

1. Advertising and Its Social Impacts

Unit : 1

Advertising: History and origin, definition of advertising, types of advertising, theories and models of advertising, criticism of advertising

Unit : 2

Evolution of a Cultural Institution, modern advertising, Nature of advertising, defence of advertising, children and advertising, Culture and society, cultural changes in consumption

Unit : 3

Advertising and consumer behaviour, psychological impacts of advertising on consumers, Brand building factors, effects on consumer demand choices, Personal Factors affecting consumer behaviour, Psychological Factors affecting consumer behaviour

Unit : 4

Economical role of advertising, functions of advertising, interaction with consumers, Informative source, Persuasion on buyers, buying behaviour

Unit : 5

Social role of advertising, Social benefits and social responsibilities of advertising, celebrity advertisements and people's perception, social advertisements, laws for advertisements.

Reference:

1. Selling the Dream: Why Advertising Is Good Business , By John Hood
2. The Effects of Advertising, Social Influences, By Kinard, Brian R.; Webster, Cynthia

2.Children Television

Unit I

Introduction to television as a mass medium, developments in Television, DTH, DTT, Cable TV and satellite broadcasting, Television Programme production, cameras, different camera shots, lighting and sound equipment.

Unit 2

Origin, History, Growth and Future of children Television channels, introduction and development of children programmes in the Indian television, demography of television viewing of children, television programme and cultural issues.

Unit 3

Origin and development of Indian children channels -Chintu TV, Chutti TV, Hungma TV, Nick TV, Pogo, etc., characteristics of children programme, various elements of children programmes like colour, sound and visual in the children programmes.

Unit 4

Children television viewing pattern, Children viewing as habit, time filler. Changing Nature of Children television, Children's perception as viewers, psychological and physiological impacts of children programmes.

Unit 5

Depiction of children in the television channels, children and television advertisements, children's attitude and perception towards televisions programmes, children and new technologies.

References

1. Children and Television by Brian Simpson
2. A Sourcebook on Children and Television by Nancy Signorielli
3. Children Talking Television: The Making of Television Literacy By David Buckingham

3. Television and Children's viewing behaviour of Television

Unit 1

Why and how do children watch television? Role of television to children, understanding and the positive and negative effects of television programmes on children, viewing of television by children and the role of parents.

Unit 2

Nature and the role of media effect theories. Types of Media effect theories – cultivation theory, agenda-setting theory, uses and gratifications theory, hypodermic needle theory, framing theory and social learning theory etc.,

Unit 3

Problems accompanied with children and television, How children are perceiving Television programmes, Television programmes and the aggressive behavior of children, impact of television programmes on children's attitude, knowledge, values system.

Unit 4

socialization and personal behavior, cultural settings and belief, children and TV violence, children, television and imagination, The role of television programmes for the social and psychological growth of children, television and health issues on children, Television viewing and the impact on the social behavior of children in the society.

Unit 5

Recent researches on children and televisions, problems of television and the child viewers, children educational programmes in the Indian televisions, issues and challenges in the children and television research.

References

1. Children & Television by Barrie Gunter, Jill McAleer
2. Television and Children: Program Evaluation, Comprehension, and Impact by Brian R. Clifford, Barrie Gunter
3. Children's Learning From Educational Television: Sesame Street and Beyond by Shalom M. Fisch
4. Children's Television in India: A Situational Analysis

4.Film Impacts

Unit : 1

History of film industry, Origins, Rise of Hollywood cinema, Rise of Bollywood cinema, Portrait of Golden Age of Hollywood (late 1920s-early 1960s), portrait, dialogue, song and scenes

Unit : 2

The studio system, Black roles, Decline of the studio system (late 1940s), Impact: Fewer films, larger individual budgets, censor board, laws for Indian cinema

Unit : 3

New Hollywood and post-classical cinema (1950s-1980s), Rise of the home video market (1980s-1990s), Modern cinema, Hollywood and politics, Political endorsements , Political donations

Unit : 4

Role of Indian cinema to the Indian culture, Indian culture and society, civilization and people, problems faced by Indian women, Influence of cinema in lives of women and society

Unit : 5

Social responsibilities of Indian cinema, modernization, Development issues and problems , case study and analysis

Reference :

1. Understanding Indian Movies: Culture, Cognition, and Cinematic Imagination ,
By Patrick Colm Hogan
2. From Bombay to Bollywood: The Making of a Global Media Industry,
By Aswin Punathambekar
3. The Cinematic Imagination: Indian Popular Films as Social History,
By Jyotika Virdi

5.Human Behaviour and psychological changes after liberalization

Unit - I:

Human behaviour and aggression, Mental disorders, personality disorders, intelligence and impulsive violence, biological learning factors, attitudes, criminal behaviour, desires, beliefs, psychological issues and common behaviour.

Unit - II:

Personality as a basis of human behavior; Personality - Definition, Types and Assessment - Theories and their importance, personality developments and cultural changes.

Unit - III:

Psychological Disorders and Criminality Concept of abnormality: Neurosis, Psychosis, psychopathic personality, Counselling, gender issues from old culture, adaptation of cultural changes.

Unit - IV:

Therapeutic approaches: Behaviourtherapy, psychoanalysis, cognitive therapy, group therapy, and globalization.

Unit - V:

Social Deviance: Social Change as cause of criminality - Industrialization, Urbanization, Mobility, Migration, Economic Development, Modernization. Alcoholism - Drug Abuse - Juvenile Delinquency – Gambling, pornography, etc.

Reference:

1.Thinking Fast and Slow, by Daniel Kahneman., 2.Strangers to Ourselves: The Adaptive Unconscious, by Timothy Wilson, 3. The Psychology of Persuasion, by Robert Cialdini,

6.ICT and Development

Unit : 1

Origin of ICT , What is ICT? (Information and communication Technology), History of CT, Values framework, Access and use of ICT, Application areas, Sectorial and thematic applications , ICT in education, ICT in livelihood, ICT in agriculture, ICT in healthcare, ICT in other sectors

Unit : 2

Mobile technologies, using internet data through mobile phones, using mobile phones in education, using mobile phones in shopping, Telephony and development opportunities, Sustainability and scalability, Inclusive innovation, Impact assessment , Criticisms and challenges

Unit : 3

Television, education television, advertisements and shopping, television programmes and development issues, live programmes, Live programmes for children, for youth, for disables, Reality shows and development , body language , News and latest issues

Unit : 4

SMART class system in school education, computers in class rooms, drawing and playing with computers, Internet and children, visualized class for all syllabus, practical and experimental classes, Online games, online shopping, cyber journalism.

Unit : 5

BLOGs, Twitter, Facebook, Whats up, e-learning, e-newspapers, purchase using debit and credit cards, cyber- crimes, development issues with ICT.

7.Print journalism

Unit : 1

James Augustus Hicky & early newspapers of Calcutta, Madras and Bombay; Growth of Indian language press—Bangla, Marathi, Hindi and Urdu –prominent newspapers and their editors. Role of newspapers in India's freedom struggle, British curbs on Indian Press. Dawn of freedom-changing role of the Indian Press. Print media scenario during initial years of freedom- From 1947 onwards. Growth of National Press (English & Hindi) & the emergence of regional language press. Popular News magazines and periodicals.

Unit : 2

What is Journalism? Journalism as Fourth Estate, Who is a Journalist? Role and responsibilities of a Journalist , What is News? Elements of News, News Values - Timeliness, Proximity, Size, Importance, Conflict, Human interest, Novelty, Types of News News Sources: types; credibility and protection , News versus Information, Hard vs. Soft News, Difference between article, news, feature, backgrounder, editorial.,

Unit : 3

Inverted Pyramid style of news writing-Why & How, Various types of leads/intros ,
Headline writing: Types & Functions , The WHAT formula for news writing , 5Ws and 1H of news writing, Good (The exact, apt, simple, unambiguous words), Bad (redundancies, jargons, verbosity).

Unit : 4

What is news reporting?, Various types of reporting (Objective, Interpretative, Investigative, In-depth, straight), Reporting for Newspapers, News Agencies and Magazines. Pitfalls and problems in reporting-attribution, off-the-record, embargo , Reporters: Qualities and Responsibilities.

Unit : 5

Print media as a common entertainer, print media as a news source, Print media as a guide for people, print media as a bridge between government and all citizens, source of information, Print media as a great evidence for all news happenings for a long period.

Reference:

1. SOUND REPORTING BY JONATHAN KERN
2. UNDERSTANDING MEDIA BY MARSHALL MCLUHAN
3. JOURNALISM NEXT BY MARK BRIGGS

8. Radio and rural development

Unit : 1

Origin and development of radio in India—Development of All India Radio since 1950. All India Radio—Organizational structure, functions of different divisions and Departments/units; Objectives of broadcast—Information, Education & Entertainment, Rural development through Radio.

Unit : 2

Community radio –community radio in India, community radio and its various models, vision philosophy and status, how community radio helps in rural development, Commercial Broadcasting Service, External Service Broadcast, National Service, VividhBharati and FM service of AIR

Unit : 3

Privatisation-leasing out time slots (1993)—Privatization policy (2000)—Expansion of FM Radio channels - Development of Educational & Community Radio. What is rural radio? Relationship between rural radio & agriculture and rural development, Role of rural radio in dissemination of scientific /agricultural research

Unit : 4

News Service Division of AIR, Three tiers of Radio Broadcast—Local, Regional and National & Public Service Broadcast, Development process with radio, Education and Livelihood Improvement, communication and Information Sharing, Decentralization and Local Governance, Cultural Promotion and Entertainment

Unit : 5

Role of radio in production, benefits through FM radio, Income through Increased Economic Activity, Social Cohesion, cultural development, Government policies and Radio, development issues - case studies

9. Television culture

Unit : 1

Origin and development of television in India—from B/W—to colour—from 1959 -1982. Formation of Doordarshan (DD) as separate entity, SITE, Doordarshan : Doordarshan as an information, education and entertainment media. DOORDARSHAN—Organizational structure, functions of different divisions and Departments / units & Doordarshan News. Commercialization of TV; Golden era of Doordarshan—1982-1993; Liberalization policy of Govt. and entry of private broadcasters—Satellite television broadcast—Breaking of monopoly of DD---- Television channels for niche audiences —entertainment, news, sports, science, health & life style. Proliferation of DTH services , Growth of Private International, National & Regional TV Networks & fierce competition for ratings.

Unit : 2

Modernisation, changes in the culture after modernization, liberalization changes in the culture after liberalization, globalization, changes in the culture after globalization.

Unit : 3

What is culture? Development communication makes cultural changes, western cultures entered in to our society, arrival of foreign channels promotes or de-promotes our culture. What is society?, social structure, developments.

Unit : 4

Nature and the role of media effect theories. Types of Media effect theories – cultivation theory, agenda-setting theory, uses and gratifications theory, hypodermic needle theory, framing theory and social learning theory etc.,

Unit : 5

Programmes / shows on television, serials, live programmes, cultural issues and television shows, programme production for target audience, people's interest on television shows. People's cultural changes caused by television.

Reference:

1. Television Culture by John Fiske
2. The Television History Book (Television, Media & Cultural Studies) Paperback – January 22, 2008 by Michele Hilmes (Editor), Jason Jacobs (Editor)
3. Television and American Culture Paperback – February 18, 2009 by Jason Mittell (Author)

10. Television serials and psychological changes

Unit - I:

Origin of Television, Television in India, Television in Tamil Nadu, Tamil tv channels, origin of tv serials, Tamil tv channels and women , impact of tv serials on house wives, Human behaviour and aggression, biological learning factors, attitudes, desires, beliefs, psychological issues and common behaviour.

Unit - II:

Personality as a basis of human behaviour ;Personality - Definition, Types and Assessment - Theories and their importance, personality developments and cultural changes.

Unit - III:

Rural and urban women in Tamil Nadu, cultural and psychological changes between house wives and office going women ,gender issues from old culture, adaptation of cultural changes.

Unit - IV:

Therapeutic approaches: Behaviourtherapy, psychoanalysis, cognitive therapy, group therapy, Liberalisation and globalization.

Unit - V:

Social Deviance: Social Change as cause Tv serials- Urbanization, Mobility, Migration, Economic Development, Modernization.

Reference:

1.Thinking Fast and Slow, by Daniel Kahneman., 2.Strangers to Ourselves: The Adaptive Unconscious, by Timothy Wilson, 3. The Psychology of Persuasion, by Robert Cialdini,

11. Women and Human Rights

Unit I:

Status of Women in India, The women's movement, Current concerns of Indian Women – Rights of Women – Legal Rights of Women in history.

Unit II:

Introduction to Forms of Violence, Perspectives on Violence from the women's movements – issue of consent, dowry, sexual harassment, Rape and sexual violence.

Unit III:

Dowry atrocities and Death – dowry and the law – dowry prohibition act – analytical study of violence against women in India.

Unit IV:

Types of harassments – range of behaviour and circumstances – rituals and initiations – retaliation and backlash – effects of sexual harassments on organizations – evolution of sexual harassment law.

Unit V:

The Beijing declaration and action plan – mission statement – global framework – strategies, objectives and actions – education and training of women – women and health – human rights to women.

Reference:

1. Recoding Gender: Women's Changing Participation in Computing by Janet Abbate
2. The Unfinished Revolution: Voices from the Global Fight for Women's Rights by Minky Worden
3. The Becoming of Bodies: Girls, Images, Experience by Rebecca Coleman