

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-602: TECHNIQUES OF MEDIA ANALYSIS

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

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

- *Understand and examine four basic techniques of media interpretation semiotic theory, Marxist theory, psychoanalytic theory, and sociological theory*
- *Consider critical for creative people to acknowledge if they are able to understand how their creations translate to the real world*
- *Techniques for analyzing the language in texts*
- *Understand new content on psychological impact of media shows that there are often negative consequences to using media*
- *Increased coverage of technology and social media helps readers apply time-tested analysis techniques to the latest media*

Unit 0 Baseline Analysis: Course Objectives, semiotics, texts, signs, Marxist analysis, psychoanalytic analysis of media, sociological analysis and codes.

Unit I: Semiotic Analysis

1. Definition of Text and its functions
2. Understanding of meaning, signs and Genres
3. Connotation and Denotation
4. Codes

Unit II: Marxist Analysis Semiotic Analysis

1. Materialism
2. The Base and the Superstructure
3. False Consciousness

Unit III: Psychoanalytic Analysis of Media

1. Id, Ego, and Superego

Unit IV: Sociological Analysis

1. Alienation, and Marginalization,

2. Socialization
3. Postmodernism

Unit 100 Advanced Skills: Discussion, assignment, seminar, debate and presentation

Recommended Readings:

Eco, U. (1979). *A Theory of Semiotics*. USA: Indiana University Press

Sluga, A. (2001). *A Psychoanalytic-Marxist Analysis of Scientology*. USA: California State University.

Frued, A. Tridon. (1921). *Dream Psychology: Psychoanalysis for Beginners*. London: J A McCann

Chall, L. (2003). *Sociological Abstracts, Volume 50, Issue 3*. USA: Sociological Abstracts