

## LITERATURE, CULTURE AND MEDIA

Sem	Subject Code	Category	Lecture		Theory		Practical	Credits
IV		ELECTIVE – IV (A)	Hrs/Week	Hrs/Sem	Hrs/Week	Hrs/Sem	-----	3
			6	90	6	90		

### COURSE OBJECTIVES:

- This course aims at introducing to students the field of Cultural Studies and media studies
- To make them understand the interconnectivity of Literature, Culture and Media

### COURSE OUTCOMES:

On the successful completion of the course, students will be able to,

CO Number	CO Statement	Knowledge Level (K1-K5)
<b>CO1</b>	To have an overview of the important transformations in the field of cultural studies and media studies	<b>K1</b>
<b>CO2</b>	To critically understand the processes of appropriations and expropriations involved in the making of “culture” and the concepts of secularism, reason and critical inquiry.	<b>K2</b>
<b>CO3</b>	To handle critical concepts and theories for the development of a critical attitude.	<b>K3</b>
<b>CO4</b>	To open directions for further research and critical inquiry.	<b>K4&amp;K5</b>

### Mapping with Programme Outcomes:

COS	PO1	PO2	PO3	PO4	PO5
<b>CO1</b>	S	S	S	M	S
<b>CO2</b>	S	S	S	M	M
<b>CO3</b>	M	S	S	S	M
<b>CO4</b>	S	M	S	S	M
<b>CO5</b>	S	S	M	M	S

**S- Strong; M – Medium**

**Unit-I** **18 Hours**  
Defining Literature; Defining Culture; Relationship between Literature and Culture;  
Literature, Culture and Media

**Unit-I I** **18 Hours**  
Introduction to Cultural Studies;  
Cultural Studies I: Raymond Williams;  
Cultural Studies II: Stuart Hall; High Culture and Popular Culture; Subculture and  
Counterculture  
Theories of Ideology; Adorno and Horkheimer on Culture; Culture Industry and Mass  
Deception, Walter Benjamin

**Unit-III** **18 Hours**  
The Evolution of Media: Print forms; Media and Culture; Media, Culture and Technology  
I and II; Harold Innis  
Introduction to Marshall McLuhan; Media and the Electric Age; Hot and Cool Media;  
Postmodern Media I; Postmodern Media II and Formation of Public Opinion  
Development of Media: Radio; Development of Media: Television; Film, Television and  
Literature; Impact of Technology on Literary Genres: Novel; Media in the 21st Century

**Unit-IV** **18 Hours**  
Word and the Image: Drama, Photography, Birth of the Cinema; Film and Literature I and  
II; Language of Films: Mise-en-scene, Type of Shots, Camera angles/movements

**Unit-V** **18 Hours**  
Approaches to Digital Forms of Media; Literature, Internet and Culture; Digital Culture,  
Media, and Literature; Representation of Partition in different Media: A historical and  
Cultural Analysis I and II  
Game Studies I and II; Body Culture Studies and Representation of Women in the Media;  
Media and Gender; Media and Language, Glass Ceiling in Media

**TEACHING METHODOLOGY:**

- Classroom Lectures
- PowerPoint Presentations.
- Seminars
- Assignments and tests

**TEXT BOOKS:**

<b>S.NO</b>	<b>AUTHORS</b>	<b>TITLE</b>	<b>PUBLISHERS</b>	<b>YEAR OF PUBLICATION</b>
1.	Best, Steven and Kellner , Douglas	The PostModern Turn	The Guilford Press	2012
2.	Hall, S.	“Encoding and Decoding in the Television Discourse”, Education and Culture	Strasbourg: Council of Europe	1975
3.	Lister, Martin; Dovey, Jon and Giddings, Seth	New Media: A Critical Introduction	Routledge	2008

**BOOKS FOR REFERENCE:**

<b>S.No</b>	<b>Authors</b>	<b>Title</b>	<b>Publishers</b>	<b>Year Of Publication</b>
1.	Parker, Robert Dale	Critical Theory: A Reader for Literary and Cultural Studies	Oxford University Press	2012
2.	Raessens, J.	Rethinking Gamification pp. 91-114	Meson press	2014
3.	Rivkin, Julie and Michael Ryan	Literary Theory: An Anthology	Blackwell Publishers	1998
4.	Willis, Paul	Profane Culture	Routledge and Kegan Paul	1978

**SYLLABUS DESIGNERS:**

- Ms.V.P.Gayathri  
Assistant Professor & Head,
- Mrs. M. Gayathri,  
Assistant Professor