

CCMG 101: MEDIA AND POLITICS

Political structure of all societies began to undergo radical changes since the arrival of enlightenment principles of which democracy assumes an important role. However the conventional wisdom in many developing countries latches its faith on electoral processes as an indicator of being/becoming a democratic polity. Thus, overcoming such misplaced notions and addressing the broader meaning and nuances of democracy in today's changing context is not only a methodological necessity but also a popular requirement. This paper engages with not just the media's representation of, and shaping by, political processes, but the salience of formal institutions in light of the challenges posed & opportunities provided by the present milieu of the media.

Module 1: Media and Democracy

- 1.1 Subject and Citizen
- 1.2 Media & Secularization
- 1.3 Media & Plurality

Module 2: Ideology and Media

- 2.1 Characterising Ideology
- 2.2 Media & Hegemony
- 2.3 State & Information

Module 3: Democracy in Transition

- 3.1 State & Decentralisation
- 3.2 Governing Politics
- 3.3 Media & Democratisation

Final Examination: 60 marks

Internal Assessment: 40 marks

Readings

1. Artz, L. (2012). Chapter 1 Globalization, Media Hegemony, and Social Class. In L. Artz & Y. Kamalipour (Ed.), *The Globalization of Corporate Media Hegemony* (pp. 3-31). SUNY Press
2. Althusser, L. (2004). Ideology and Ideological State Apparatuses. In Julie Rivkin & Michael (Eds.) *Literary Theory: An anthology* (pp. 693-702), Blackwell: Oxford.
3. Asthana, S. (2008). Religion and Secularism as Embedded Imaginaries: A Study of Indian Television Narratives. *Critical Studies in Media Communication*, 25 (3), 304-323.
4. Cammaerts, Bart (2007). Citizenship, the public sphere and media. In Bart Cammaerts & Nico (Eds.). *Reclaiming the media: communication rights and democratic media roles* (pp. 1-8), European communication research and education association series, Bristol, UK: Intellect.
5. Carpentier V., Dahlgren P. & Pasquali F (2013). Waves of media democratization: A brief history of contemporary participatory practices in the media sphere. *Convergence: The International Journal of Research into New Media Technologies*, 19(3) 287-294.

6. Chandra, S (2005). Subjects' citizenship dream: Notes on the nineteenth century. In Rajeev Bhargava & Helmut Reidfeld (Eds.) *Civil society, public sphere and citizenship: Dialogues and perceptions*. New Delhi: Sage. Chapter 3
7. Chomsky, N. (2004). *Media control: The Spectacular achievements of propaganda*. Lahore: Vanguard Books. Chapters 1&2.
8. Cleveland, H. (1986). Government is Information (But Not Vice Versa). *Public Administration*, 46 (6), 605-607.
9. Hall, S (1982). The rediscovery of 'ideology': return of the repressed in media studies. I M. Gurevitch, T. Bennett, J. Curran & J. Woollacot (Eds.). *Culture, society, and the media*, (pp. 56-90), Routledge: London.
10. Herman, Edward S. & Chomsky, N. (1988). *Manufacturing consent: The political economy of the mass media*. New York: Pantheon Books. Chapter 1.
11. Jakubowicz, K. (2015). New media ecology: Reconceptualizing media pluralism. In Peggy Valcke, Miklos Sukosd and Robert G. Picard (Eds.), *Media pluralism and diversity: Concepts, risks and global trends* (pp.23-53). New York: Palgrave Macmillan.
12. Karipinen, K. (2007). Making a difference to media pluralism: a critique of the pluralistic consensus in European Media Policy. In Cammerts & Nico Carpenter (Eds.). *Reclaiming the media: Communication rights and democratic media roles* (pp.9-30). Chicago: University of Chicago Press.
13. Keane, J. (1991). *The Media and Democracy*. Cambridge, United Kingdom: Polity Press & Blackwell. Chapter 1.
14. Kerber, L.K. (1997). The meanings of citizenship. *The Journal of American History*, 84 (3), 833-854.
15. Kulipossa, Fidelx Pius, (2004). Decentralisation and Democracy in Developing Countries: An Overview. *Development in Practice*, 14 (6), 768-779.
16. Louw, Eric (2010). *The Media and Political Process*. New Delhi: Sage. Chapter 2.
17. Mehta, N (2008) India Talking: Politics, democracy and news television. In Nalin Mehta (Ed.), *Television in India: Satellites, politics and cultural change*, Routledge: London. Chapters 3.
18. Needham D, Anuradha and Rajan S, Rajeswari (Eds.), (2007). *The Crisis of Secularism in India* (pp.226-263). New Delhi: Permanent Black.
19. Price, Moroe E. (2002). *Media and sovereignty: The Global information revolution and its challenges to state power*. London: MIT Press. Chapter 1.
20. Raeijmaeker, D & Maesele, P. (2015) Media, pluralism and democracy: what's in a name? *Media, Culture & Society*, 37(7), 1042–1059.
21. Randall, V. (1993). The Media and Democratisation in the Third World. *Third World Quarterly*. 14 (3), 625-646.
22. Rajagopal, A. (2014) Television in India: Ideas, Institutions and Practices. In *The Sage Handbook of Television Studies* (eds.), Manuel Alvarado, Milly Buonanno, Herman Gray and Toby Miller (pp.83-103), Sage: Delhi
23. Rajagopal, A. (2004). *Politics after television: Hindu nationalism and the reshaping of public in India*. Cambridge University Press: Cambridge. Chapter 2: Prime Time Religion.
24. Sinha, N. (1996). Liberalization and the Future of Public Service Broadcasting in India. *The Public*, 3(2) 81-95.
25. Thomas, P. (2015). Contested Religion, Media, and Culture in India: Explorations, Old and New. *Economic and Political Weekly*, 50 (18), 32-39.

26. Thompson, K & Sharma, A. (1998). Secularization, moral regulation and the mass media. *The British Journal of Sociology*, 49 (3). 434-45.

CCMG-102: Evolution of Media Policy in India

Different regimes have different reasons to administer and manage the media. These reasons, and their underlying aims, can be grasped through a systematic, evolutionary study of media policy in colonial and post-colonial India. Keeping these two observations in mind, the principal learning objective of this paper is to realise the ways in which the 'media' has become an object of policymaking and a subject of policy studies. Building on this dual emphasis, students will be exposed to critical commentaries on different ways in which decisions and decision-making on the media has taken place. The first module examines the rationale of regimes administering the press and non-fiction cinema under colonialism, by examining key measures directed at managing media practice and public opinion. The second module continues with evaluating the experiences of non-fiction films in the context of nation-building, and the contesting values shaping newspaper policy from the 1950s to the end-1970s. In the last module, we track the shifts in TV policy from the its welfare-orientation in the early-1970s to a commercial-orientation by the end of the 1980s – shifts which remain at the heart of policy debates across many media sectors till date.

Module 1: Policy Arenas and Media Interests

1.1 Scope of Media Policy Studies

1.2 Regulating the Press

1.3 Contexts of Film Propaganda

Module 2: Instrumentality in Media Policy

2.1 Informing the Nation

2.2 State and the Press

2.3 Markets of Voice

Module 3: Materiality and Policy Options

3.1 Models of Broadcasting

3.2 State, Public, and National television

3.3 Autonomy under Debate

Final Examination : 60 marks

Internal Assessment: 40 marks

Readings

1. Block, C., Foote, D. R. & Mayo, J. (1979) 'SITE Unseen: Implications for Programming and Policy', Journal of Communication Autumn: 114-124
2. Israel, M. (1994) 'Politics and the press in a colonial setting', *Communication and Power*; CUP, Cambridge
3. Jain, A. (2013) 'The Curious Case of the Films Division: Some Annotations on the Beginnings of Indian Documentary Cinema in Post-Independence India, 1940s–1960s', The Velvet Light Trap No.71: 15-26
4. Jeffrey, R. (1994) 'Monitoring Newspapers and Understanding the Indian State', Asian Survey 34/8: 748-763
5. Kalpagam, U. (2002) 'Colonial Governmentality and the Public Sphere in India', Journal of Historical Sociology Vol.15/1 (pp.35-58)

6. Kumar, S. (2006) 'From Doordarshan to Prasar Bharati: The Search for Autonomy in Indian Television', *Gandhi Meets Primetime*, University of Illinois Press, Urbana.
7. Mody, B. (1979) 'Programming for SITE', *Journal of Communication*, Autumn (pp.90-98)
8. Nair, T. S. (2003) 'Growth and Structural Transformation of Newspaper Industry in India: An Empirical Investigation', *Economic and Political Weekly* Vol. 38/39: 4182-4189
9. Napoli, P. (2023). 'What Is Media Policy?', *ANNALS, AAPSS* 707 (May): 29-45.
10. Parthasarathi, V. (2021) 'Dismembering media diversity: A tryst with two press commissions', *Media, Culture & Society* 43(4): 764–775
11. Parthasarathi, V. (2022) 'Institutional constraints and accordant interests: The speckled life of an 'Ownership Bill' in India', *Journal of Digital Media & Policy* 13(1): 73-87.
12. Pendakur, M (1990) 'A Political Economy of Television: State, Class, and Corporate Confluence in India', In G. Sussman & J. Lent (ed.) *Transnational Communications: Wiring the Third World*, Sage.
13. Pendakur, M. (1989) 'Indian Television Comes of Age: Liberalization and the Rise of Consumer Culture', *Communication* Vol.11/1: 177-197
14. Puppis, M., and Van den Bulck, H. (2019). 'Introduction: Media Policy and Media Policy Research', In H. Van den Bulck, M. Puppis, K. Donders, L. Van Audenhove (eds.) *The Palgrave Handbook of Methods for Media Policy Research*. Palgrave Macmillan.
15. Raghavan, G.N.S. (1994) 'Constitution Letter & Spirit', *Press in India* (145-162), Gyan, New Delhi
16. Rajagopal, A. (1993) 'The rise of national programming: the case of Indian television', *Media Culture Society* Vol.15/1: 91-111
17. Roy, S. (2002) 'Moving pictures: The postcolonial state and visual representations of India', *Contributions to Indian Sociology* Vol.36/1-2: 233-263
18. Sarabhai, V. (1974) 'Television for Development', In K. Chowdhury (ed.) *Science Policy and National Development*, Nehru Foundation, Ahmedabad
19. Sonwalkar, P. (2015) 'Indian Journalism in the Colonial Crucible', *Journalism Studies* Vol.16/5: 624-636
20. Vasudevan, R. (2017) 'Official and Amateur: Exploring Information Film in India, 1920s–40s', in L. Grieveson & C. MacCabe (ed.). *Film and the End of Empire*. Bloomsbury.
21. Verghese, B. G. (1977) 'The Media in a Free Society: Proposals for Restructuring', *Economic and Political Weekly* Vol. 12/18 (pp. 731-740)
22. Woods, P. (1995) 'Film Propaganda in India, 1914-23', *Historical Journal of Film, Radio & Television* Vol. 15/4: 543-553
23. Woods, P. (2001) 'From Shaw to Shantaram: The Film Advisory Board and the making of British propaganda Films in India, 1940–1943', *Historical Journal of Film, Radio and Television* Vol. 21/3: 293-308

CCMG 103: INTELLECTUAL HISTORY OF COMMUNICATION

Recognising that 'media studies' lacks a canon, and thus any grand theory, this paper traces the formulation of various positions and sub-positions over the years, as indicated in what scholars have deemed worthy of study. The paper will show how the subject of communication attracted the attention of scholars across disciplines, and received critical gaze by Marxists, existentialists, political economists and behavioural and cognitive scientists. Amidst these developments, communication has been obsessed with the perpetual question of its own legitimacy before it can make any disciplinary claims. Consequently, this paper is concerned with making students understand these various shifts in the transition of communication into a well defined area of inquiry. Besides the role of critical approach and political economy, the cultural turn in social sciences and humanities has played a key role in the understandings the entire notion of communication as culture. Lastly the paper studies, at length, the various approaches of meaning making in detail and therefore the idea of communication production as generation of meaning.

Module 1: Communication and Ideas

1.1 History of Communication and Communication History

1.2 Empiricism and Science

1.3 Information and transmission

Module 2: Communication, production and exchange

2.1 Political Economy

2.2 Mode of Production

2.3 Ideology and Communication

Module 3: Communication and Meaning

3.1 Semiotics and Communication

3.2 Sign & Symbols

3.3 Code and Signification

Internal Assessment: (40 Marks)

End Semester Exam: (60 Marks)

Reading List

1. Mattelart, A. (1994), *Invention of communication*, Minnesota: The University of Minnesota Press.
2. Mattelart, A and M. Mattelart. (1998), *Theories of communication: A short introduction*, London Sage:
3. Innis, H. (2008) *The bias of communication*, Toronto: University of Toronto Press **Ch.2**
4. Rogers, E. (1994), *A history of communication study: A biographical approach*, New York: The Free Press
5. Peter Simonson, Janice Peck, Robert T Craig, John Jackson, 2012 *The Handbook of Communication History*-Routledge
6. Peter Golding, Graham Murdock, 1997 *The Political Economy of the Media* (International Library of Studies in Media and Culture Series, vol.1-Edward Elgar Publishing
7. Vincent Mosco-*The Political Economy of Communication* (2nd ed)-Sage Publications, Ltd. (2009).
8. Mattelart, Arman Siegelau, Seth (eds) 1979
Communication and Class Struggle Capitalism, Imperialism. 1979
9. Louis Althusser 2001, *Lenin and Philosophy and Other Essays* -Monthly Review Press
10. Hall, S. (1982). *The Rediscovery of Ideology: Return of the Repressed in Media Studies*. In (Gurevitch et al., Ed.), *Culture, Society and Media*. London: Methuen: 56-90.
11. Hawkes, Terrence 1977. *Structuralism and Semiotics*, University of California Press.
12. Fiske, John. 1990, *Introduction to Communication Studies*, London and New York: Routledge (2nd edition).
13. Barthes, Roland, *Mythologies*. Paris, Editions du Seuil, 1957.
14. Das, Biswajit, 2005 "The quest for theory: Mapping Communication studies in India, Bel (Ed.), 2005 *Media and Mediation*, Sage, New Delhi. Pp. 35-65.
15. Das, Biswajit, 2012 *Communication studies in India*, CCMG, JMI, Mimeo.

16. Fiske, John. 1990, Introduction to Communication Studies, London and New York: Routledge (2nd edition).
 17. Garnham, Nicholas (1990), 'Contribution to a Political Economy of Mass Communication', in Fred Inglis (ed.), *Capitalism and Communication: Global Culture and the Economics of Information*, London: Sage, 20-55.
 18. Hall, S. (1982). The Rediscovery of Ideology: Return of the Repressed in Media Studies. In (Gurevitch et al., Ed.), *Culture, Society and Media*. London: Methuen: 56-90.
 19. Katz, Elihu, Blumler, Jay G., Michael Gurevitch, 2008 Uses and Gratifications Research, *The Public Opinion Quarterly*, Vol. 37, No. 4. (Winter, 1973-1974), pp. 509-523
 20. Smythe, William Dallas Ecumenical nature of Communication as a Science
- Williams, Raymond 1980, *Selected articles from Problems in Materialism and Culture* 'Verso' London.

CCMG-104: PUBLICS AND GOVERNANCE

This course offers a critical introduction to understand the concepts of publics, public sphere and governance. The focus of the course will be on how publics and citizens structure their opinion and what factors cause these opinions to change. At the same time, we will analyze how public opinion has a bearing on the issue of governance. We will start by examining how the notion of public sphere emerged in the European/Western contexts and critically analyze how it has evolved over the years and its applicability in the Indian context. The idea of publics, which is central to the concept of public sphere, will be the running theme of the course. How to distinguish between publics, citizens and crowd? Is there an emergence of “counterpublic”, and “vernacular publics”? If so, who are they and where are they located? To what extent the institution of media have helped in mediating the voice of these groups? Can these groups propel the market driven news media to change their agenda and rethink what is ‘newsworthy’? To what extent these groups been able to intervene in the mass media public sphere and place their agenda in parallel with the existing dominant discourse? At the same time, the course will engage with the idea of governance and how media have facilitated or enabled the participation of various groups in the process of governance.

Module 1: Publics and Public Sphere

- 1.1. Publics, crowd and citizen
- 1.2. Historicizing the public sphere
- 1.3. Subaltern counterpublics and vernacular publics

Module 2: Publics and Public Opinion

- 2.1. Public sphere and opinion formation in colonial India
- 2.2. Public sphere in postcolonial India
- 2.3. Globalization, soft power and counterpublics

Module 3: Governing Publics

- 3.1. Understanding governance
- 3.2. Civil society, NGOs, development
- 3.3. Publics and the New Media

Internal Assessment: Assignments (25 Marks)

Reading List

1. Anderson, Benedict. 1991. *The Imagined Communities: Reflections on the Origins and Spread of Nationalism*. Revised ed. London and New York: Verso. Chapter 3.
2. Barton Scott, J. and Ingram, Brannon D. (2015) What is a Public? Notes from South Asia, *South Asia: Journal of South Asian Studies*, 38:3, 357-370
3. Bhattacharya, Neeladri. 2005. Notes Towards a Conception of the Colonial Public. In Rajeev Bhargava and Helmut Reifeld (Eds.) *Civil Society, Public Sphere and Citizenship: Dialogues and Perceptions* (130-157), New Delhi. Sage.

4. Chandhoke, Neera. 2012. Whatever has Happened to Civil Society? *Economic & Political Weekly*, June 9, 47 (23), 39-45.
5. Chatterjee, Partha. 1993. *The Nation and its Fragments: Colonial and Postcolonial Histories*. Princeton, NJ: Princeton University Press. Chapter 1.
6. Dewey, John. 1946. *The Public and its Problems: An Essay in Political Enquiry*. Gateway Books: Chicago (Chapters 1, 3 and 5).
7. Fraser, Nancy. 1990. Rethinking the Public Sphere: A Contribution to the Critique of Actually Existing Democracy. *Social Text*, No. 25/26: 56-80.
8. Freitag, Sandria. 1991. Enactments of Ram's Story and the Changing Nature of "The Public" in British India'. *South Asia*, 14 (1), 65-90.
9. Habermas, Jurgen, Sara Lennox & Frank Lennox. 1974. The Public Sphere: An Encyclopedia Article 1964. *New German Critique*, No. 3. (Autumn): 49-55.
10. Mathur, Kuldeep. 2010. Governance as Networks: Emerging Relationships among the State, Business and NGOs in India. *Indian Journal of Human Development*, 4 (2): 253-279.
11. Papacharissi, Zizi. 2002. The Virtual Sphere: The Internet as a Public Sphere. *New Media and Society*. 4 (1): 9-27.
12. Park, Robert E. (1972) *The Crowd and the Public and Other Essays*. University of Chicago Press: Chicago and London (Chapter 1).
13. Rizvi, Gowher. 2007. Emergent India: Globalization, Democracy and Social Justice. *International Journal*. Vol 62 No. 4: 753- 768.
14. Rudolph, Susanne. H., & Rudolph, Lloyd. I. 2006. The Coffee House and the Ashram Revisited: How Gandhi Democratized Habermas' Public Sphere. In Susanne. H Rudolph, & Lloyd I. Rudolph. *Postmodern Gandhi and Other Essay: Gandhi in the World and at Home* (140-174). Delhi: Oxford University Press.
15. Tiwari, Badri Narayan. 2011. *The Making of the Dalit public in North India: Uttar Pradesh 1950-present*. Oxford University Press: New Delhi. Chapter 6 (Dalit Public and Political Power: Grassroots Pressures on Democracy)
16. Warner, Michael. 2002. Publics and Counterpublics (Abbreviated version). *Quarterly Journal of Speech*. (88) 4: 413-425.

CCMG-105: CULTURE, MEDIA AND SOCIETY* CBCS

The course: Culture, Media and Society explores the connections between these three concepts. It delves into how culture and media interact with and influence each other within a societal context. The curriculum focuses on understanding culture as a single concept with diverse meanings, and how it relates to communication. The course also critically examines the relationship between mass media and mass culture, and the politics of representation in media and culture.

Module 1: Understanding Culture and Communication

- 1.1 Culture: Single Concept, Diverse Meanings
- 1.2 Culture and communication
- 1.3 Cultural Discourses in the Indian context

Module 2: Culture and Media

- 2.1 Mass media and mass culture
- 2.2 Critical studies on mass media and culture
- 2.3 Encoding and Decoding

Module 3: Media, Culture and Mediation

- 3.1 Culture and Mediation
- 3.2 Mediation and Consumption
- 3.3 Culture and Politics of Representation

Internal Assessment: (25 Marks)

End Semester Exam: (75 Marks)

Reading List

1. Adorno Theodor and Horkheimer Max, (2013). "The Culture Industry: Enlightenment as Mass Deception" in Laurie Ouellette (eds.) The Media Studies Reader, Routledge, New York, pp. 13-30
2. Appadurai, Arjun and Breckenridge, Carol A. (1998). Consuming Modernity Public Culture in a South Asian World, University of Minnesota Press: Minneapolis/London.
3. Bel, Bernard et al. 2010. 'Introduction: Remoulding the 'Cultural' as the 'Contentious' in Bernard Bel et al (eds.). Communication, Culture and Confrontation: Communication Processes Volume 3. Sage Publications, pp.xiii-xxiv
4. Bel, Bernard et al. 2010a. 'Introduction' in Bernard Bel et al (eds.). Communication, Culture and Confrontation: Communication Processes Volume 3. Sage Publications, pp.3-12
5. Carey, James (1989) Communication as Culture, pp. 9-84, Routledge: London and New York.
6. Chaudhuri Maitrayee (2005). 'A Question of Choice: Advertisements, Media and Democracy', in Communication Processes Vol.1, Media and Mediation, Sage Publications

7. Curran, James (1982) 'Communications, power and social order' in M.Gurevitch, T. Bennett, J. Curran and J. Woollacott (eds) *Culture, Society and the Media*, London: Methuen.
8. Dow, Bonnie J. and Wood, Julia T. (2006) *The Sage Handbook of Gender and Communication*, pp. 263-370, Sage Publications: Thousand Oaks, London, New Delhi.
9. Fernandes, Leela (2000) 'Nationalizing `the global': media images, cultural politics and the middle class in India', *Media Culture Society*, 22(5): 611-628.
10. Kellner, Douglas (1995) *Media Culture: Cultural studies, identity and politics between the modern and the postmodern*, Chapters 1, 3 and 4, Routledge: London and New York.
11. Kellner, Douglas, (2002). 'The Media Spectacle', Routledge -Taylor & Francis Group: London and New York.
12. Mattelart, Armand (1979) 'Introduction: For a Class Analysis of Communication', *Communication and Class Style*, International General: New York.
13. Murdock, Graham (2008) *Reconstructing the Ruined Tower: Contemporary Communications and Questions of Class*, *Studies in Language & Capitalism*: 3/4: 67 – 91
14. Poitevin, Guy (2010). 'From the Popular to the People', in Bernard Bel et al (eds.). *Communication, Culture and Confrontation: Communication Processes Volume 3*. Sage Publications, pp.13-46.
15. Ritzer, George and Nathan Jurgenson. (2010). 'Production, Consumption, Prosumption: the Nature of Capitalism in the Age of Digital 'Prosumer'', *Journal of Consumer Culture*, Vol.10(1), pp.13-36.
16. Storey, John (2009) (eds.) *Cultural Theory and Popular Culture: An Introduction*, Fifth edition. Chapters 1, 2,3,4,6 and 8, Pearson Longman: London.
17. Thompson, John B. (1990) *Ideology and Modern Culture*, Chapters 1, 2, 3 and 4, Stanford University Press: Stanford, California.
18. Williams, Raymond (1960) *Culture and Society, 1780-1950*, Chapter 5, Anchor Books: New York.
19. Williams, Raymond (1983). *Keywords: A Vocabulary of Culture and Society*, Fontana.

CCMG 107 Indian Knowledge Systems – Communication

The course aims to provide a critical understanding on the role of Communications in Indian Knowledge Systems. This paper will familiarise students with the role of Language, Culture and Institutions and how they shape the communication landscape in ancient and medieval India. Students are introduced to the Indian linguistic traditions in the first module. India has one of the longest surviving oral traditions in the world, with important treatises on rhetoric strategies in Hindu and Buddhist schools of philosophy. Students will also be introduced to the formation of narratives in the Indian mythos in this module. In the last module, students learn how key institutions are involved in various aspects of communication. Students learn about aspects of administration in medieval India and education in ancient India, and learn about the effect of commercial enterprises on communication.

Module 1: Language

- 1.1 Orality
- 1.2 Rhetoric
- 1.3 Narrative

Module 2: Culture

- 2.1 Performance
- 2.2 Aesthetics
- 2.3 Temporal orders

Module 3: Institutions

- 3.1 Administration
- 3.2 Education
- 3.3 Commerce

Internal Assessment: (40 Marks)

End Semester Exam: (60 Marks)

Readings

1. Swiderski, R. M. (1988). Oral text: A South Indian instance. *Oral Tradition*, 3(1-2), 122-137.
2. Joshi, D. (2017). Oral narrative traditions of India and language philosophy. *International Journal of Allied Practice, Research and Review*, 4(1), 17-21.
3. Prasad, R. (2013). Sri Ramshalaka: A Vedic method of text encryption and decryption. *Indian Journal of Computer Science & Engineering*, 4(3), 10.

4. Jogdanda, S. (2007). Māṅg narratives: Semantic reappropriation of a myth. In *Communication Processes, Volume 2: The Social and The Symbolic* (pp. 161-169).
5. Shinde, D. (2007). Vaḍār narratives: Dramatic reappropriation of a myth. In *Communication Processes, Volume 2: The Social and The Symbolic*, 147-160.
6. Abidi, S. (2023). *Premchand on Literature and Life*, 59-60, Chapter 6.
7. Freeman, R. (2003). The Blackwell companion to Hinduism (pp. 306-326). In G. Flood (Ed.), *The Blackwell companion to Hinduism*.
8. Nair, J. D. (2018). Indian folk culture: A conceptual framework. *International Journal of Research in Social Sciences*, 8(3), 674-678.
9. Ranade, A. (1987). Bharata's Natyashastra. *Facts & News, No.3*, NCPA, Theatre Development Centre, Mumbai. Retrieved from <https://ashokdaranade.org/wp-content/uploads/2021/07/1987-08-Facts-News-Bharatas-Natyashastra.pdf>
10. Sanford, A. W. (2004). *Contemporary Hinduism: Ritual, Culture, and Practice* (pp. 123-154). Chapter 4: The Hindu Ritual Calendar.
11. Raj, K. (2006). Circulation and the emergence of modern mapping: Great Britain and early colonial India, 1764-1820. In M. Markovits, J. Poucheпадass, & S. Subrahmanyam (Eds.), *Society and circulation: Mobile people and itinerant cultures in South Asia, 1750-1950* (pp. 23-54).
12. Bayly, C. A. (2016). Knowing the country: Empire and information in India. In *The Rise and Fall of Modern Empires, Volume II* (pp. 103-143). Routledge. **[note: the chapter is not listed as a specific chapter but part of Volume II (pp. 103-143). Routledge]**
13. Fisher, M. H. (1993). The office of Akhbār Nawīs: The transition from Mughal to British forms. *Modern Asian Studies*, 27(1), 45-82.
14. Iftikhar, R. (2016). Communication and surveillance in India-Sher Shah Sur's regime (1540-1545 AD). *Pakistan Vision*, 17(2).
15. Joshi, C. (2012). Dak roads, dak runners, and the reordering of communication networks. *International Review of Social History*, 57(2), 169-189.
16. Altekar, A. S. (1934). *Education in Ancient India* (Chapter 5, pp. 103-142).
17. Raj, K. (2007). Introduction. In *Relocating Modern Science: Circulation and the Construction of Knowledge in South Asia and Europe, 1650-1900* (pp. 1-26).
18. Chakravarti, R. (2012). *Merchants, Merchandise, and Merchantmen: Commerce and Trade in the Indian Ocean* (Chapter 2, 53-116).
19. Michell, G. (1988). *The Hindu Temple: An Introduction to Its Meaning and Forms* (Chapter 4, 61-77).

CCMG 301: DIGITAL MEDIA AND POLITICAL PARTICIPATION

The emergence of new forms of political participation outside the institutionalized and representative modes of participation has been greatly facilitated by digital media. Yet, it would be difficult to understand the impact of digital media in isolation from traditional media in a society where the reach of the internet is limited. Therefore, we will also critically examine the convergence between traditional and digital media and how it's transforming the nature and modes of political participation both at election time and between elections. What role has the digital media played in transforming election outcomes and changing the political landscape?

The course will focus on both theories and practices of digital media and political participation. The Arab spring and digital political revolution in India. The first part of the course will analyse various theories and concepts in the field of digital media and political communication/political participation, while the second part will focus more on the cases. Cases will be selected both from India, and other parts of the world as it will help in getting comparative perspectives and enrich our understanding of the subject. Since the field of digital political participation is quite dynamic, the topics and readings might change during the course of the classes.

Module 1: Networking democracy

- 1.1. Introduction: Digital political participation
- 1.2. Political participation and civic engagement
- 1.3. Political consumerism and counter-publics

Module 2: Politics in new media environment

- 2.1. Mediated politics and the crises in media: Arab spring
- 2.2. Digital political revolution in India: Twitter politics
- 2.3. Internet surveillance and politics of net neutrality

Module 3: Reinventing collective action

- 3.1. Actors on digitalspace: Youth, middle classes and activists
- 3.3. Clicktivism and public action
- 3.4. Mobile technology and participation

Internal Assessment: (25 Marks)

End Semester Exam: (75 Marks)

Readings List

1. Bimber, Bruce. 1999. The Internet and Citizen Communication with Government: Does the Medium Matter? *Political Communication* 16 (4): 409– 28.
2. Castells, Manuel. 2007. Communication, power and counter-power in the network society. *International Journal of Communication* 1(1): 238–266.
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CCMG-303: SOCIAL CONSTRUCTION OF NEWS

This paper provides a critical understanding of the relationships between news and society. Of special interest and significance is the relationship between news and democracy. News provides an arena where different classes, social groups, 'publics' even meanings compete for social dominance and attempt to impose their visions, interests, and agendas on society making news an ideological product. Therefore, news spaces are complex, and open phenomenon, always subject to contestation and upheaval. A deeper appreciation of ownership patterns, production and distribution of news help explain the processes of news gathering, selection and agenda-setting that are inherent to it. These in turn are linked to issues of media representation and reception which are central to an analysis of news texts. Selection at the linguistic and visual level is as important to an understanding of how the news works, as are omissions and inclusions at other levels. Furthermore, massive technological changes making live reporting and broadcasting possible, have changed the way news is produced, received and distributed. The syllabus hopes to provide the conceptual apparatuses useful for analysing these issues.

Module 1- News and Society

- 1.1 Theories of the Press
- 1.2 News Sources, Objectivity and Values
- 1.3 News & Democracy

Module 2- Political Economy of News

- 2.1 Ownership patterns in the Press in India
- 2.2 Organisation and Work
- 2.3 News in the Digital Age- Ambient Journalism

Module 3- News as Ideology

- 3.1 News, power and ideology
- 3.2 Agenda setting, Framing and Priming in News
- 3.3 News and Conflict Reportage

Reading List

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5. Edward S. Herman and Noam Chomsky(1988) 'A Propaganda Model', *Manufacturing Consent: The Political Economy of the Mass Media*, New York, Pantheon, pp. 1- 35.
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CMG 304: MEDIA AND MOVEMENTS

Whether defined around human rights, environmental, ethnic or national interests, social movements have long been the carriers of laboratory of social change. The paper examines the increasing role of the non-party political, social movements and its role in challenging the hegemonies of dominant groups and institutions. While sensitizing the key issues, the process of the movements also brings out the intersection between media reform and other social movements. The paper also deals with the concept of alternative media and its growing importance as a social force.

Module 1: Media and forms of Intervention

- 1.1 Structure
- 1.2 Culture
- 1.3 Actor

Module 2: Media and Art of Resistance

- 2.1 Media and Movement Relationship
- 2.2 Protests Paradigm & Participation
- 2.3 New Social Movements

Module 3: Media as Movement

- 3.1 Alternative Media
- 3.2 Media & Community
- 3.3 Media Reforms

Final Examination: 75 marks

Internal Assessment: 25 marks

Readings List

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20. Polletta, F. (2008). Culture and Movements. *ANNALS of the American Academy of Political and Social Science*. Vol. 619. 78-96.
21. Servaes, J. (1996). Participatory communication (research) from a freirean perspective. *African Media Review*, 10(1), 73-91.
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CCMG-310: STRATEGIC COMMUNICATION-I

This paper will apprise the students about transforming the knowledge domain of communication to develop skills required to formulate communications strategies. These skills would be useful for any organization be it in business, formal or informal organisations, civil society groups and government. Besides exploring ideas about the need and importance of strategies, students will be made familiar with communication tools and their use in an integrated manner. This course also attempts to inculcate the prerequisites for developing a comprehensive strategy, including collaboration, team-work and critical skills towards building communication strategies so as to inculcate leadership vision, lead teams, achieve and measure success in a competitive environment, changing needs of media and audience and finally, to develop analytical and critical thinking of issues and problems. The first two models will be taught through class room lectures and the third module will be based on workshop mode so that students will acquire skill set by handling tools and instruments required for Strategic Communication.

Module 1: Concept and practice of strategic communication

- 1.1 Scope and Definitions
- 1.2 Strategic turn in Communications
- 1.3 Strategic communication: opportunities & Challenges

Module2: Strategic Communication Planning

- 2.1 Analysis
- 2.2 Strategic design & planning
- 2.2 Strategy map

Module3: Domains and Interventions for Strategic Communications

- 3.1 Implementation
- 3.2 Monitoring
- 3.3 Impact evaluation

Internal Assessment: (25 Marks)

End Semester Exam: (75 Marks)

Readings

- 1. Barwick, Melanie, Phipps, David, Myers, Gary, Johnny, Michael, Coriandoli, Rossana. (2014). Knowledge Translation and Strategic Communications: Unpacking Differences and Similarities for Scholarly and Research Communications. Scholarly and Research Communication, 5(3).
- 2. Botan, Carl 1997 Ethics in Strategic Communication Campaigns: The case for a new approach to Public Relations, The Journal of Business communications, Volume 34, No.2, pp.188-202.
- 3. Bruce Campbell, Robert Kay, David Avison, (2005) "Strategic alignment: a practitioner's perspective", Journal of Enterprise Information Management, Vol. 18 Iss: 6, pp.653 – 664
- 4. Gisela Gonçalves & Ian Somerville & Ana Melo (Eds.), Organisational and strategic

communication research: European perspectives. LivrosLabCom, Covilha, 119 - 142.

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7. Holtzhausen, Derina and AnsgarZerfass 2015 “Strategic Communication: Opportunities and Challenges of the Research Area” pp. 3-18 inDerinaHoltzhausen and AnsgarZerfass(ed) *The Routledge Handbook of Strategic Communication*, Routledge, New York.
8. JesperFalkheimer& Mats Heide 2014From Public Relations to Strategic Communication in Sweden The Emergence of a Transboundary Field of Knowledge *Nordicom Review* 35 () 2, pp. 123-138
9. Kaplan, R.S andNorton,D.P 2004 *Strategy Maps: Converting Intangible Assets into Tangible Outcomes*, Harvard Business School Press, Boston.
10. Paul Cornish, Julian Lindley-French and Claire Yorke ,2011 *Strategic Communications and National Strategy*, The Royal Institute of International Affairs, London
11. Richard D. Waters, Jennifer L. Lemanski 2011 Revisiting strategic communication’s past to understand the present in *Corporate Communications: An International Journal*, Vol. 16 No. 2, 2011 pp. 150-169
12. Simon MobergTorp 2015 “The Strategic Turn in Communication Science”,pp. 34-53 in *Edited by DerinaHoltzhausen and AnsgarZerfassThe Routledge Handbook of Strategic Communication*,Routledge, New York.
13. Smith, R.D. (2013). *Strategic planning for public relations*. New York. Routledge
14. Steyn, B(2009), *The Strategic Role of Public Relations Is Strategic Reflection: A South African Research Stream*, Sage publication
15. *The Routledge Handbook of Strategic Communication*. Edited by D. Holtzhausen& A. Zerfass (2015). New York: Routledge.

CCMG-311: MEDIA, GENDER & SOCIETY

This course will critically examine media-constructed images of femininities and masculinities from a multidisciplinary perspective. It will interrogate how media construct essentialising categories, tracing the interconnections between media representations and gendered expectations in society. It will situate gender within contemporary South Asian societies and examine contestations of gendered norms in mediated spaces. Readings from this course will draw from works on postcolonial theory, feminism, masculinity studies, media studies and popular culture. The course will comprise classroom discussions and workshops. Students will also be reading/viewing and interpreting mediated texts in the area and presenting on related topics.

Module 1: Theorising Gender and Media

1. Concepts and Constructs
2. Agency and Women in the Third World
3. Media, Identity and Selfhood
4. Digital Technologies and Feminist Resistance

Module 2: Content, Image & Representations in the News Media

1. Representations of Femininities
2. Masculinities in the News Media
3. Gendered Violence and Transgression
4. Coverage of Feminist Activism

Module 3: Gender & Advertising

1. Constructing “Beauty”
2. Mediated Body Images
3. Feminism and Consumption
4. Masculinities in Advertising

Internal Assessment: (25 Marks)

End Semester Exam: (75 Marks)

Reading List

1. Abu-Lughod, L. (2002) Do Muslim Women Really Need Saving? Anthropological Reflections on Cultural Relativism and Its Others. *American Anthropologist*, 104(3):783-790.
<http://www.smi.uib.no/seminars/Pensum/Abu-Lughod.pdf>
2. Bhabha, H. K. (1999). Liberalism's sacred cow. In J. Cohen, M. Howard & M.C. Nussbaum (Eds.). *Is multiculturalism bad for women?* Susan Moller Okin with respondents (pp. 79-84). Princeton, NJ: Princeton University Press.

3. Bohner, G. (2001). Writing about rape: use of the passive voice and other distancing text features as an expression of perceived responsibility of the victim. *British Journal of Social Psychology*, 40(4): 515–529.
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7. Gajjala, R. & Oh, Y. J. (2012) (eds.). *Cyberfeminism 2.0 (Digital Formations)*. Peter Lang Publishing
8. Gangoli, G. (2007) Indian Feminisms – Law, Patriarchies and Violence in India. Hampshire: Ashgate Publishing Limited,
9. Gould, C (1997) *Key Concepts in Gender Theory*. New Jersey: Humanities Press;
10. hooks, bell. *Understanding Patriarchy*
<http://imagineborders.org/pdf/zines/UnderstandingPatriarchy.pdf>
11. Joseph, A. & Sharma, K. (1994) (eds.) *Whose News? The Media and Women's Issues*. Delhi: Sage Publications.
12. Kandiyoti, D. (1988). Bargaining with Patriarchy. *Gender and Society*, 2(3), 274-290.
13. Kellner, D. (2012), School Shootings, Crises of Masculinities, and Media Spectacle: Some Critical Perspectives, in Glenn W. Muschert, Johanna Sumiala (ed.) *School Shootings: Mediatized Violence in a Global Age (Studies in Media and Communications, Volume 7)*, Emerald Group Publishing Limited, pp.299-330
14. Krishnan, P. & Dighe, A. (1990). *Affirmation and Denial: Construction of Femininity on Indian Television*. New Delhi: Sage Publications.
15. Lorber, J. (2002, September). Presidential address: Heroes, warriors, and burqas: A feminist sociologist's reflections on Sept. 11. *Sociological Forum*, 17(3), 377-396.
16. Martin, P.Y. & Hummer, R. *Fraternalities and Rape on Campus*. *Gender and Society*, 3(4) pp. 457-473. <http://courses.ttu.edu/jkoch/intro/Readings/Frat%20Rape.pdf>
17. Mohanty, C.T. (1984, Spring-Autumn). Under Western eyes: Feminist scholarship and colonial discourses. *boundary* *Multiculturalism Bad for Women?* Boston Review. <http://www.bostonreview.net/BR22.5/okin.html>
18. Onishi, N. "Globalization of Beauty Makes Slimness Trendy." *The New York Times*. <http://www.nytimes.com/2002/10/03/world/lagos-journal-globalization-of-beauty-makes-slimness-trendy.html>
19. Powell, K. (2003). "Confessions of a Recovering Misogynist" *Who's gonna take the weight? Manhood, Race and Power in America*. Crown Publishing.
20. Shome, R. (2006). Transnational feminism and communication studies. *Communication Review*, 9(4), 255-267.
21. Spivak, G. C. (1988). Can the subaltern speak? In C. Nelson & L. Grossberg (Eds.). *Marxism and the interpretation of culture* (pp. 271-313). Urbana and Chicago: University of Illinois Press.
22. Taylor, Judy. "Feminist Consumerism and Fat Activists: Grassroots Activism and the Dove 'Real Beauty' Campaign." <http://www.jstor.org/stable/10.1086/528849>

23. Watson-Franke, M. (2002). A World in Which Women Move Freely Without Fear of Men: An Anthropological Perspective on Rape. *Women's Studies International Forum*, 25(6), 599 – 606 <http://www.sciencedirect.com/science/article/pii/S0277539502003382>

CCMG-314: Regulation in Theory & Practice

This paper grapples with the commercial, technological, and institutional frameworks that have reshaped our thinking about media regulation in India's rapidly convergent milieu. Delving into core concerns of competition, access, and equity following multiple digital turns in the media landscape, this course equips students with the building blocks to engage with wider debates on media regulation in India. The course begins by recognising the substantive and intellectual contexts marking the study of media regulation. This then helps us grapple with the idea of 'regulation' both, as intervention and non-intervention by the state. With these conceptual and analytical tools in hand, the second module looks at the regulatory frameworks of broadcast distribution, online news, and audience measurement. The last module, taught in workshop mode, involves hands on policy analysis in student groups.

Module 1: Regulatory Governance

- 1.1 Understanding Regulation
- 1.2 Regulatory Silences
- 1.3 Regulatory Models

Module 2: Direction of Policy Thrusts

- 2.1 Administering Digital Distribution
- 2.2 Challenges of Convergence
- 2.3 Measuring the Audience-User

Module 3: Grappling with Re-Regulation (Taught in Workshop Mode)

- 3.1 Reading Policy Documents
- 3.2 Data and Evidence
- 3.3 Regulatory Shifts

Final Examination : 75 marks

Internal Assessment: 25 marks

Readings

1. Ang, P.H. & Pramanik, A. 2008. By the Industry, of the Industry, for the Industry: The Possibilities and Limits of Self-Regulation of Indian Broadcasting. Paper Presented at International Seminar 'Contours of Media Governance' organised by CCMG, JMI and IDRC (8-10 Dec), New Delhi (Mimeo).
2. Ashwini, S. 2021. Social Media Platform Regulation in India – A Special Reference to The Information Technology (Intermediary Guidelines and Digital Media Ethics Code) Rules, 2021. In J. Bayer, B. Holznagel, L. Woods (eds.). *Perspectives on Platform Regulation* (215-231). Nomos Verlagsgesellschaft mbH & Co. KG.
3. Doornbos, M., 2006. 'Good Governance': The Metamorphoses of a Policy Metaphor. In *Global Forces and State Restructuring* (pp. 73-92). Palgrave Macmillan, London.
4. Doyle, G. 2020. Convergence. In B. von Rimscha (ed.) *Management and Economics of Communication*. de Gruyter, Berlin.
5. Freedman, D. 2010. Media Policy Silences: The Hidden Face of Communications Decision Making, *The International Journal of Press/Politics* Vol. 15(3):344-361

6. Jayakar, K. 2011. The Conditional Access System: The Dynamics of À La Carte Pricing for Cable Television in India. *International Journal of Communication* 5: 1502–1522.
7. Jordana, J, & D. Levi-Faur. 2004. The politics of regulation in the age of governance, J. Jordana & D. Levi-Faur (Ed.) *The Politics of Regulation*; Edward Elgar, Cheltenham
8. Karppinen, K and Moe, H. 2024. Texts as Data I: Document Analysis. In H. Van den Bulck, M. Puppis, K. Donders, L. Van Audenhove (eds.) *The Palgrave Handbook of Methods for Media Policy Research* (249-262). Palgrave Macmillan.
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