

**THE ENGLISH AND FOREIGN LANGUAGES UNIVERSITY, HYDERABAD**

DEPARTMENT OF COMMUNICATION  
M.A. Journalism and Mass Communication (NEP)  
SEMESTER II (January – June 2024)

Course title	<b>History of Media (Domain Specific)</b>
Category (Mention the appropriate category (a/b/c) in the course description.)	A
Course code	<b>JMC104</b>
Semester	II
Number of credits	5
Maximum intake	30 (on first-come-first-served-basis <b>for MA courses only</b> )
Day/Time	11am-1pm (Monday/Wednesday)
Name of the teacher/s	Dr. K. Rajaram

Course description	<p>Include the following in the course description</p> <p><b>i) A brief overview of the course:</b> The course discusses the history of print, radio, and television growth in India</p> <p><b>ii) Objectives of the course:</b> After completing the course, the students will know about the early developments in the history of print, radio, and television growth in India, the original purpose and vision of media growth in India and the context in which the current media grew and expanded.</p> <p><b>iii) Learning outcomes:</b></p> <ul style="list-style-type: none"> <li>● To study the early developments in the history of communication and media worldwide.</li> <li>● To study and understand the developments in print, radio, and television growth in India</li> <li>● To comprehend the original purpose and vision of media growth in India and its later developments.</li> <li>● To understand the context in which the current media grew and expanded.</li> </ul> <p><b>Course Descriptions:</b></p> <p><b>UNIT I:</b> Development of language as a vehicle of communication – invention of printing press and paper – pioneer publications in Europe and USA. Early communication systems in India – development of printing – early efforts to publish newspapers in different parts of India.</p> <p><b>UNIT II:</b> Newspapers and magazines in the nineteenth century – political freedom and press freedom. Important personalities of Indian journalism. History of significant economic, social, cultural and technological developments in the mass media, including contributions by underrepresented groups and the importance of a free press to democracy.</p> <p><b>UNIT III:</b> Development of radio as a medium of mass communication – technology innovations; history of radio in India – radio as an instrument of propaganda during World War II. Emergence of AIR – commercial broadcasting – FM radio – state and private initiatives.</p> <p><b>UNIT IV:</b> Development of television as a medium of mass communication – historical perspective of television in India - SITE, KHEDA, JHABUA. Satellite and cable television in India DTH, CAS, HITS. Emergence and expansion of DD. Broadcasting and narrowcasting.</p> <p><b>UNIT V:</b> Film as a medium of communication and entertainment; historical development of Indian films – silent era –talkies – Indian cinema after Independence; parallel cinema – commercial cinema; documentaries – issues and problems of Indian cinema. Major Film Pioneers in India.</p>
Course delivery	Lecture/Seminar

Evaluation scheme	Internal (modes of evaluation):40% End-semester (mode of evaluation):60%
Reading list	<p>Essential reading</p> <ul style="list-style-type: none"> <li>● Natarajan J, <i>History of Indian Journalism</i>, Publications Division. Ministry I&amp;B, Govt of India</li> <li>● Bhatt, S C <i>Indian Press since 1965</i>. Publications Division, Ministry I&amp;B, Govt of India</li> <li>● Fang, Irwin, (1997) <i>A History of Mass communication. Six information revolutions</i>. Focal Press. USA</li> <li>● S C Bhatt, (2010) <i>Broadcast Journalism, Basic Principles</i>. Har-Anand Publications Pvt Ltd.</li> <li>● Dutta, Soma (2012) <i>English newspapers on Indian Independence</i>. Kalpaz Publications.</li> <li>●</li> </ul>

Course title	<b>Editing &amp; Print Production - Photojournalism (Domain Specific)</b>
Category (Mention the appropriate category (a/b/c) in the course description.)	A
Course code	<b>JMC 202</b>
Semester	II
Number of credits	5
Maximum intake	30 (on first-come-first-served-basis <b>for MA courses only</b> )
Day/Time	Thursday (2pm-4pm) Friday (2pm-6pm)
Name of the teacher/s	Prof.G.Nagamallika & Mr. Krishnendu
Course description	<p>Include the following in the course description</p> <p><b>i) A brief overview of the course:</b> An introductory course in print productions and photo journalism</p> <p><b>ii) Objectives of the course:</b> After completing the course, the students will gain hands on experience in the field of photo journalism and digital photography</p> <p><b>iii) Learning outcomes:</b></p> <ul style="list-style-type: none"> <li>● Introduction to Photo Journalism</li> <li>● Photography Equipment &amp; Handling in advance level</li> <li>● Digital Photography and Videography implementation</li> <li>● Understand story board, concept and execution of different photo and video stories</li> <li>● Analysis of Photo Journalist's Work</li> <li>● Photo Journalism Ethics</li> <li>● Case Studies in Photo Journalism</li> <li>● Master's Thesis</li> </ul>
Course delivery	Lecture/Seminar/ practicals
Evaluation scheme	Internal (modes of evaluation):50% End-semester (mode of evaluation):50%
Reading list	

<b>Course title</b>	INTERNATIONAL COMMUNICATION
<b>Category (Mention the appropriate category (a/b/c) in the course description.)</b>	Existing course without changes
<b>Course code</b>	JMC 408
<b>Semester</b>	II
<b>Number of credits</b>	5
<b>Maximum intake</b>	30 (on first-come-first-served-basis)
<b>Day/Time</b>	
<b>Name of the teacher/s</b>	Dr. A Nagraj
<b>Course description (a)</b>	<p>i) Course description The course will provide an insight into theories and issues concerning global communications. The course discusses about imbalances and hegemony in the process of transnational communication by western countries. The course will provide a broad understanding of media in different parts of the world.</p> <p>ii) Course Objectives</p> <ul style="list-style-type: none"> <li>• To understand the basic theories of international communication and its approaches in the context of globalization.</li> <li>• To understand the overall communication process and role of media in regional, national and international communication and its impact.</li> </ul> <p>iii) Course Outcome</p> <ul style="list-style-type: none"> <li>• Ability to Critical analyse and understand International dimensions of Communication in the context of Globalization, Ideological promotion, international relations and propaganda, emergence of third world political communication, and organizational structure and functions.</li> </ul>
<b>Course delivery</b>	Lecture/Seminar/Experiential learning (highlight the portion in the course description that lends itself to these)
<b>Evaluation scheme</b>	Internal (modes of evaluation): Assignment and Presentation End-semester (mode of evaluation): Written Exam
<b>Reading list</b>	<p><i>Global Communication: Theories, Stakeholders, and Trends</i> by Thomas L. McPhail, John Wiley &amp; Sons, 2011</p> <p><i>International Communication and Globalization: A Critical Introduction</i> by Ali Mohammadi, Sage, 1997.</p> <p>Thussu, D. K. (2018). <i>International Communication</i> (1st ed.). Bloomsbury Publishing.</p>

Course title	<b>Culture and Communication</b> (Multi Disciplinary)
Category (Mention the appropriate category (a/b/c) in the course description.)	A
Course code	<b>JMC206</b>
Semester	II
Number of credits	5
Maximum intake	30 (on first-come-first-served-basis <b>for MA courses only</b> )
Day/Time	Monday (2pm-4pm) and Tuesday (4pm-6pm)
Name of the teacher/s	TBD

Course description

Include the following in the course description

**i) A brief overview of the course:**

This course intends to introduce the learner to the broader cultural aspects of communication from an interdisciplinary praxis.

**ii) Objectives of the course:**

This course intends to introduce the learner to the broader cultural aspects of communication from an interdisciplinary praxis. The mode of approach will be to focus on the interlocking epistemic spheres of social sciences and humanities and thereby exploring the wider cultural domain of communications. The conceptual domains of Mass Culture, popular culture etc. will be discussed thoroughly as part of the course. The cultural context of technology and communication media will be discussed by locating it within the historical context of India. The questions of culture, identity, and nation will comprise some of the notional terrains through which the course will engage with the idea of communications.

**iii) Learning outcomes:**

- Develop an understanding of the role of mass media as a cultural force in society
- Demonstrate knowledge of the history and development of the study of popular culture and its relation to media studies
- Utilise and apply the core concepts of ideology, culture, society, technology, and the public sphere to resolve contemporary issues of media and communication in a democratic system
- Appreciate the diversity of approaches to the study of media as a cultural form from a non-Eurocentric perspective.

**Course syllabus**

**Communication, Technology and Society**

Carey, James. *Communication as Culture*

Bayly, C.A., *Empire and Information: Intelligence Gathering and Social Communication in India, 1780-1870*

McLuhan, Marshal, "The Medium is the Message"

Williams, Raymond. 'Technology and Society', in *Television*

Baudrillard, Jean, "The Masses: The Implosion of the Social in the media"

**Popular Culture, Ideology**

Adorno, Theodor and Horkheimer, Max. "The Culture Industry: Enlightenment as Mass Deception."

Althusser, Louis. "Ideology and Ideological State Apparatuses", *Lenin and Philosophy*. Monthly Review Press, New York (127-86), 1971.

"The Frankfurt School and the Culture Industry," in Strinati.

Storey, John, "Culturalism," in *Introduction to Popular Culture*.

Hall, Stuart, "Encoding/Decoding," in Simon During (ed), *The Cultural Studies Reader*.

Bourdieu, Pierre, "The Aristocracy of Culture" in *Media, Culture and Society: A Critical Reader*

Appadurai, Arjun. "Public Culture"

Chatterjee, Partha (2008). "Critique of Popular Culture", *Public Culture*

A.R. Venkatachalapathy, " 'In those days there was no coffee': Coffee-Drinking and Middle-Class Culture in Colonial Tamil Nadu," *Indian Economic and Social History Review*, 39, 2&3, 2002.

**Print Culture and Public Sphere**

Eisenstein, Elizabeth, 'On Revolution and Printed Word' *Revolution in History*, Porter, R and Teich, M, pp. 186-205. OUP: Cambridge, 1986

Anderson, Benedict. *Imagined Communities Reflection on the Origin and*

Course delivery	Lecture/Seminar
Evaluation scheme	<p>The classroom interactions and lectures will be supplemented by student presentations and film screening.</p> <p><i>Individual Classroom Presentations:</i> The students will have to make individual class room presentations based on one of the readings listed in the syllabus. The presentation must consist of a good summary of the article/chapter selected and a critical assessment of the author's position/perspective. The same shall be submitted in written form as well. (20 marks)</p> <p><i>Group Presentations:</i> Apart from individual presentations students will work on themes selected by them in consultation with the instructor on various topics and present it in the class room. Students are responsible for initiating debate on the same. (20 marks)</p> <p><i>Term Paper:</i> Each student is required to select some aspect of contemporary popular culture. Based on field research on that subject and supported by any relevant literature, each student will submit a 12-15 page typed paper. (20 marks)</p> <p>Term end Examination: End-semester exam will be based on the entire syllabus. (60 marks)</p>
Reading list	<p>Hall, Stuart, <i>Representation: Cultural Representations and signifying Practices</i></p> <p>Louw, Eric P..<i>The Media and Cultural Production</i>. New Delhi: Sage Publications, 2001</p> <p>Appadurai, Arjun. <i>Fear of Small Numbers: An Essay on the Geography of Anger</i>. 2007</p> <p>Zizek, Slavoj. <i>The Sublime Object of Ideology</i></p> <p>Stevenson, Nick. <i>Understanding Media Cultures</i></p> <p>Sontag, Susan. <i>On Photography</i>. 2008 London: penguin classics</p> <p>Baudrillard, Jean. <i>The System of Objects</i>. 2005</p> <p>Ranciere, Jaques. <i>The Future of the Image</i>. 2003</p>