

Unit 1: THEORIES OF ENLIGHTENMENT, MARXISM AND THE GLOBAL MEDIA:

Immanuel Kant and Enlightenment, Edmund Burke and the Sublime, Utilitarianism and Panopticon, Bakhtin (Carnivaleque), Marx and Engel (Communist manifesto), the new Bourgeoisie, Cultural Imperialism and Media Revolution

Unit2: SEMIOTICS AND FORMALISM, FRANKFURT SCHOOL AND NEO-MARXISM:

Charles Sanders Peirce, Ferdinand de Saussure, Volosinov (Philosophy of language), Propp (Morphology of Folktale), Adorno, Horkheimer (Culture Industry), Marcuse (One Dimensional Man), Gramsci (Hegemony, Intellectual

Unit3: STRUCTURALISM, POST STRUCTURALISM: Strauss (Cultural Semiotics), Lacan (The Mirror Stage), Hall (Encoding and Decoding), Derrida (Deconstruction), Barthes, Foucault (order of things)

Unit 4: POST MODERNITY AND CONSUMER CULTURE, CONSUMER AGENCY:

Baudrillard (Consumer Society and Hyper reality), Bourdieu (Culture capital), Jameson (Pastiche), Consumersim, Subculture, Chris Anderson (Long tail)

Unit 5: FEMINISM, POST COLONIALISM: The Male “Gaze”, Gender Trouble, Orientalism, Double Consciousness, Location of Culture

TEXT BOOKS/ REFERENCES:

1. Media, Culture and Society: An Introduction (2011) By Paul Hodkinson, Sage Publications
2. Communication as Culture: Essays on Media and Society (1992) By James W. Carey, Routledge, Chapman and Hall Inc
3. Culture, Society and the Media (2005) edited by Tony Bennett, James Curran, Michael Gurevitch, Janet Wollacott, Taylor and Francis
4. Stephen Hill, Bevis Fenner, Media and Culture theory – available at <http://bookboon.com/en/media-and-cultural-theory-ebook>
5. Understanding Media Cultures: Social Theory and Mass Communication (2004) By Nick Stevenson, Sage Publications
6. Revisiting the Frankfurt School: Essays on Culture, Media and Theory (2012) edited by David Berry, Ashgate Publishing Limited