

Curriculum Plan: Mamta, Assistant Professor, Department of Journalism

Year 2026-27 (Odd Semester)

B.A. (H) Journalism (Semester III)

Name of Paper and Code	Allocation of Lectures	Month wise Schedule followed by Department	Tutorial/ Assignment/Presentation, etc
DSC 7 Media and Cultural Studies			
UNIT I: Understanding Culture • Mass Culture, Popular Culture, Folk Culture • Frankfurt School, Media as Cultural Industries • Political Economy, Ideology and Hegemony • Technological Determinism	25	August-September	Presentation on Mass Culture
UNIT II: Representation • Media as Texts • Signs and Codes in Media • Uses and gratification approach • Reception studies • Representation of nation, class, caste and gender issues in media	15	October	Assignment on Adorno & Horkheimer's Culture Industry
UNIT III: Audiences • Active audiences • Women as audiences • Sub Cultures; music and the popular • Fandom	20	Nov-Dec	1. Presentation on the topic "signs and codes in media". Test on 1. Active and women audiences. 2. Subcultures 3. Fandom Myth