

# Media Theories with Culture and Communication



Faculty	Course Type	Credits	Prerequisites	Semester
Ms. Shyama Dutta	Major / Minor	4	Media Stu. Major / Minor	III

## Brief Overview

Media Theories, along with Culture and Communication are deeply integrated - one shapes the other. We have seen that ideologies, new thoughts and even new media have regularly impacted the content and distribution ideas - and these are defined by the cultures that surround them. Understanding the nature of culture in relationship to communication is helpful in a number of ways.

First, it helps to explain the origin of differences between the practices, beliefs, values, and customs of various groups and societies, and it provides a reminder of the communication process by which these differences came into being. This knowledge can and should heighten people's tolerance for cultural differences.

Second, it helps to explain the process that individuals go through in adapting to new relationships, groups, organizations, and societies and the cultures of each.

Third, it underscores the importance of communication as a bridge between cultures and as a force behind cultural change.

## Course Objectives

Students in this course will be able to –

- Broaden their minds with regards to various cultures, thus resulting in greater tolerance for cultural differences.
- Critically analyse the communication processes of various media.

## **Teaching Methodology**

The course is conducted mostly through interaction based lecture method, with regular class leads by the students, film screenings, class discussions, media analyses, etc.

## **Requirements**

Students are expected to –

- Complete all required reading for each scheduled class as per the course outline,
- Actively participate in class activities and discussions, and
- Complete all evaluative processes for successful course completion!