# **Sacred Heart College (Autonomous)**

**Department of Sociology** 

**Bachelor of Sociology** 

Course plan

Academic Year: 2017 – 18

**Semester VI** 

PROGRAMME	BACHELOR OF SOCIOLOGY	SEMESTER	6
COURSE CODE AND TITLE	15U6CRSOC11 CULTURE AND SOCIETY	CREDIT	4
HOURS/WEEK	5	HOURS/SEM	90
FACULTY NAME SANJOSE A THOMAS			

- > To discuss the concept of culture, cultural anthropology and various methods involved in its study
- > To explore the relation between culture, Society civilization **and** its complex structure
- > To understand the attributes of culture and how it shapes personality, tracing the evolution of Indian anthropology.
- > To analyze of the various schools of thought on the evolution of culture.

SESSION	TOPIC	LEARNING RESOURCES	VALUE ADDITIONS	REMARKS	
	Module I – The concept of culture				
1	Culture	Lecture/PPT/Discussion			
2	Definitions				
3	Meanings				
4	Characteristics				
5	Elements				
6	Attributes				
7	Nature vs.				
	Nurture				
8	Foundational				
	thinkers				
9	Cultural	Lecture/PPT/Discussion			
	anthropology				
10	Definitions				

11	Subject matter			
12	Subfields			
13	Emerging areas			
14	Cultural			
14	anthropology in			
	India			
15	Recent trends:	Lecture/ PPT		
16	New			
17	Ethnography			
18	Comparative			
	method			
19	Participant			
	observation			
20	Genealogical			
	method			
21	Case study			
22	Survey			
23	Panel method			
24	Post Modernism			
	in Anthropology			
		E II Culture, Society and Civil	lization	
25	Anthropological	Lecture/PPT/ Discussion		
	notions of			
	culture			
26	Society			
27	Civilization			
28	Attributes of			
	culture			
29	Paradoxes of			
	culture			
30	Structure of	Discussion/Seminar		
	culture:			
31	Culture trait			
32	Culture complex			
33	Culture area			
34	Culture focus			
35	Cultural			
	relativism			
36	Relation	Lecture/PPT/ Discussion		
	between			
	individual			
37	Society and			
	culture			
38	Basic cultural			
	concepts in			
	India.			

	MODULE III		
		Cultural Attributes	
39	Human	PPT/Discussion	
	biological		
	diversity:		
40	Race		
41	Racial criteria		
42	Racial traits in		
	relation to		
43	Heredity and		
44	Environment		
45	Classification of		
46	Race:		
	Global		
	perspective		
47	Indian		
	perspective		
48	Race issues:-	PPT/Discussion	
49	Ethnocentrism		
50	Xenocentrism		
51	Race prejudice		
52	Racial profiling		
53	Systemic		
	oppression		
54	Xenophobia		
55	Racial prejudice		
56	Racial violence		
57	Bigotry		
58	Culture and	PPT/Seminar/Debate	
	personality:		
59	Contributions of		
60	Margret Mead		
61	Ruth Benedict		
62	Ralf Linton		
63	Abraham		
64	Kardiner		
65	Cora-du-Bois		
66	Contributions of	Lecture/Discussion	
	Indian		
	Anthropologists:		
67	L P Vidyarthi		
68	S C Roy		
69	D N Majumdar		
70	N K Bose		
	MODULE IV Change of Culture		
71	Evolution of	Lecture/Discussion	

	Tal		I
	Culture-		
72	Types-		
73	Uni linear		
74	Multi linear		
75	Definition –	Lecture/Discussion/Assignment	
76	Meaning		
77	Nature		
78	Critical appraisal		
	of British school		
79	German school		
80	American		
	Schools		
81	Assimilation	PPT/Discussion/Lecture	
82	Acculturation		
83	Transculturation		
84	Cultural		
	relativism		
85	The approach of	Lecture/Seminar/Debate	
	cultural		
	materialism		
86	Material culture		
87	Non material		
	culture		
88	Discussion		
89	Revision		
90	Revision		

	Date of completion	Topic of Assignment & Nature of assignment (Individual/Group – Written/Presentation – Graded or Nongraded etc)
1	15/12/2017	Analysis of the recent trends in Cultural studies Assignment
2	5/12/2017	Critical analysis of Anthropological notions of culture, Presentation

# **GROUP ASSIGNMENTS/ACTIVITES – Details & Guidelines**

	Date of	Topic of Assignment & Nature of assignment
	completion	(Individual/Group – Written/Presentation –
	completion	Graded or Non-graded etc)
1	16/2/2019	Racial issues in the contemporary context
1	16/2/2018	Debate
2	22/2/2018 Tracing the evolution of Culture - Discussion	

### **References:**

- 1. Evans Prichard, EE 1990'Social Anthropology' Universal Book Stall, Delhi.
- 2. Harris, Marvin 1983 'Cultural Anthropology", Harper & Røw Pub, New York&
- 3. Havilland, W A. 1993. Cultura1 Anthropology', Harcourt Brace College Pub, London
- 4. Honigman J. 1997 'Handbook of Social and Cultural Anthropology', Rawat Publication, New Delhi.

**CORE COURSE: 12** 

PROGRAMME	BACHELOR OF SOCIOLOGY	SEMESTER	5
COURSE CODE AND TITLE	15U6CRSOC12 SOCIOLOGY OF DEVELOPMENT	CREDIT	4
HOURS/WEEK	5	HOURS/SEM	90
FACULTY NAME BENNY VARGHESE			

- > To understand the essence of Sociological implications of development in relation to concept like human development, social development, sustainable development
- > To develop knowledge about sociological perspectives on development with special reference, to Gandhi and Wallenstein
- > To get thorough knowledge of the developmental strategies incorporated by Indian society
- ➤ To acquire knowledge about developmental issues

Sessions	Topic	LEARNING RESOURCES	Remarks/Reference
	Mo	ODULE 1	
1	Course Introduction	Lecture/discussion	
2	Briefing about concept of Development  Problematizing the idea of development	Lecture/discussion	

3	Sociological understanding of Development/sociology of development	Lecture/discussion
4	Social change-dimensions- factors	Lecture/discussion
5	Factors of social change	Lecture/discussion
6	Weekend Assignment. COST OF Development assignment	Lecture/discussion
7	Social development-nature	Lecture/discussion
8	Social development in Indian context	Lecture/discussion
9	Sustainable development	Lecture/discussion
10	Pillars of sustainable development	Lecture/discussion
11	Human development-	Lecture/discussion
12	emergence relevance	Lecture/discussion
13	Indicators of HD, HDI, GDI	Lecture/discussion
14	India s position	Lecture/discussion
15	Social progress-dimensions	Lecture/discussion
16	Types of social progress, ideas of Plato ,Karl Max	Lecture/discussion
17	Weekend Assignment	Lecture/discussion
18	Difference between progress and development-social dimensions of progress	Lecture/discussion
19	Perspective on development -introduction	Lecture/discussion
	Mo	ODULE 2

20	Gandhian perspective- introduction	Lecture/discussion
21	Relevance of Gandhi today	Lecture/discussion
22	Dimensions of gandhian model	Lecture/discussion
23	Weekend Assignment	Lecture/discussion
24	Concept of swaraj	Lecture/discussion
25	Concept of satyagragha	Lecture/discussion
26	Concept of sarvodya	Lecture/discussion
27	Sustainable development and Gandhi	Lecture/discussion
28	criticism	Lecture/discussion
29	Weekend Assignment	Lecture/discussion
30	Outreach Programmers	Lecture/discussion
31	World system theory on development	Lecture/discussion
32	Historical context of world system theory	Lecture/discussion
33	IDEA OF CORE countries	Lecture/discussion
34	Idea of periphery	Lecture/discussion
35	Idea of semi periphery	Lecture/discussion
36	Criticisms-covering 50% of syllabus	Lecture/discussion
37	Development strategies - introduction	Lecture/discussion
38	Development models	Lecture/discussion
39	, Planned development	Lecture/discussion
40	Weekend Assignment	Lecture/discussion
41	Planning in India	Lecture/discussion

42	Outreach Programmers	Lecture/discussion
	Mo	ODULE 3
43	Criticism of planning in India	Lecture/discussion
44	Neo-liberal model of development	Lecture/discussion
45	Logic of Neoliberalism	Lecture/discussion
46	Weekend Assignment	Lecture/discussion
47	Arguments	Lecture/discussion
48	Nature of neo-liberalism in India	Lecture/discussion
49	Steps taken in India	Lecture/discussion
50	Advantages of neoliberalism	Lecture/discussion
51	Criticism of Neo-liberalism	Lecture/discussion
	Mo	ODULE 4
52	Development issues	Lecture/discussion
53	Poverty -nature	Lecture/discussion
54	Social inequality in India	Lecture/discussion
55	Finishing 75% of the syllabus	Lecture/discussion
56	CIA II	Lecture/discussion
57	Agrarian crisis	Lecture/discussion
58	Causes of agricultural crisis	Lecture/discussion
59	LPG and agriculture	Lecture/discussion
60	Farmers suicide	Lecture/discussion
61	Discussion on the CIA	Lecture/discussion
62	Energy crisis	Lecture/discussion

63	Causes of energy crisis	Lecture/discussion
64	Alternative sources of energy	Lecture/discussion
65	Health care system	Lecture/discussion
66	Types of health care system	Lecture/discussion
67	Health care as sociological issue	Lecture/discussion
68	Migration -types	Lecture/discussion
69	Identity crisis of migrants	Lecture/discussion
70 - 90	Revision	Lecture/discussion

	Date of completion	Topic of Assignment & Nature of assignment (Individual/Group – Written/Presentation – Graded or Non- graded etc.)	
1	10/12/2017	SOCIOLOGICAL IMPLICATIONS OF DEVELOPMENT	

### GROUP ASSIGNMENTS/ACTIVITES - Details & Guidelines

	Date of completion	Topic of Assignment & Nature of assignment (Individual/Group – Written/Presentation – Graded or Non-graded etc.)
1	10/2/2018	POVERTY AS A DEVELOPMENTAL ISSUE

# **Reference:**

- 1. Amin Samir. Unequal development
- 2. Abraham, Francis and Morgan Henry John, 2010, Sociological Thought, MacMillan Publishers India Ltd.
- 3. Anil Dutta Misra. Reading Gandhi.
- 4. Preston .P.W. Development theory ;An introduction
- 5. Bottomore, Tom 1986, Sociology: A Guide to Problems and Literature, Blackie and Son India (Ltd)
- 6. Beteille, Andre (2002) Sociology, New Delhi, Oxford University Press
- 7. Harrison D.H. The Sociology of Modernization and Development
- 8. Giddens, Anthony, 1998, Sociology, Polity Press, Cambridge

PROGRAMME	BACHELOR OF SOCIOLOGY	SEMESTER	6
COURSE CODE AND TITLE	15U6CRSOC13 SOCIAL PATHOLOGY	CREDIT	4
HOURS/WEEK	5	HOURS/SEM	90
FACULTY NAME	SIBI K I		

- > To understand social disorganization and social maladjustments which exist in the society along with social organization
- > To analyze the Pathological issues pertaining to children and suggest measures to solve them.
- > To differentiate between various crimes; their nature, causes and methods of correction
- > To identify the major threats of Substance abuse and Terrorism and to explore effective strategies to control them.

SESSION	TOPIC	LEARNING RESOURCES	VALUE ADDITIONS	REMARKS
	Module I – Understanding Social Pathology			
1 2 3 4 5	Concepts- Social Organization Social Disorganization Social Problems.	Lecture/PPT/Discussion	Q & A Session	
6 7 8 9 10	Social Pathology- Meaning Importance of study " perspective and organic analogy "	Lecture/PPT/Assignment		
11 12 13 14	Theoretical perspectives of Social Problems – Structural- Functionalist	Lecture/ PPT		

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15	Conflict		
16			
17			
18			
19	Symbolic Inter-actionist		
20			
21	Revision		
	MODULE II	Social Pathology and	
		Children	
21	Juvenile delinquency	Lecture/PPT/ Discussion	Q & A
22	Meaning		Session
23	Characteristics		
24	"		
25			
26	Types		
27	Types "		
28	Major factors of Delinquency-	Discussion/Seminar	
29	Social and Personal	Discussion/Semma	
	"		
30	"		
31			
32			
33	Remedies for Juvenile	Lecture/PPT/	
34	Delinquency	Discussion/Assignment	
35	- Preventive Measures		
36	methods andInstitutions of		
37	Rehabilitation		
38	Child Abuse	PPT/Lecture/Seminar	
39	Physical		
40	Sexual		
41	Emotional		
42	Effects of abuse on children		
43	"		
44	Revision		
	MODULE III	Crime	<u> </u>
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45	Concepts- Crime	PPT/Lecture	Q & A
46	Criminal	,	Session
47	Criminal Behavior		
47	Criminal Benavior		
	IPC		
49	NCRB		
50		DDT /Discussion	
51	Types of Crime	PPT/Discussion	
52	Crime Against Individual		

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53	Property			
54	State			
55	Felony and Misdemeanor,			
56	Classification of Criminals			
57	"			
	44			
58				
59	"			
60	Violence against Women	PPT/Seminar/Debate		
61	Rape			
62	Abduction			
	Murder			
63				
64	Domestic Violence			
65	Dowry Deaths			
66	Crime against women in India			
	Preventive measures			
67				
	Characteristics and Magnitude of	Lecture/PPT		
	Crime	2000010,111		
60	Crime			
68				
69	Revision			
	MODULE IV <b>Substa</b> r	nce Abuse and Terrorism		
70	Drug Abuse: Concepts- Aberrant	Lecture/Discussion	Q & A	
71	Behavior		Session	
72	Drug and Drug Abuse			
/ 2	Drug Dependence,			
	Drug Addiction Drug Abstinence			
	Syndrome			
73	Types of drugs and impacts-	Lecture/Discussion/Assignment		
74	Sedatives			
75	Stimulants			
76	Narcotics, Hallucinogens,			
/ 0	Nicotine			
		La atuma /Dia ayaada		
77	Extent and Nature of Drug Abuse	Lecture/Discussion		
78	in India, Measures to control drug			
79	abuse and			
	Rehabilitation Measures			
80	Concepts - terrorism, Terroris	Lecture/PPT		
81	Intimidation, Insurgency	<del>- ,</del> · · ·		
01	mumaanon, msurgency			
	Tomorios in Ladia Cit	Leetung/Diseaseign/Courter		
82	Terrorism in India- Sikh,	Lecture/Discussion/Seminar		
	Naxilite			
83	ULFA			
84	Maoist			
85	Boarder Terrorism			
1	1			

86	Terrorism in other countries		
87	of the world		
88	TADA		
89			
90	Revision		

		Date of completion	Topic of Assignment & Nature of assignment (Individual/Group – Written/Presentation – Graded or Nongraded etc)
	1	11/01/2018	Importance of studying pathological issues-Assignment
Ī	2	20/1/2018	Role of parents in controlling juvenile delinquency

# **GROUP ASSIGNMENTS/ACTIVITES – Details & Guidelines**

	Date of completion	Topic of Assignment & Nature of assignment (Individual/Group – Written/Presentation – Graded or Non-graded etc)	
1	22/11/2017	Types of crime -seminar	
2	20/1/2018	Drug abuse among the youth- Group Discussion	
3	2/2/2018	World terrorism -Group Discussion	

# References:

Ram Ahuja "Social problems in India", Rawat publications 1997
Barnes and Teeters "New Horizons in Criminology, Prentice Hall Inc, New York
Sharma R.N – "Indian social problems", Media promoters and publishers, 1982
Elliott Mabel A, "Crime in modern society", New York, Harper and Bros.

PROGRAMME	BACHELOR OF SOCIOLOGY	SEMESTER	6
COURSE CODE AND TITLE	15U6CRSOC14 URBAN SOCIOLOGY	CREDIT	4
HOURS/WEEK	5	HOURS/SEM	90
FACULTY NAME	SIBI K I		

- > To understand the major focus and relevance of the science of Urban Sociology.
- > To identify the different types of urban areas and the complex process of urbanization
- > To explore the divergent problems of urban centers and suggest viable measures to solve them.
- > To evaluate the strategies of Governmental and non-governmental agencies on Urban planning and development.

SESSION	TOPIC	LEARNING RESOURCES	VALUE ADDITIONS	REMARKS		
	Module I – Introducing Urban Sociology					
1	Urban Sociology, Definition	Lecture/PPT/Discussion				
2	Origin					
3	Nature					
4	Scope					
5	Importance					
6	Urban society- Definition	Lecture/PPT/Discussion				
7	Meaning					
8	Characteristic features					
9	••					
10	٠٠					
11	Types of urban area	Lecture/ PPT				
12	Town,					
13	City					
14	Metropolis					
15	Megapolis					
16	Rural urban contrast	Lecture/PPT/Assignment		_		
17						
18	<b></b>					

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19	Rural- urban continuum			
19	"			
20	"			
21	De-urbanisation,			
22	66			
23	Rurbanisation			
24	٠٠			
25	и			
26	Revision			
	MODULE II	<b>Urbanization Process</b>		
27	Urbanism	Lecture/PPT/ Discussion		
28	"			
29	66			
30	Characteristics			
	"			
31	Urbanization – meaning	Discussion/Seminar		
32	Urbanization in ancient period			
33	"			
34	Medieval			
35	"			
36	Post-independent period			
37	"			
38	Urban Ecological Processes	Lecture/PPT/ Discussion		
39	Centralization			
40	"			
41	De centralization			
42	"			
43	Segregation			
44	"			
45	Invasion			
.5	Ilivasion			
46	Theories of urbanization—	PPT/Lecture/Seminar		
47	Concentric Zone			
48	"			
49	"			
50	Sector theory			
51	sector theory			
52	"			
53				
54	Multi-nuclei theory			
55	"			
56	Revision			
- 50	MODULE III	Urban Social Disorganisation		
57	Social Organisation	PPT/Discussion		
58	Disorganization	1/Discussion		
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59	Overcrowding		
60	u .		
61	u		
	Haveler		
62	Housing		
63	"		
64	u u		
65	Health	PPT/Discussion	
	"	FF 1/ Discussion	
66			
67	Sanitation		
68	"		
	White- collar Crime	PPT/Seminar/Debate	
69	"	FF1/3ellillal/Debate	
70			
71	Cyber Crime		
72	"		
73	Mafia gangues		
	" " "		
74			
75	Environmental issues		
76	Air Pollution		
77	Sound Pollution		
78			
	Water pollution		
79	Soil pollution		
80	Family Disorganization	Lecture/PPT/Assignment	
81	Moral Degradation		
01	Moral Degradation		
82	Revision		
	MODULE IV <b>Urb</b> a	n Planning and Development	
83	Govt. strategies for urban	Lecture/Discussion	
84	development		
34	u u		
85	Role of local self government in the	Lecture/Discussion/Assignment	
86	development of cities		
	,		
87	Role of N.G.Os and Resident's	Lecture/Discussion	
07		Lecture/ Discussion	
	Association		
88	Future of Indian cities	Lecture/PPT	
89	u		
90	Revision		
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Ī		Date of completion	Topic of Assignment & Nature of assignment	
			(Individual/Group – Written/Presentation –	
			Graded or Non-graded etc)	
I	1	15/12/2017	Rural –Urban differences	
ĺ	2	10/12/2017	Urbanisation in India ( Discussion)	

# **GROUP ASSIGNMENTS/ACTIVITES – Details & Guidelines**

	Date of completion	Topic of Assignment & Nature of assignment (Individual/Group – Written/Presentation – Graded or Non-graded etc)	
1	10/1/2018	Urban problems -seminar	
2	20/2/2018	Role of NGO's in Urban development –Assignment	

# **References:**

- 1. Wilson R.A and Schlutz David Urban Sociology Prentice Hall, England, 1978
- 2. Rajendra. K. Sharma Urban Sociology Atlantic Publishers, New Delhi, 1947.
- 3. Francis Cherunilam Urbanisation in Developing countries Himalaya Publishing House, Bombay, 1983.
- 4. Bose Ashih Urbanisation in India Tat McGraw Hills, New Delhi, 1973.

PROGRAMME	BACHELOR OF SOCIOLOGY	SEMESTER	6
COURSE CODE AND TITLE	15U6CRSOC15MEDIA AND SOCIETY	CREDIT	4
HOURS/WEEK	5	HOURS/SEM	90
FACULTY NAME	SANJOSE A THOMAS, BENNY VARGE	IESE	

- > To analyze the concept of media, its types, significance and the social history of the state and media.
- > To understand the various methodologies employed for media studies
- > To discuss the various approaches involved in media studies
- > To explore the social impact of media and how it shapes the political reality.

SESSION	TOPIC	LEARNING RESOURCES	VALUE ADDITIONS	REMARKS
	Module I – Concept of media			
1	Introduction to	Lecture/PPT/Discussion		
	the course			
2	Concepts			
3	Media			
4	Broadcast			
5	Print			
6	Internet			
7	Social media			
8	Websites, Blogs			
9	Communication			
10	Spoken			
11	Verbal			
12	Non verbal			
13	Written			
14	Visualizations			
15	Communication			
	channel			
16	Accessibility of			
	media			

17	Viability of			
1 /	media			
18	Folk			
19	Popular			
20	Pop culture			
21	The rise of			
22	popular culture			
22	Mass media			
23	Mass culture			
24	Products of mass			
	culture			
25	Medium of			
	communication			
26	Marshall Mc			
	Luhan			
27	Traditional	Lecture/PPT/Discussion		
	media			
28	New Media			
29	Press			
30	Film			
31	Radio			
32	Television			
33	Digital			
34	Television			
35	Internet			
36	Persuasive			
	media			
37	New			
	communication			
	technology			
38	Social History of	Lecture/PPT		
39	Media			
40	State and Media			
70	in India			
41	Media as a			
71	political tool			
42	Mobilization of			
42				
	public opinion	I Mathadalager for the structure of	 	
42		I Methodology for the study of	пе теата	Γ
43	Making Sense:	Lecture/PPT/ Discussion		
A A	Ideology			
44	Ideological state			
4.5	apparatus			
45	Repressive state			
4.5	apparatus			
46	Social control			

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47	Discourse			
48	Hegemony			
49	Intellectual			
	domination			
50	Preservation of			
	status quo			
51	Manufacturing			
	consent			
52	Textual Analysis			
53	Media			
	domination			
54	Antonio			
	Gramsci			
55	Discourse	Discussion/Seminar		
	Analysis			
56	Qualitative			
	analysis			
		E III Approaches to the study (	of Media	
57	1	Lecture/Discussion/Seminar		
	Denis Mquail	Dectaro, Biscassion, Seminar		
58	Cultural	Lecture/Discussion/Seminar		
30	Industry	Lecture/Discussion/Schillar		
	Approach			
59	Critical theory			
60	Max			
	Horkheimer			
61	Theodor Adorno			
01	Enlightenment			
62	as a myth			
02	Mass deception			
63	and the media			
0.5	and the media			
61	Dublic Cabons	PPT/Seminar/Debate		
64	Public Sphere –	rr 1/Semmai/Devale		
65	Jürgen Habermas			
66				
66	Communicative			
<b>67</b>	action			
67	Political			
-60	participation			
68	Media and			
	democracy			
67	The World of	Lecture/Discussion/Seminar		
	Hyper Reality –			
68	Jean Baudrillard			
69	Simulacra			
70	Simulation			

71	Cyber culture			
72	Cyber reality			
12	· ·		1.	
		IODULE IV Social impact of n	1ea1a	
7.0	Construction of	Lecture/Discussion		
73	Political Reality			
	Media as a			
74	propaganda tool			
	Media shaping			
75	political climate			
	Media as the			
76	fourth pillar of			
	democracy			
77		Lecture/Discussion/Assignment		
	Subjectivities			
78	Understanding			
	media the			
	extensions of			
	man			
79	New Media	Lecture/Discussion		
80	Post truth			
	society			
81	Media as a			
	political tool			
82	Alternative			
	Identities			
84	Identity politics			
85	Politics and			
	media			
86	Media and	Lecture/Discussion		
	Inequality			
87	Digital Divide			
88	Disparity in			
	internet access			
89	Digital literacy			
90	Revision			

	Date of completion	Topic of Assignment & Nature of assignment (Individual/Group – Written/Presentation – Graded or Non-graded etc)
1	15/12/2017	Differences between the traditional and new media
2	5/1/2018	The importance of discourse analysis in media

# **GROUP ASSIGNMENTS/ACTIVITES – Details & Guidelines**

	Date of completion	Topic of Assignment & Nature of assignment (Individual/Group – Written/Presentation –	
		Graded or Non-graded etc)	
1	16/12/2017	The various approaches to the media study	
2	22/12/2017	Critical analysis of the social impact of media	

### References:

- 1. Appadurai, A. 1986. The Social Life of Things: Commodities in Cultural Perspective, Cambridge University Press
- 2. Arato, A. and E. Gebhardt. 1988. The Essential Frankfurt School Reader. New York: The Cosssntinuum Publishing Company.
- 3. Benjamin, W. 1969. The Work of Art in the age of Mechanical Reproduction. Illuminations. New York; Schocken Books.
- 4. Butcher Mellissa: Transnational Television. Cultural Identity and change;Sage, N. Delhi, 2003. Page nos. 49-87; 111-180
- 5. Barthes, Roland. Mythologies. Hill and Wang, 1972
- 6. Desai, A.R. 1948. The Role of the Press in the Development of Indian Nationalism. In Social Background of Indian Nationalism. Bombay: Popular Prakashan.