

Unit 1: Indian Political Culture and Contemporary Issues

Indian Political culture, Concepts, determinants and types - contemporary trends - Nation building in India: problems and prospects - Problems of the Indian Political System: Linguism, Regionalism, Communalism, Terrorism, Casteism, Corruption and Criminalization

Unit 2: Digital Democracy and Youth

Introduction to digital democracy: opportunities and challenges - Youth participation in networked publics - Platform power: algorithms, visibility, representation and civic voice - Participation gaps: socio-economic, gender, and disability divides - Accessibility and inclusive digital cultures (Deaf and speech-impaired youth)

Unit 3: Foundation of Media Theories

Habermas: Public sphere & deliberative democracy - Network society (Castells) - Participatory theory and culture (Jenkins) - Mediatization of politics (Couldry, Strömbäck) - Platform studies & algorithmic power (Gillespie, Bucher) - Normative Theories - Spiral of Silence (Neumann) - Visual Culture Theories – Barthes, Hall, Mirzoeff - Semiotics of social-visual communication.

Unit 4: Media Accessibility and Disability Studies (Speech & Hearing Impaired)

Media accessibility and disability studies (Alper, Goggin) - Theories of Accessibility in Communication - Media and Marginalized Identities – Critical disability theory - Case Studies – Sign language media, subtitling, captioning, avatars.

Unit 5: Mediated Identities and Emerging Trends

Politics of mediated identities- Social-visual media affordances - Identity, representation, and authenticity in digital spaces - Evolution of AI in media: from symbolic AI to generative AI - Emerging tools: avatars, AI, and visual media for civic inclusion - Applications in media: recommendation engines, content moderation, accessibility tools - Ethical and policy considerations - Future trajectories: AI-mediated participation and inclusive governance

Suggested Reference Books & Readings

Coleman, S., & Blumler, J. G. (2009). *The Internet and Democratic Citizenship: Theory, Practice and Policy*. Cambridge University Press.

Dahlgren, P. (2013). *The Political Web: Media, Participation and Alternative Democracy*. Palgrave Macmillan.

Bennett, W. L., & Segerberg, A. (2012). *The Logic of Connective Action: Digital Media and the Personalization of Collective Action*. Cambridge University Press.

Habermas, J. (1989). *The Structural Transformation of the Public Sphere*. MIT Press.

Castells, M. (2010). *The Rise of the Network Society* (2nd ed.). Wiley-Blackwell.

Jenkins, H. (2006). *Convergence Culture: Where Old and New Media Collide*. NYU Press.

Couldry, N., & Hepp, A. (2017). *The Mediated Construction of Reality*. Polity Press.

Gillespie, T. (2018). *Custodians of the Internet: Platforms, Content Moderation, and the Hidden Decisions That Shape Social Media*. Yale University Press.

Bucher, T. (2018). *If...Then: Algorithmic Power and Politics*. Oxford University Press.

Hall, S. (1997). *Representation: Cultural Representations and Signifying Practices*. Sage.

Mirzoeff, N. (2015). *How to See the World*. Pelican.

Goggin, G., & Newell, C. (2003). *Digital Disability: The Social Construction of Disability in New Media*. Rowman & Littlefield.

Alper, M. (2017). *Giving Voice: Mobile Communication, Disability, and Inequality*. MIT Press.

Ellis, K., & Kent, M. (2017). *Disability and Social Media: Global Perspectives*. Routledge.

Sundar, S. S. (Ed.). (2015). *The Handbook of the Psychology of Communication Technology*. Wiley-Blackwell.

Andrejevic, M. (2020). *Automated Media*. Routledge.

Beer, D. (2019). *The Data Gaze: Capitalism, Power and Perception*. Sage.

Bucher, T. (2021). *New Media Theory: An Introduction*. Polity Press.

Noble, S. U. (2018). *Algorithms of Oppression: How Search Engines Reinforce Racism*. NYU Press.

Floridi, L. (2014). *The Fourth Revolution: How the Infosphere is Reshaping Human Reality*. Oxford University Press.

Chatterjee, P. (1993). *The Nation and Its Fragments: Colonial and Postcolonial Histories*. Princeton University Press.

Rudolph, L. I., & Rudolph, S. H. (1987). *In Pursuit of Lakshmi: The Political Economy of the Indian State*. University of Chicago Press.

Hasan, Z. (Ed.). (2000). *Politics and the State in India*. Sage.

Yadav, Y. (1999). *Electoral Politics in the Time of Change: India's Third Electoral System, 1989–99*. *Economic and Political Weekly*.