

REELS COMMUNICATION & POPULAR CULTURE

Course Code: KU1DSCJMC106

Module I: Introduction to Reels and Communication

1. Defining reels and their evolution.
2. History of Short-Form Video Content.
3. **Theories of Communication and their application to reels:**
Uses and Gratifications theory, Cultivation theory, Agenda Setting, Social Learning, Systems, Network, New Media & Technology, Virtual Community.
4. **Key Concepts:** Attention economy, virality, meme culture.

Module II: Reels and Popular Culture

5. Reels and music industry, Reels and film industry.
6. **Reels and Advertising:** Video Ads, Image Ads, Carousel Ads, Collection Ads, Stories Ads.
7. **Reels and Social Movements:** Awareness Reels, Protest Reels, Call-to-Action Reels, Solidarity Reels & Personal Stories.
8. **Representation and Diversity in Reels:** Breaking Stereotypes, Empowering Marginalized Voices; LGBTQ Representation, Disability Representation, Body Positivity, Cultural & Religious Representation.
9. **Reels Communication & Culture:** Influence on Language, Identity, Norms and Culture.

Module III: Reels and Identity

10. **Reels and Self-Representation:** Personal Stories, Hobbies & Passions, Identity Expression, Body Positivity, Mental Health.
11. **Reels and Identity Formation:** Self, Cultural, Social, and Creative Identities.
12. **Reels and Community Building:** Creative and Niche Communities; Interest-Based and Identity-Based Communities.

13. **Reels and Social Norms:** User Behavior, Cultural Values.

14. **Reels and Cultural Appropriation:** Language & Slang, Cultural Symbols, Traditional Attire.

Module IV: Reels and Society

15. **Reels and Public Opinion:** Increased Awareness, Influencing Attitudes, Mobilizing Action, Shaping Cultural Narratives, Democratizing Information.

16. **Reels and Discourse Analysis:** Narrative Discourse, Descriptive Discourse, Argumentative Discourse, Instructive Discourse & Promotional Discourse.

17. Reels and Politics.

18. Reels and Social Change.

19. Reels and Ethics.
