

**VAJ104: Global Media and Cultural Studies** (Total teaching hours: 32hrs)

**Course Objective:** Foster a critical understanding of global media systems, cultural representations, and the impact of media on identity and diversity.

**Course Outcome:** By the end of the course, students will understand the complex relationship between media and culture on a global scale.

**Unit 1: Introduction to Global Media**

**8 hours**

- **1.1 Definition of Global Media:** Understanding its scope and impact.
- **1.2 Major Global Media Organizations:** Overview of key players (e.g., BBC, Al Jazeera).
- **1.3 The Role of Technology:** The impact of the internet and mobile technology on media.
- **1.4 Global Media Consumption Patterns:** Trends and statistics on media consumption worldwide.

**Unit 2: Cultural Theories and Media**

**8 hours**

- **2.1 Key Cultural Theories:** Overview of cultural imperialism, hybridity, and localization.
- **2.2 Media Representations:** How media shapes cultural identities and narratives.
- **2.3 Globalization vs. Local Cultures:** Tensions and interactions between global and local media.
- **2.4 Case Studies:** Examining specific instances of cultural representation in media.

**Unit 3: Media, Identity, and Diversity**

**8 hours**

- **3.1 Representation in Media:** Analysis of race, gender, and class in media portrayals.
- **3.2 Media Influence on Identity:** How media shapes personal and collective identities.
- **3.3 Diversity in Media Production:** Importance of diverse voices in global media.
- **3.4 Ethical Issues in Representation:** Addressing bias and stereotypes in media.

**Unit 4: Emerging Trends in Global Media**

**8 hours**

- **4.1 Impact of Digital Technology:** How social media and the internet have changed news dissemination.
- **4.2 Citizen Journalism:** Role and influence of non-professional journalists.
- **4.3 Global Media Policies:** Overview of media regulations and policies in different countries.
- **4.4 Future Directions:** Predictions for the evolution of global media.

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