

SEMESTER- II

DSC -201 Mass Media in India

Objectives:

- To provide a historical overview of press in India.
- To trace the history of electronic media in India.
- To describe the present status of media in India.

Learning Outcomes:

After completion of the course, the student will be able to:

- Gain an over all understanding of the history of the press and electronic media in India.
- Explain the present status of media in India.
- Understand the recent trends in Indian media.

Unit-I: Press

History of the Press in India -Colonial Period; Early Newspapers, Social Reform Movement, National Freedom Movement, Post Independence Era, Post Emergency Era. Changing Readership, Language Press. Recent Developments in Print Media.

Unit-II: Films-Evolution

Early films- Pioneers of Indian Cinema- Dadasaheb Phelka, Satyajit Ray, Shantaram, Bimal Roy and other film makers - parallel cinema- commercial cinema-regional cinema.

Unit - III: Radio

Early history of Radio in India. History of AIR: Evolution of AIR Programming. Radio in the Context of the State's Development Agenda. Patterns of State Control; the Demand for Autonomy, Formation of Prasar Bharati.FM: Radio Privatization. Community radio, satellite and web radio.

Unit - IV: Television

Development of television as a Medium of Mass Communication – Historical perspective of television in India – Satellite and Cable Television in India and Development of networks and regional Channels.

Unit - V: Origin, growth and Present status of New Media in India.

Brief history of internet, world wide web, social media, cyber crimes, cyber law, e-governance. Online media , podcast, digital divide.

Reference Books

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| 1. Keval J Kumar | : | Mass Communication in India |
| 2. Rogers and Singhal | : | India's Communication Revolution |
| 3. Emery, Ault & Agee | : | Introduction to Mass Communication |
| 4. Rangaswamy Partha Sarathi | : | History of Indian Journalism. |
| 5. Suman Kumar Kasthuri | : | Social Media:Connecting the World 24x7 |
| P.Bobby Vardhan | | |
| 6. P.C. Chatterji | : | Broadcasting in India |
| 7. H.R.Luthra | : | Indian Broadcasting |