

TEACHING PLAN for Academic Year
2021-2022

PAPER: History Of Media

SEMESTER: III

SESSION : July 2022 – December 2022

TEACHER NAME: Kunal Anand

SYLLABUS

Course contents:

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- History of Print Media
- Media in the Post Independence Era
- Beginnings of Sound Media
- Contemporary Sound Media
- Visual Media

COURSE DESCRIPTION :

The objective of the course is to introduce the students to the vast history of modern media keeping firmly in mind the relationship between technology, social relations and historical contexts. This would enable them to understand media practice as historically contingent practices and not just limited to technological development.

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 make field visit to gain practical experience of the role of communication in development. The students would be assigned to make presentations based on their field work findings. There are five marks for attendance as part of internal assessment.

UNIT WISE BREAK UP OF SYLLABUS:

Unit I

- History of Print Media
- Media and Modernity
- Print revolution and telegraph
- Yellow Journalism, Evolution of Press in United States, Great Britain and France
- History of the Press in India:
- Colonial Period, National Freedom Movement
- Gandhi and Ambedkar as Journalists and Communicators.
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Unit II

- Media in the Post Independence Era
- Emergency and Post Emergency Era
- Changing Readership, Print Cultures,
- Rise of Language Press in Indian vernacular

Unit III

- Beginnings of Sound Media
- Emergence of sound reproduction technology
- The coming of Gramophone
- Early history of Radio in India
- History of AIR: Evolution of AIR Programming

Unit IV

- Contemporary Sound Media
- Penetration of radio in rural India - Case studies
- Patterns of State Control; the Demand for Autonomy
- FM: Radio Privatization
- Music: Cassettes to the Internet

Unit V

- Visual Media
- The early years of Photography, Lithography and Cinema
- The coming of Television and the State's Development Agenda
- Commercialization of Programming (1980s)
- Invasion from the Skies: The coming of transnational television (1990s)
- Formation of Prasar Bharati

ASSESSMENT

Internal Assessment: 25 Marks

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

Essential Readings:

- Briggs, A and Burke, P, Social History of Media: From Gutenberg to the Internet, (PolityPress , 2010)(Chapter 2 and Chapter 5)
- Jeffrey, Robin, India's News Paper Revolution: Capitalism, Politics and the Indian LanguagePress,(New Delhi, Oxford 2003)
- David Page and William Crawley, Satellites Over South Asia, (Sage, 2001) Chapter 2,chapter 8 and Chapter 9.
- Eric Barnouw and Krishnaswamy, Indian Film, (New York, Oxford University press, 192nd Edition,Chapters "Beginnings," & "Three Get Started,"
- Early communication system in India (part - I) - YouTube
- <https://www.youtube.com/watch?v=9WocwNyyo8g>

Suggested Readings

- Jeffrey, Robin. "Communications and capitalism in India, 1750–2010." South Asia: Journal of South Asian Studies 25, no. 2 (2002): 61-75.
- V. Ratnamala, ambedkar and media
- http://roundtableindia.co.in/index.php?option=com_content&view=article&id=4992:ambekar-and-media&catid=119:feature&Itemid=132
- Manuel, Peter Cassette Culture ,Chicago, University of Chicago Press, 1993, Pages 1 - 32
- Satellite Television: An Impact on Social Participation, Sabharwal, Tarjeet, ISBN 978-81-8457-064-
- 9, Kanishka Publishers, 2008
- Chatterjee, P.C, Broadcasting in India page (New Delhi, Sage, 1991) -39-57
- Neurath P. —Radio Farm Forum as a Tool of Change in Indian Villages,” Economic Development of Cultural Change, vol 10, No. 3 (pp 275-283)
- Das, Biswajit, “Mediating Modernity: Colonial Discourse and Radio Broadcasting in India,
- Communication Processes Vol 1: Media and Mediation, B. Bel, B. Das, J. Brower, Vibhoddh
- Parthasarathi, G. Poitevin (Ed.) (Sage 2005)

- Parthasarathi, Vibhodh, “Constructing a New Media Market: Merchandising the Talking Machine” in
- Communication Processes Vol 1: Media and Mediation, B. Bel, B. Das, J. Brower, Vibhodh
- Parthasarathi, G. Poitevin (Ed.) ,Sage 2005
- Thirumal, P., and C. Lalrozami. Modern Mizoram: History, Culture, Poetics. Taylor & Francis,
- 2018. (Chapter 1)
- Francis Robinson (1993) Technology and Religious change: Islam and the impact of Print;
- ModernAsian Studies, Vol 27, No. 1 (Feb) pp. 229-251.