and violence in Media (10)**

Popular culture- introducing social analysis- social analysis of media experience - mobilizing a movement- sexuality and the media- violence and the media

#### REFERENCES:

1. ***Introduction to mass Communication: media literacy and culture, seventh edition:*** Baran, Stanley 2011 McGraw Hill
2. ***Making media: Foundations of sound and image production, Second Edition:*** Jan Roberts-Bresli
3. ***Electronic Media Criticism: applied perspectives :*** Peter B Orlik
4. ***Radical Mass Media Criticism: A Cultural Genealogy:*** David Berry, John Theobald
5. ***De-Westernizing Media Studies:*** Myung-Jin Park, James Curran
6. ***Manufacturing Consent: The Political Economy of the Mass Media:*** Noam Chomsky, Edward S. Herman

## **PAPER – BMC 502: HUMAN RIGHTS AND MEDIA**

### **Unit 1: Introduction to Human Rights**

(05)

Historical origins - sources of HR - perspectives on HR and duties - types of rights - Nature and concept of duties - UN and UN charter - International Bill of rights - State responsibility in International law - Indian values and human rights - Emerging dimensions in human rights -

### **Unit 2: Principles and theories of Human Rights**

(10)

Evolution of Human Rights Concept - approaches to human rights - theories and principles - Internationalisation of human rights - British Magna Carta 1215 - French declaration of the Rights of man 1789 - Human rights in 1st World War era - UN Charter

### **Unit 3: Organisations related to Human rights**

(03)

Brief overview if UN and its specialised agencies - UN General Assembly - UN Security Council - India in Security Council - UN Commission on Human rights

### **Unit 4: State of Human rights in India**

(08)

Genesis - Right to equality - political rights - rights relating to person - Human Rights and relevant articles in Indian Constitution - Right to privacy - Privacy and the Indian Constitution - historical tracing of the concept of privacy - judicial activism and the right to privacy - Protection of data and privacy - Rights of minorities - Multiculturalism in Indian Constitution - security of weaker sections in secular India - Judicial protection for human rights - custodial violence - Role of media and Human rights in India.

### **Unit 5: Child and Human Rights**

(09)

Rights of Children - UN convention on the rights of a child - Human rights and female foeticide - Sexual exploitation, forced labour, child labour - Child prostitution - Children in conflict with the law - Human rights violation on street children - Parenting and child health - Child's right to education - Media reporting on children and child rights .

### **Unit 6: Women and Human rights**

(09)

UN and Status of women - CEDAW - Global Gender agenda - offences, violence and crime against women - Dowry and dowry related violence - Domestic Violence - Women prisoners - sexual harassment at workplace - Beijing Declaration and Action plan - Media and Reporting on women's issues.

### **REFERENCES:**

1. **Media, Mobilization and Human Rights: Mediating Suffering** [Paperback] Tristan Anne Borer (Editor)
2. **Human Rights: A Very Short Introduction** by Andrew Clapham
3. **Human Rights and Social Movements** by Neil Stammers
4. **Human Rights as Social Construction** by Benjamin Gregg
5. **The Rights of the Child in India** by Justice Raj Kumar Manisana Singh, Akansha Publishing House, New Delhi (2009).
6. **Right to Education: Education for the Deprived Children** by S.N. Tripathy. Abhijeet Publications, New Delhi (2012).
7. **Rights of Children** by B. Gopalkrishnan. Aavishkar Publishers, Distributors, Jaipur (2004).

## **PAPER – BMC 503: O-J-T / RADIO SHOW / MAGAZINE PRODUCTION/SHORT FILM PRODUCTION & VIVA**

Students will be required to do any one of the following [a] an internship of three months at a reputed publishing/ newspaper/ public relations/ advertising/ TV/ film production unit / digital marketing or [b] plan, and produce a short radio show of broadcast quality or a magazine of print quality or a short film production.

**Internship:** Every student of the third year Mass Communication who opts for O-J-T is expected to do internship at either in a media house or with NGOs or in any media related Institution or Corporate houses as corporate communicators or content writers. The students are free to choose any work that pertains to their areas of interest. They will do a minimum of three month internship i.e. beginning soon after their 4<sup>th</sup> End Semester examinations till August end.

There will be a viva voce on the project report for 40 marks, 40 marks for a presentation on the project, totalling 80 marks for Internal Assessment and the same format for the End Semester exams by an external evaluator, approved by the University which would carry 120 marks (60 for viva voce +60 for presentation), bringing the total marks to 200.

**Alternatively,** a student will be required to make either a radio show/magazine/short film of not less than 15 minutes using professional tools, equipment, and software under the guidance of the faculty member concerned. The entire process of making is to be followed from concept note to post production work. The making process will be documented as a written project, to be submitted along with the DVD (soft copy) of the radio show/ magazine/short film. The student will face a viva-voce on the project submitted. The internal marks will be 80, the End Semester marking of the project report by a panel of independent professionals, approved by the University and the marks for viva-voce will be 120, to make a total of 200 marks.