Paper IV

MEDIA ANALYSIS AND PRACTICAL WORK

MAX MARKS: 50

EXTERNAL: 35

INTERNAL: 15

PASS: 40%

CREDITS: 2

Objective:

To develop practical skills in analyzing media content and to enhance students' ability to critically interpret media representations and present their findings effectively.

Course Outcomes:

CO 1: Develop the ability to critically analyze media content and identify key themes and messages.

CO 2: Examine representation, stereotypes and biases in different forms of media.

CO 3: Apply basic analytical skills in preparing media-based projects and written analysis.

CO 4: Present findings effectively through presentations and demonstrate understanding through viva voce.

Activity I: Media Content Analysis

Students will select any form of media content such as:

- Advertisement
- Film / TV show
- News report
- Social media content

The activity will include:

- Identification of key themes/messages
- Analysis of representation (gender, caste, class, etc.)
- Understanding stereotypes and bias
- Short written analysis (1000–1500 words)

Activity II: Media Project and Presentation

Students will prepare a small media-based PPT and present their findings.

This component will include:

- Topic selection (e.g., gender representation, social media identity, etc.)

- Collection of media examples
- Basic analysis and interpretation
- Presentation
- Viva voce