

## Report on Pedagogy Series Workshop on Sociology of Media

**Date:** 22/1/2025

**Resource Person:** Ravindra Karnena

A workshop on the pedagogy of Sociology of Media was organized as part of the ongoing pedagogy series to enhance teaching strategies and methods of student assessment. The session aimed to provide educators with tools and insights to engage students more effectively, focusing on the syllabus, teaching methods, and assessment frameworks. Ravindra Karnena, the resource person, structured the session around three key units of the syllabus and emphasized the importance of integrating historical perspectives, critical theories, and emerging trends in media studies.

The workshop opened with a discussion on the teaching strategies for Sociology of Media. Traditional lectures were identified as foundational, but seminars and student presentations based on essential readings and teacher-prescribed articles were recommended as tools for assessing students' understanding. This approach aimed to encourage critical engagement and thorough reading habits among students.

Karnena highlighted the importance of providing a historical background to the emergence of perspectives in media sociology, focusing on the historiography of communication. He suggested *The Media and Modernity: A Social Theory* by J.B. Thompson as an essential reading to offer a comprehensive understanding of media perspectives.

The discussion then moved to the three units of the syllabus, each of which was summarized and linked to specific teaching and learning strategies.

The **first unit** delves into the interconnectedness of mass society and media, exploring how media continues to play a crucial role in modern society while being shaped by technological advancements. The unit examines the materiality, productivity, institutions, representation, and consumption of media, encouraging students to investigate how media operates within social, cultural, economic, and political contexts.

In the **second unit**, the focus shifts to critical media theories. These theoretical frameworks analyse the media's role in perpetuating or challenging power dynamics and social inequalities. The discussion drew on key texts such as Theodor W. Adorno's *The Culture Industry*, which critiques the cultural impact of mass media, and works by Bennett (2005) and Miller (2002), which emphasize the ideological and class-based influences on media narratives. Gitlin's (1978) contributions were also highlighted, drawing attention to the power structures often overlooked in traditional media sociology. This unit emphasizes the importance of understanding media as a site of ideological contestation and social influence.

The **third unit** addresses media processes, including regulation, representation, reception, and the rise of new media. The readings for this unit explore critical issues such as censorship and its role in state mobilization, as well as the representation of ethnic and colonial identities in media, as analyzed by Shohat and Stam (2014). The unit also examines audience dynamics, with Sonia Livingstone's (2003) essay emphasizing the evolving relationship between media

and audiences. Livingstone discusses how media consumption shapes domestic and social life, highlighting the role of technology in transforming leisure time and family settings.

Throughout the workshop, Karnena emphasised the value of critical readings and student engagement through presentations as key pedagogical tools. He also stressed the importance of fostering a nuanced understanding of media's role in society by integrating cultural, economic, and political dimensions into the curriculum.

In conclusion, the workshop provided valuable insights into teaching Sociology of Media, offering strategies to enhance both educator delivery and student comprehension. By bridging theoretical perspectives with practical applications, the workshop equipped participants with the tools to create a more engaging and effective learning environment.

### **Participants:**

**Dr Ruby Bhardwaj**

**Ms Charu Kala**

**Dr Kanika Kakar**

**Ms Pouriangthanliu**

**Ms Vandana Madan**





GPS Map Camera



Central Ridge Forest Area, New Delhi, 110060,  
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