



**MA Anthropology Syllabus, 2021-2023**

Program: <b>MA Anthropology</b>	Semester: <b>Second</b>
Course Title: <b>Media Anthropology</b>	Credits: <b>2</b>
Course Type: <b>Elective/OE</b>	Course Code: <b>ANT21202OE</b>
<b>Course Objectives:</b> <ul style="list-style-type: none"><li>• To introduce the students to key concepts in communication.</li><li>• To acquaint students with types of communication.</li><li>• To introduce the meaning and scope of media anthropology</li></ul>	
<b>Course Outcomes:</b> <ul style="list-style-type: none"><li>• The students are expected to gain an understanding of the anthropological approach to study of media, and will write an elaborate review of a Film/Documentary (2000-3000 Words).</li></ul>	

**Unit 1: Introduction**

- Communication: Basic Concepts
- Verbal Communication
- Non-Verbal Communication
- Media and Communication

**Unit 2: Media and Anthropology**

- Anthropology of Media
- Media Infrastructure and Mediation
- Visual Anthropology
- Digital Anthropology

**List of Readings**

- Light, Linda (2020). Language, in Brown, Nina, Mcllwraith, de Gonzalez, Laura T (ed) Perspectives: An Open Introduction to Cultural Anthropology. Arlington, American Anthropological Association
- Ginsburg, Faye, Abu-lughod, Lila and Larkin, Brian (2002). Media Worlds: Anthropology on New Terrain, Berkley and Los Angeles, University of California Press
- Peake, Bryce (2020). Media Anthropology: Meaning, Embodiment, Infrastructure, and Activism in Brown, Nina, Mcllwraith, de Gonzalez, Laura T (ed) Perspectives: An Open Introduction to Cultural Anthropology. Arlington, American Anthropological Association
- Rothenbuhler, Eric W. and Coman, Mihai (2005). Media Anthropology. New Delhi, SAGE
- Spitulnik, Debra. (1993). Anthropology and Mass Media. Annual Review of Anthropology, 22, 293-315