

**THE ENGLISH AND FOREIGN LANGUAGES UNIVERSITY  
HYDERABAD – 5000 007**

**Semester-VIII Honours**

Course title	<b>Culture and Communication</b>
Category	a. Existing course without changes
Course code	MAJMCE508 (MA) BADCC416 (BA Hons.)
Semester	II (MA) / VIII (BA Hons.)
Number of credits	04
Maximum intake	
Day/Time	Tuesday & Thursday, 9:00 Am – 11:00 Am
Name of the teacher	Dr. Srinivas Lankala
Course description	<p><b>Overview:</b> The course takes a distinctly grounded approach to the study of communication and culture, with readings and texts drawn from the contemporary Indian and broader Global South context. It is structured primarily as a <b>reading seminar</b> that is intended to provide common ground for students from diverse disciplinary backgrounds in the Humanities and Social Sciences.</p> <p><b>Objectives of the Course:</b> <i>M.A. JMC:</i></p> <ul style="list-style-type: none"> <li>• acquire broad knowledge of the historical evolution of communication and media theories (PO1)</li> <li>• understand the linkages between media and society, and their effects on culture, technology and the public sphere (PO2)</li> <li>• use research methods to identify problems and issues in media and society and provide solutions (PO8)</li> <li>• create new knowledge in the field of Communication and Journalism that reflects current technological contexts and is relevant to the needs of society, and to communicate such knowledge to the public sphere (PO9)</li> <li>• write original research papers, and engage with issues in communication and journalism at national and international research fora (PO10)</li> </ul> <p><i>B.A. Digital Communication:</i></p> <ul style="list-style-type: none"> <li>• understand media theories in relation to the ongoing digital transition in all aspects of human communication (PO1)</li> <li>• critically analyse digital media forms and content (PO6)</li> <li>• employ research methods to identify and analyse contemporary issues in digital communication (PO7)</li> </ul> <p><b>Learning Outcomes:</b> <i>a. Domain Specific:</i></p> <ol style="list-style-type: none"> <li>i) Develop an understanding of the role of media and communication as a cultural force in a democratic system</li> <li>ii) Demonstrate knowledge of the study of popular culture and its relation to communication practices</li> </ol> <p><i>b. Value Addition:</i></p> <ol style="list-style-type: none"> <li>iii) Apply various Indian and non-Eurocentric approaches to the study of communication as a cultural form</li> <li>iv) Understand the relationship between the field of Communication and the broader humanities in the study of cultural practices, texts, technologies, and industries.</li> </ol>
Course delivery	<b>Lecture/Seminar</b>
Evaluation scheme	<i>Internal Evaluation:</i> <ul style="list-style-type: none"> <li>• Presentation of an assigned reading, accompanied by a written response paper:</li> </ul>

	<p>20%</p> <ul style="list-style-type: none"> <li>• Mid-semester examination (best of 2 exams): 20%</li> </ul> <p><i>Final Evaluation:</i></p> <ul style="list-style-type: none"> <li>• End-semester written examination: 60%</li> </ul>
Reading list	<ul style="list-style-type: none"> <li>• Carey, James W. 2009. <i>Communication as Culture: Essays on Media and Society</i>. Routledge.</li> <li>• Durham, Meenakshi Gigi and Douglas M. Kellner (Eds.). 2006. <i>Media and Cultural Studies: KeyWorks</i>. Blackwell.</li> <li>• Baviskar, Amita and Raka Ray (Eds.). 2011. <i>Elite and Everyman: The Cultural Politics of the Indian Middle Classes</i>. Routledge.</li> <li>• Breckenridge, Carol A. 1995. <i>Consuming Modernity: Public Culture in a South Asian World</i>. University of Minnesota Press.</li> <li>• Kaarsholm, Preben (Ed.). 2004. <i>City Flicks: Indian Cinema and the Urban Experience</i>. Seagull Books.</li> <li>• Manuel, Peter. 1993. <i>Cassette Culture Popular Music and Technology in North India</i>. University of Chicago Press.</li> <li>• Mazumdar, Ranjani. 2007. <i>Bombay Cinema: An Archive of the City</i>. University of Minnesota Press.</li> <li>• Mazarella, William. 2003. <i>Shoveling Smoke: Advertising and Globalization in Contemporary India</i>. Duke University Press.</li> <li>• Nair, Janaki. 2005. <i>The Promise of the Metropolis : Bangalore's Twentieth Century</i>. Oxford University Press.</li> <li>• Prasad, M. Madhava. 2014. <i>Cine-Politics: Film Stars and Political Existence in South India</i>. Orient Blackswan.</li> <li>• Roy, Srirupa. 2007. <i>Beyond Belief: India and the Politics of Postcolonial Nationalism</i>. Duke University Press.</li> <li>• Srinivas, S.V. 2013. <i>Politics As Performance: A Social History of the Telugu Cinema</i>. Permanent Black.</li> <li>• Vasudevan, Ravi, S. 2022. <i>Media and the Constitution of the Political: South Asia and Beyond</i>. Sage Publications.</li> <li>• Ginsburg, Faye D., Lila Abu-Lughod, and Brian Larkin (Eds.). 2002. <i>Media Worlds : Anthropology on New Terrain</i>. University of California Press.</li> <li>• Ludden, David E. 2005. <i>Making India Hindu: Religion, Community, and the Politics of Democracy in India</i>. Oxford University Press.</li> <li>• Mehta, Nalin (Ed.). 2008. <i>Television in India: Satellites, Politics and Cultural Change</i>. Routledge.</li> <li>• Morley, David and Kevin Robins. 1995. <i>Spaces of Identity: Global Media, Electronic Landscapes and Cultural Boundaries</i>. Routledge.</li> <li>• Vasudevan, Ravi. 2000. <i>Making Meaning in Indian Cinema</i>. Oxford University Press.</li> <li>• Blackburn, Stuart H. 2006. <i>Print, Folklore, and Nationalism in Colonial South India</i>. Orient Blackswan.</li> <li>• Datla, Kavita Saraswathi. 2013. <i>The Language of Secular Islam: Urdu Nationalism and Colonial India</i>. Orient Blackswan.</li> <li>• Jain, Kajri. 2021. <i>Gods in the Time of Democracy</i>. Duke University Press.</li> <li>• Mukul, Akshaya. 2017. <i>Gita Press and the Making of Hindu India Paperback</i>. HarperCollins.</li> <li>• Orsini, Francesca. 2009. <i>The Hindi Public Sphere 1920-1940: Language and Literature in the Age of Nationalism</i>. Oxford University Press.</li> <li>• Pinney, Christopher. 2004. <i>Photos of the Gods: The Printed Image and Political Struggle in India</i>. Reaktion Books.</li> <li>• Rajagopal, Arvind. 2001. <i>Politics After Television: Hindu Nationalism and the Reshaping of the Public in India</i>. Cambridge University Press.</li> <li>• Sutoris, Peter. 2016. <i>Visions of Development: Films Division of India and the Imagination of Progress, 1948-75</i>. Oxford University Press.</li> </ul>

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**Semester-VIII Honours**

Course title	<b>Philosophy of Communication</b>
Category	c. New course
Course code	MAJMCE615 (M.A.) BADCC415 (B.A. Hons.)
Semester	IV (M.A.) VIII (B.A. Hons.)
Number of credits	04
Maximum intake	
Day/Time	Friday, 2:00 Pm – 6:00 Pm
Name of the teacher	Dr. Srinivas Lankala
Course description	<p><b>Overview</b></p> <p>Communication offers a new perspective on philosophy and the essential questions of being, knowledge, ethics and truth. This course explores multiple ways of understanding both the process of human communication as well as the material form and historical location of the media. The course first takes a historical approach to rethink the origins of the discipline away from the Anglo-American approaches of the previous century towards other humanistic sources of knowledge such as rhetoric and philosophy, and non-anglophone theoretical streams. The course will also study the evolution of media technology as a cultural and historical phenomenon, from the role of paper, writing and print to the contemporary questions around new media and artificial intelligence. It concludes with an exploration of the role of media in our society of crisis, and the future of communication in a post-human world. At the end of the course, students are expected to have a broad understanding of the multiplicity of sources of communication theory and knowledge as well as explore new ways of thinking about communicative processes, language, ideology and media forms and technologies.</p> <p><b>Objectives in terms of Programme Specific Outcomes</b></p> <p><i>M.A. Journalism and Mass Communication:</i></p> <ul style="list-style-type: none"> <li>• acquire broad knowledge of the historical evolution of communication and media theories (PO1)</li> <li>• understand the linkages between media and society, and their effects on culture, technology and the public sphere (PO2)</li> <li>• use research methods to identify problems and issues in media and society and provide solutions (PO8)</li> <li>• create new knowledge in the field of Communication and Journalism that reflects current technological contexts and is relevant to the needs of society, and to communicate such knowledge to the public sphere (PO9)</li> <li>• write original research papers, and engage with issues in communication and journalism at national and international research fora (PO10)</li> </ul> <p><i>B.A. Digital Communication:</i></p> <ul style="list-style-type: none"> <li>• understand media theories in relation to the ongoing digital transition in all aspects of human communication (PO1)</li> <li>• critically analyse digital media forms and content (PO6)</li> </ul>

	<ul style="list-style-type: none"> <li>• employ research methods to identify and analyse contemporary issues in digital communication (PO7)</li> </ul> <p><b>Learning outcomes:</b></p> <p><i>a) domain specific outcomes:</i></p> <ul style="list-style-type: none"> <li>• To develop an understanding of human communication rooted in different philosophical traditions.</li> <li>• To study the influences of diverse contemporary intellectual schools on the discipline of communication</li> <li>• To demonstrate the relationship of communication theory with social thought</li> <li>• To evaluate the philosophical basis for key concepts in communication, media, technology, and culture</li> <li>• To understand the ethical dimensions of interpersonal and mass communication</li> <li>• To develop an awareness of the relationship of language, literature, art, and technology to the practice of communication</li> </ul>
Course delivery	Lecture/Seminar
Evaluation scheme	<p>Internal (modes of evaluation):</p> <ul style="list-style-type: none"> <li>• Oral presentation and written review of an assigned text: 20%</li> <li>• Short essay on an applied topic: 20%</li> </ul> <p>End-semester (mode of evaluation):</p> <ul style="list-style-type: none"> <li>• Research paper on a topic to be decided in consultation with the Course Instructor: 60%</li> </ul>
Reading list	<ul style="list-style-type: none"> <li>• Arneson, Pat, ed. 2007. <i>Perspectives on Philosophy of Communication</i>. Purdue Univ. Press.</li> <li>• Cadava, Eduardo, Peter Connor, and Jean-Luc Nancy, eds. 1991. <i>Who Comes After the Subject?</i> Routledge.</li> <li>• Chang, Briankle G., and Garnet C. Butchart, eds. 2012. <i>Philosophy of Communication</i>. MIT Press.</li> <li>• Chang, Briankle G. and Florian Spengler, eds. 2018. <i>Thinking Media and Beyond: Perspectives from German Media Theory</i>. Routledge.</li> <li>• Cook, Melissa A., and Annette M. Holba, eds. 2008. <i>Philosophies of Communication: Implications for Everyday Experience</i>. Peter Lang.</li> <li>• Floridi, Luciano. 2011. <i>The Philosophy of Information</i>. Oxford University Press.</li> <li>• Mangion, Claude. 2011. <i>Philosophical Approaches to Communication</i>. Intellect.</li> </ul> <p><i>Other readings to be circulated in class.</i></p>

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**Semester-VIII Honours**

Course title	<b>History of Media</b>
Category (Mention the appropriate category (a/b/c) in the course description.)	A
Course code	BADCC412
Semester	VIII
Number of credits	04
Maximum intake	
Day/Time	Monday 2Pm – 4Pm & Wednesday 11Am – 1Pm
Name of the teacher/s	Prof. T. T. Sreekumar
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></p> <p><b>PO1</b> Demonstrate knowledge about the early developments in the history of print, radio, cinema and television in India</p> <p><b>PO 3</b> Systematic understanding of the contemporary developments in the field of digital media</p> <p><b>iii) Learning outcomes:</b></p> <p><b>a) Domain Specific</b> To study the early developments in the history of communication and media worldwide. To study and understand the developments in print, radio, and television growth in India</p> <p><b>b) Value addition</b> To comprehend the original purpose and vision of media growth in India and its later developments. To understand the context in which the current media grew and expanded.</p>
Course delivery	Lecture/Seminar/student presentations
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> </ul>

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**Semester-VIII Honours**

Course title	<b>Media Policy, Laws and Ethics</b>
Category	a. Existing course without changes
Course code	<b>BADCC417</b>
Semester	IV
Number of credits	04
Maximum intake	
Day/Time	Tuesday & Wednesday, 2:00 Pm – 4:00 Pm
Name of the teacher/s	Dr. Suchitra Patnaik
Course description	<p><b>i) A brief overview of the course:</b> One of the primary objectives of the course is to sensitize budding young professionals about the intricacies of media policy and regulation in the country and orient them with several ethical issues relating to journalism and media management.</p> <p><b>ii) Objectives of the course in terms of PSO:</b> <b>PO1</b> Understand the current developments in media policy and debate about the various contentious issues relating to media legislation. <b>PO3</b> Analyse recent policy and regulations relating to different segments of the Indian media like newspaper, television and Internet. <b>PO2</b> Engage students with discussions on several contemporary ethical issues and debates relating to media ethics and freedom of speech. <b>PO7</b> Evolve with some kind of policy paper on topics assigned to them.</p> <p><b>iii) Learning outcomes:</b> <b>a) Domain specific</b> To sensitize budding young professionals about the intricacies of media policy To explore the contemporary debates related to media legislation and policy. <b>b) Value addition</b> To learn about the different media laws and regulation in the country To understand the concepts related to journalism ethics.</p>
Course delivery	Lecture/Seminar/ student presentations
Evaluation scheme	Internal (modes of evaluation):40% Oral presentation Review paper End-semester (mode of evaluation):60% termpaper

Reading list	<p>Essential reading</p> <p>Weimer, David L., and Aidan R Vining. 2005. <i>Policy Analysis, Concepts and Practice</i>. New Jersey: Prentice-Hall, Chapter 1.</p> <p>Van Cuilenburg, Jan, and McQuail, Denis (2003). “Media Policy Paradigm Shifts: Towards a New Communications Policy Paradigm” in <i>European Journal of Communication</i>. June 2003. Vol.18. No2, 181-207.</p> <p>Ninan, Sevanti (1998). “History of Indian Broadcasting Reform” in Price, Monroe and StefaanVerhulst (eds) <i>Broadcasting Reform in India: a case study in the uses of comparative media law</i>. New Delhi: Sage.</p> <p>TRAI recommendations on FM radio auctions, CAS, pricing of services, uplinking, DTH, HITS, mobile communications, IPTV</p> <p>Khosla report on film censorship, I&amp;B reports on import and export of films, exhibition, infrastructure, film as industry, entertainment tax, tax exemptions, subsidies</p> <p>IT Act of 2008, Cyber law in India, draft Convergence Bill, Broadcast Bill</p> <p><i>Media Ethics: Making and Breaking News</i> by PranjoyGuhaThakurta, OUP, 2012.</p> <p><i>Cyber Laws and IT protection</i> by Harish Chander, PHI Learning, 2012</p> <p><i>Introduction to the Constitution of India</i> By D DBasu</p>
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**Semester-VIII Honours**

Course Title	<b>Financial News Analysis</b>
Category	New course
Course Code	BADCC413 / MAJMCE620
Semester	VIII (BA) and IV (MA)
Number of Credits	04
Maximum Intake	20
Day/Time	Monday and Thursday, 4 pm–6pm
Name of the Teacher	Dr. Ranjith T.
Course Description	<p><b>i) A brief overview of the course:</b> The course aims to train learners in analysing financial news with a special emphasis on the fundamental analysis of financial markets. It introduces them to the principles, practices, and challenges of researching and writing about economic and financial issues. It focuses on understanding key financial indicators, public budgeting, interpreting market data, the basics of fundamental analysis, corporate reports, public policies, and communicating complex financial information to general and specialised audiences. Learners will engage in the critical analysis of financial news coverage, identify biases, and produce data-driven media content. The course bridges journalism, economics, and data literacy, preparing learners for analytical and interpretive roles in business and financial media.</p> <p><b>ii) Objectives of the course in terms of the Programme Specific Outcomes:</b> By aligning with the broader goals of the programme, the course seeks to:</p> <p>PO 2 Enhance analytical literacy in interpreting financial and economic data relevant to public communication using digital resources and Artificial Intelligence Tools.</p> <p>PO 3 Integrate interdisciplinary perspectives from economics, policy studies, and journalism to improve financial storytelling and analysis.</p> <p>PO 5 Develop ethical and credible media practice, emphasising accuracy, transparency, and accountability.</p> <p>PO 4 Train students in the use of financial databases and fundamental data analytics tools.</p> <p>PO 6 Promote critical engagement with how media shapes public understanding of financial systems, markets, and policy decisions.</p> <p><b>iii) Learning Outcomes:</b></p> <p><b>a) Domain-specific outcomes:</b> Upon successful completion of this course, students will be able to:</p> <ul style="list-style-type: none"> <li>• Analyse and interpret company financial statements, government budgets, and economic surveys.</li> </ul>

	<ul style="list-style-type: none"> <li>• Evaluate financial reportage in print, television, and digital media for accuracy, depth, and bias.</li> <li>• Contextualise financial developments within broader socio-political and global frameworks.</li> </ul> <p><b>b) Value Addition:</b></p> <ul style="list-style-type: none"> <li>• Builds awareness of the interconnection between the economy, business, and media.</li> <li>• Encourages data-driven and evidence-based media practice.</li> <li>• Strengthens credibility and trustworthiness in journalistic output.</li> <li>• Promotes informed citizenship through a better understanding of economic issues</li> <li>• Informs about the emergent technology-driven peer-to-peer system of decentralised finance (DeFi), and digital currencies.</li> </ul> <p><b>c) Skill Enhancement:</b></p> <ul style="list-style-type: none"> <li>• <b>Analytical Skills:</b> Interpreting data, economic trends, budget analysis and annual reports of businesses. Learn to use financial databases (Screener, Tijori finance, Tickertape, CMIE, RBI Data Portal, Bloomberg, etc.), and artificial intelligence tools for business and financial analysis.</li> <li>• <b>Writing Skills:</b> Producing concise, accurate, and engaging financial stories based on research and analysis.</li> <li>• <b>Critical Thinking:</b> Deconstructing financial narratives and identifying misinformation.</li> <li>• <b>Fact-checking, source evaluation, and ethical decision-making</b> in the field of business and financial journalism.</li> </ul> <p><b>d) Employability Quotient:</b> This course prepares students for careers such as:</p> <ul style="list-style-type: none"> <li>• Freelance Financial Journalist / Business Correspondent</li> <li>• News Analyst/ Financial Market Analyst</li> <li>• Research Associate in media think tanks or policy institutions</li> <li>• Corporate Communication / Investor Relations Specialist</li> <li>• Content Analyst for financial news portals or fintech companies, and research organisations.</li> </ul>
Course Delivery	Lectures, Seminar Presentations, Written Assignments, Daily Financial News Analysis, Daily Market Analysis, Fundamental Analysis, advanced writing exercises and Screenings.
Evaluation Scheme	<p><b>i) Internal Assessments: 40%</b></p> <p>a) Financial News Analysis- 10%</p> <p>b) Seminar Presentation(s)- 20%</p> <p>c) Written assignment- 10%</p> <p><b>ii) External Evaluation: 60%</b></p> <p>A written examination or project work, as decided by the course instructor.</p>

## Reading List

- Buffet, Mary and Clark, David. 2008. *Warren Buffett and the Interpretation of Financial Statements*. London: Simon & Schuster UK Business
- Chadha, Kalyani & Koliska, Michael. eds. 2021. *Business Journalism: A Critical Political Economy Approach*. New Delhi: Routledge.
- Dougal, Casey et al. 2012. "Journalists and the Stock Market". *The Review of Financial Studies*, March Vol. 25, No. 3, March, 639-679, Oxford University Press.
- Karnam, Gayatri. ed. 2018. *Public Budgeting in India: Principles and Practices*. New Delhi: Springer.
- Mehta, Nalin. 2023. *The New Republic: The Rise of Business and Political Media in India*. HarperCollins.
- Mishkin, Frederic S. 2022. *The Economics of Money, Banking, and Financial Markets*. Pearson.
- Prasad, Praksh Charan. 1977. *Foreign Trade and Commerce in Ancient India*. New Delhi: Abhinav Publications.
- RBI & Ministry of Finance Publications – *Economic Survey of India, Union Budget Documents, RBI Annual Report*.
- Schlesinger, Philip. ed. 2017. *Reporting the Economy*. Routledge.
- Sen, Amartya. 2000. *Development as Freedom*. Oxford University Press.
- Tambini, Damian. 2010. *What is Financial Journalism for? Ethics and Responsibility in a Time of Crisis and Change*. London: POLIS Journalism and Society. Report. (University of the Art, London College of Communication)
- Veeramani, C. and Nagaraj R. ed. 2016. *International Trade and Industrial Development in India*. Hyderabad: Oriental Blackswan.

### **Filmography:**

- The Big Short: Inside the Doomsday Machine (2015) by Michael Lewis
- The Scam: Who Won, Who Lost, Who Got Away
- Boiler Room (2000)
- Too Big to Fail (2011, HBO)
- Enron: The Smartest Guys in the Room (2005, dir. Alex Gibney)
- Money for Nothing: Inside the Federal Reserve (2013)
- The Social Dilemma (2020)
- American Factory (2019)
- Dirty Money: "The Confidence Man" (episode on Donald Trump) (series, 2020)