

Paper III B: LITERATURE, FILMS & MASS COMMUNICATION

MM 100 MARKS

Unit A

1. Basic Concepts, Cinematic Image, Aspects of mis-en-scene, Editing Styles
2. The Historical Relation Between Film and Literature – Mutual Influence, Adaption
3. Theory and Analysis

Unit B

Kurosava's	: <i>Rushaman</i>
Guru Dutt's	: <i>Sahib Bibi and Gulam</i>
Satyajit Ray's	: <i>Pather Panchali</i>
Dev Anand's	: <i>Guide</i>
Ismail Merchant's	: <i>In Custody</i>
A.G. Lerner's	: <i>My Fair Lady</i>
Dev Benegal's	: <i>English August</i>
Robert Wise	: <i>Sound of Music</i>
Ashutosh Gowariker's	: <i>Lagaan</i>
Deepa Mehta's	: <i>Earth 1947</i>

Unit C

1. History and Theory of Mass Communication
2. Ideologies of Representation
3. Journalism: History Tabloid, Rise of Daily News Paper, Electronic Journalism, Journalistic Skills, Leader Writing, Feature Writing, Reviews, Interviews.

Unit D

1. Radio- Types of Programme
2. Television – The Polysemy of T.V. Text: Segmentation, Flow and Programming, Intertextuality, Types of Programme, Their Nature & the Techniques involved T.V. & the State Television, Consumerism & advertising. Practical analysis of Programmes

Unit E

1. Advertising and Mass Publicity. History of advertising, Relationship between advertising and the developed capitalism. Advertising in Print Media. Radio advertising. Visual & Social Psychology. Management Practices

Books Recommended:

1. Elaine Baldwin et – al ed. *Introducing Cultural Studies*. London, Prentice Hall Europe
2. Terry Eagleton – *Idea of Culture*. London, Basil Blackwell
3. M. Madhav Prasad: *Ideology of the Hindi Film / A Historical Construction* O.U.P.
4. Bimal Prasad: *Swami Vivekanand an Anthology*. Vilas Publishing House
5. Diane Carson, Linda Dittmar a Jarice, R. Welsch. Ed. *Multiple Voices in Feminist Film Criticism*.
6. Leo Brandy, Ed. *Film Theory & Criticism. Introductory Readings*. Marshall Cohen
7. Marshall McLuhan – *Popular Culture*.