CONTENTS

CHAPTER-I: A CRITICAL INTRODUCTION 01-31
1. Discourse on Media Literacy 01-05
1. 1. Understanding Media Literacy: A Phenomenological Perspective 05-11
1.2. Dialectics of Media Literacy 11-14
1.3. Theorising Media Literacy 14-16
1.4. History of Literacy Studies 17-19
1.5. Media Literacy Now 19-21
1.5.1. Media Literacy: a Global Perspective 21-27
1.5.2. Media Literacy: An Indian Perspective 27
1.6. Statement of the Problem 27-28

Chapter I: End Notes: 29-30
References: 30-31

CHAPTER-II: REVIEW OF LITERATURE 32-51

Chapter II: References 48-51

CHAPTER-III: METHODOLOGY 52-85

3. Methodology 52
3.1. Aim and Objectives of the Study 52-53
3.2. Research Questions 53
3.3. Recontextualising Media Literacy 53-59
3.4. Media Literacy: As a Force of Production 59-62
3.5. Media Literacy: As a Discourse 62-66
3.5.1. A Structuralist Discourse 66-68
3.5.2. A Poststructuralist Discourse 68
3.6. Dialectic: As a Discourse 69-75
3.7. Dialectical Phenomenology: A Synthesis

Chapter III: End Notes:

References

CHAPTER-IV: SOCIAL DYNAMICS IN INDIA

4. Media Literacy Discourse and Social Dynamics
4.1. Media Literacy and Public Sphere
4.2. Media and the Politics of Knowledge
4.2.1. Mediated Knowledge Warfare
4.2.2. Knowledge and Power Play
4.2.3. The ‘Power Play Model’ & ‘Ghettoisation’ of the Masses
4.2.4. Knowledge and the Expansion of Virtual Territory
4.2.5. The Dilemma of Knowledge Society
4.2.6. Knowledge and the Market Place of Ideas
4.2.7. Media and the Dysfunction of Knowledge
4.2.8. Mediated Knowledge and Democratic Deficit
4.2.9. Knowledge and Intellectual Hegemony
4.3. Media Literacy: An Ideological Perspective
4.4. Dialectics of Media, Culture and Violence

Chapter IV: End Notes

References

CHAPTER-V: A GENERAL DISCUSSION

Chapter: V-References

CHAPTER-VI: CONCLUSION AND RECOMMENDATIONS

Chapter: VI-References

BIBLIOGRAPHY

APPENDIX I- PUBLICATION