

MA Language, Literature, Media, and Culture
 Course Descriptions
 Semester I and III (August – December 2024)

Course title	Introduction to Media Studies
Category	a. Existing course without changes
Course code	MALLMC 505
Semester	I
Number of credits	04
Maximum intake	30 (on first-come-first-served-basis for MA courses only)
Day/Time	Wednesday 11 AM – 1 PM, Friday 2 – 4 PM
Name of the teacher/s	Dr. Srinivas Lankala
Course description	<p>The course provides an overview of the interdisciplinary field of Media Studies. It is structured as a survey course as well as a reading seminar that explores different forms of media analysis from the multiple perspectives of Communication and Journalism, Cultural Studies, Critical Theory, Technology Studies, and the broader humanities. It is intended to provide common ground for students from diverse disciplinary backgrounds and enable them to develop a holistic approach towards the study of media structures, texts, effects, industries, and practices on the one hand, and the relationship between media, culture, and society on the other. The course will also introduce several sub-fields in the study of media which students may encounter in more depth in subsequent semesters.</p> <p>i) Objectives of the course in terms of Programme Specific Outcomes:</p> <ul style="list-style-type: none"> • acquire broad knowledge of the historical evolution of communication and media theories • understand the linkages between media and society, and their effects on culture, technology and the public sphere • develop a systematic understanding of the major communication and media theories and their applications in the field of journalism and mass communication <p>ii) Learning outcomes—a) domain specific outcomes:</p> <ul style="list-style-type: none"> • Explain the theoretical concepts of media, communication, culture and critique • Describe the historical evolution of different media and evaluate their future trajectories • Understand multiple disciplinary and theoretical approaches to studying media • Analyse the role and effect of the media in contemporary social and political contexts.
Course delivery	Lecture/Seminar
Evaluation scheme	Internal (modes of evaluation): <ul style="list-style-type: none"> • Presentation of an assigned reading, accompanied by a short response paper: 20% • Mid-semester examination (best of 2 exams): 20%

MA Language, Literature, Media, and Culture
Semester IV (January-April, 2024)

	<p>End-semester (mode of evaluation):</p> <ul style="list-style-type: none"> • End-semester written examination: 60%
Reading list	<p>Essential reading</p> <ul style="list-style-type: none"> • Laughey, Dan. 2007. <i>Key Themes in Media Theory</i>. Open University Press. • Mitchell, W.J.T. and Mark Hansen. 2010. <i>Critical Terms for Media Studies</i>. The University of Chicago Press. • Taylor, Paul and Jan Harris. 2008. <i>Critical Theories of Mass Media: Then and Now</i>. Open University Press. <p>Additional reading</p> <ul style="list-style-type: none"> • Chun, Wendy Hui Kyong and Thomas Keenan (Eds.). 2006. <i>New Media, Old Media : A History and Theory Reader</i>. Routledge. • Curran, James and David Morley (Eds.). 2006. <i>Media & Cultural Theory</i>. Routledge. • Durham, Meenakshi Gigi and Douglas M. Kellner (Eds.). 2006. <i>Media and Cultural Studies: KeyWorks</i>. Blackwell. • Gillespie, Tarleton et al (Eds.). 2014. <i>Media Technologies: Essays on Communication, Materiality, and Society</i>. The MIT Press. • Hansen, Mark B.N. 2006. 'Media Theory'. <i>Theory Culture Society</i>. 23, p.297. • Lister, Martin et al. 2009. <i>New Media: A Critical Introduction</i>. Routledge. • McLuhan, Marshall. 1994. <i>Understanding Media: The Extensions of Man</i>. The MIT Press. • Silverstone, Roger. 1999. <i>Why Study the Media?</i> Sage Publications.

Course title	Introduction to Semiotics
Category	a. Existing course without changes
Course code	MALLMC 608
Semester	III
Number of credits	05
Maximum intake	30 (on first-come-first-served-basis for MA courses only)
Day/Time	Tuesday 11 AM – 1 PM, Thursday 2 – 4 PM
Name of the teacher/s	Dr. Srinivas Lankala
Course description	<p>Semiotics refers to the systematic study of signs and signification. This course is designed to introduce the basic concepts of semiotics as a field, theory and method. We will discuss the historical and philosophical origins of semiotics, its relationship to structuralism and post-structuralist thought and its applications in the fields of media studies and visual culture. While the origins of semiotics lie in the thought of ancient Greek philosophers such as Aristotle and the Stoics, the course will focus on the theories of the sign inaugurated by the work of the linguist and founder of modern Semiotics, Ferdinand de Saussure. We will discuss the interrelated emergence of structuralism, and its influence on Marxism and post-Marxist thought, psychoanalysis, hermeneutics, visual culture and contemporary social theory. Readings for the course will engage with the application of semiotic analyses in the field of ideology, politics,</p>

MA Language, Literature, Media, and Culture
Semester IV (January-April, 2024)

	<p>history, and literary and cultural discourses. A substantial part of the course will investigate the field of media semiotics and the application of semiotic methods to the analysis of mass media.</p> <p>iii) Objectives of the course in terms of Programme Specific Outcomes:</p> <ul style="list-style-type: none"> • acquire broad knowledge of the historical evolution of communication and media theories • understand the linkages between media and society, and their effects on culture, technology and the public sphere • develop a systematic understanding of the major communication and media theories and their applications in the field of journalism and mass communication <p>iv) Learning outcomes—a) domain specific outcomes:</p> <ul style="list-style-type: none"> • Develop a critical understanding of semiotics as a field of knowledge as well as a method of media analysis • Understand the interdisciplinary origins of semiotics in linguistics, literary theory, philosophy and media studies • Demonstrate the application of the semiotic method as a tool for analysing contemporary mass media and visual cultural texts • Demonstrate the application of semiotics as a means of critical analysis of current discourses in popular culture, politics and society.
Course delivery	Lecture/Seminar
Evaluation scheme	<p>Internal (modes of evaluation):</p> <ul style="list-style-type: none"> • In-class presentation and critique of an assigned original reading: 10% • Short research paper on an applied topic: 20% • Class presentation of final research topic: 10% <p>End-semester (mode of evaluation):</p> <ul style="list-style-type: none"> • Research paper on a topic to be decided in consultation with the Course Instructor: 60%
Reading list	<p>Essential reading</p> <ul style="list-style-type: none"> • Barthes, Roland (1967) <i>Elements of Semiology</i> (trans. Annette Lavers & Colin Smith). London: Jonathan Cape • Chandler, Daniel (2007) <i>Semiotics: The Basics</i>. 2nd Edn. Routledge • Hawkes, Terence (1977) <i>Structuralism and Semiotics</i>. London: Routledge <p>Additional reading</p> <ul style="list-style-type: none"> • Foucault, Michel (2008) <i>This is Not a Pipe</i> University of California Press • Barthes, Roland ([1957] 1987): <i>Mythologies</i>. New York: Hill & Wang • Barthes, Roland (1977): <i>Image-Music-Text</i>. London: Fontana

MA Language, Literature, Media, and Culture
Semester IV (January-April, 2024)

	<ul style="list-style-type: none"> • Baudrillard, Jean (1994) <i>The Gulf War Did Not Take Place</i>. Bloomington: Indiana University Press • Culler, Jonathan (1981) <i>The Pursuit of Signs: Semiotics, Literature, Deconstruction</i>. London: Routledge & Kegan Paul • Culler, Jonathan (1985) <i>Saussure</i>. London: Fontana • Derrida, Jacques (1978) <i>Writing and Difference</i> (trans. Alan Bass). London: Routledge & Kegan Paul • Eco, Umberto (1976) <i>A Theory of Semiotics</i>. Bloomington: Indiana University Press/London: Macmillan • Foucault, Michel (1970) <i>The Order of Things</i>. London: Tavistock • Jensen, Klaus Bruhn (1995) <i>The Social Semiotics of Mass Communication</i>. London: Sage • Metz, Christian (1974) <i>Film Language: A Semiotics of the Cinema</i> New York: Oxford University Press
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Course Title	Research Methods
Course Code	MALLMC RMC698
Semester	III
Category	a. Existing course without changes
No. of Credits	05
Maximum Intake	30
Day / Time	Wednesday 4-6 PM and Friday 9-11 AM
Instructor	Dr. Srinivas Lankala
Course Description: 150/200 words	<p>The course provides the necessary skills to carry out original research and write a dissertation or monograph in the interdisciplinary Humanities and Social Sciences. The first half of the course covers foundational concepts of academic research and its history and context. It introduces different strands of interdisciplinary research in the Humanities and Social Sciences and the different methodologies employed, before providing an overview of significant and current research issues, questions, and practices. The second half of the course deals with the craft of research and academic writing: the steps in the research process from the formulation of a question to the logistics of carrying out a research project, collecting data, reviewing literature, effectively utilizing libraries, databases, and online tools, using citation styles, and writing and presenting one's research.</p> <p>i) Objectives of the course in terms of Programme Specific Outcomes:</p> <ol style="list-style-type: none"> 1. demonstrate an advanced interdisciplinary understanding of the humanities and their significance to society. 2. use research methods to produce original academic research output using interdisciplinary and transdisciplinary approaches to social issues. 3. undertake higher academic research in the emerging transdisciplinary fields in the Humanities and Social Sciences. <p>ii. Learning outcomes:</p>

MA Language, Literature, Media, and Culture
Semester IV (January-April, 2024)

	<ol style="list-style-type: none"> 1. acquire the basic conceptual skills of academic research to write an M.A. dissertation 2. be familiar with the diverse streams of research in the interdisciplinary Humanities and Social Sciences 3. be able to use appropriate research methods, including basic statistical techniques and tools
Course Delivery	Lecture / Seminar
Evaluation Scheme	<p>Evaluation includes internal assessment for 40% and a final assignment for 60% of the grade.</p> <p>Internal assessment includes:</p> <ol style="list-style-type: none"> 1. In-class presentation and written critique of an assigned research paper: 20% 2. Internal written exam (best of two): 20% <p>The final assignment will be in the form of a comprehensive research proposal for a dissertation project, incorporating an introductory research statement, literature review, methodology and annotated bibliography: 60%</p>
Reading List	<ul style="list-style-type: none"> • Audi, Robert. <i>Epistemology: A Contemporary Introduction to the Theory of Knowledge</i>, (Second edition). London/New York: Routledge. 1998 • Booth, Wayne C., Gregory G. Colomb and Joseph M. Williams. <i>The Craft of Research</i> (3rd edition), Chicago: University of Chicago Press. 2008. • Davies, Máire Messenger and Nick Mosdell, <i>Practical Research Methods for Media and Cultural Studies: Making People Count</i>. Edinburgh University Press 2006 • Griffin, Gabriele (Ed.) <i>Research Methods for English Studies</i> (Second Edition) Edinburgh University Press 2005 • Hay, M. Cameron (Ed.) <i>Methods That Matter: Integrating Mixed Methods for More Effective Social Science Research</i>. The University of Chicago Press 2016 • Jensen, Klaus Bruhn (Ed.) <i>A Handbook of Media and Communication Research: Qualitative and Quantitative Methodologies</i> (3rd Edition) Routledge 2021. • Levenberg, Lewis, Tai Neilson and David Rheams (Eds.) <i>Research Methods for the Digital Humanities</i>. Palgrave Macmillan 2018 • Lury, Celia et al. (Eds.) <i>Handbook of Interdisciplinary Research Methods</i> Routledge, 2018. • Pickering, Michael (Ed.) <i>Research Methods for Cultural Studies</i>. Edinburgh University Press 2008 • Howard, Rebecca Moore, <i>Writing Matters: A Handbook for Writing and Research</i> (3rd Edition) McGraw-Hill Education 2018 • Hartley, James, <i>Academic Writing and Publishing: A Practical Guide</i>. Routledge 2008