

DEPARTMENT OF SOCIOLOGY

LESSON PLAN

PREPARED BY DILRUBA YEASMIN

SEM. - I

NEP 2020

MDC 101

Popular culture, Mass Media and Society

UNIT -1	TOPIC :) Social Interaction and Everyday Life	
LECTURE NO.	LESSON PLAN	RECOMMENDED BOOKS AND LINKS
1	The study of everyday life: Features, Sociology of everyday life	Aggarwal, Bir Bala. 2002. Media and Society
2	ii) Types of communication Verbal and Non-verbal communication;	
3	iii) Popular culture, High culture, Low culture.	Dey, Sayan and Ratnamala, V Media Culture Society. -*
4	iv) Cultural studies as an interface between humanities and social sciences;	Hodkinson, Paul. 2016. Media, Culture and Society: An Introduction. SAGE
5	v) Mass communication: Definition, Emergence;	Keval.J Kumar, 1994, Mass Communication in India
6	Modern technology and Mass Communication	
7	Detail analysis of the topic from the different aspects.	
8	Class Test	

UNIT -2	TOPIC : Mass Media	
LECTURE NO.	LESSON PLAN	RECOMMENDED BOOKS AND LINKS
9	Mass Media : Emergence of Mass Media in the West;	Curran James, Gurevitch Michael, 1991, Mass Media and Society.
10	ii) Nature, characteristics and functions of mass media.	
11	iii) Mass Media and Mass Society, Impact of Mass media on society	
12	iv) Media: printing and publications, electronic media, radio, Television,	
13	cyberspace, virtual communication, internet, blogging.	
14	v) Media House: Emergence and Evolution in India;	
15	Globalization and its effect on Media and communication	Terhi Rantanen 2005. The media and globalization
16	Detail analysis of the topic from the different aspects.	
17	Class Test	
UNIT -3	TOPIC : Advertising	
LECTURE NO.	LESSON PLAN	RECOMMENDED BOOKS AND LINKS
18	Advertising: Definition; Emergence; Functions, Types	
19	ii) Ethics in Advertising	
20	iii) Role of Advertisement in Marketing,	Mohapatra, Subas. 2017. Society and Culture in India: A Reader. The Orient Blackswan
21	iv) Current Issues in Advertising,	
22	v) Women in Advertisement; Children in Advertisement	

23	Detail analysis of the topic from the different aspects.	
20	Class Test	
TOTAL CLASS	THEORY –17 , TUTORIAL – 43 & CLASS TEST-3	