

Course Name : Cultural Studies and Media: The Basics
Course Code : CP523

L = 3, T = 0, P = 0, CH = 3, CR = 3

Understanding Media: Chomsky, Baudrillard and Habermas;
Journalistic roles Vis-à-vis Commercial roles; Global, National and the Local Media
Public Opinion, Knowledge, Beliefs and Assumptions;
Media, Politics and Nation; Media Inclusion and Exclusion;
Media Propaganda;
Production of Audience; Counter-culture and contemporary trends;
Pop Culture; Fashion; Tabloids; New Media; Advertising;

Reading List

- (i) Durham, Meenakshi Gigi and Kellner, Douglas. (eds.) *Media and Cultural Studies: Key Works* (Wiley Blackwell, Massachusetts, 2001)
- (ii) Chomsky, Noam and Edward S. Herman. *Manufacturing Consent: The Political Economy of The Mass Media* (Pantheon Books, New York, 2002)
- (iii) Baudrillard, Jean. *Simulacra and Simulation* (University of Michigan, 1994)
- (iv) Curran, James and Morley, David. *Media and Cultural Theory* (Routledge, New York, 2006)
- (v) Grossberg, Lawrence. *Media Marketing: Mass Media in Popular Culture* (Sage, New Delhi, 1998)

