



MA Anthropology Syllabus, 2021-2023

Program: MA Anthropology	Semester: Second
Course Title: Media Anthropology	Credits: 2
Course Type: Elective/OE	Course Code: ANT21202OE
Course Objectives: <ul style="list-style-type: none">• To introduce the students to key concepts in communication.• To acquaint students with types of communication.• To introduce the meaning and scope of media anthropology	
Course Outcomes: <ul style="list-style-type: none">• 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).	

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, Mellwraith, 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, Mellwraith, 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