

Teaching Plan

Department of Mass Communication & New Media

Central University of Jammu

Course No: MCNM-401

Title: Media Discourse

Total Credits: 4

Total Lectures= 44

Total: Presentation/Assessment

	Day/ Week	Title of Topic to be taught	No. of Hours/ Days per topic	Suggestive Readings
Ist Week	I	Introduction to Discourse	4 Lectures	Hall,Stuart,1982,The Rediscovery of Ideology ,Rutledge, London
	II			
	III			
	IV			
	V	Presentation	1 Hour	

	Day/ Week	Title of Topic to be taught	No. of Hours/ Days per topic	Suggestive Readings
IInd Week	I	Prominent Communication Thinkers : Classical & Contemporary	4 Lectures	McLuhan,M.2002,Medium is the Message McQuail,Dennis , Reader in Mass Communication Theory,sage
	II			
	III			
	IV			
	V	Presentation	1 Hour	

	Day/ Week	Title of Topic to be taught	No. of Hours/ Days per topic	Suggestive Readings
IIIrd Week	I	Role of Ideologies in Understanding the Media	4 Lectures	Hall,Stuart,1982,The Rediscovery of Ideology ,Rutledge, London
	II			
	III			
	IV			
	V	Presentation	1 Hour	

	Day/ Week	Title of Topic to be taught	No. of Hours/ Days per topic	Suggestive Readings
IVth Week	I	Political Economy of Mass Media Hegemony	4 Lectures	Edward S Harman & Noam Chomasky,(1995)Manufacturing Consent: The Political Economy of Mass Media ,Vintage Book,(UK) Edward S Harman,Rich Media Poor Democracy,sage
	II			
	III			
	IV			
	V	Presentation	1 Hour	

	Day/ Week	Title of Topic to be taught	No. of Hours/ Days per topic	Suggestive Readings
Vth Week	I	Manufacturing Consent	4 Lectures	Luthra H.R., Indian Broadcasting , Publication Division Edward S Harman & Noam Chomsky, (1995) Manufacturing Consent: The Political Economy of Mass Media , Vintage Book, (UK)
	II			
	III			
	IV	Public Sphere		
	V	Presentation	1 Hour	

	Day/ Week	Title of Topic to be taught	No. of Hours/ Days per topic	Suggestive Readings
VIth Week	I	Media & Gender	4 Lectures	Foucault, M. 1979, Power. truth, strategy, Feral Publication Gill, Rosalind, Media and Gender, Rawat Publication
	II			
	III			
	IV			
	V	Presentation	1 Hour	

	Day/ Week	Title of Topic to be taught	No. of Hours/ Days per topic	Suggestive Readings
VIIth Week	I	Conflict Communication: Concept and Understanding	4 Lectures	Hand Book of Journalism: Virbala Aggarwal and V.S. Gupta (2001), Concept Publishing Company, Delhi
	II			
	III			
	IV			
	V	Presentation	1 Hour	

	Day/ Week	Title of Topic to be taught	No. of Hours/ Days per topic	Suggestive Readings
VIIIth Week	I	Caste, Class, Gender and Religious Conflict	4 Lectures	Gill, Rosalind, Media and Gender, Rawat Publication
	II			
	III			
	IV			
	V	Assessment	1 Hour	

	Day/ Week	Title of Topic to be taught	No. of Hours/ Days per topic	Suggestive Readings
IXth Week	I	Role of Media in Conflict States	4 Lectures	Press Council of India Annual Report ThakurtaParanjyGuha, Media Ethics , Oxford Publication
	II			
	III			
	IV			
	V	Assessment	1 Hour	

	Day/ Week	Title of Topic to be taught	No. of Hours/ Days per topic	Suggestive Readings
Xth Week	I	Media Ethics in the age of Globalization	4 Lectures	Edward S Harman & Noam Chomasky,(1995)Manufacturing Consent: The Political Economy of Mass Media ,Vintage Book,(UK)
	II			
	III			
	IV			
	V	Presentation	1 Hour	