

Course Name – Media and Visual Culture

Course Code – LH-M-S04

Credits- 4

Faculty Name – Prof. Priya Ranjan

Faculty Biography –

Dr Priya Ranjan is an Associate Professor at Jindal School of Liberal Arts and Humanities. Priya Ranjan is a sociologist with teaching and research interests in medical sociology, social studies of science and technology, and bioethics. His doctoral degree (Jawaharlal Nehru University) examined the political economy of technoscience by focusing on the medical biotechnology sector in India. His current research investigates the linkages between the dominant bioethics discourse and the ongoing commercialization of human bodies and tissues.

Priya Ranjan has a B.A. (H) degree in German Language & Literature (JNU) and an M.A. in Sociology (JMI). He completed his M.Phil. and Ph.D. from JNU. He was previously Assistant Professor at IP College for Women, University of Delhi, where he taught sociology. He was also Research Coordinator at Sama–Resource Group for Women and Health, a Delhi-based research and advocacy organisation.

Course Description-

The scholarship on contemporary societies has for long emphasized the interconnections between mass media technologies and practices and the constitution of self and collective identities. These interconnections, moreover, are thought to be dominated by the visual. This course introduces students to key approaches and debates in the study of media and visual culture. It aims to draw attention to media and visual culture as fields that shape—not simply reflect—social relations, practices, and institutional arrangements. It will familiarize students with the literature on the production and consumption of media and its linkages with capitalism, modern social formations, and the constructions and representations of social identities in a range of historical and social contexts. The course will thus enable students to grasp the workings of power in media and visual culture. These themes will be taken up through an engagement with different media such as paintings, photographs, films, and television as well as new media technologies and forms.

Prerequisites- None

Scheme of Evaluation and Grading -

Class Participation: 10%

Individual Presentation: 15%

Mid Term: 25%

Final Examination: 50%