## PAPER I

## THEORETICAL FOUNDATIONS OF MEDIA AND REPRESENTATION

**MAX MARKS: 100**

**EXTERNAL: 70**

**INTERNAL: 30**

**PASS: 40%**

**CREDITS: 6**

**Objectives:**

To introduce students to key theoretical concepts related to media, representation, identity and power and to develop an understanding of how media constructs social reality.

**Course Outcomes:**

On the completion of this curse, learners will be able to:

CO1: Explain core concepts of media, representation and identity.

CO2: Critically analyse media portrayals of different social groups.

CO3: Evaluate the role of power, ideology and discourse in media narratives.

CO4: Examine digital media's impact on identity and public perception.

### Section A

Unit 1: Media as Social Institution: Media and society; Media and culture

Unit 2: Identity and Social Construction; Personal, Social and Collective identity

Unit 3: Identity formation and Reconstruction in modern society

Unit 4: Concept of Representation: Meaning, signs and symbols

### Section B

Unit 5: Cultural Studies and Representation: Encoding/Decoding model

Unit 6: Discourse and Power; Discourse and knowledge

Unit 7: Hegemony and Symbolic Power; Concept of hegemony

Unit 8: Symbolic Violence and Media

**Suggested Reading:**


- Hall, S. (1997). Representation: Cultural representations and signifying practices. Sage Publications.
- Hall, S. (1980). Encoding/decoding. In S. Hall, D. Hobson, A. Lowe, & P. Willis (Eds.), Culture, media, language (pp. 128–138). Hutchinson.

- Foucault, M. (1980). Power/knowledge: Selected interviews and other writings, 1972–1977. Pantheon Books.
- Berger, P. L., & Luckmann, T. (1966). The social construction of reality: A treatise in the sociology of knowledge. Anchor Books.
- Storey, J. (2018). Cultural theory and popular culture: An introduction (8th ed.). Routledge.