



**Indraprastha College for Women
University of Delhi**

Work Plan for ODD SEMESTER – 2026

Course Name:	B.A(H) MMMC
Paper Title:	Communication Media and Society
Unique Paper Code:	6292101101
Semester:	I
Faculty:	Ms. Tanushree Sharma
Year:	2026-27

Work Plan			
Unit No.	Learning Objective	Lecture No.	Topics to be Covered
II		1.	Ideology: Communication, Media
II		2.	Ideology: Communication, Media
II		3.	Political Economy
II		4.	Political Economy
II		5.	Culture and Communication: Critical Cultural Theory
II		6.	Culture and Communication: Critical Cultural Theory
II		7.	Semiotics and Communication: Critical Theory and Practice (sign, object, interpretant/ icon, index and symbol, signifier and signified)
II		8.	Semiotics and Communication: Critical Theory and Practice (sign, object, interpretant/ icon, index and symbol, signifier and signified)

II		9.	Semiotics and Communication: Critical Theory and Practice (sign, object, interpretant/ icon, index and symbol, signifier and signified)
II		10.	Semiotics and Communication: Critical Theory and Practice (sign, object, interpretant/ icon, index and symbol, signifier and signified)
II		11.	Communicating in Cyberspace: Interactivity
II		12.	Communicating in Cyberspace: Interactivity
II		13.	Hypertextuality,
II		14.	Multimodality
II		15.	Multimodality
II		16.	Hypertextuality,
II		17.	Hypertextuality,
II		18.	Multimediality
		19.	Revision

Unit	Contents/Syllabus
I	• Ideology: Communication, Media and Political Economy • Culture and Communication: Critical Cultural Theory • Semiotics and Communication: Critical Theory and Practice (sign, object, interpretant/ icon, index and symbol, signifier and signified) • Communicating in Cyberspace: Interactivity, Hypertextuality, Multimodality and Multimediality
S. No.	Name of Authors/Books/Publishers
	References Essential Readings • Fiske, J. (2011). Introduction to communication studies. London: Routledge. • Gupta, N. (2006). Cultural studies. New Delhi: World View Publishers. • Herman, E. S., & Chomsky, N. (2010). Manufacturing consent: the political economy of the mass media. London: Vintage Digital. Additional Resources: Suggested Readings

	● Baran, S. J., & Davis, D. K. (2015). Mass communication theory: Foundations, ferment, and future. Belmont, Calif.: Cengage Learning. ● Bel, B. (2005). Media and mediation. New Delhi: Sage Publications. ● Hasan, S. (2013). Mass communication principles and concepts. New Delhi: CBS Publishers and Distributors. ● Kuruc, K. (2008). Fashion as Communication: Semiotic Analysis of “Sex and the City.” Semotica 17(1): 193-214.
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Paper Components			
Credits	Lecture (L)	Tutorial (T)	Practical (P)
4	3	1	NIL
Assessment Scheme			
S.No.	Component	Marking Scheme	Total Marks
1	Internal Assessment • Assignment • Class Test • Attendance	12	30
		12	
		6	
2.	Continuous Assessment (Tutorial) • Activity 1 • Activity 2 • Attendance	20	40
		15	
		5	
3.	Practical • Continuous Assessment • End Term Written/Practical Exam • Viva		NIL
4.	End Semester Examination		90