

BMC-DE-001: MEDIA GENDER AND HUMAN RIGHTS

(Credit Distribution L6: T:0:P:0= 6 Credits)

90 Lectures

Course Objectives:

CO1: To critically analyse the role of media, communication, and information in the discipline of human rights.

CO2: To examine the concerned theories involving media, Gender studies on Gender issues.

CO3: To explore the history of Information communication and relationship between Human rights with Media.

CO4: To learn the different spectrums of media and culture with case studies.

Learning Outcomes:

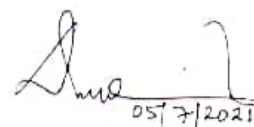
LO1: The students should be able to create awareness on human rights violations.

LO2: The students shall develop skills and attitudes to empower people with sharing knowledge on individual rights.

LO3: The students will have the courage to voice for the needy and fight against injustice.

LO4: The students using mass media as a medium can promote and protect human rights.

Course Contents:



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UNIT I: Media and the social world

(20 Lectures)

Media impact on individual and society, Democratic Polity and mass media, Media and Cultural Change, Rural-Urban Divide in India: grass-roots media

UNIT II: Gender Studies

(20 Lectures)

Conceptual Frameworks in Gender studies, Gender debates in India (Case Studies).

UNIT III: Media and Gender

(20 Lectures)

Theoretical concerns: Feminist Theory, Media and Masculinity, Media: Power and Contestation, Public Sphere and its critique, "Public sphere" of the disempowered, Media and Social Difference: class, gender, race etc.

UNIT IV: Media and Human Rights

(20 Lectures)

Human Rights- Theoretical perspectives, Critique, Universal Declaration of Human Rights

Human Rights and Media (Case Studies).

ACTIVITY:

(10 Lectures)

- Critical analysis of Human Rights issues and violations in International Media.
- Watch an Indian TV Soap Opera /reality show for a week and present a report on the representation of class, gender, and race.
- Project on use of internet by the marginalized groups

Suggested readings:

- Ninan, Sevanti. *Headlines from the heartland: Reinventing the Hindi public sphere*. SAGE Publications Pvt. Limited, 2007.
- Curran, James. "Rethinking mass communication." *Cultural studies and communications*. London: Arnold (1996).
- McQuail, Denis. *Mass communication theory: An introduction*. Barcelona, 1991. 79 - 111
- Berger, Arthur Asa. *Media and society: A critical perspective*. Rowman & Littlefield, 2012. Pg 9 - 21, 167 - 180
- Nichols, Joe & Price, John, *Advanced Studies in Media*, Thames Nelson, 1999. 42 - 55

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