

## SEMESTER -V

[UG Programme for Bachelor in Journalism (Honours) degree in three years]

DISCIPLINE SPECIFIC CORE COURSE 13- (DSC-13) : Global Media and Politics

### CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

Course title & Code	Credits	Credit distribution of the course			Eligibility criteria	Pre-requisite of the course (if any)
		Lecture	Tutorial	Practical/ Practice		
DSC 13: Global Media and Politics	4	3	0	1	Passed Class XII with English	NIL

### Learning Objectives

The Learning Objectives of this course are as follows:

- To get an over view of the politics of news dissemination and the dynamics of reporting international issues and events. To understand the use of media by different countries during war times. To grasp the turning points and changing boundaries of journalism with the evolution of technology.

### Learning outcomes

The Learning Outcomes of this course are as follows:

- By studying this course, students will be able to comprehend the impact of globalization on media and cultural implications.

### SYLLABUS OF DSC-13:

#### UNIT – I (15 hours)

#### UNIT I: Media and International Communication

- Propaganda in the inter-war years: Nazi Propaganda
- Radio and international communication

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

## **UNIT – II (15 hours)**

### **UNIT II: Conflict and Rise of 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 – III (15 hours)**

### **Unit III: Media and Cultural Globalization**

- Cultural Imperialism, Cultural politics: media hegemony and
- Global cultures, homogenization, Local/Global, Local/Hybrid
- Discourses of globalization: barrier-free economy, 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 etc.

### **Practical component: (30 hours)**

The students will prepare case studies of the media at various points in time and highlight the turning points and changing boundaries of journalism during each evolving phase of the history of the media. The students will also analyse the changing content of media for international communication in the pre and post globalization phases. The students must compare the entertainment and other cultural products produced by international giants and media conglomerates.

### **Essential/recommended readings:**

1. Yahya R. Kamalipour and Nancy Snow. *War, Media and Propaganda-A Global Perspective*, Rowman and Littlefield Publishing Group, 2004.

2. Communication and Society, Today and Tomorrow “*Many Voices One World*” UNESCO Publication, Rowman and Littlefield publishers, 2004.
3. Barbie Zelizer and Stuart Allan. *Journalism after 9/11*, Taylor and Francis Publication, 2012.
4. Stuart Allan and Barbie Zelizer. *Reporting war : Journalism in war time*, Routledge Publication, 2004.
5. Lee Artz and Yahya R. Kamalipor. *The Globalization of Corporate Media Hegemony*, New York Press, 2003.
6. Zahida Hussain and Vanita Ray. *Media and communications in the third world countries*, Gyan Publications, 2007.

**Suggestive readings:**

1. Choudhary, Kameswar (ed) *Globalisation, Governance Reforms and Development in India*, Sage, New Delhi, 2007.
2. Yadava, J.S, *Politics of news*, Concept Publishing and Co.1984.
3. Daya Kishan Thussu, *War and the media: Reporting conflict 24x7*, Sage Publications, 2003.
4. Patnaik, B.N & Imtiaz Hasnain (ed). *Globalisation: language, Culture and Media*, Indian Institute of Advanced Studies, Shimla, 2006.
5. Monroe, Price. *Media Globalisation’ Media and Sovereignty*, MIT press, Cambridge, 2002.
6. Singh, Yogendra. *Culture Change in India: Identity and Globalisation*, Rawat Publication, New Delhi, 2000.
7. Lyn Gorman and David McLean. *Media and Society into the 21st Century: A Historical Introduction*. (2nd Edition) Wiley-Blackwell, 2009 .pp.82-135, 208-283.