

TEACHING PLAN for Academic Year 2021-2022

PAPER: Global Media and Politics

SEMESTER: V

SESSION: July 2022-December2022

TEACHER NAME: Kunal Anand

SYLLABUS

Course contents:

- Media and international communication
- Media and super power rivalry
- Global Conflict and Global Media
- Media and Cultural Globalization
- Media and the Global market

COURSE DESCRIPTION

This is a core paper about global media and politics. It is mainly the study of international communication. After the completion of course the students would be able to understand the socio-political factors of news dissemination in international media. They would also learn to acknowledge the role of contemporary International media on the evolution of global culture. They would develop the sense to comprehend the impact of globalisation on media across the world. Importantly students would deduce the outcomes of cultural Imperialism and media hegemony.

TEACHING TIME (No. Of Weeks)

Approximately 12 weeks

CLASSES

This is a core paper and have five lectures in a week as per the time table. Students will be given reading assignments each week to help them follow the course content. The readings would be discussed in class in detail. The students would also be

assigned the presentation work. There are five marks for attendance as part of internal assessment.

UNIT WISE BREAK UP OF SYLLABUS

- Unit I

Media and international communication: The advent of popular media- a brief overview Propaganda in the inter-war years: Nazi Propaganda, Radio and international communication

- Unit II

Media and super power rivalry: Media during the Cold War, Vietnam War, Disintegration of USSR; Radio free Europe, Radio Liberty, Voice of America Communication debates: NWICO, McBride Commission and UNESCO Unequal development and Third World concerns: North-South, Rich – Poor

- Unit III

Global Conflict and Global Media World Wars and Media Coverage post 1990: Rise of Al Jazeera The Gulf Wars: CNN's satellite transmission, embedded Journalism 9/11 and implications for the media

- Unit IV

Media and Cultural Globalization Cultural Imperialism, Cultural politics: media hegemony and Global cultures, homogenization, the English language Local/Global, Local/Hybrid

- Unit V:

Media and the Global market Discourses of Globalisation: barrier-free economy, multinationals, technological developments, digital divide Media conglomerates and monopolies: Ted Turner/Rupert Murdoch Global and regional integrations: Zee TV as a Pan-Indian Channel; Bollywood Entertainment: Local adaptations of global programmes KBC/Big Boss/Others

ASSESSMENT

Internal Assessment: 25 Marks

- Class test (written and presentation) – 20 marks
- Attendance- 5 marks

ESSENTIAL READINGS

- DayaKishanThussu. International Communication: Continuity and Change, Oxford University Press ,2003.
- Yahya R. Kamalipour and Nancy Snow. War, Media and Propaganda-A Global Perspective, Rowman and Littlefield Publishing Group, 2004.
- Communication and Society, Today and Tomorrow “ Many Voices One World”Unesco Publication, Rowman and Littlefield publishers, 2004.
- Barbie Zelizer and Stuart Allan. Journalism after 9/11, Taylor and FrancisPublication, 2012.
- DayaKishanThussu .War and the media : Reporting conflict 24x7, Sage Publications,2003.
- Stuart Allan and Barbie Zelizer. Reporting war : Journalism in war time, Routledge Publication, 2004.
- Lee Artz and Yahya R. Kamalipor. The Globalization of Corporate Media Hegemony, New York Press,2003.
- Yadava, J.S, Politics of news, Concept Publishing and Co.1984. –
- ZahidaHussain and Vanita Ray. Media and communications in the third world countries,Gyan Publications,2007.

SUGGESTED READINGS

- Choudhary, Kameswar (ed) Globalisation, Governance Reforms and Development in India, Sage, New Delhi, 2007.
- Patnaik, B.N &ImtiazHasnain(ed). Globalisation: language, Culture and Media, Indian Institute of Advanced Studies, Shimla,2006.
- Monroe, Price. Media Globalisation’ Media and Sovereignty, MIT press, Cambridge,2002.
- Singh, Yogendra. Culture Change in India: Identity and Globalisation, Rawat Publication, New Delhi, 2000.
- Lyn Gorman and David McLean. Media and Society into the 21st Century: A Historical Inroduction. (2nd Edition) Wiley-Blackwell, 2009. pp.82-135, 208-283

