

PSS 504: MEDIA, POLITICAL COMMUNICATION AND POLITICS

Course objectives:

- Skill* 1. To introduce students to concepts and dynamics of Media, Political Communication and Politics
- Skill* 2. To enable students to comprehend the changing trends in Media, Political Communication and its impact on society and politics
- Skill* 3. To enable the students to grasp the linkages between democratic and political Communication
- employability* 4. To arouse interest among students on Media as a Career option

Course outcome:

The course will equip students to-

- Skill* 1. Develop a nuanced understanding of the importance, operation and impact of Political communication
- Skill* 2. Develop a capacity to critically evaluate the uses and effects of media on societal and political processes.
- Skill* 3. Develops a keen understanding of the political, legal and ethical issues involved in Media – Society – Politics interaction.
- employability* 4. Intellectually handle the responsibilities as a Journalist/ Media person or in Press or information related tasks

UNIT 1: Framework

- 1.1 Media, Political Communication and Politics: Introduction and Importance
- 1.2 Contending theories - System, Authoritarian, Libertarian, Media Development, Normative and Social responsibility
- 1.3 Kinds of Communication - Intra-personal, Interpersonal and Mass Mediated
- 1.4 Media and Political Communication - Changing Social and Political context

UNIT 2: Media and Politics

- 2.1 Media, Political Communication and Agenda Setting, Priming, Framing
- 2.2 Media, Political Communication, Society - Interface
- 2.3 Media and politics: Print and Electronic; Blogs and Social networks, Digital Communication
- 2.4 Factors in Political Communication- Transmission, Medium, Reception

UNIT 3: Democracy and Media

- 3.1 Freedom of speech and Expression and Media; PCI Act (1978); Public sphere, Public opinion and Political participation
- 3.2 Political Communication, Political Socialization and Political Behaviour
- 3.3 Media and policy making - Process and Impact; RTI
- 3.4 Democracy and Media - A critique

UNIT 4: Media, Political Communication and Socio-political process

- 4.1 Interest articulation and Media - Social movement's; Farmers, Women, SC/ST's, LGBT
- 4.2 Political Communication and Political Parties, Elections
- 4.3 Media and Ethics, Free and paid News, Freedom of Press vs. National Security, Cyber Crime
- 4.4 Challenges to Political Communication