

**Curriculum Plan: Mamta, Assistant Professor, Department of Journalism**

**Year 2024-25 (Odd Semester)**

**B.A. (H) Journalism (Semester V)**

Name of Paper and Code	Allocation of Lectures	Month wise Schedule followed by Department	Tutorial/ Assignment/Presentation, etc
<b>C11 Global Media and Politics</b>			
<b>Unit 1: Media and international communication:</b> 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, Voice of America Communication debates: NWICO, McBride Commission and UNESCO Unequal development and Third World concerns: North-South, Rich – Poor	20	August-September	1. Screening of documentaries on propaganda, Cold War and Vietnam War  2. Assignments and presentations on Nazi propaganda and its techniques  3. Screening of documentaries on NWICO and MacBride Commission
Unit II: 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	20	October	1. Assignment on the domination of world news agencies and demand for NWICO  2. Screening of documentaries on Gulf Wars
Unit III: Media and Cultural Globalization Cultural Imperialism, Cultural politics: media hegemony and Global cultures, homogenization, language	20	November	1. Assignments on role of media in Gulf war  2. Presentations on Globalization and Glocalization

<p>Local/Global, Local/Hybrid</p> <p>Discourses of Globalisation: barrier-free economy, multinationals, technological developments, digital divide</p> <p>Media conglomerates and monopolies: Ted Turner/Rupert Murdoch</p> <p>Global and regional integrations: Zee TV as a Pan-Indian Channel; Bollywood</p> <p>Entertainment: Local adaptations of global programmes KBC/Big Boss/Others</p>			<p>3. Case Studies of Conglomerates, political economy and flow of international news</p>
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