



MEDIA AND SOCIETY

Major Subject for Second Year Graduate Students for Arts
(Sociology) w.e.f. 2024-25

Approved by the Board of Studies in Sociology
And
Finalized by the Academic Council

Devrukh Shikshan Prasarak Mandal's
Nya. Tatyasaheb Athalye Arts, Ved. S. R. Sapre Commerce, and
Vid. Dadasaheb Pitre Science College (Autonomous), Devrukh.
Tal.Sangmeshwar, Dist. Ratnagiri-415804, Maharashtra, India

Academic Council Item No: _____

Name of the Implementing Institute	:	Nya. Tatyasaheb Athalye Arts, Ved. S. R. Sapre Commerce, and Vid. Dadasaheb Pitre Science College (Autonomous), Devrukh. Tal. Sangmeshwar, Dist. Ratnagiri-415804,
Name of the Parent University	:	University of Mumbai
Name of the Programme	:	Bachelor of Arts
Name of the Class to Which the course is Open	:	Second Year, Semester Four
No. of Credits	:	04
Title of the Course	:	Sociology
Course Code	:	SEMESTER IV – A204SOT
Passing Marks	:	40%
Nature of Course	:	Sociology
Level	:	Under Graduate (Level 5.0)
Pattern	:	60 Marks External Exam and 40 Marks based on Unit Test and Class Room Activities
Status	:	Major Subject of Sociology
To be implemented from Academic Year	:	2024-25

Second Year of Bachelor of Arts (Sociology Major)

Title of the Paper

Media and Society

Revise Syllabus Under Autonomy for NEP

(With effect from the Academic Year 2024-2025)

Semester	Paper Code	Paper	Lectures /Practical	Evaluation Weightage			Credits
				External	Internal	Total	
Semester IV	A204SOT	Media and Society	60	60	40	100	04

Learning objectives of this course are to educate the students about:

- i) To introduce students to the relevance and varied possibilities for future studies in sociology.
- ii) It make's students aware about the new vibrant fields in sociology.
- iii) To provide students with an in-depth understanding of struggle and survival in today's competitive scenario.
- iv) To develop personality and excellence among students in the concern of requirments of society.

COURSE CONTENT

Module No.	Content	No. of Allotted Lectures: 60
1	UNIT I JOURNALISM a. Journalism: Definition, Meaning and Importance b. Journalists as Gatekeepers- Reference with Indian Society c. Women Journalists: Opportunities and Challenges	15
2	UNIT II WOMEN ENTREPRENEURSHIP a. Entrepreneurship: Meaning and Characteristics b. Women Entrepreneurship: Opportunities and Challenges	15

	c. Case Study: Local Women Entrepreneurs in Sangmeshwar Taluka	
3	UNIT III SOCIAL MEDIA a. Social Media: Meaning, Characteristics and Importance b. Various Social Media Platform: Face book, Twitter, WhatsApp and Instagram c. Fake News and Misinformation d. Social Media and News	15
4	UNIT IV HEALTH AND PANDEMIC a. Health: Meaning and Characteristics b. Pandemic: Meaning and Characteristics c. Social Health and fundamental facilities in India d. The effects of pandemic on Indian Society	15

Pattern of Evaluation:

The Examination/Evaluation pattern shall be framed by the Board of Examination with its final approval from the Academic Council of the College.

Methods of Assessment:

The assessment pattern would be 60:40, 60% for Semester End Examination (SEE) and 40% for Continuous Internal Evaluation (CIA). The structure of the SEE and CIA would be as recommended by the Board of Studies and approved by the Board of Examination and the Academic Council of the college.

Reading List:

1. Bhaskaran, N. (Ed). (2009). Vision Juhu-Expanding Public Spaces in Mumbai. Synergy Creations. Mumbai
2. Chakraborti, Rajgopal D. (2004). The Greying of India Population Ageing in the context of Asia. Sage publications. New Delhi
3. Dandekar, K. (1996). The Elderly in India. Sage Publications
4. Government of India Ministry of Urban Development. (2015 Smart Cities-Mission Statement and Guidelines

5. Karin Wahl-Jorgensen, Thomas Hanitzsh. (2009) Handbook of Journalism. Routledge. New York
6. Liebig, Phoebe and Rajan, Irudaya, (Ed) (2005). An Ageing India: Perspectives, Prospects and Policies. Rawat Publications
7. Phoebe S. Liebig, S. Irudaya Rajan. (2005). An Aging India: Perspectives, Prospects and Policies. Rawat Publications.
8. Ramamurti, Jamuna D. (Ed) (2004). Handbook of Indian Gerontology. Serial Publications
9. Tendulkar, A. (Ed) (2016). Handbook for Senior Citizens. YCPA. Mumbai. Anokhi Publications.
10. Victor, Christina. (2005). The Social Context of Ageing. Routledge.

Journals:

1. Challenges and Opportunities for Women Entrepreneurship in India under Globalization.- OSR Journal of Business and Management Vol 5, Issue 2 Sept-Oct 2012, PP29-35.
2. Role of Women Entrepreneurship in Indian Economy, International Journal of Science Technology and Management Vol.No.03, March 2016. 2. Social Scientist Volume 44 May – June 2016.
