

**Code No- 411702**

**Sociology of Information Society**

**Credits:4**

**Lectures:60**

**Marks:100**

**Objectives:**

To understand the role of technology in shaping social structure and institutions, Social life and relationship.

To know the interface between revolution of information and communication technology and society.

**Course Content:**

**Credit Lectures Marks**

**I Introduction:**

Technology society and historical change.

1 15 25

Capitalism Industrialism and Informationalism.

**II IT revolution Enterprise:**

1 15 25

The culture, institutions and

Organisations of the Informational economy.

Transition from industrialism to informationalism - i.e.

(From mass production to flexible production)

(From Fordism to post Fordism)

**III The transformation of work and employment:**

1 15 25

Networkers, jobless and flexi timers.

Service economy and the information society

The new occupational structures.

Informational Technology and the restructuring of capital.

Labour relationships, Social dualism or fragmented societies.

**IV Computer Mediated Communication :**

1 15 25

Social Networks and virtual Communities.

Rise of media culture and institutional control.

ICT and industry, education, Public health and governance

**Bibliography:**

Manuel, castells, 1996, The Rise of Network Society, Blackwell, Publishers.

Mark Taylor and Esa Saariner 1994 Imagologies, Routledge, London.

December and Randall 1994 The World Wide Web- Unleashed, Macmillan Computer Publishing.

Mischael H 1993 The Metaphysics of Virtual Society, OUP, London. Sociology 79

Verena A Conley 1993 Rethinking Technology, Minneapolis university of Minnasota press.

P Zrkoczy, N Heap Information Technology, Pitman.

Arvind Singhal and Rogers Everett : India's Communication Revolution From Bullok Carts to Cyber Mart, Sage Publications.

Bhatnagar Subhash 2000 : Information and Communication: Technology in Development, Sage Publication