

Course Objectives:

1. To facilitate an exposure to the metamorphosis of media and media tools through the ages
2. To facilitate the students to understand the democratic discourses through the development of media.
3. To enable the students to understand the media ecology of past and present day.
4. To provide an exposure to the conducive freedom of expression, pluralism and diversity of the media
5. To facilitate a thorough understanding of development of media in India

Course Outcomes:

1. A thorough understanding of global development of media & media ecology
2. A thorough understanding of media legacy in India
3. Well informed about the veteran journalists of yester years
4. Enabling the students to be well informed media professional and academicians
5. Enabling the pupils to have a thorough understanding of present day media ecology and forms of different narratives of different domains

Unit –I

Evolution of printing - printing in India - Early publications - Birth of Indian language Press –Raja Ram Mohan Roy, first war of Indian Independence and the press.

08 hrs

Unit – II

The freedom movement and the Indian press- BalGangadharTilak, Mahatma Gandhi, Jawaharlal Nehru . Development of major newspapers: The Hindu, The Times of India, Amrith Bazar Patrika, Samyukta Karnataka.

12 hrs

Unit – III

Development of radio in India - Growth of AIR - PrasaraBharthi.Development of TV in India - Satellite and cable TV – Doordarshan

08 hrs

Unit – IV

Evolution of films in India- Kannada films: the status and problems of the Kannada film industry – New wave films.

06 hrs

Unit – V

Emergence of New Communication Technologies – growth of the internet, social media.

06 hrs

Books Recommended:

1. J. Natarajan (2000). History of Indian Journalism, Publications Division, India
2. G.C. Awasthy (1965). Broadcasting in India, Allied Publishers Private Limited, New Delhi.
3. Firoze Rangoonwala (1975). 75 years of Indian cinema, Indian Book Co, New Delhi.
4. Keval J. Kumar (2013). Mass Communication in India, Jaico Publishing House, Mumbai
5. Black and Bryant (1992). Introduction to Mass Communication, William CBrown publication, U.S.A
6. Rangaswami Parthasarathy (1989). Journalism in India, Sterling Publishers Pvt. Ltd, New Delhi
7. Nalin Mehta (2008). Television in India, Routledge, United Kingdom
8. S.C. Bhat (2007). Broadcast Journalism, HarAnand Publications, New Delhi
9. Martin Scott (2014).Media and Development, Zed Books, London
10. Chalapathi Rau M (1968). The Press in India, Allied Publishers, New Delhi.
11. Geoffrey Nowell-Smith (1997).The Oxford History of World Cinema, Oxford University Press, United Kingdom
12. Satyajit Ray (2011). Deep Focus: Reflection on Indian Cinema, HarperCollins India

