

SAINT CLARET COLLEGE, ZIRO
B. A. (MASS COMMUNICATION)
SYLLABUS AS PER RGU SEMESTRAL SCHEME
(Subjected to syllabus enrichment by SCCZ for Claretines)
Semester VI
BMC-601: Media, Culture and Society

Total Marks: 100 (80- End Semester and 20- Sessional)

Objectives Having studied this paper, a student will be able to:

- a. *Explain the definition & the processes of analytical and empathetically perspective of cultural difference.*
- b. *Describe the role and responsibilities of media as vehicles of Intercultural Communication.*
- c. *Develop the attitude of tolerance, respect, curious, empathetic toward other culture.*
- d. *Elucidate with reference to different tribal communities the Contemporary Tribal Issues and suggest possible solutions, to work for up-liftment of the marginalized section (Tribal) of the society.*
- e. *Trace tribal origin, the phases and policies involved for tribal development and various tribal rights bestowed upon them by the constitution of India.*

Unit- 0 Baseline Analysis: Course Objectives & Goal Setting, Understanding Intercultural Communication, Tribal Issues and Policies.

Unit- I Introduction

1. International Communication-definition and process
2. Modern Mass Media as Vehicles of Intercultural Communication
3. Barriers in Intercultural communication-religious, political and economic pressures
4. Role of media in the society

Unit- II Contemporary Tribal Issues

1. Problems of the aged, issues of access to education and literacy
2. Malnutrition, alcoholism, drug abuse, child-labor, trafficking, HIV/AIDS, gender-

Inequality, safe-drinking water, re-productive health.

3. Economic problems-Poverty, Indebtedness, Land alienation, unemployment, migration displacement and globalization, rehabilitation, influence of urbanization and industrialization.

4. Issues of Identity-Social movements and types-Recent trends.

Unit-III History of Tribal Policy and Approach to Tribal Development

1. Concept of Tribal development

2. Tribal Policy during

i) Pre-British Period

ii) British Period; and

iii) Post-Independence Period

Unit-IV Approaches to Tribal Development

1. Approaches to tribal development in India

2. Tribal Rights: Land, Forest and Water, Intellectual Property Rights, Cultural rights

Unit-100 Advanced Skills: Journal/magazine article discussion assignment; seminar

Presentation, E-resources, Debates, News updates.

Recommended Readings:

Hasan, S. (2010). *Mass Communication: Principles and Concepts*, Delhi: CBS Publications.

Kumar, J. K. (1981). *Mass Communication in India*. Mumbai: Jaico Publishing House.

Chandler, D. & Munday, R. (2011). *Oxford: Dictionary of Media and Communication*, London: Oxford University Press.

Pandey, D. & Tripathi, B. (2006). *History of Arunachal Pradesh, 2nd Edition*. Pasighat: Bani Mandir Publication.

Pathak, G. & Gogoi, R. (2008). *Cultural Fiesta in the a "Island of Peace" Arunachal Pradesh*. New Delhi: Mittal Publication.

Srinivas, M. & Steeves. (2001). *Communication for Development in the Third World*, Kolkata: Sage Publications.

Gupta, V.S. (2000). *Communication for Development and Civil Society*. New Delhi: Concept Publishing Company.

Ravindran, R. K. (2000). *Media in Development Arena*. New Delhi: Indian Publishers Distributors.