





















## **Text**

1. Selected chapters from Will Brooker, Jeremyn Deborah, 2003, Audience Studies Reader, Routledge.
2. Simon Cottle (ed), 2000, Ethnic Minorities and the Media, Introduction- Media Research and Ethnic Minorities: Mapping the field, Open University Press
3. Sonia Livingstone, 2008, Relationships between Media and Audiences: prospects for audience reception studies, LSE Research online (<http://eprints.lse.ac.uk/1005/>)
4. Students will produce a 2000-word paper analyzing the media representation through any soap, film, news coverage on a particular issue of their choice. This would be combined with their exposure to some interactions with functionaries in the media who would acquaint them with challenges of negotiating between the needs of news making and presenting social issues or events.

## **Suggested Readings**

1. Benshoff, Harry M. America on Film: Representing Race, Class, Gender and Sexuality at the movies. Wiley Blackwell, 2009.
2. Berger and Asa Arthur. Media and Society: A Critical Perspective. Rowman & Littlefield, 2012.
3. Daramola.l. Mass Media and society, Writing for the Media Society. Lagos: Rothan Press, 2005, 2003.
4. Dines, Gail, and Jean Humez. Gender Race, and class in Media: A critical Reader. 4th ed. New Delhi.
5. Edward Said. Covering Islam: How the Media and the Experts Determine How We See the Rest of the World. New York: Vintage, 1997.
6. Gorman, Lyn, and McLean David. Media and Society into the 21st century: A Historical. London: Sage, 2005.
7. Marshall, McLuhan. Roads and Paper Routes in Understanding Media: Extensions of "Man ". New York: McGraw-Hill Book Co., 1964.
8. McQuail, D. McQuail's Mass Communication Theory. 5th Ed. London: Sage, 2005.
9. Roger, Silverstone. The Sociology of Mediation and communication in Craig Calhoun Chris. Edited by Rojek and Bryan S Turner. London: Sage, 2005.









