Office of the Director
Centre for Culture, Media and Governance
Jamia Millia Islamia

Minutes

The Minutes of the Committee of Studies (CoS) Meeting held during 07-09 September, 2015 at 10.30 am at the CCMG Network Governance lab.

The following faculty members were present in the meeting:

1. Prof. Biswajit Das
2. Mr. Vibodh Parthasarathi
3. Dr. Saima Saeed
4. Dr. Athikho Kaisaii
5. Dr. Taberez Ahmed Neyazi

The following external members were present in the meeting:

1. Prof. Sonya Surabhi Gupta
2. Prof. Satyajit Singh

Absent: Prof. Pralay Kanungo and Prof. Tasneem Meenai could not attend because of their prior commitment.

1. Prof. Das welcomed everyone and thanked the outgoing CoS members for their contribution and welcomed new CoS members and introduced the agenda of the meeting.

2. The minutes of the last Committee of Studies (CoS) meeting was approved.

3. The Committee found the following three candidates suitable for the admission in the PhD programme. However, they have to rework on their doctoral proposal in consultation with their respective supervisors.

Names	Supervisors
Rupleena Bose	Prof. Biswajit Das
Ghulam Rasool	Dr. Saima Saeed
Arunoday Majumdar	Dr. Taberez Ahmed Neyazi

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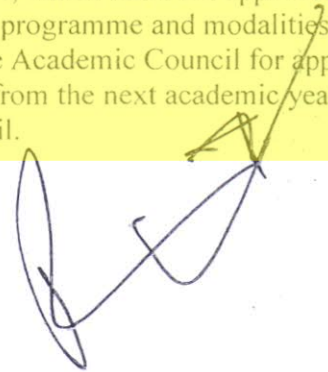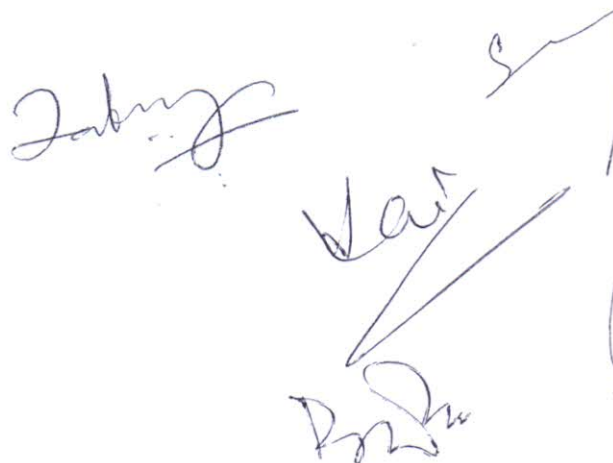
4. The Centre received the application form along with synopsis from the office of the Foreign Student Advisor, JMI of Mr. Khalid Abdulaziz M. Alnmer for the admission in Centre's PhD programme. The synopsis titled "Media and Public Diplomacy: Strengthening Saudi Arabia's Image in Global Politics", has been approved by the Committee. Mr. Khalid will be supervised by Prof. Biswajit Das.

5. CBCS paper titled "Culture, Media and Society" has been approved by the Committee.

6. The Centre proposed integrated M.Phil/Ph.D Programme, which has been approved in principle by the Committee. However, the details of the programme and modalities will be submitted in the next CoS and then will be sent to the Academic Council for approval. The integrated M.Phil/Ph.D Programme will be started from the next academic year 2016-17 subject to the approval of the Academic Council.

Office of the Director
Centre for Culture, Media and Governance
Jamia Millia Islamia

Minutes

The Minutes of the Committee of Studies (CoS) Meeting held on 26 April 2016 at 02.00pm at the CCMG videoconference room.

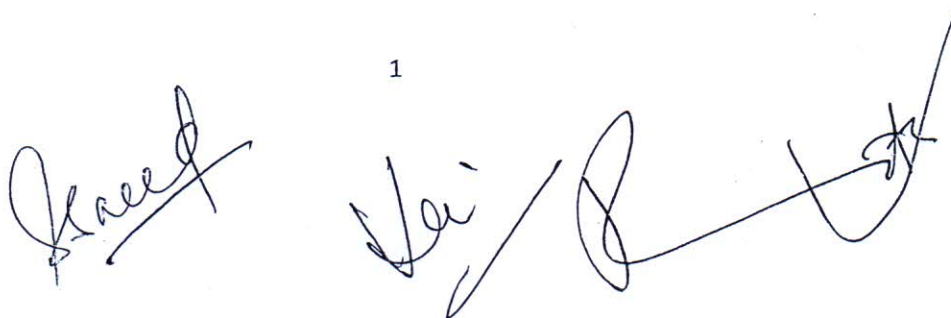The following faculty members were present in the meeting:

1. Prof. Biswajit Das
2. Mr. Vibodh Parthasarathi
3. Dr. Saima Saeed
4. Dr. Athikho Kaisii
5. Dr. Taberez Ahmed Neyazi

The following external members were present in the meeting:

1. Prof. Sonya Surabhi Gupta
2. Prof. Tasneem Meenai
3. Prof. Satyajit Singh

Absent: Prof. Pralay Kanungo could not attend because of his prior commitment.

1. Prof. Das welcomed everyone and introduced the agenda of the meeting.

2. The minutes of the last Committee of Studies (CoS) meeting was approved.

3. The Committee approved MPhil/PhD integrated programme proposed by the Centre. However, the details of the programme and modalities will be submitted in the next CoS and then will be sent to the Academic Council for approval. The integrated M.Phil/Ph.D Programme will be started after Centre receives CPEPA.

4. The Committee approved question setters, moderators and examiners of MA end semester exam, May 2016.

5. CBCS paper titled "Communication and Climate Change" has been approved by the Committee.

1

6. Given the increasing teaching load with two CBCS papers in the next semester and the regular papers for MA and PhD, the Committee approved the proposal to recruit three guest faculties, one would be against the vacancy, while two would be regular guest teacher.

7. Six-monthly progress report of the PhD students have been approved.

8. PhD scholars admitted in September 2014 need to submit their final topic and research proposal, if they haven't done it yet.

9. The Committee suggested that PhD scholars should make 6-monthly/yearly presentation before the Committee of Studies to show their progress and get feedbacks.

10. PhD candidates, Mr. Sunil Kumar and Mrs Pallavi Majumdar have sought one year extension, which is beyond six year tenure. The Committee has approved the proposal for extension, which will be sent to honourable Vice Chancellor for the consideration for final approval.

11. The Committee has approved one year extension for PhD candidates Jyoti Ranjan Sahoo and Aradhana Sharma.

(Prof. Biswajit Das)
Director

2

Office of the Director
Centre for Culture, Media and governance,
Jamia Millia Islamia.

MINUTES

The Minutes of the Committee of Studies (CoS) Meeting held on 24ᵗʰ October 2016 at 10:30 p.m. in Computer Lab, Centre for Culture, Media and Governance.

The following members were present:

1. Prof. Biswajit Das
2. Prof Tasneem Meenai (External member)
3. Prof. Saima Saeed
4. Mr. Vibodh Parthasarathi
5. Dr. Athikho Kaisii

Dr. Tabrez Ahmed Neyazi (on leave)

Prof. Satyajit Singh, Prof. Sonya Surabhi Gupta and Prof Pralay Kanungo could not attend the meeting due to their prior commitments.

1. Prof. Biswajit Das welcomed the members and introduced the agenda of the meeting.

2. The minutes of the last meeting of the Committee of Studies (CoS) was approved.

3. Following a change in research area of Ph. D. Scholar, Ghulam Rasool, he has been transferred from Prof. Saima Saeed to Prof. Biswajit Das. His title for Ph. D. would be finalized along with his consultation with Prof. Das

4. Ms. Aradhana Sharma, research scholar working with Prof. Das has expressed her inability to pursue Ph. D. Work furthermore due to her personal engagement and being outside of India. She has mailed to discontinue (mail attached).

5. Mahvish Rehman has not submitted the last six months progress report, neither has she contacted the supervisor/guide. The Committee decided to inform Mahavish to contact her supervisor at the earliest to inform the progress, if any. The Committee took not of the irregularity of the candidate and decided to take action as per the ordinance

6. Mr. Jyoti Rajan Sahoo, Ph. D. Scholar has sought one year extension. The Committee decided to forward his case to Hon'ble Vice-Chancellor for approval.

7. The synopsis with revised titles of both Bhrigu Talukdar and Mohammad Imran Parray have been approved

The revised title of Doctoral thesis are as follows:-

1. Mr. Bhrigu Talukdar – Media and Movement: A Study of ULFA and Assamese Newspapers.

2. Mohammad Imran Parray –Press, Power and Transition:A Social History of Journalism in Kashmir

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8. Bhrigu Talukdar has submitted his revised synopsis. He has completed 2 years of JRF. The committee recommended his case for SRF through competent committee as per university norms.

9. The Examination date, question setters, moderators and evaluators for July- December, 2016 Semester has been approved.

10. The Committee found the following **5** candidates suitable for admission in the Ph. D. Programme. However, they have to rework on their doctoral proposal in consultation with their respective supervisors:
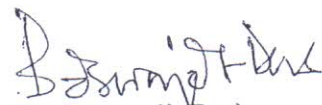
Names	**Supervisors**
a) Ms. Seema Bharti	Prof. Saima Saeed
b) Mr. Noushad T	Prof. Biswajit Das
c) Mr. Tanveer Alam	Prof. Biswajit Das
d) Mr. Manas Parashar	Dr. Athiko Kaisii
e) Mr. Diwaker	Dr. Taberez Neyazi
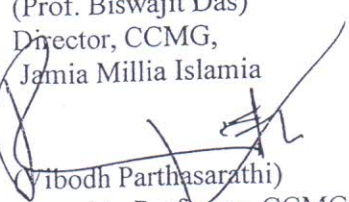
11. Any Other- Prof. Das informed the committee that as M.Phil/Ph.D integrated programme was approved in the last COS may not be initiated due factors such as lack of faculty and resources, hence Prof. requested the committee to stall the proposed M.Phil programme at the centre for the time being, instead to focus on developing P.G Diploma in Strategic Communication. The six-monthly progress report of the Ph. D. students have been approved.

12. The meeting ended with the vote of thanks to the Chair

(Prof. Biswajit Das)
Director, CCMG,
Jamia Millia Islamia
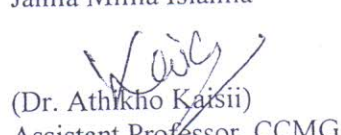
(Prof. Tasneem Meenai),
Dean, Students' Welfare,
Jamia Millia Islamia

(Prof. Saima Saeed)
Professor, CCMG,
Jamia Millia Islamia

(Vibodh Parthasarathi)
Associate Professor, CCMG
Jamia Millia Islamia

(Dr. Athikho Kaisii)
Assistant Professor, CCMG
Jamia Millia Islamia

Date- 12 April 2017

Members present:

Prof. Biswajit Das(Chair)
Prof. SaimaSaeed, Member
Prof. Sonia SurbhiGupta, VC's Nominee
Dr. AthikhoKaissi, Member
Dr. Tabrez A. Neyazi, Member
Prof. Satyajeet Singh, External member

Points that have been discussed –

1. The minutes of the last COS was approved.

2. PhD. Scholar Ms. Pallavi Majumdar has requested for PhD. Extension, her matter is pending with Academic Council/ VC,therefore COS is waiting for decision from Jamia administration.

3. Mehvish Rehaman PhD. Scholar has not submitted consecutive two six monthly reports despite of sending continuous reminders from office and from her Ph. D. supervisor. Her supervisor has expressed concern regarding the continuous absence and inability to meet the deadlines as per Jamia rules. Since the number of seats are limited for Ph. D.. admission and candidate is not complying with the rules, the committee has collectively decided to give her two months to respond and defend her case failing which, appropriate action will be initiated as per Jamia ordinance. This matter has been already brought into consideration in last COS meeting.

4. Mr. Bhrigu Talukdar, research scholar has applied for SRF. A committee was constituted as per the ordinance. The committee has submitted its report and found suitable for upgradation. Mr. Bhrigu Talukdar may be upgraded to SRF.

5. Prof. Sonya Surbhi Gupta has shared that UGC now is demanding PhD. Students to publish articles in UGC listed journals for up gradation from JRf to SRF. Therefore, students should be encouraged to publish during the academic programme.

6. Mr. Arif Nadaf has completed his 5 years in Phd. and his supervisor Dr. Tabrez A. Neyazi has recommended and advised that fellowship should be extended. The COS has recommended his case for extension.

7. Mr. Arif Nadaf also requires a change in supervisor to complete the formalities of Ph. D. submission as Dr. Tabrez A. Neyazi is proceeding on Earned leave and applied for extraordinary leave. Dr. Neyazi brought to the notice of committee that his absence may affect both guidance as well as logistical requirements for the Ph. D. scholar, hence Dr. Neyazi requested Prof. Saima Saeed to consider to be Supervisor. Prof. Saima Saeed agreed to supervise. However, Dr. Taberez Neyazi would continue to remain as co-supervisor. The committee recommends for the change of supervisor.

8. The Ph. D. research proposal ~~proposal~~ *Synopsis* submitted by T. Dilip Chakravarthy was approved with a revised title "Digital Media and Political Mobilization: A study of Dalits in Telengana and Andhra Pradesh".

9. A new supervisor has to be appointed for Mr. T. Dilip Chakravarthy as well as for Mr. Diwaker after he successfully completes his coursework.

10. Regarding in any other, Prof. Das informed about the request letter submitted by Jyoti Ranjan Sahoo, Ph.D. scholar at the Centre. The title of Jyoti Ranjan Sahoo's thesis is now approved as "Media and Margin: A Study on Media Life of Santhal Tribe in select region of Odisha."

Office of the Director
Centre for Culture, Media and governance,
Jamia Millia Islamia.

MINUTES

The Minutes of the Committee of Studies (CoS) Meeting held on 14th November 2017 at 12:00 noon in Centre for Culture, Media and Governance.

The following members were present:

1.	Prof. Biswajit Das	Chairman
2.	Prof. Satyajit Singh Member	External
3.	Prof Tasneem Meenai Member	Internal
4.	Prof. Sonya Surabhi Gupta Member	Internal
5.	Dr. Athikho Kaisii	Member

Prof. Pralay Kanungo and Prof. Saima Saeed could not attend the meeting due to their prior commitments.

Prof. Biswajit Das welcomed the members and introduced the agenda of the meeting.

1. The minutes of the last meeting of the Committee of Studies (CoS) was approved.

2. All the Ph.D Research Scholars have submitted their 6-months progress report except Mehvish Rahman. The Committee approved the Ph.D Scholar's 6-months progress report.

3. Allocation of Supervisor/Guide for the following candidates are as follows:

   (i)   Diwaker – Supervisor – Prof. Saima Saeed
   (ii) Dilip Chakraborty – Supervisor – Prof. Biswajit Das

....2/-

4. Extension of Non-Net fellowship of following candidate after successful completion of 3-years has been approved.

- Mohammad Imran Parray

5. The Committee has approved of Non-Net fellowship for following Ph.D Research Scholars from the date of admission.

(i) Ghulam Rasul
(ii) Tanveer Alam
(iii) Seema Bharti
(iv) Diwaker

6. Committee has also approved of one year extension to following Ph.D students:

(i) Bhumika Chandola
(ii) Aaqib Anwaar Butt

7. Committee approved Synopsis of Ghulam Rasool with a title "Media and Religion: A Study of Televangelism in India".

8. Ph.D Research titles of the following Research Scholars were discussed and changed based on the application of the respective research scholars and recommendations from Supervisor/Guide. The new approved title of the respective Ph.D Research Scholars are as under :-

(i) Jyoti Ranjan Sahoo : "Media and Social Life: A Study of Santhal Tribe in Select Village of Odisha".
(ii) Bhumika Chandola: "Press, Gender and Development: A Study of Representation of Gender and Development in select Newspapers in NCR, Delhi".
(iii) Arif Hussain Nadaf: "Issues, news frames & political perceptions in a conflict situation: A study of local media in Kashmir region during 2014 Assembly election".

9. The following members of CRC (Centre Research Committee) have been approved by the COS.

...3/-

10. The agenda to recruit Contractual faculty instead of Guest Faculty in the Centre has been approved keeping in view the ongoing activities and work being affected in the Centre.

11. The Committee has approved the following new/additional papers for Ph.D course-work as per New Ordinance.

   (i)   Media and Labour
   (ii)   Techno-Sociality and Philosophy of Communication
   (iii)   Media and Conflict
   (iv)   Culture, Media and Citizenship

12. M.Phil/Ph.D programme has been discussed but the Committee cannot take a final decision and decided to seek further clarification as per New Ordinance from the Director/Joint Director (Research)

13. On any other matter, (i) the Chairperson of the Committee has pointed out that Ph.D Course Work will be split into two semesters for better orientation due to interdisciplinary nature of the Centre and the courses as the students are coming from various disciplines. This was approved. (ii) the Chairperson highlighted that on account of certain complaint from students regarding guest faculty and marks allocated to them, end semester examination papers of the guest faculty will be evaluated by the permanent faculty. It was approved.

The meeting ended with a vote of thanks to the Chair at 1:15 pm.

(Prof. Biswajit Das)
Director, CCMG

   1. Circulate to all the Members of the Committee of Studies (CoS)
   2. The Director (Research)
   3. The Controller of Examinations, JMI
   4. PS to the Vice-Chancellor, JMI

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27-02-2018

Office of the Director
Centre for Culture, Media & governance,
Jamia Millia Islamia,

26 2 2018

MINUTES

The Minutes of the Committee of Studies (CoS) Meeting held on 26th February, 2018 at 03:00 pm in Centre for Culture, Media & Governance.

The following members were present:

1. Prof. Biswajit Das   Chairman
2. Prof. Satyajit Singh   External Member
3. Prof. Sonya Surabhi Gupta   Internal Member
4. Prof. Saima Saeed   Member

Prof. Pralay Kanungo, Dr. Athikho Kaisii and Prof. Tasneem Meenai could not attend the meeting due to their prior commitments.

Prof. Biswajit Das welcomed the members and introduced the agenda of the meeting.

1. The minutes of the last meeting of the Committee of Studies (CoS) was approved.

2. Ph.D Thesis title of Pallavi Majumdar, was discussed and changed based on the application of the research scholar and recommendation from Supervisor/Guide. The new approved title of the Ph.D Thesis is as under:-

   (i)   Pallavi Majumdar: **"Television Broadcasting and Content Regulation in India: A Study of Private News Channels 1990-2010."**

3. The Committee has approved the following new/additional papers for M.A. course-work.
   (i)   Youth, Media And Society
   (ii)   Culture And Media in Contemporary South Asia

The meeting ended with a vote of thanks to the Chair at 3:30 pm.

Biswajit Das

(Prof. Biswajit Das)
Director, CCMG

1. Circulate to all the Members of the Committee of Studies (CoS)
2. The Director (Research)
3. The Controller of Examinations, JMI ✓
4. PS to the Vice-Chancellor, JMI

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Office of the Director
Centre for Culture, Media and Governance
Jamia Millia Islamia

Minutes

The Minutes of the Committee of Studies (CoS) Meeting held on 2nd August, 2018 at 2:00 p.m. in Video Conference Hall at Centre for Culture, Media and Governance;

The following members were present in the meeting:

1. Prof. Biswajit Das   Chairman
2. Prof. Pralay Kanungo   External Member
3. Prof. Satyajit Singh   External Member
4. Prof. Tasneem Meenai   Internal Member
5. Prof. Sonya Surabhi Gupta   Internal Member
6. Prof. Saima Saeed   Member
7. Dr. Athikho Kaisii   Member

Mr. Vibodh Parthasarathi could not attend the meeting as he is on EOL.

Prof. Biswajit Das welcomed the members and introduced the experts and agenda of the meeting.

1. Minute of the last minutes of the Committee of Studies (CoS) meeting has been approved.

2. The Committee of Studies (CoS) took stock of the admission status of Ph. D scholar who have not submitted their fees and also six monthly reports. In the case of Mahvish Rahman, it was found that she has not submitted her fees since 15th September, 2015 and six monthly reports after December 2013. The CoS would seek clarification from the Controller of Examination regarding the student's status.

3. The Committee of Studies (CoS) has approved the optional paper titled "Media and Urban Culture" to be taught in the 3rd Semester of MA in Media Governance programme.

4. Agenda on clarification of M.Phil/Ph.D Integrated Programme, the Committee of Studies (CoS) couldn't come to any conclusion and decided to explore further for clarification from the administration.

5. In any other matters :
   (i) The Committee of Studies (CoS) discussed the representation submitted by Ph.D scholar Mr. Arif Hussain Nadaf requesting for single supervisor as he is finding it difficult to co-ordinate with co-supervisor, Dr. Taberez A. Neyazi who has resigned from Jamia Millia Islamia and earlier left for Singapore. In the meantime, the scholar has made significant progress and changes in consultation with his supervisor Prof. Saima Saeed. In view of this, the CoS took his case sympathetically and in the interest of the student, agreed for single supervision under Prof. Saima Saeed. The office of the Controller of Examination may kindly take a note of this change in supervision and make necessary changes in the record of the Ph.D scholar.

   (ii) The Progress Report submitted by Ms. Bhumika Chandola was extremely unsatisfactory as observed by CoS.

(iii)   The Committee also made it clear that the Progress report submitted should be carefully examined before submission to the CoS so as to avoid any complication.

The meeting ended with the vote of thanks to the Chair.

(Prof. Biswajit Das)
Director, CCMG
Jamia Millia Islamia

(Prof. Pralay Kanungo)
Professor, Centre for Political Studies
Jawaharlal Nehru University
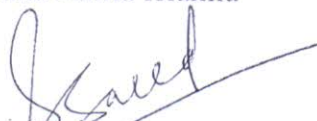

(Prof. Satyajit Singh)
Professor, Deptt. of Political Science
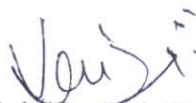University of Delhi

(Prof. Tasneem Meenai)
Offg. Director, Nelson Mandela Peace and Conflict Resolution
Jamia Millia Islamia

(Prof. Sonya Surabhi Gupta)
Professor, CLEAS
Jamia Millia Islamia

(Prof. Saima Saeed)
Professor, CCMG,
Jamia Millia Islamia

(Dr. Athikho Kaisii)
Assistant Professor, CCMG
Jamia Millia Islamia

in partial completion of their Ph.D course work.

- Mohammad Imran Parray

5. The Committee has approved of Non-Net fellowship for following Ph.D Research Scholars from the date of admission.

   (i)   Ghulam Rasul
   (ii)   Tanveeer Alam
   (iii) Seema Bharti
   (iv)   Diwaker

6. Committee has also approved of one year extension to following Ph.D students:

   (i)   Bhumika Chandola
   (ii)   Aaqib Anwaar Butt

7. Committee approved Synopsis of Ghulam Rasool with a title "Media and Religion: A Study of Televangelism in India".

8. Ph.D Research titles of the following Research Scholars were discussed and changed based on the application of the respective research scholars and recommendations from Supervisor/Guide. The new approved title of the respective Ph.D Research Scholars are as under :-

   (i)   Jyoti Ranjan Sahoo : "Media and Social Life: A Study of Santhal Tribe in Select Village of Odisha".
   (ii)   Bhumika Chandola: "Press, Gender and Development: A Study of Representation of Gender and Development in select Newspapers in NCR, Delhi".
   (iii) Arif Hussain Nadaf: "Issues, news frames & political perceptions in a conflict situation: A study of local media in Kashmir region during 2014 Assembly election".

9. The following members of CRC (Centre Research Committee) have been approved by the COS.

Schools in Social Sciences, JMI

ii) Dr. Vipul Mudgal, Project Director, CSDS, New Delhi

10. The agenda to recruit Contractual faculty instead of Guest Faculty in the Centre has been approved keeping in view the ongoing activities and work being affected in the Centre.
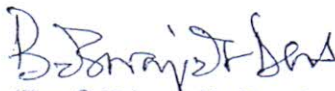
11. The Committee has approved the following new/additional papers for Ph.D course-work as per New Ordinance.

(i)   Media and Labour
(ii)   Techno-Sociality and Philosophy of Communication
(iii) Media and Conflict
(iv)   Culture, Media and Citizenship

12. M.Phil/Ph.D programme has been discussed but the Committee cannot take a final decision and decided to seek further clarification as per New Ordinance from the Director/Joint Director (Research)

13. On any other matter, (i) the Chairperson of the Committee has pointed out that Ph.D Course Work will be split into two semesters for better orientation due to interdisciplinary nature of the Centre and the courses as the students are coming from various disciplines. This was approved. (ii) the Chairperson highlighted that on account of certain complaint from students regarding guest faculty and marks allocated to them, end semester examination papers of the guest faculty will be evaluated by the permanent faculty. It was approved.

The meeting ended with a vote of thanks to the Chair at 1:15 pm.

(Prof. Biswajit Das)
Director, CCMG

1. Circulate to all the Members of the Committee of Studies (CoS)
2. The Director (Research)
3. The Controller of Examinations, JMI
4. PS to the Vice-Chancellor, JMI

Office of the Director
Centre for Culture, Media & governance
Jamia Millia Islamia,

26 2 2018

MINUTES

The Minutes of the Committee of Studies (CoS) Meeting held on 26th February, 2018 at 03:00 pm in Centre for Culture, Media & Governance.

The following members were present:

1. Prof. Biswajit Das   Chairman
2. Prof. Satyajit Singh   External Member
3. Prof. Sonya Surabhi Gupta   Internal Member
4. Prof. Saima Saeed   Member

Prof. Pralay Kanungo, Dr. Athikho Kaisii and Prof. Tasneem Meenai could not attend the meeting due to their prior commitments.
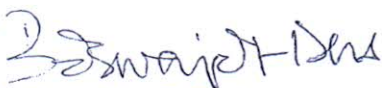
Prof. Biswajit Das welcomed the members and introduced the agenda of the meeting.

1. The minutes of the last meeting of the Committee of Studies (CoS) was approved.

2. Ph.D Thesis title of Pallavi Majumdar, was discussed and changed based on the application of the research scholar and recommendation from Supervisor/Guide. The new approved title of the Ph.D Thesis is as under:-

    (i)   Pallavi Majumdar: "**Television Broadcasting and Content Regulation in India: A Study of Private News Channels 1990-2010.**"

3. The Committee has approved the following new/additional papers for M.A. course-work.
    (i)   Youth, Media And Society
    (ii)   Culture And Media in Contemporary South Asia

The meeting ended with a vote of thanks to the Chair at 3:30 pm.

(Prof. Biswajit Das)
Director, CCMG

1. Circulate to all the Members of the Committee of Studies (CoS)
2. The Director (Research)
3. The Controller of Examinations, JMI ✓
4. PS to the Vice-Chancellor, JMI

Office of the Director
Centre for Culture, Media and Governance
Jamia Millia Islamia

Minutes

The Minutes of the Committee of Studies (CoS) Meeting held on 2nd August, 2018 at 2:00 p.m. in Video Conference Hall at Centre for Culture, Media and Governance;

The following members were present in the meeting:

1.	Prof. Biswajit Das	Chairman
2.	Prof. Pralay Kanungo	External Member
3.	Prof. Satyajit Singh	External Member
4.	Prof. Tasneem Meenai	Internal Member
5.	Prof. Sonya Surabhi Gupta	Internal Member
6.	Prof. Saima Saeed	Member
7.	Dr. Athikho Kaisii	Member

Mr. Vibodh Parthasarathi could not attend the meeting as he is on EOL.

Prof. Biswajit Das welcomed the members and introduced the experts and agenda of the meeting.

1. Minute of the last minutes of the Committee of Studies (CoS) meeting has been approved.

2. The Committee of Studies (CoS) took stock of the admission status of Ph. D scholar who have not submitted their fees and also six monthly reports. In the case of Mahvish Rahman, it was found that she has not submitted her fees since 15th September, 2015 and six monthly reports after December 2013. The CoS would seek clarification from the Controller of Examination regarding the student's status.

3. The Committee of Studies (CoS) has approved the optional paper titled "Media and Urban Culture" to be taught in the 3rd Semester of MA in Media Governance programme.

4. Agenda on clarification of M.Phil/Ph.D Integrated Programme, the Committee of Studies (CoS) couldn't come to any conclusion and decided to explore further for clarification from the administration.

5. In any other matters :

   (i) The Committee of Studies (CoS) discussed the representation submitted by Ph.D scholar Mr. Arif Hussain Nadaf requesting for single supervisor as he is finding it difficult to co-ordinate with co-supervisor, Dr. Taberez A. Neyazi who has resigned from Jamia Millia Islamia and earlier left for Singapore. In the meantime, the scholar has made significant progress and changes in consultation with his supervisor Prof. Saima Saeed. In view of this, the CoS took his case sympathetically and in the interest of the student, agreed for single supervision under Prof. Saima Saeed. The office of the Controller of Examination may kindly take a note of this change in supervision and make necessary changes in the record of the Ph.D scholar.

   (ii) The Progress Report submitted by Ms. Bhumika Chandola was extremely unsatisfactory as observed by CoS.

(iii)   The Committee also made it clear that the Progress report submitted should be carefully examined before submission to the CoS so as to avoid any complication.

The meeting ended with the vote of thanks to the Chair.

(Prof. Biswajit Das)
Director, CCMG
Jamia Millia Islamia

(Prof. Pralay Kanungo)
Professor, Centre for Political Studies
Jawaharlal Nehru University

(Prof. Satyajit Singh)
Professor, Deptt. of Political Science
University of Delhi

(Prof. Tasneem Meenai)
Offg. Director, Nelson Mandela Peace and Conflict Resolution
Jamia Millia Islamia

(Prof. Sonya Surabhi Gupta)
Professor, CLEAS
Jamia Millia Islamia

(Prof. Saima Saeed)
Professor, CCMG,
Jamia Millia Islamia

(Dr. Athikho Kaisii)
Assistant Professor, CCMG
Jamia Millia Islamia

CENTRE FOR CULTURE, MEDIA & GOVERNANCE

JAMIA MILLIA ISLAMIA

(A Central University by an Act of Parliament)

SYLLABUS

2014-15

PH.D IN MEDIA GOVERNANCE

LIST OF PAPERS
FOR
PH.D IN MEDIA GOVERNANCE

YEAR	Course Work	PAPER CODE/PAPER NAME
1		PHMG-101: THEORETICAL ORIENTATION COMMUNICATION
		PHMG-102: METHODOLOGICAL ISSUES IN COMMUNICATION

PHMG-101: THEORETICAL ORIENTATION COMMUNICATION

DESCRIPTION

Recognizing that 'media studies' lacks a cannon, and thus any grand theory, the paper traces the formulation of various positions and sub-positions over the years, as indicated in what scholars have deemed worthy of study. It examines their influence on the array of epistemological standpoints, methodological frameworks of key scholarship, and the scope

MODULES

Communication as Process

Communication as Culture

Communication as Generation of meaning

Module 1: Communication Process

This module traces the concept of communication as an organism in the nineteenth century to it being a social network in the contemporary times, on the one hand, and as tool for disseminating ideologies of power, on the other. Simultaneously, it shows 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 all these before it can make any disciplinary claims.

Communication as Science	Communication as Process	Political economy	Power and Ideology
• Empiricism • Scientism • functionalism	• Effects Studies • Multiplier effects • Empathy	• Communication and the mode of production • Mode of production of communication • Consumption as Production	• Culture Industry • Mass culture • Ideology

Module 2: Communication

This module is concerned with making students understand these various shifts in the transition of communication into becoming a well defined area of inquiry. The module particularly emphasizes the role of critical approach and political economy in unfolding the forms of media imperialism. Besides the above trajectories, the cultural turn in social sciences and humanities has played a key role in the understandings the entire notion of communication as culture. The micro perspectives offered by the studies of everyday uncover the role of communication in the production of everyday life. This module attempts to study this cultural turn and also the challenges which are simultaneously being posed by perspectives of feminisms postmodernisms which are woven into these debates.

Classical	Hermeneutics	Discursive
• Text gives false consciousness • Economism • Franfurt School	• Structural mediation • Mediation through signifying practices • Mediation through Narrative	• Positioning the subject • Articulating the subject • Power & materiality of Culture

Module 3: Communication as Generation of meaning

The cultural turn and also the parallel qualitative turn in social sciences and humanities can be clearly discerned in the range of methodologies developed to explain and interpret the complex social realities, we live in. A number of approaches proliferated to understand and interpret the specific messages and the signifying practices. For example, structuralism and semiology represent a general theoretical orientation defining a general science of signs and their functions. The hermeneutic approach gives cultural or signifying practices a more active role and therefore emphasizes the mediated structures of social experience. The discursive approach, on the other hand, does away with these binaries and slides the social into cultural. It perceives power as very much embedded n the signifying practices themselves. The present module, studies, at length, the various approaches of meaning making in the detail and therefore the idea of communication production as generation of meaning.

Studying meaning	Theories of Semiotics	Semiotic & Sign Systems	Code and Signification
• Process to meaning • Audience to reader • Culture and text	• F.De Saussure • C.S. Pierce • Roland Barthes	• Signifier and Signified • Sign, interpretant & object • Structuralism	• Culture of codes • Sign and signification • Political economy of sign/ simulacra

Reading List

1. Adorno, T.W. and Horkheimer, M. 1944. 'The Culture Industry: Enlightenment as mass Deception' in Dialectic of Enlightenment, trans. J. Cumming. New York: Herder and Herder. (1972)

2. Barrat, David. 1986, Media Sociology, Routledge: London. Ch 1.

3. Baudrillard, J. 1998, 'Simulacra and Simulation', in Mark poster (ed.), Jean Baudrillard , Selected Writings, Stanford University Press, pp.166-184.

4. Branston, Gill and R. Stafford. 2003, The Media Student's Book, Routledge: London and New Yark, Ch.1,2.

5. Bel, B.et al. 2007, Communication processes, Vol 1 : Media and Mediation, Sage: New Delhi, Ch 1,2.

6. Davies, Ioan. 1993, 'Cultural Theory in Britain: Narrative and Episteme" in Theory, Cultural & Society, Vol. 10, pp. 115-154.

7. Debord, G. 1967. The Society of the Spectacle. Black and Red: Detroit.

8. Fiske, John. 1990, Introduction to Communication Studies, London and New York: Routledge (2nd edition). Ch 3, 4.

9. Foucault, M. 1979, Power, truth, strategy, Feral Publication: Sydney.

10. Frye, N. 1957, Anatomy of Criticism: Four Essays, Princeton University, Press: Princeton.

11. Gay, P. Du ed., 1997, Production of Culture/ Cultures of Production. Sage: London. Gay, P. Du ed., 1997, Production of Culture/ Cultures of Production. Sage: London.

12. Gitlin, T. 1979. 'Media Sociology: The Dominant Paradigm', Theory and Society, Vol. 6, no. 2.

13. Garnham, Nicholas. 1990, Capitalism and Communication: Global Culture and the Economics of Information, Sage: New Delhi, Ch.2.

14. Hall, Stuart, 1982, 'The Rediscovery of 'Ideology': Return of the Repressed in Media Studies,' in M.Gurevitch et al. Eds., Culture, Society and Media, Routledge, London and New York.

15. Hall,Stuart, 1997, Representation: Cultural representation and Signifying Practices (Culture, Media and Identities Series), Sage, London.

16. Hall, Stuart. 1980, 'The Problem of Ideology: Marxism without Guarantees, Journal of Communication Inquiry Vol. 10 No 2, pp.28-43.

17. Hall, Stuart.et al. 1978. Policing the Crisis: Mugging, the State and law and Order, Macmillan, London.

18. Hemelink, Cees J. 1983, 'Emancipation or Domestication: Towards a European Science of Communication' in Journal of Communication. Vol. 1983, Special Issue titled, 'Ferment in the Field', pp.74-79.

19. Harvey, David, 1989. The Condition of Postmodernity, Blackwell: London New York.

20. Hawkes, Terence. 1977, Structuralism and Semiotics, University of California Press.

21. Jameson, Frederic. 1981. The Political Unconsciou: Narrative as a Socially Symbolic Act, Ithaca, Cornell University: NY

22. Johnson, Richard. 1986, 'What is Cultural Studies Anyway', Social Text, Vol. 16, pp.38-80.

23. Mattelart, A. 1994, Invention of Communication, Sage: New Delhi.Ch 1&2.

24. Mattelart, A and M.Mattelart. 1998, Theories of Communication: A short Introduction, Sage: New Delhi, Ch. 1, 3.

25. Mattelart, A and M.Mattelart. 1998, Theories of Communication: A short Introduction, Sage: New Delhi, Ch. 3.

26. McQuail, Dennis ed., 2002, McQuail's Reader in Mass Communication Theory, Sage: London, Ch 2.

27. Mosco, V.1996. The Political Economy of Communication: Rethinking and Renewal, Sage, London.

28. Peters, John D., 1999, Speaking into the air: A History of the Idea of Communication, Routledge: New York and London.

29. Scannel, Paddy. 2007, Media and Communication, Sage : New Delhi, Ch 2, 8.

30. Schramm, W. Ed. 1970. The Process and Effects of Mass Communication, University of Illinois Press: Urbana.

31. Silverstone, R. 1994. Television and Everyday Life. London: Routledge.

32. Williams, Raymonds. 1974, Television: Technology and Cultural Form, Fontana: London.

PHMG-102: METHODOLOGICAL ISSUES IN COMMUNICATION

DESCRIPTION

This course is designed to combine discussion of quantitative and qualitative approaches to research with an application component tailored to the student's individual research plans for his/her Ph.D. thesis. The application component allows the student to engage in original data collection, and to transcribe, code and analyze the data collected (essentially to "try out" the method before beginning formal data collection for the doctoral thesis). The course includes discussion of qualitative and quantitative research, responsibilities of the researcher, ethical questions, and relevant approaches to data collection. Meetings and discussions of individual students research projects will take place throughout the course.

MODULES

Methods in Quantitative Communication Research

Methods in Qualitative Communication Research

Issues in Communication Research

MODULE: Methods in Quantitative Communication Research

Understanding Quantitative Data	Statistical Inference	Hypothesis Testing & Interpreting Statistics	Using SPSS
• Levels of Measurement • Measures of Central Tendency & Dispersion • Sampling & Survey Designs • Quantitative Content Analysis	• Z-scores • Probability • Normal Distribution • Distribution of Sample Means	• Logic of Hypothesis Testing • One-tailed, Two-Tailed • Concerns about Hypothesis Testing • Chi Square Statistic	• Coding • Managing Data • Cleaning Dirty Data • Running Statistical Tests and Interpreting them

MODULE: Methods in Qualitative Communication Research

Ethnography and Other Methods	Focus Group Discussions	Interviewing	Artifacts and Texts
• Ethnography • Case Study • Participant Observation • Oral History	• Different between FGD and interview • Preparing for FGD • Logistics • Approaches to analyses	• Structured, • semi-structured, • Open interviews • Logistics	• Textual analysis • Archival Research • Visual Ethnography

MODULE: Issues in Communication Research

Research Ethics	Analysis in Qualitative & Quantitative Research	New Information Technologies & Communication Research	Understanding and Interpreting a Research Study
• Background on ethical problems in social research • Institutional Review Board • Confidentiality • Protecting participants	• What is Objectivity? • Positionality and standpoint • Bias Identification and acknowledgment • Insider/Outsider	• Methodological Challenges of Social Media Research • Big Data & the Computational Turn • Sampling Issues • Collaboration between Informatics Experts & Communication Researchers	• Selecting Methods for a Study • Framing Research Questions • Writing Methods Section for a Journal Article • Presenting a Research Study

Reading List

1. Babbie, E. (2009). *The practice of social research* (12th ed.). Belmont, CA: Wadsworth.

2. Collins, P. & Coleman, S. (Eds.). (2006). *Locating the Field: Space, Place and Context in Anthropology.* ASA Monographs Series. Oxford: Berg.

3. Denzin, N. K. & Lincoln, Y. S. (Eds.) (2011). *The SAGE Handbook of Qualitative Research.* Thousand Oaks, CA: Sage Publications.

4. Fetterman D.M. (2010). *Ethnography: Step by Step* (3rd ed.). Los Angeles, CA: Sage Publications.

5. French, S.L. (2003). Reflections on healing: Framing strategies used by acquaintance rape survivors. *Journal of Applied Communication Research*, 31(4), 298-319.

6. Gravetter, F.J. & Wallnau, L. B. (2005) *Essentials of Statistics for the Behavioural Sciences.* Belmont, CA: Thomson Wadsworth.

7. Gupta, A. & Ferguson, J. (1997). *Anthropological Locations: Boundaries and Grounds of a Field Science.* Berkeley: University of California Press.

8. Healey, J. F. (2011). *Statistics: A tool for social research* (8th edition). Belmont, CA: WadsworthCengage Learning.

9. Keyton, J. (2006.) *Communication Research: Asking Questions, Finding Answers* (2nd ed.). New York, NY: McGraw Hill.

10. LeCompte, M. & Schensul, J. (1999.) *Designing and Conducting Ethnographic Research.* Walnut Creek: Alta Mira Press.

11. Miles, M. B. & Huberman, A.M. (1994). *Qualitative Data Analysis: An Expanded Sourcebook.* Sage Publications.

12. Perks, R. & Thomson, A. (2008). *Oral History Reader.* London: Routledge.

13. Wengraf, T. (2001). *Qualitative Research Interviewing: Biographic Narratives and Semi-structured Methods.* Thousand Oaks, CA: Sage Publications.

14. Weinberg, D. (Ed.). *Qualitative Research Methods.* Malden, MA: Blackwell Publishers.

15. The complete manual for SPSS.

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2015-16

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Module 1: Communication Process

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30. Schramm, W. Ed. 1970. The Process and Effects of Mass Communication, University of Illinois Press: Urbana.

31. Silverstone, R. 1994. Television and Everyday Life. London: Routledge.

32. Williams, Raymonds. 1974, Television: Technology and Cultural Form, Fontana: London.

PHMG-102: METHODOLOGICAL ISSUES IN COMMUNICATION

I.   Objectives of the course

Scientific research aims at developing definitions of key concepts, their empirical operationalisation and general explanations of specific research questions. The specification of empirical indicators and the collection of qualitative and quantitative data is crucial to scientific research. However, mere collection of data is not sufficient. In order to analyse them, assumptions about reality have to be elaborated by drawing on (meta-) theories and concepts; hypotheses have to be developed. Within the positivist variant of political science, these assumptions are usually combined in the form of a model and verified on the basis of empirical data. The main objective of this empirical-analytical approach is to explain political behaviour. The positivist canon as the mainstream of political science is challenged by qualitativists who consider subjective perceptions and normative-ontological intentions, not empirical-analytic measurement, as the backbone of their research.

The main objective of the course is to familiarise students with the key literature on the social science methodology, as well as o discuss the applicability to particular problems in the South Asian context.

II.   Structure of the course

The course is divided into three broad sections, and covers (i) conceptual issues in the social sciences, (ii) quantitative research methods, and (iii) qualitative research methods. The course comprises of two sessions per week with a duration of 90 minutes each.

III.   Assessment

Students are assessed on the basis of a final written examination (100%). Furthermore, students are requested to make presentations in class on theme of their choices, and submit a book review. Please consult me early enough in advance. Overall, a regular and active participation is expected and encouraged.

The Book Review

1.   Choose a book (either from the seminar reading list or one of your own) that you think will help you also for your presentation in the seminar as well as for your preparation for the final exam.
2.   Write a short critical summary of the objectives and findings of the book. Please make sure you emphasize the sections of the book that are most relevant to the seminar.
3.   Evaluate the book in terms of the clarity of arguments and how successful the author has been in sustaining them.
4.   Note down the total number of words on the top of your review.

Further books for review:

Burgess, R.G. 1991. *In the Field: An Introduction to Field Research* (London: Routledge).
Geddes, B. 2003. *Paradigms and Sand Castles: Theory Building and Research Design in Comparative Politics* (Ann Arbor: University of Michigan Press).
Giddens, Anthony. 1974. *New Rules of Sociological Method* (London: Hutchinson).
Hakim, C. 2000. *Research Design: Successful Designs for Social and Economic Research* (London: Routledge).
Hansen, L. 2006. *Security as Practice: Discourse Analysis and the Bosnian War* (London: Routledge).
Harrison, L. 2001. *Political Research: An Introduction* (London: Routledge).
Hoinville, G. et al. 1978. *Survey Research Practice* (London: Heinemann).
Punch, K.F. 1998. *Introduction to Social Research: Quantitative and Qualitative Approaches* (London: Sage).
Srinivas, M.N., A.M. Shah, and E.A. Ramaswamy. 1979. *The Field Worker and the Field: Problems and Challenges in Sociological Investigation* (New Delhi: OUP).

IV.   Teaching support
Student feedback is essential to the success of the course and comments are welcome at any time. Please contact me if you have difficulties with this class, or if you wish to discuss your work and progress. In particular, please do not hesitate to inform me if a book or journal that you require for your work is not available in the library.

For all related questions, I will be available regularly in an office hour at the centre. The timing of the office hour will be announced. In order to book a slot, please send an email to lion.koenig@uni-heidelberg.de

<u>Course Programme</u>

Week 1: Introduction

Introductory Session	Discussion of course objectives and requirements	Moses, J.W. and T.L. Knutsen. 2007. *Ways of Knowing: Competing Methodologies in Social and Political Research* (Basingstoke: Palgrave Macmillan). Peter Burnham et al. 2008. *Research Methods in Politics.* (Basingstoke: Palgrave Macmillan).
Basics of Scholarly Writing	Referencing, citation styles, and plagiarism	McMillan, Kathleen and Jonathan Weyers. 2013. *How to Cite, Reference, and Avoid Plagiarism at University* (Harlow: Pearson Education). McMillan, Kathleen and Jonathan Weyers. 2011. *How to Write Essays and Assignments* (Harlow: Pearson Education).

Week 2: Conceptual Issues in Communication Studies

The Science/Social Science Contrast	What is 'scientific' about the social sciences/ communication studies? What does it mean for a researcher to be 'objective'?	Hollis, Martin and Steven Lukes. 1982. 'Introduction', in: id. (eds.) *Rationality and Relativism* (Oxford: Blackwell). Barnes, Barry and David Bloor. 1982. 'Relativism, Rationality and the Sociology of Knowledge', in: Martin Hollis and Steven Lukes (eds.) *Rationality and Relativism* (Oxford: Blackwell). Lukes, Steven. 1982. 'Relativism in Its Place?', in: M. Hollis, and S. Lukes (eds.) *Rationality and Relativism* (Oxford: Blackwell).
The History of Social Thought: Comte, Weber, Riker, Chicago School	What is positivism and how has it impacted the study of social phenomena?	Lane, Melissa. 2003. 'Positivism: Reactions and Developments', in: Terence Ball (ed.) *The Cambridge History of Twentieth Century Political Thought* (Cambridge: CUP), 321-342. Amadae, S.M. and Bruce Bueno de Mesquita. 1999. 'The Rochester School: The Origins of Positive Political Theory', in: *Annual Review of Political Science*, 2: 269-295 Tomasi, Luigi. 1998. 'Introduction', in: id. (ed.) *The Tradition of the Chicago School of Sociology* (Aldershot: Ashgate), 1-9. Bulmer, Martin. 1998. 'Chicago Sociology and the Empirical Impulse: Its Implications for Sociological Theorizing', in: Luigi Tomasi (ed.) *The Tradition of the Chicago School of Sociology* (Aldershot: Ashgate), 75-88. Almond, Gabriel A. 2004. 'Who Lost the Chicago School of Political Science?', in: *Perspectives on Politics* 2 (1), 91-93. Monroe, K.R. 2004. 'The Chicago School: Forgotten But Not Gone', in: *Perspectives on Politics*, 2, 95-98. Palumbo, Antonini and Alan Scott. 'Weber, Durkheim and the Sociology of the Modern State', in: Terence Ball and Richard Bellamy (eds.) The Cambridge History of Twentieth Century Political Thought (Cambridge: CUP), 368-391.

Week 3: Goals and Methods of Quantitative Analysis

The Methodological Individualism and Historicism of Popper	What are the strengths and weaknesses of Popper's approach?	Udehn, Lars. 2001. *Methodological Individualism: Background, History and Meaning* (New York: Routledge). Popper, Karl. 1959. *The Logic of Scientific Discovery* [Chapters I+II] (London: Hutchinson).
Theoretical Aspects of Quantification	Can politics be quantified? What is understood by quantitative methods?	Maxim, Paul S. 1999. *Quantitative Research Methods in the Social Sciences* (New York: Oxford University Press). Tufte, Edward R. (ed.). 1970. *The Quantitative Analysis of Social Problems* (Reading: Addison-Wesley). Miller, W.L. 1995. 'Quantitative Methods', in: David Marsh and Gerry Stoker (eds.) *Theory and Methods in Political Science* (Basingstoke: Macmillan).

Week 4: Survey Research

Introduction to Survey Research	What are the strengths and limitations of survey research? Design of a survey questionnaire Dependent vs. independent variables	Moon, N. 1999. Opinion Polls: History, Theory and Practice (Manchester: Manchester UP). Fox, James A. and Paul E. Tracy. 1986. *Randomized Response: A Method for Sensitive Surveys* (Beverly Hills: Sage).
Sampling procedures	Random Sampling vs. Non-Random Sample Designs The example of the India citizenship survey by Subrata Mitra (2009)	Singleton, R.A. and B.C. Straits. 1993. 'Sampling', in: id. *Approaches to Social Research* (Oxford: OUP). Mitra, Subrata K. 2010. 'Citizenship in India: Some Preliminary Results of a National Survey', *Economic and Political Weekly*, 45 (9), 46-53.

Week 5: Descriptive Statistics

Basic statistical tools	Levels of measurement, central tendency, and spread Basic Probability, Probability Distributions	Kohout, Frank J. 1974. *Statistics for Social Scientists: A Coordinated Learning System* (New York: John Wiley). Calder, Judith. 1996. 'Statistical Techniques', in: Roger Sapsford and Victor Jupp (eds.) *Data Collection and Analysis* (London: Sage). Thomas, R. 1996. 'Statistical Sources and Databases', in: Roger Sapsford and Victor Jupp (eds.) *Data Collection and Analysis* (London: Sage).
Statistical Inference in Political Science	Descriptive vs. Causal Inference [Alternatively: Guest lecture by Dr. Sanjay Kumar (CSDS) on opinion polls in the 2014 National Elections]	Calder, Judith and Roger Sapsford. 1996. 'Multivariate Analysis', in: Roger Sapsford and Victor Jupp (eds.) *Data Collection and Analysis* (London: Sage). Holland, P.W. 1986. 'Statistics and Causal Inference', in: *Journal of the American Statistical Association*, 81, 945-960. Dalton, R. and Eichenberg, R. 1998. 'Citizen Support for Policy Integration', in: W. Sandholtz and A. Stone Sweet (eds.) *European Integration and Supranational Governance* (Oxford: OUP).

Week 6: Qualitative Methodology

Introduction to Qualitative Methodology	Political Science vs. Political Studies Is there a 'Soft' Political Science?	Devine, F. 1995. 'Qualitative Analysis', in: D. Marsh and G. Stoker (eds.) *Theory and Methods in Political Science* (Basingstoke: Palgrave Macmillan), 137-153. Chester, N. 1975. 'Political Studies in Britain: Recollections and Comments', *Political Studies*, 24, 151-164. Burnham, Peter et al. 2008. 'Political Studies or Political Science: Some Methodological Considerations', in: id. *Research Methods in Politics* (Basingstoke: Palgrave Macmillan), 30-37.
The qualitative vs. quantitative debate in the social sciences	Qualitative Methods: Replacement of or complement to quantitative methods? The 'Mixed method' approach	Bryman, A. 1988. *Quantity and Quality in Social Research* (London: Routledge). Ahmed, Amel and Rudra Sil. 2012. 'When Multi-Method Research Subverts Methodological Pluralism- or, Why We Still need Single-Method Research', in: *Perspectives on Politics* 10 (4), 935-953.

Week 7: Ethnographic methods in the social sciences

Questions of Interdisciplinarity in Social Science Research	How does the dialogue with the humanities and cultural studies change social science methodology?	Lee, Orville. 1999. 'Social Theory across Disciplinary Boundaries: Cultural Studies and Sociology', *Sociological Forum* 14 (4), 547-581. Geertz, Clifford. 1980. 'Blurred Genres: The Reconfiguration of Social Thought', *The American Scholar*, 49 (2), 165-179.
Visual anthropology— Implications for Communication and Media Studies	What role do images play in the study of social phenomena?	Pink, Sarah. 2007. 'Applied Visual Anthropology: Social Intervention and Visual Methodologies', in: Sarah Pink (ed.) *Visual Interventions: Applied Visual Anthropology* (New York: Berghan Books), 3-28. Mitra, Subrata K. and Lion König. 2013. 'Iconising National Identity: France and India in Comparative Perspective', *National Identities* 15 (4), 357-377.

Week 8: Archival Research

Different Types of Archives	What is an archive and how is it used? Written vs. oral archives	Finnegan, Ruth. 1996. 'Using Documents', in: Roger Sapsford and Victor Jupp (eds.) *Data Collection and Analyses* (London: Sage), 138-151. Vansina, Jan. 1985. *Oral Traditions as History* (Madison: University of Wisconsin Press).
Excursion to the National Archives of India	How is an archive organized and how can a researcher use it?	Jupp, Victor. 'Documents and Critical Research', in: Roger Sapsford and Victor Jupp (eds.) *Data Collection and Analyses* (London: Sage), 298-316.

Week 9: Elite interviewing, Focus Group Analysis, and Participant Observation

Preparing, Conducting and Analysing an Interview	Identifying informants; getting access Conducting the interview and analysing the results	Seidman, Irving. 1998. *Interviewing as Qualitative Research: A Guide for Researchers in Education and the Social Sciences* (New York: Teachers College Press). Leech, Beth L. 2002. 'Asking Questions: Techniques for Semistructured Interviews', *Political Science and Politics*, 35 (4), 665-668. Goldstein, Kenneth. 2002. 'Getting in the Door: Sampling and Completing Elite Interviews', in: *Political Science and Politics*, 35 (4), 669-672.

Focus Group Analysis and Participant Observation	How is a focus group set up and how does it help research? Types of participant observation Community studies and the observer's paradox	Morgan, David L. 1996. 'Focus Groups', *Annual Review of Sociology*, 22, 129-152. Foster, Peter. 'Observational Research', in: Roger Sapsford and Victor Jupp (eds.) *Data Collection and Analyses* (London: Sage), 57-93. Jorgensen, Danny L. 1989. 'The Methodology of Participant Observation', in: id. (ed.) *Participant Observation: A Methodology for Human Studies* (Thousand Oaks: Sage), 12-26.

Week 10: Content Analysis

Content Analysis	Written, visual and audio sources Design of a content analysis	Holsti, Ole R. 1969. *Content Analysis for the Social Sciences and Humanities* (Reading: Addison-Wesley). Berelson, Bernard. 1952. *Content Analysis in Communication Research* (New York: Free Press).
Excursion to the Centre for Media Studies (CMS), New Delhi	How does an analysis of media content help political scientists?	Berelson, Bernard and Salter, Patricia J. 1946. 'Majority-Minority Americans: An Analysis of Magazine Fiction', in: *Public Opinion Quarterly*, 10, 168-190. Baumgartner, Frank R. and Bryan D. Jones. 1993. *Agendas and Instability in American Politics* (London: The University of Chicago Press).

Week 11: Discourse Analysis and Ethics in Social Science Research

Discourse Analysis	Can discourse be studied from a social scientific point-of-view? Has Foucault 'stolen' Political Science?	Phillips, Nelson and Cynthia Hardy. 2002. *Discourse Analysis: Investigating Processes of Social Construction* (Thousand Oaks: Sage). Brass, Paul. R. 2000. 'Foucault Steals Political Science', *Annual Review of Political Science*, 3, 305-330.
The Nature of Ethical Problems	The relationship with sponsors The problem of fraud Codes of conduct	Homan, Roger. *The Ethics of Social Research* (London: Longman). Woliver, Laura A. 2002. 'Ethical Dilemmas in Personal Interviewing', *Political Science and Politics* 35 (4), 677-678.

Week 12: Conclusion

New Developments in Research Methodology	The Internet and Political Research Feminist, Marxist, and anti-racist challenges to conventional Research Methodology	Wright, S. 2002. 'Dogma or Dialogue? The Politics of the Downing Street Website, *Politics* 22. Eichler, M. 1988. *Nonsexist Research Methods* (London: Unwin Hyman). Feyerabend, Paul. 1975. *Against Method: Outline of an Anarchistic Theory of Knowledge* (London: NLB).
Conclusion	Questions and Final Discussion	~~~

CENTRE FOR CULTURE, MEDIA & GOVERNANCE

JAMIA MILLIA ISLAMIA
(A Central University by an Act of Parliament)

SYLLABUS
2018
M.PHIL/PH.D IN MEDIA GOVERNANCE

LIST OF PAPERS
FOR
M.PHIL/PH.D IN MEDIA GOVERNANCE

YEAR	SEMESTER	PAPER CODE/PAPER NAME
1	1	**MPHMG-101:** THEORETICAL ORIENTATION COMMUNICATION
		MPHMG-102: METHODOLOGICAL ISSUES IN COMMUNICATION
		MPHMG-103: MEDIA LABOR *(OPTIONAL PAPER)*
	2	**MPHMG-104:** TECHNO-SOCIALITY AND PHILOSOPHY OF COMMUNICATION *(Seminar Paper)*
		MPHMG-105: MEDIA AND CONFLICT *(Seminar Paper)*

MPHMG-101: THEORETICAL ORIENTATION COMMUNICATION

DESCRIPTION

Recognizing that 'media studies' lacks a cannon, and thus any grand theory, the paper traces the formulation of various positions and sub-positions over the years, as indicated in what scholars have deemed worthy of study. It examines their influence on the array of epistemological standpoints, methodological frameworks of key scholarship, and the scope

MODULES

Communication as Process
Communication as Culture

Communication as Generation of meaning

Module 1: Communication Process

This module traces the concept of communication as an organism in the nineteenth century to it being a social network in the contemporary times, on the one hand, and as tool for disseminating ideologies of power, on the other. Simultaneously, it shows 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 all these before it can make any disciplinary claims.

Communication as Science	Communication as Process	Political economy	Power and Ideology
• Empiricism • Scientism • functionalism	• Effects Studies • Multiplier effects • Empathy	• Communication and the mode of production • Mode of production of communication • Consumption as Production	• Culture Industry • Mass culture • Ideology

Module 2: Communication

This module is concerned with making students understand these various shifts in the transition of communication into becoming a well defined area of inquiry. The module particularly emphasizes the role of critical approach and political economy in unfolding the forms of media imperialism. Besides the above trajectories, the cultural turn in social sciences and humanities has played a key role in the understandings the entire notion of communication as culture. The micro perspectives offered by the studies of everyday uncover the role of communication in the production of everyday life. This module attempts to study this cultural turn and also the challenges which are simultaneously being posed by perspectives of feminisms postmodernisms which are woven into these debates.

Classical	Hermeneutics	Discursive
• Text gives false consciousness • Economism • Franfurt School	• Structural mediation • Mediation through signifying practices • Mediation through Narrative	• Positioning the subject • Articulating the subject • Power & materiality of Culture

Module 3: Communication as Generation of meaning

The cultural turn and also the parallel qualitative turn in social sciences and humanities can be clearly discerned in the range of methodologies developed to explain and interpret the complex social realities, we live in. A number of approaches proliferated to understand and interpret the specific messages and the signifying practices. For example, structuralism and semiology represent a general theoretical orientation defining a general science of signs and their functions. The hermeneutic approach gives cultural or signifying practices a more active role and therefore emphasizes the mediated structures of social experience. The discursive approach, on the other hand, does away with these binaries and slides the social into cultural. It perceives power as very much embedded n the signifying practices themselves. The present module, studies, at length, the various approaches of meaning making in the detail and therefore the idea of communication production as generation of meaning.

Studying meaning	Theories of Semiotics	Semiotic & Sign Systems	Code and Signification
• Process to meaning • Audience to reader • Culture and text	• F.De Saussure • C.S. Pierce • Roland Barthes	• Signifier and Signified • Sign, interpretant & object • Structuralism	• Culture of codes • Sign and signification • Political economy of sign/ simulacra

Internal Assessment: (25 Marks)

Final Exam: (75 Marks)

Reading List

1. Adorno, T.W. and Horkheimer, M. 1944. 'The Culture Industry: Enlightenment as mass Deception' in Dialectic of Enlightenment, trans. J. Cumming. New York: Herder and Herder. (1972)
2. Barrat, David. 1986, Media Sociology, Routledge: London. Ch 1.
3. Baudrillard, J. 1998, 'Simulacra and Simulation', in Mark poster (ed.), Jean Baudrillard, Selected Writings, Stanford University Press, pp.166-184.
4. Branston, Gill and R. Stafford. 2003, The Media Student's Book, Routledge: London and New Yark, Ch.1,2.
5. Bel, B.et al. 2007, Communication processes, Vol 1 : Media and Mediation, Sage: New Delhi, Ch 1,2.
6. Davies, Ioan. 1993, 'Cultural Theory in Britain: Narrative and Episteme" in Theory, Cultural & Society, Vol. 10, pp. 115-154.
7. Debord, G. 1967. The Society of the Spectacle. Black and Red: Detroit.
8. Fiske, John. 1990, Introduction to Communication Studies, London and New York: Routledge (2nd edition). Ch 3, 4.
9. Foucault, M. 1979, Power, truth, strategy, Feral Publication: Sydney.
10. Frye, N. 1957, Anatomy of Criticism: Four Essays, Princeton University, Press: Princeton.
11. Gay, P. Du ed., 1997, Production of Culture/ Cultures of Production. Sage: London. Gay, P. Du ed., 1997, Production of Culture/ Cultures of Production. Sage: London.
12. Gitlin, T. 1979. 'Media Sociology: The Dominant Paradigm', Theory and Society, Vol. 6, no. 2.
13. Garnham, Nicholas. 1990, Capitalism and Communication: Global Culture and the Economics of Information, Sage: New Delhi, Ch.2.
14. Hall, Stuart, 1982, 'The Rediscovery of 'Ideology' : Return of the Repressed in Media Studies,' in M.Gurevitch et al. Eds., Culture, Society and Media, Routledge, London and New York.
15. Hall,Stuart, 1997, Representation: Cultural representation and Signifying Practices (Culture, Media and Identities Series), Sage, London.
16. Hall, Stuart. 1980, 'The Problem of Ideology: Marxism without Guarantees, Journal of Communication Inquiry Vol. 10 No 2, pp.28-43.
17. Hall, Stuart.et al. 1978. Policing the Crisis: Mugging, the State and law and Order, Macmillan, London.
18. Hemelink, Cees J. 1983, 'Emancipation or Domestication: Towards a European Science of Communication' in Journal of Communication. Vol. 1983, Special Issue titled, 'Ferment in the Field', pp.74-79.
19. Harvey, David, 1989. The Condition of Postmodernity, Blackwell: London New York.
20. Hawkes, Terence. 1977, Structuralism and Semiotics, University of California Press.
21. Jameson, Frederic. 1981. The Political Unconsciou: Narrative as a Socially Symbolic Act, Ithaca, Cornell University: NY
22. Johnson, Richard. 1986, 'What is Cultural Studies Anyway', Social Text, Vol. 16, pp.38-80.
23. Mattelart, A. 1994, Invention of Communication, Sage: New Delhi.Ch 1&2.
24. Mattelart, A and M.Mattelart. 1998, Theories of Communication: A short Introduction, Sage: New Delhi, Ch. 1, 3.
25. Mattelart, A and M.Mattelart. 1998, Theories of Communication: A short Introduction, Sage: New Delhi, Ch. 3.
26. McQuail, Dennis ed., 2002, McQuail's Reader in Mass Communication Theory, Sage: London, Ch 2.
27. Mosco, V.1996. The Political Economy of Communication: Rethinking and Renewal, Sage, London.
28. Peters, John D., 1999, Speaking into the air: A History of the Idea of Communication, Routledge: New York and London.
29. Scannel, Paddy. 2007, Media and Communication, Sage : New Delhi, Ch 2, 8.
30. Schramm, W. Ed. 1970. The Process and Effects of Mass Communication, University of Illinois Press: Urbana.
31. Silverstone, R. 1994. Television and Everyday Life. London: Routledge.
32. Williams, Raymonds. 1974, Television: Technology and Cultural Form, Fontana: London.

MPHMG-102: METHODOLOGICAL ISSUES IN COMMUNICATION

DESCRIPTION	MODULES
This course is designed to combine discussion of the qualitative approach to research with an application component tailored to the student's individual research plans for his/her Ph.D. thesis. The application component allows the student to engage in original data collection, and to transcribe, code and analyze the data collected (essentially to "try out" the method before beginning formal data collection for the doctoral thesis). The course includes discussion of qualitative research, responsibilities of the researcher, ethical questions, and relevant approaches to data collection. Lectures are balanced with student discussion and meetings on individual student projects.	Approaching Qualitative Communication Research Method in Qualitative Communication Research Techniques in Qualitative Communication Research

Meetings and discussions of individual student research projects will take place throughout the course.

MODULE: Approaching Qualitative Communication Research

Approaching Research	Research of the Researcher	Role of the researcher	Ethics
• Positivist, interpretive and critical approaches • Historical background to qualitative research • Why we use the qualitative approaches	• Formulating qualitative research questions • Designing qualitative research	• Researcher bias • Reflexivity • Responsibility of the researcher	• Background on ethical problems in social research • Institutional Review Board • Protecting participants

MODULE: Methods in Qualitative Communication Research

Individual and Group Interviewing	Focus Group Discussions	Ethnography and Stories	Artifacts and Texts
• Structured, semi-structured, open interviews • Structured interviews • Logistics	• Different between FGD and interview • Preparing for FGD • Logistics • Approaches to analyses	• Case Study • Participant Observation • Life History/Narrative	• Content analysis • Document analysis • Other types of artifacts

MODULE: Techniques in Qualitative Communication Research

Fieldworks and Research Notes	Analysis in Qualitative Research	Making Sense of Qualitative Data	Conclusion
• Gaining access • Homophily and heterophily • Recording Data • Types of field Data • Debriefing participants	• Positionality and standpoint • Bias Identification and acknowledgment • Insider/Outsider	• Organizing data • Thematic Codes • Code identification	• Review • Reporting qualitative findings

Internal Assessment: (25 Marks)

Final Exam: (75 Marks)

<u>Readings List</u>

1. Bailey, Kenneth D. 1978. ***Methods of Social Research***. Free Press.
2. Becker, H.S. (2002). The life history and the scientific mosaic. In D. Weinberg (Ed.), ***Qualitative research methods.*** Malden, MA: Blackwell Publishers.
3. Berelson, Bernard. 1952. ***Content Analysis in Communication Research*** (New York: Free Press).
4. Berger, A.A. 2011. ***Media and Communication Research Methods: An Introduction to Qualitative and Quantitative Approaches***. Sage Publications.
5. Burgess, R.G. 1991. ***In the Field: An Introduction to Field Research*** (London: Routledge).
6. Cassirer, Ernst. 1932. ***The Philosophy of the Enlightenment.*** Princeton University Press.
7. DeVault, M.L. (2002). Talking and listening from women's standpoint: Feminist strategies for interviewing and analysis. In D. Weinberg (Ed.), ***Qualitative research methods.*** Malden, MA: Blackwell Publishers.
8. Eichler, M. 1988. ***Nonsexist Research Methods*** (London: Unwin Hyman).
9. Emerson, R.M. (2001). ***Contemporary field research: Perspectives and formulations (2nd ed.).*** Prospect Heights, IL: Waveland Press.
10. Emerson, R.M., & Pollner, M. (2002). Difference and dialogue: Members' readings of ethnographic texts. In D. Weinberg (Ed.), ***Qualitative research methods.*** Malden, MA: Blackwell Publishers.
11. Fetterman D.M. (2010). ***Ethnography: Step by step*** (3rd ed.). Los Angeles, CA: Sage Publications.
12. French, S.L. (2003). Reflections on healing: Framing strategies used by acquaintance rape survivors. ***Journal of Applied Communication Research, 31(4),*** 298-319.
13. Giddens, Anthony. 1978. 'Positivism and its Critics', in Tom Bottomore and Robert Nisbet (eds.). ***History of Sociological Analysis.*** Heinemann.
14. Goffman, E. (2002). On fieldwork. In D. Weinberg (Ed.), ***Qualitative research methods.*** Malden, MA: Blackwell Publishers.
15. Goode, William J and Paul K. Hatt. 1952. ***Methods in Social Research***. McGraw-Hill.
16. Hampson, Norman. 1968. ***The Enlightenment***. Penguin Books.
17. Hodder, I. (2002). The interpretation of documents and material culture. In D. Weinberg (Ed.), ***Qualitative research methods.*** Malden, MA: Blackwell Publishers.
18. Holstein, J.A., & Gubrium, J.F. (2002). Active interviewing. In D. Weinberg (Ed.), ***Qualitative research methods.*** Malden, MA: Blackwell Publishers.
19. Holsti, Ole R. 1969. ***Content Analysis for the Social Sciences and Humanities*** (Reading: Addison-Wesley).
20. Homan, Roger. ***The Ethics of Social Research*** (London: Longman).
21. Hughes, E.C. (2002). The place of field work in social science. In D. Weinberg (Ed.), ***Qualitative research methods.*** Malden, MA: Blackwell Publishers.
22. Keyton, J. (2006.) ***Communication research: Asking questions, finding answers*** (2nd ed.). New York, NY: McGraw Hill.
23. Kohout, Frank J. 1974. ***Statistics for Social Scientists: A Coordinated Learning System*** (New York: John Wiley).
24. LeCompte, M. & Schensul, J. (1999.) ***Designing and conducting ethnographic research***. Walnut Creek: Alta Mira Press.
25. Lee, P. (2006). Bridging cultures: Understanding the construction of relational identity in intercultural friendship. ***Journal of Intercultural Communication Research, 35(1),*** 3-22.
26. Machin, David and Andrea Mayr. 2012. ***How to Do Critical Discourse Analysis: A Multimodal Introduction***. Sage.
27. Parry, R.L. (2005). ***In the time of madness.*** New York, NY: Grove Press.
28. Phillips, Nelson and Cynthia Hardy. 2002. ***Discourse Analysis: Investigating Processes of Social Construction*** (Thousand Oaks: Sage).
29. Pink, Sarah. 2007. 'Applied Visual Anthropology: Social Intervention and Visual Methodologies', in: Sarah Pink (ed.) ***Visual Interventions: Applied Visual Anthropology*** (New York: Berghan Books), 3-28.
30. Roy, B. (1994). ***Some trouble with cows: Making sense of social conflict.*** Berkeley, CA: University of California Press.
31. Schafft, G.E. (2002). Scientific racism in service of the Reich: German anthropologists in the Nazi era. In A.L. Hinton (Ed.), ***Annihilating difference: The anthropology of genocide.*** Berkeley, CA: University of California Press.
32. Schensul, S.L., Schensul, J. & LeCompte, M. (1999). ***Essential ethnographic methods.*** Walnut Creek: Alta Mira Press.
33. Singleton, Royce A. and Bruce C. Straits. 1999. ***Approaches to Social Research***. Oxford University Press.
34. Smith, Ken. et. al. 2005. ***Handbook of Visual Communication: Theory, Methods and Media***. Laurence Erlbaum
35. Srinivas, M.N., A.M. Shah, and E.A. Ramaswamy. 1979. ***The Field Worker and the Field: Problems and Challenges in Sociological Investigation*** (New Delhi: OUP).
36. Wengraf, T. (2001). ***Qualitative research interviewing.*** Thousand Oaks, CA: Sage Publications.
37. Zeitlin, Irving M. 1968. ***Ideology and the Development of Sociological Theory***. Prentice-Hall Inc.

MPHMG-103: MEDIA LABOR (OPTIONAL PAPER) (SEMINAR PAPER)

While wage based labour was prominent in the capitalist system, the factory as site of production was unable to keep up with innovation and labour became organised around technology. This led to changes in nature of employment and requirement of specific skill-sets for workers, as labour become more intangible in form. With shift to Service economy, the production process required interactive communication between producers and consumers, reflected in skill requirement for jobs. This course engages with the Marxian notion of value and looks at changes within the mode of production that affected traditional work processes. It then traces changes in Industrial production in late 20th Century that led to reorganisation of labour around new forms of technology. It further looks at intangible labour within service-based work and forms of labour dealing with customer services. The Indian economy saw growth of the Software and BPO sector with coming of globalisation and liberalisation in 1990s where labour came into purview of marketplace. In this post welfare economy labour, management practices control labour more than ever before. The course looks at issues around organisation of labour as reflected through IT policies in India and questions of labour and autonomy.

Module I
1. Work, Value and Alienation
2. Division of Labour
3. Taylorism, and Scientific Management

Module II
1. Post Industrial Society, Organization of work and Immaterial Labour
2. Affective and Emotional Labour
3. Globalization, Labour and Precarity

Module III
1. Economics of Off-shoring
2. IT Policies and Labour Issues in Indian IT Industry
3. Information Labour and Unionism

Module wise distribution

The first module deals with Labour theory of value looking at conditions and processes that affect value creation. It then looks at the notion of Division of Labour within Industry. It traces changing practices in Labour Management and how these practices influenced specialization of labour forms.

The second module traces changes in Industrial Policy and the shift to service-based work. It looks at intangible forms of labour within such work, especially labour based on use of affects. The module looks at the organization of labour around technology and precarious conditions within Labour Market.

The third module looks at Off-shoring and Outsourcing processes within Indian IT Industry. It looks at import-export policy in India focusing on policies for IT Infrastructure within the (i) Electronics Policy (1975 – 1991) and the (ii) IT Policy (post 1991). It then looks at the issue of IT based Labour Unionism, barriers to Unionism and scope of cross border alliances.

Internal Assessment: (25 Marks)

Final Exam: (75 Marks)

MPHMG-104: TECHNO-SOCIALITY AND PHILOSOPHY OF COMMUNICATION (SEMINAR PAPER)

As the title suggests the new world of techno-sociality raises pertinent philosophical issues on the question of communication and information, especially in the context of contemporary post-humanism and post-structuralism. The latter theories have radically reconfigured the present-day world and its social and ontological implications. This, in turn, calls for the very reassembling of the notion of 'social' itself, as profoundly proposed by Bruno Latour. Drawing mainly from philosophers like Gilles Deleuze and Felix Guattari, Gilbert Simondon, Bernard Stiegler and Bruno Latour, this course will engage with the relation between the complexities of the emergent contemporary world and the reconstituted role of media and communication within it. The emergent present world, the new philosophy, and the concept of transformed media logically disengage from the interpretations and paradigms of yesteryears. Perhaps the most important one in this context is Frankfurt School and its critical method, which unfortunately is proving increasingly redundant before the sophistication of the present-day technology, unmanageably complex information flows, and the new modalities of communication. Post-humanism and post-structuralism emerge specifically in this conjuncture and play a double function: both interrogate the sterile paradigms of the past as well as re-orient the analysis of the present-day world and new media in a radically novel direction. The proposed course focusses on one of the most crucial dimensions of this reinterpreted reality: the techno-social. This bi-legged, hyphenated concept has deep cybernetic and ontological underpinnings; its two parts are mediated by yet another profound post-human concept, "the machine". This course, in effect, structures its analysis on three complexly interrelated concepts—technology, social, and the machine— and tries to unravel their philosophical implications in the domain of information, media, and communication.

Module I – Problematizing Subjectivity in Contemporary Times: Introducing Post-humanism

This module deals with the transition from the subject-centred philosophy to the contemporary post-humanism. At the core of this debate is the Foucauldian concept of "disciplinary society" and the Deleuzian notion of the "control society". Though Foucault critically augured the death of the subject in the last part of **The Order of Things**, he himself worked with a quasi-subjectivity in his major works. This especially becomes patent in his concepts of governmentality, bio-politics, sexuality, disciplinary society, and so on. Deleuze, on the other hand, subtly interrogates the relevance of this Foucauldian stance in the contemporary post-capitalist world, and proposes a new alternative, pithily captured in his notion of the "society of control". The latter becomes synonymous with acentered, machinic subjectivity typified by desiring-production and society conceived as a machinic "socius". Deleuze's concept of the society of control becomes the apt introduction to the discussion of the larger theme of post-humanism which in turn brings out the complexities and discontents of the contemporary high-tech world, strategies of representation, and new modalities of communication. The core theme of post-humanism will be further engaged with in the light of the important works of Katherine Hayles, Rosi Braidotti, Maurizio Lazzarato, Marc Auge, and so on.

Anthropocentrism: Man and his Doubles	Disciplinary and Control Societies	Post Humanism	Non-Places

Module II - Philosophy of Machines

This module addresses one of the central pivots of the post-capitalist society and the post-humanist imaginary: the machine. The machine, more than a material gadget, becomes an image of thought. In effect, there occurs a bifurcation at the heart of the concept of machine itself. There are three important strands here. Firstly, there are the material machines that drive the everyday world and capitalism. Central to it is Gilbert Simondon's concept of "technogenesis", which argues that machines also have their own virtual life and evolve like the human species. Bernard Stiegler's works on technics and society become important here. Despite the novelty of Simondon's interpretation, his very notion of machine was inspired by a thermodynamic model of the 19th century, epitomized in automobile engines, turbines, motors in everyday gadgets, and so on. Secondly, there are the information or cybernetic machines   like the computers, cell phones etc. of the 20th and 21st centuries. These have not only increased the speed of information or communication, but have radically fractured the identity of the subject as well, through their critical capacity for hybridization, simulation, and virtualization. As Baudrillard noted, the "real" real has imploded under their simulacrum; and a new virtual reality, more real than real, is created, to borrow from Deleuze and Guattari.   In contrast to the notion of alienation that was the fallout of Industrial

machine, the information machine eventuates the emergence of a control society marked by the "becoming-sign" of the subject, new surveillance modes, and archiving strategies. Internet becomes the quintessential axis of this new information regime, which cannot be viewed as an object or entity, but only as a multiplicity of assemblages, modelled on the concept of Deleuzo-Guattarian "rhizome". Thirdly, there has arisen the concept of the man-machine hybrid, which is termed as the "cyborg". Cyborg stands for the human-machine assemblage which ranges from ordinary pacemaker in the human body to sophisticated versions of robots. More than a hardware assemblage, the cyborg has become an ambivalent imaginary and metaphor, which signifies its potential both as a handy tool and servant to the humans and also as an apocalyptic destroyer of humanity. These three versions unravel the complex implications of the ontology of the techno-social and its bearings on the structure and networks of communication in the present world.

Technogenesis	Cybernetics and Cyber Machines	Machine/Human – Cyborgs	Evolution of Machines

Module III - Machinic Philosophy

This last module explores the ontology of the techno-social further by expatiating on the concept of the "machinic" and the "machinic assemblage" as developed by Deleuze and Guattari. Machine is not just a philosophical metaphor for Deleuze and Guattari, rather reality itself is literally machinic for them. Machine or machinic is universal and cosmic. Deleuze and Guattari's concept of machine should be posited against the traditional notion of 'mechanism' which is a closed machine with its specific functions. For them, the world at large—which includes the humans also— becomes machinic through its various and multi-leveled relations and connections. Therefore, the privileged subjectivity of the self-contained human in relation to an inert outside world is no more the reality, as life is considered as the proliferation of machinic connections. The world becomes vitalistic from this perspective, manifesting ceaseless forms of production, interconnections, and transformations, thereby making it a "chaosmas". They employ three forms of synthesis to specify the actuality of these machinic interconnections: the connective, the conjunctive, and the disjunctive. The disjunctive perhaps becomes the most important one. For example, their famous example of the wasp and the orchid. Though the wasp and orchid belong to disparate life-worlds—the animal and plant kingdoms— the wasp enables the propagation of the orchid's pollens, thereby becoming a de facto sexual partner to it. For Deleuze and Guattari the universe is teemed with such disparate and disjunctive machinic interconnections. In the *Anti-Oedipus* they use these syntheses and interconnections to explore human society and history further. Society with its machinic connections and desiring-production is re-conceptualized as "socius". From this perspective, which diverges remarkably from both Marx and Freud, they reconstitute the history of humans as belonging to three machinic assemblages: the territorial machine, the despotic machine, and the capitalist machine. In *A Thousand Plateaus*, a new machine is introduced, which further sophisticates the machinic interpretation of human society and history: the "war machine". As a relevant complement to Deleuze and Guattari's machinic connections there will be a brief foray into Latour's concepts of "actants" and "network". It is an acknowledged fact that Latour derived his network theory from Deleuze and Guattari's notion of machinic connections and assemblages. In the elaboration of machinic connections, assemblages, and networks this module will focus on the relevant texts of Deleuze and Guattari, Bruno Latour, and Levi Bryant. This module will conclude by elaborating further up on the relation between the machinic interpretation of human society and history and its connection to communication theory, specifically articulated through the grid of different forms of synthesis and networks.

Production/ Desiring-Production Forms of Synthesis	Socius Capitalist-Machine	Information Society Actor-Network Theory	Assemblages/Rhizome/War Machine Onto Cartography Media as Assemblage

Final Submission: (100 Marks)

<u>Reading List</u>

1. Auge, Marc (1995). ***Non Places: Introduction to an Anthropology of Supermodernity,*** Verso.
2. Bogard, William, 2009. 'Deleuze and Machines: A Politics of Technology' in ***Deleuze and New Technology*** ed. David Savat and Marc Poster, EUP
3. Braidotti, Rosi (2013). ***The Posthuman***, Polity Press
4. Bryant, Levi R, 2014. ***Onto-Cartography: An Ontology of Machines and Media***, EUP
5. Buchanan, Ian 2008, ***Deleuze and Guattari's Anti-Oedipus***, Continuum
6. Buchanan, Ian, 2009. 'Deleuze and Internet' in ***Deleuze and New Technology*** ed. David Savat and Marc Poster, EUP
7. Castells, Manuel. 2010. ***The Rise of Network Society***, Vol I, Willey Blackwell (Chapter 5).
8. Chabot, Pascal (2003). ***The Philosophy of Simondon: Between Technology and Individuation***, Bloomsbury
9. Combes, Muriel (2013). ***Gilbert Simondon and the Philosophy of Transindividual***, MIT Press
10. Conley, Verena Andermatt, 2009. 'Of Rhizomes , Smooth Space, War Machines and New Media' in ***Deleuze and New Technology*** ed. David Savat and Marc Poster, EUP
11. Delanda, Manuel (2006). 'Deleuzean Social ontology and Assemblage Theory' in ***Deleuze and the Social***, ed Martin Fugslang and Bent Meier Soren Sen, EUP.
12. Deleuze, Gilles (1999). ***Foucault***, Continuum, Pages 21-38
13. Deleuze, Gilles (1992). Postscript on the Socities of Control , October, Vol 59, pp 3-7
14. Deleuze, Gilles, 1987, ***A Thousand Plateaus: Capitalism and Schizophrenia***, Continuum Chapter 1 & 12
15. Deleuze, Gilles. 2000, ***Anti-Oedipus: Capitalism and Schizophrenia,*** University of Minnesota Press.
16. Dijk, Jan Van, 1999, ***The Network Society***. Sage, London pp 148-188
17. Dreyfus and Rabinow (2013). ***Michel Foucault: Beyond Structuralism and Hermeneutics***, Routledge, Chapter 7 and 8
18. Escobar, Arturo (1995) New Technology and the Re-invention of Future, Futures, Vol 27.
19. Escobar, Arturo et al. (1994) 'Notes on the Anthropology of Cyber Culture', Current Anthropology, Vol 35, No 3.
20. Foucault, Michel (1994). ***The Order of Things,*** Vintage Books, Chapter 9
21. Foucault, Michel (2000). ***The History of Sexuality***, Routledge, Volume 1
22. Francois, Charles (1999) 'Systemic and Cybernetics in a Historical Perspective' System Research and Behavioural Science.
23. Haraway, Donna J (1991) ***Simians, Cyborgs and Women***, Routledge, New York.
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25. Harper, Tauel & Savat, David (2016). ***Media After Deleuze***, Bloomsbury.
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27. Kline, Robert (2009), Who are the Cyborgs in Cybernetics? , Vol 39, pp331-362.
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29. Lafontaine, Celine (2007) 'The Cybernetic Matrix of French Theory', Theory, Culture and Society, Sage.
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31. Latour, Bruno. 1996, On Actor Network theory: a few clarifications, Sociale Welt, pp 369-381
32. Latour, Bruno. 1999 "On recalling ANT" in ***Actor Network Theory and After***, Ed John Law, John Hassard, Blackwell Publishing
33. Latour, Bruno. 2005. ***Re-assembling the Social: An Introduction to Actor Network Theory,*** Oxford University Press (Part – II)
34. Lazzarato, Maurizio (2006). 'The Concept of Life and Living in the Socities of Control' in ***Deleuze and the Social***, ed Martin Fugslang and Bent Meier Soren Sen, EUP
35. Loon, Joost Van. 2006, Network. Theory Culture and Society, pp 307-314
36. Patton, Paul (2000). ***Deleuze and the Political***, Routledge, pp 88-108
37. Savat, David, 2009. 'Introduction: Deleuze and New Technology' in ***Deleuze and New Technology*** ed. David Savat and Marc Poster, EUP
38. Simondon, Gilbert (2016). ***On the Mode of Existence of Technical Objects***, Univocal Publishing.
39. Stiegler, Bernard (1998) ***Technics and Time Vol I***, Stanford University Press, Stanford
40. Webster, Frank, 1995, ***Theories of the Information Society***, Routledge, pp 8-31, 98-123
41. Weiner, Norbert (1948), Cybernetics, Scientific American, Vol 179. pp 14-19.
42. Wolfe, Cary (1995), In Search of Post-Humanist Theory: The Second Order Cybernetics of Maturana and Varela, Cultural Critique, pp 33-70.

The paper employs a comprehensive approach to understand conflict and its relationship with media. While studying an overview of major theories of conflict, peace and conflict management, it explore varieties, styles and approaches of analysing the conflict in both national and international levels and how media contribute, act and influence. Emphasis is also placed on how identity (ethnic, gender, religious, national, political) initiates, perpetuates and resolves conflict thereby shape and mould the course of the media. Further, the core component is to write a seminar paper on specific theme to understand the nature of conflicts and the role of media in enunciation, representing and managing conflicts.

Module 1: Theoretical Understanding
1.1 Conflict Defined
1.2 Foundational theories
1.3 Identity and Conflicts

Module 2: Media and Conflict Dynamics
2.1 Framing Devices
2.2 Reporting Conflict
2.3 Media and Spectacle

Module 3: Mediation and Peace-building
3.1 Peace Journalism
3.2 Conflict Management and Negotiation
3.3 Resolving Conflict-

Final Submission: (100 Marks)

Reading list

1. Allen, Stuart & Zelizer, Barbie. 2004. *Reporting War: Journalism in Wartime*. London and New York: Routledge.
2. Bercovitch J, Kremenyuk V.A, & Zartman, I. W. (2008). (Eds.), *The SAGE Handbook of Conflict Resolution.* London: Sage Publications.
3. Cole, Benjamin. 2006. *Conflict, Terrorism and the Media in South Asia*. London and New York: Routledge
4. Cottle, Simon. 2006. *Mediatized Conflict: Developments in Media and Conflict Studies*. Berkshire and New York: Open University Press.
5. Debord, Guy (1970). Society of the Spectacle. Detroit, Michigan: Black and Red.

6. Deutsch, Morton et al. 2006. *The Handbook of Conflict Resolution: Theory and Practice*. San Francisco: Jossey-Bass
7. Deutsch, M. (1973). *The resolution of conflict: Constructive and destructive processes.* New Haven, CT: Yale University Press.
8. Fisher, R., Ury, W., & Patton, B. (2011). *Getting to yes: Negotiating agreement without giving in.* New York, NY: Penguin Books.
9. Euwema, Martin & Verbeke, Alain. 2009. Negative and Positive Roles of Media in the Belgian Conflict: A Mode for De-Escalation. *Marquette Law Review*, Volume 93, No. 1, p. 139-171.
10. Galtung, Johan. 1996. *Peace by Peaceful Means: Peace and Conflict, Development and Civilization*. London, Thousand Oaks & New Delhi: Sage Publications.
11. Hamelink, Cees. J. 2011. *Media and Conflict: Escalating Evil*. Boulder and London: Paradigm Publishers.
12. Krauss, Robert M., & Morsella, Ezequiel. Communication and Conflict. In Morton Deutsch et al (Eds.) *The Handbook of Conflict Resolution: Theory and Practice*. San Francisco: Jossey-Bass
13. Kellett: P.M. (2007). *Conflict dialogue: Working with layers of meaning for productive relationships.* Thousand Oaks, CA: Sage.
14. Keller, D. (2015). *Media Spectacle and the Crisis of Democracy: Terrorism, War, and Election Battles*. London and New York: Roultedge.

15. Lulofs, R.S., & Cahn, D. (2000). *Conflict from theory to action, 2nd ed.* Needam Heights, MA: Allyn & Bacon.
16. Lewis, Jeff. 2005. *Language Wars: The Role of Media and Culture in Global Terror and Political Violence*. London & Michigan: Pluto Press.
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18. Maleševic, Siniša (2010). *The Sociology of War and Violence*. Cambridge, UK: Cambridge   University Press
19. McLaughlin, Greg. 2002. *The War Correspondent*. London and Sterling: Pluto Press.
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21. Peleg, Samuel. 2007. In Defense of Peace Journalism: A Rejoinder. *Conflict & Communication Online*, Vol. 6, No. 2.Peri, Yoram. 2007. Intractable Conflict and the Media. *Israel Studies*, Vol. 12, No. 1, pp. 79-102.
22. Rid, Thomas. 2007. *War and Media Operations: The US Military and the Press from Vietnam to Iraq*. London and New York: Routledge.
23. Romanucci-Ross, L. & Vos George. A. De (1995). (Eds.), *Ethnic identity: Creation, conflict, and accommodation* (pp. 15-47). Walnut Creek, CA: AltaMira Press.
24. Ross, M.H. (1993). *The management of conflict: Interpretations and interests in comparative perspective.* New Haven, CT: Yale University Press.
25. Scott, Ann, Barbara. 1997. From Panama to the Persian Gulf: U.S. War Crimes and the Mass Media. *Peace Research*, Vol. 29, No. 2, pp. 25-41.
26. Sen, A. (2006). *Identity and violence: The illusion of destiny*. New York: W.W. Norton & Company.
27. Spencer, Graham. 2005. *The Media and Peace: From Vietnam to the 'War on Terror'*. New York: Palgrave Macmillan.
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CENTRE FOR CULTURE, MEDIA & GOVERNANCE

JAMIA MILLIA ISLAMIA

(A Central University by an Act of Parliament)

SYLLABUS

2016-17

PH.D IN MEDIA GOVERNANCE

LIST OF PAPERS
FOR
PH.D IN MEDIA GOVERNANCE

YEAR	COURSE WORK	PAPER CODE/PAPER NAME
1		PHMG-101: THEORETICAL ORIENTATION COMMUNICATION
		PHMG-102: METHODOLOGICAL ISSUES IN COMMUNICATION

PHMG-101: THEORETICAL ORIENTATION COMMUNICATION

DESCRIPTION

Recognizing that 'media studies' lacks a cannon, and thus any grand theory, the paper traces the formulation of various positions and sub-positions over the years, as indicated in what scholars have deemed worthy of study. It examines their influence on the array of epistemological standpoints, methodological frameworks of key scholarship, and the scope

MODULES

Communication as Process
Communication as Culture

Communication as Generation of meaning

Module 1: Communication Process

This module traces the concept of communication as an organism in the nineteenth century to it being a social network in the contemporary times, on the one hand, and as tool for disseminating ideologies of power, on the other. Simultaneously, it shows 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 all these before it can make any disciplinary claims.

Communication as Science	Communication as Process	Political economy	Power and Ideology
• Empiricism • Scientism • functionalism	• Effects Studies • Multiplier effects • Empathy	• Communication and the mode of production • Mode of production of communication • Consumption as Production	• Culture Industry • Mass culture • Ideology

Module 2: Communication

This module is concerned with making students understand these various shifts in the transition of communication into becoming a well defined area of inquiry. The module particularly emphasizes the role of critical approach and political economy in unfolding the forms of media imperialism. Besides the above trajectories, the cultural turn in social sciences and humanities has played a key role in the understandings the entire notion of communication as culture. The micro perspectives offered by the studies of everyday uncover the role of communication in the production of everyday life. This module attempts to study this cultural turn and also the challenges which are simultaneously being posed by perspectives of feminisms postmodernisms which are woven into these debates.

Classical	Hermeneutics	Discursive
• Text gives false consciousness • Economism • Franfurt School	• Structural mediation • Mediation through signifying practices • Mediation through Narrative	• Positioning the subject • Articulating the subject • Power & materiality of Culture

Module 3: Communication as Generation of meaning

The cultural turn and also the parallel qualitative turn in social sciences and humanities can be clearly discerned in the range of methodologies developed to explain and interpret the complex social realities, we live in. A number of approaches proliferated to understand and interpret the specific messages and the signifying practices. For example, structuralism and semiology represent a general theoretical orientation defining a general science of signs and their functions. The hermeneutic approach gives cultural or signifying practices a more active role and therefore emphasizes the mediated structures of social experience. The discursive approach, on the other hand, does away with these binaries and slides the social into cultural. It perceives power as very much embedded n the signifying practices themselves. The present module, studies, at length, the various approaches of meaning making in the detail and therefore the idea of communication production as generation of meaning.

Studying meaning	Theories of Semiotics	Semiotic & Sign Systems	Code and Signification
• Process to meaning • Audience to reader • Culture and text	• F.De Saussure • C.S. Pierce • Roland Barthes	• Signifier and Signified • Sign, interpretant & object • Structuralism	• Culture of codes • Sign and signification • Political economy of sign/ simulacra

Reading List

1. Adorno, T.W. and Horkheimer, M. 1944. 'The Culture Industry: Enlightenment as mass Deception' in Dialectic of Enlightenment, trans. J. Cumming. New York: Herder and Herder. (1972)
2. Barrat, David. 1986, Media Sociology, Routledge: London. Ch 1.
3. Baudrillard, J. 1998, 'Simulacra and Simulation', in Mark poster (ed.), Jean Baudrillard, Selected Writings, Stanford University Press, pp.166-184.
4. Branston, Gill and R. Stafford. 2003, The Media Student's Book, Routledge: London and New Yark, Ch.1,2.
5. Bel, B.et al. 2007, Communication processes, Vol 1: Media and Mediation, Sage: New Delhi, Ch 1,2.
6. Davies, Ioan. 1993, 'Cultural Theory in Britain: Narrative and Episteme" in Theory, Cultural & Society, Vol. 10, pp. 115-154.
7. Debord, G. 1967. The Society of the Spectacle. Black and Red: Detroit.
8. Fiske, John. 1990, Introduction to Communication Studies, London and New York: Routledge (2nd edition). Ch 3, 4.
9. Foucault, M. 1979, Power, truth, strategy, Feral Publication: Sydney.
10. Frye, N. 1957, Anatomy of Criticism: Four Essays, Princeton University, Press: Princeton.
11. Gay, P. Du ed., 1997, Production of Culture/ Cultures of Production. Sage: London. Gay, P. Du ed., 1997, Production of Culture/ Cultures of Production. Sage: London.
12. Gitlin, T. 1979. 'Media Sociology: The Dominant Paradigm', Theory and Society, Vol. 6, no. 2.
13. Garnham, Nicholas. 1990, Capitalism and Communication: Global Culture and the Economics of Information, Sage: New Delhi, Ch.2.
14. Hall, Stuart, 1982, 'The Rediscovery of 'Ideology': Return of the Repressed in Media Studies,' in M.Gurevitch et al. Eds., Culture, Society and Media, Routledge, London and New York.
15. Hall,Stuart, 1997, Representation: Cultural representation and Signifying Practices (Culture, Media and Identities Series), Sage, London.
16. Hall, Stuart. 1980, 'The Problem of Ideology: Marxism without Guarantees, Journal of Communication Inquiry Vol.10 No 2, pp.28-43.
17. Hall, Stuart.et al. 1978. Policing the Crisis: Mugging, the State and law and Order, Macmillan, London.
18. Hemelink, Cees J. 1983, 'Emancipation or Domestication: Towards a European Science of Communication' in Journal of Communication. Vol. 1983, Special Issue titled, 'Ferment in the Field', pp.74-79.
19. Harvey, David, 1989. The Condition of Postmodernity, Blackwell: London New York.
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21. Jameson, Frederic. 1981. The Political Unconsciou: Narrative as a Socially Symbolic Act, Ithaca, Cornell University: NY
22. Johnson, Richard. 1986, 'What is Cultural Studies Anyway', Social Text, Vol. 16, pp.38-80.
23. Mattelart, A. 1994, Invention of Communication, Sage: New Delhi.Ch 1&2.
24. Mattelart, A and M.Mattelart. 1998, Theories of Communication: A short Introduction, Sage: New Delhi, Ch. 1, 3.
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26. McQuail, Dennis ed., 2002, McQuail's Reader in Mass Communication Theory, Sage: London, Ch 2.
27. Mosco, V.1996. The Political Economy of Communication: Rethinking and Renewal, Sage, London.
28. Peters, John D., 1999, Speaking into the air: A History of the Idea of Communication, Routledge: New York and London.
29. Scannel, Paddy. 2007, Media and Communication, Sage : New Delhi, Ch 2, 8.
30. Schramm, W. Ed. 1970. The Process and Effects of Mass Communication, University of Illinois Press: Urbana.
31. Silverstone, R. 1994. Television and Everyday Life. London: Routledge.
32. Williams, Raymonds. 1974, Television: Technology and Cultural Form, Fontana: London.

PHMG-102: METHODOLOGICAL ISSUES IN COMMUNICATION

DESCRIPTION

MODULES

This course is designed to combine discussion of the qualitative approach to research with an application component tailored to the student's individual research plans for his/her Ph.D. thesis. The application component allows the student to engage in original data collection, and to transcribe, code and analyze the data collected (essentially to "try out" the method before beginning formal data collection for the doctoral thesis). The course includes discussion of qualitative research, responsibilities of the researcher, ethical questions, and relevant approaches to data collection. Lectures are balanced with student discussion and meetings on individual student projects.

Approaching Qualitative Communication Research

Method in Qualitative Communication Research

Techniques in Qualitative Communication Research

Meetings and discussions of individual student research projects will take place throughout the course.

MODULE: Approaching Qualitative Communication Research

Approaching Research	Research of the Researcher	Role of the researcher	Ethics
• Positivist, interpretive and critical approaches • Historical background to qualitative research • Why we use the qualitative approaches	• Formulating qualitative research questions • Designing qualitative research	• Researcher bias • Reflexivity • Responsibility of the researcher	• Background on ethical problems in social research • Institutional Review Board • Protecting participants

MODULE: Methods in Qualitative Communication Research

Individual and Group Interviewing	Focus Group Discussions	Ethnography and Stories	Artifacts and Texts
• Structured, semi-structured, open interviews • Structured interviews • Logistics	• Different between FGD and interview • Preparing for FGD • Logistics • Approaches to analyses	• Case Study • Participant Observation • Life History/Narrative	• Content analysis • Document analysis • Other types of artifacts

MODULE: Techniques in Qualitative Communication Research

| Fieldworks and Research Notes	Analysis in Qualitative Research	Making Sense of Qualitative Data	Conclusion
• Gaining access • Homophily and heterophily • Recording Data • Types of field Data • Debriefing participants	• Positionality and standpoint • Bias Identification and acknowledgment • Insider/Outsider	• Organizing data • Thematic Codes • Code identification	• Review • Reporting qualitative findings

Readings List

1. Bailey, Kenneth D. 1978. *Methods of Social Research*. Free Press.
2. Becker, H.S. (2002). The life history and the scientific mosaic. In D. Weinberg (Ed.), *Qualitative research methods*. Malden, MA: Blackwell Publishers.
3. Berelson, Bernard. 1952. *Content Analysis in Communication Research* (New York: Free Press).
4. Berger, A.A. 2011. *Media and Communication Research Methods: An Introduction to Qualitative and Quantitative Approaches*. Sage Publications.
5. Burgess, R.G. 1991. *In the Field: An Introduction to Field Research* (London: Routledge).
6. Cassirer, Ernst. 1932. *The Philosophy of the Enlightenment*. Princeton University Press.
7. DeVault, M.L. (2002). Talking and listening from women's standpoint: Feminist strategies for interviewing and analysis. In D. Weinberg (Ed.), *Qualitative research methods*. Malden, MA: Blackwell Publishers.
8. Eichler, M. 1988. *Nonsexist Research Methods* (London: Unwin Hyman).
9. Emerson, R.M. (2001). *Contemporary field research: Perspectives and formulations (2nd ed.)*. Prospect Heights, IL: Waveland Press.
10. Emerson, R.M., & Pollner, M. (2002). Difference and dialogue: Members' readings of ethnographic texts. In D. Weinberg (Ed.), *Qualitative research methods*. Malden, MA: Blackwell Publishers.
11. Fetterman D.M. (2010). *Ethnography: Step by step* (3rd ed.). Los Angeles, CA: Sage Publications.
12. French, S.L. (2003). Reflections on healing: Framing strategies used by acquaintance rape survivors. *Journal of Applied Communication Research, 31(4),* 298-319.
13. Giddens, Anthony. 1978. 'Positivism and its Critics', in Tom Bottomore and Robert Nisbet (eds.). *History of Sociological Analysis*. Heinemann.
14. Goffman, E. (2002). On fieldwork. In D. Weinberg (Ed.), *Qualitative research methods*. Malden, MA: Blackwell Publishers.
15. Goode, William J and Paul K. Hatt. 1952. *Methods in Social Research*. McGraw-Hill.
16. Hampson, Norman. 1968. *The Enlightenment*. Penguin Books.
17. Hodder, I. (2002). The interpretation of documents and material culture. In D. Weinberg (Ed.), *Qualitative research methods*. Malden, MA: Blackwell Publishers.
18. Holstein, J.A., & Gubrium, J.F. (2002). Active interviewing. In D. Weinberg (Ed.), *Qualitative research methods*. Malden, MA: Blackwell Publishers.
19. Holsti, Ole R. 1969. *Content Analysis for the Social Sciences and Humanities* (Reading: Addison-Wesley).
20. Homan, Roger. *The Ethics of Social Research* (London: Longman).
21. Hughes, E.C. (2002). The place of field work in social science. In D. Weinberg (Ed.), *Qualitative research methods*. Malden, MA: Blackwell Publishers.
22. Keyton, J. (2006.) *Communication research: Asking questions, finding answers* (2nd ed.). New York, NY: McGraw Hill.
23. Kohout, Frank J. 1974. *Statistics for Social Scientists: A Coordinated Learning System* (New York: John Wiley).
24. LeCompte, M. & Schensul, J. (1999.) *Designing and conducting ethnographic research*. Walnut Creek: Alta Mira Press.
25. Lee, P. (2006). Bridging cultures: Understanding the construction of relational identity in intercultural friendship. *Journal of Intercultural Communication Research, 35(1),* 3-22.
26. Machin, David and Andrea Mayr. 2012. *How to Do Critical Discourse Analysis: A Multimodal Introduction*. Sage.
27. Parry, R.L. (2005). *In the time of madness*. New York, NY: Grove Press.
28. Phillips, Nelson and Cynthia Hardy. 2002. *Discourse Analysis: Investigating Processes of Social Construction* (Thousand Oaks: Sage).
29. Pink, Sarah. 2007. 'Applied Visual Anthropology: Social Intervention and Visual Methodologies', in: Sarah Pink (ed.) *Visual Interventions: Applied Visual Anthropology* (New York: Berghan Books), 3-28.
30. Roy, B. (1994). *Some trouble with cows: Making sense of social conflict*. Berkeley, CA: University of California Press.
31. Schafft, G.E. (2002). Scientific racism in service of the Reich: German anthropologists in the Nazi era. In A.L. Hinton (Ed.), *Annihilating difference: The anthropology of genocide*. Berkeley, CA: University of California Press.
32. Schensul, S.L., Schensul, J. & LeCompte, M. (1999). *Essential ethnographic methods*. Walnut Creek: Alta Mira Press.
33. Singleton, Royce A. and Bruce C. Straits. 1999. *Approaches to Social Research*. Oxford University Press.
34. Smith, Ken. et. al. 2005. *Handbook of Visual Communication: Theory, Methods and Media*. Laurence Erlbaum
35. Srinivas, M.N., A.M. Shah, and E.A. Ramaswamy. 1979. *The Field Worker and the Field: Problems and Challenges in Sociological Investigation* (New Delhi: OUP).
36. Wengraf, T. (2001). *Qualitative research interviewing*. Thousand Oaks, CA: Sage Publications.
37. Zeitlin, Irving M. 1968. *Ideology and the Development of Sociological Theory*. Prentice-Hall Inc.

CENTRE FOR CULTURE, MEDIA & GOVERNANCE

JAMIA MILLIA ISLAMIA

(A Central University by an Act of Parliament)
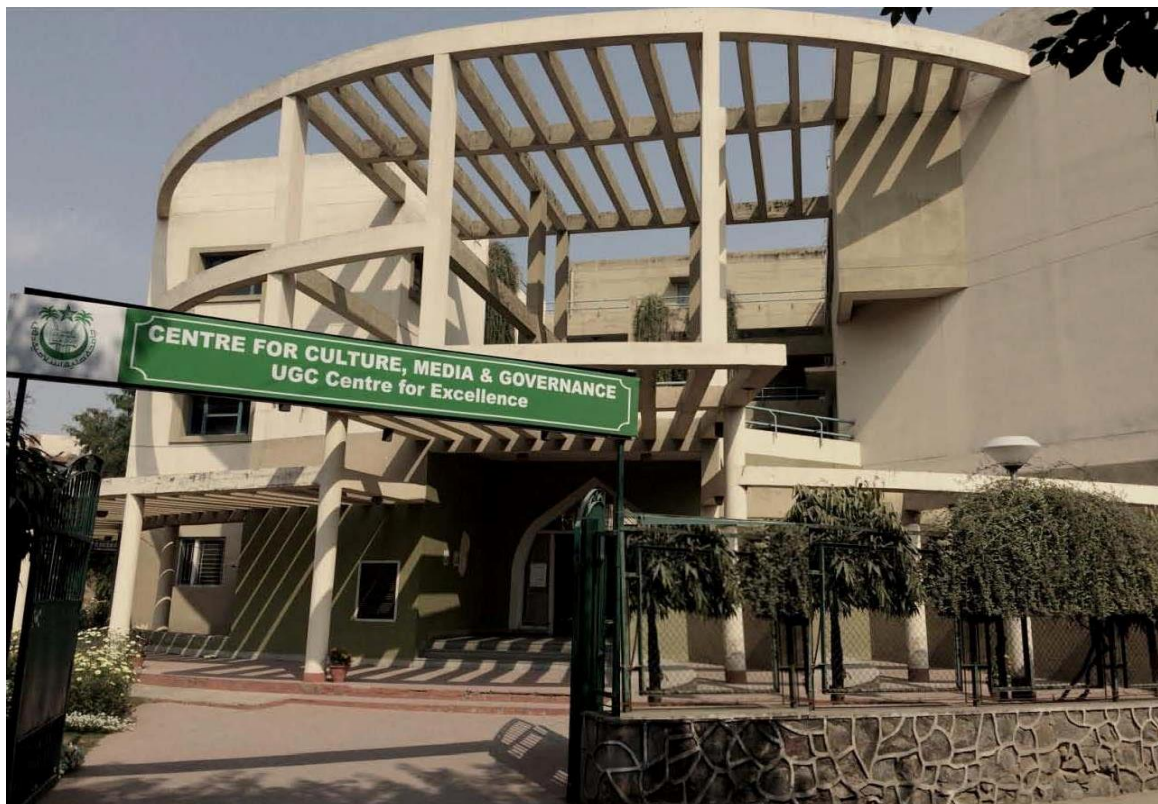
SYLLABUS

2019

M.PHIL/PH.D MEDIA GOVERNANCE

LIST OF PAPERS
FOR
M.PHIL/PH.D IN MEDIA GOVERNANCE

YEAR	SEMESTER	PAPER CODE/PAPER NAME
1	1	**MPHMG-101:** THEORETICAL ORIENTATION COMMUNICATION
		MPHMG-102: METHODOLOGICAL ISSUES IN COMMUNICATION
		MPHMG-103: MEDIA AND LABOR *(OPTIONAL PAPER)*
		MPHMG-104: TECHNO-SOCIALITY AND PHILOSOPHY OF COMMUNICATION
		MPHMG-105: MEDIA AND CONFLICT *(Seminar Paper)*
		MPHMG 106: POST MEDIA ECOLOGY: TECHNICITY, FOLDS AND ASSEMBLAGES
		MPHMG-107: MEDIA, CITIZEN MOVEMENTS & SOCIAL JUSTICE *(Seminar Paper)*

MPHMG-101 THEORETICAL ORIENTATION IN COMMUNICATIONS

This paper traces the broad theoretical questions, debates and positions, as well as disciplinary approaches within the field of 'media and communication studies' from the last century to now. From the printing press to the internet, the massive transformation in media and communication technologies over the last few centuries have continuously and profoundly altered human lives. However, regardless of which period or media we direct our scholarly gaze to, the overarching enquiry within the field remains the same – how are media shaped by and shape our societies, and why. Exploring this broader question and its varied strands, this course offers a historical review of scholarship in the field, in the west, and also in India. At the same time, it engages with the more recent work, as it endeavours to address the powerful worldwide changes within media technologies, institutions and practices in the last few decades, propelled by the twin forces of globalisation and digitisation.

The paper is divided into three thematic modules.

Module 1: Communication as Process and Power

This first module is focused on the salient question of communication and power. The emergence of all media have brought to the fore an array of concerns and expectations about their potential impacts – from psychological, social, cultural to political. Scholars from different disciplinary traditions have enquired about the basis as well as the nature of these impacts, and thereby theorised on how much power and what kind of power do media institutions and texts have over their audience/consumers. This question, encompassing the communicative chain of production, text and consumption, solidly lies at the heart of the structure-agency debate within social theory. This module reviews some of the key scholarship and debates on the question, from American behaviourist traditions of 'effects', and 'uses and gratifications', to critical theorists of Frankfurt and Birmingham school, and their deliberations on mode of production, mass culture, ideology and hegemony; to political economic and phenomenological approaches, as well as debates within medium theory and post modernism.

1.1 Communication as Process
1.2 Power and Ideology
1.3 Media and Consumption

Module 2: Communication as Meaning

Situated in the broader arena of 'culture as communication', this module brings into view the various approaches to studying communication as a process of meaning making, particularly the ways in which meanings are encoded and decoded through media texts. Here, the theory of semiotics, as developed by Saussure and Pierce would be discussed in detail. Thereafter, a diverse range of scholarship on 'text, signification and representation', by scholars such as Hall, Barthes and Foucault would be discussed, along with explorations by feminist and other critical scholars on this subject. Further, some of the hermeneutic and discursive approaches to studying communication would be reviewed. And lastly, discussion would be centered on the complex interplays of signs, signifying practices and meanings in contemporary world, as illustrated by post modern scholars.

2.1 Sign and Signification
2.2 Encoding/Decoding
2.3 Reality and Representation

Module 3: Communication Studies in India

This module is focused on the field of 'communication studies' in India, its intellectual history, disciplinary engagements and methodological orientations. Through a critical engagement with this body of scholarship, it asks two key questions: what kind of communication concerns and challenges are unique to

a context like India and how have they been responded to, and, therefore, is there an Indian way of engaging with communications? By way of such questions, the module helps map the contours of the field, how it has evolved and the emergent directions.

3.1 Areas
3.2 Approaches
3.3 Pathways

Internal Assessment: (25 Marks)

End Semester Exam: (75 Marks)

<u>**Suggested**</u> <u>**Readings**</u>

1. Adorno, T. W. (2001). The Culture Industry: Selected Essays on Mass Culture. Psychology Press
2. Barthes, R. (1993). Mythologies,Vintage
3. Baudrillard, J. (1998) 'Simulacra and Simulation', in Poster M (ed.), Jean Baudrillard, Selected Writings, Stanford University Press, (pp. 166-184)
4. Bayly, C. (1993) 'Knowing the Country: Empire and Information in India'; <u>Modern Asian Studies</u>. Vol 27 (1), Special Issue: How Social, Political and Cultural Information Is Collected, Defined, Used and Analyzed, (pp. 3-43)
5. Bel, B. et al. (2010a). 'Introduction' in Bel B. et al (eds.). Communication, Culture and Confrontation: Communication Processes Volume 3. Sage, (pp. 3-12)
6. Benjamin, W. (2008). The Work of Art in the Age of Mechanical Reproduction, Penguin, UK
7. Branston, G. & R. Stafford. (2003), The Media Student's Book, Routledge, London and New York, Ch.1 &2
8. Briggs, A & Burke, P. (2002) A Social History of the Media: from Gutenberg to the Internet, Polity Press, UK
9. Chaudhuri, M. (2005). 'A Question of Choice: Advertisements, Media and Democracy', in Bel, B. Et al (eds) Communication Processes Vol. 1, Media and Mediation, Sage Publications, New Delhi
10. Duncan, H. (1962) Communication and Social order, OUP, New York, Ch. Intro
11. Das, B. 2005, 'The quest for theory: Mapping Communication studies in India', in Bel B. et al (eds.), Media and Mediation, Sage, New Delhi. (pp. 35-65).
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13. Das, B. (2014). 'Communication Research in India', in Y. Singh (ed.) Indian Sociology, Volume 3, Identity, Communication and Culture. OUP, New Delhi (pp. 158-208)
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16. Fiske, John. (1990), Introduction to Communication Studies, Routledge, London and New York, 2nd edition, Ch 3, 4.
17. Fuchs, C. & M. Sandoval. (2015). The Political Economy of Capitalist and Alternative Social Media, in Atton, C (ed). The Routledge Companion to Alternative and Community Media, Routledge, London, (pp. 165-175)
18. Garnham, N. (1990), 'Contribution to a Political Economy of Mass Communication', in Fred lnglis (ed.), Capitalism and Communication: Global Culture and the Economics of Information, Sage, London, (pp. 20-55)
19. Golding, P. & G. Murdock. (1997), The Political economy of the Media, in International Library of studies in Media and Culture Series, Vol 1, Edward Elgar Publishing
20. Hall, S. (1982) 'The Rediscovery of Ideology: Return of the Repressed in Media Studies'. in Gurevitch et al., (ed.) Culture, Society and Media, Methuen, London, (pp. 56-90)

21. Hall, S. (1997) Representation: Cultural representation and Signifying Practices (Culture, Media and Identities Series), Sage, London.
22. Herman, Edward S. & Chomsky, N. (1988). Manufacturing Consent: The Political Economy of the Mass Media. New York: Pantheon Books. Chapter 1.
23. Hawkes, T. (1977). Structuralism and Semiotics, University of California Press
24. Joshi, P. C. (1989) Culture, Communication and Social Change; Vikas, New Delhi, Chapter 2.
25. Kapila, S. (ed) (2010) An Intellectual History of India, CUP, Delhi.
26. Kapoor, K. (2005) Text and Interpretation, DK, New Delhi.
27. Kapoor, K & Singh, A.K.(ed) Indian Knowledge System, DK, New Delhi
28. Katz. E, Blumler. Jay G & M. Gurevitch. (2008) Uses and Gratifications Research, The Public Opinion Quarterly, Vol. 37, No. 4. (Winter, 1973-1974), (pp. 509-523)
29. Mattelart, A and M. Mattelart. (1998) Theories of Communication: A Short Introduction, Sage, New Delhi, Ch. 1, 3
30. Mattelart, A. (1994) Invention of Communication, Sage, New Delhi, Ch 1&2.
31. Mosco, V. (1996). The Political Economy of Communication: Rethinking and Renewal, Sage, London.
32. Pollock, Sheldon. (2008) 'Is there an Indian Intellectual History? Introduction to " Theory and Method in Indian Intellectual History', Journal of Indian Philosophy, 36, (pp. 533-542)
33. 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)
34. Rogers, E. (1994), A History of Communication Study: A Biographical Approach, The Free Press, New York, Selected Chapters
35. Singh, H. (2015). Rise of Reason: Intellectual history of 19th-century Maharashtra, Routledge, New Delhi
36. Storey, John. (2009). (eds.) Cultural Theory and Popular Culture, Pearson Longman, London.
37. Williams, Raymonds. (1974), Television: Technology and Cultural Form, Fontana, London.

MPHMG-102: METHODOLOGICAL ISSUES IN COMMUNICATION

This course is designed to combine discussion of the qualitative approach to research with an application component tailored to the student's individual research plans for his/her Ph.D. thesis. The application component allows the student to engage in original data collection, and to transcribe code and analyze the data collected (essentially to "try out" the method before beginning formal data collection for the doctoral thesis). The course includes discussion of qualitative research, responsibilities of the researcher, ethical questions, and relevant approaches to data collection. Lectures are balanced with student discussion and meetings on individual student projects.

Module I: Approaching Qualitative Communication Research
- Approaching Research
- Formulating and Designing Research Questions
- Bias, Reflexivity and Responsibility
- Ethical Questions in Research

Module II: Method in Qualitative Communication Research
- Individual and Group Interviewing
- Focus Group Discussions
- Ethnography and Stories
- Textual/Content Analysis

Module III: Techniques in Qualitative Communication Research
- Fieldworks and Research Notes
- Analysis in Qualitative Research
- Making Sense of Qualitative Data

Internal Assessment: (25 Marks)

End Semester Exam: (75 Marks)

<u>**Reading List**</u>

1. Bailey, Kenneth D. 1978. *Methods of Social Research*. Free Press.
2. Becker, H.S. (2002). The life history and the scientific mosaic. In D. Weinberg (Ed.), *Qualitative research methods.* Malden, MA: Blackwell Publishers.
3. Berelson, Bernard. 1952. *Content Analysis in Communication Research* (New York: Free Press).
4. Berger, A.A. 2011. *Media and Communication Research Methods: An Introduction to Qualitative and Quantitative Approaches.* Sage Publications.
5. Burgess, R.G. 1991. *In the Field: An Introduction to Field Research* (London: Routledge).
6. Cassirer, Ernst. 1932. *The Philosophy of the Enlightenment.* Princeton University Press.
7. DeVault, M.L. (2002). Talking and listening from women's standpoint: Feminist strategies for interviewing and analysis. In D. Weinberg (Ed.), *Qualitative research methods.* Malden, MA: Blackwell Publishers.
8. Eichler, M. 1988. *Nonsexist Research Methods* (London: Unwin Hyman).
9. Emerson, R.M. (2001). *Contemporary field research: Perspectives and formulations (2ⁿᵈ ed.).* Prospect Heights, IL: Waveland Press.
10. Emerson, R.M., & Pollner, M. (2002). Difference and dialogue: Members' readings of ethnographic texts. In D. Weinberg (Ed.), *Qualitative research methods.* Malden, MA: Blackwell Publishers.
11. Fetterman D.M. (2010). *Ethnography: Step by step* (3ʳᵈ ed.). Los Angeles, CA: Sage Publications.
12. French, S.L. (2003). Reflections on healing: Framing strategies used by acquaintance rape survivors. *Journal of Applied Communication Research, 31(4),* 298-319.

13. Giddens, Anthony. 1978. 'Positivism and its Critics', in Tom Bottomore and Robert Nisbet (eds.). *History of Sociological Analysis.* Heinemann.
14. Goffman, E. (2002). On fieldwork. In D. Weinberg (Ed.), *Qualitative research methods.* Malden, MA: Blackwell Publishers.
15. Goode, William J and Paul K. Hatt. 1952. *Methods in Social Research* . McGraw-Hill.
16. Hampson, Norman. 1968. *The Enlightenment*. Penguin Books.
17. Hodder, I. (2002). The interpretation of documents and material culture. In D. Weinberg (Ed.), *Qualitative research methods.* Malden, MA: Blackwell Publishers.
18. Holstein, J.A., & Gubrium, J.F. (2002). Active interviewing. In D. Weinberg (Ed.), *Qualitative research methods.* Malden, MA: Blackwell Publishers.
19. Holsti, Ole R. 1969. *Content Analysis for the Social Sciences and Humanities* (Reading: Addison-Wesley).
20. Homan, Roger. *The Ethics of Social Research* (London: Longman).
21. Hughes, E.C. (2002). The place of field work in social science. In D. Weinberg (Ed.), *Qualitative research methods.* Malden, MA: Blackwell Publishers.
22. Keyton, J. (2006.) *Communication research: Asking questions, finding answers* (2nd ed.). New York, NY: McGraw Hill.
23. Kohout, Frank J. 1974. *Statistics for Social Scientists: A Coordinated Learning System* (New York: John Wiley).
24. LeCompte, M. & Schensul, J. (1999.) *Designing and conducting ethnographic research*. Walnut Creek: Alta Mira Press.
25. Lee, P. (2006). Bridging cultures: Understanding the construction of relational identity in intercultural friendship. *Journal of Intercultural Communication Research, 35(1),* 3-22.
26. Machin, David and Andrea Mayr. 2012. *How to Do Critical Discourse Analysis: A Multimodal Introduction.* Sage.
27. Parry, R.L. (2005). *In the time of madness.* New York, NY: Grove Press.
28. Phillips, Nelson and Cynthia Hardy. 2002. *Discourse Analysis: Investigating Processes of Social Construction* (Thousand Oaks: Sage).
29. Pink, Sarah. 2007. 'Applied Visual Anthropology: Social Intervention and Visual Methodologies', in: Sarah Pink (ed.) *Visual Interventions: Applied Visual Anthropology* (New York: Berghan Books), 3-28.
30. Roy, B. (1994). *Some trouble with cows: Making sense of social conflict.* Berkeley, CA: University of California Press.
31. Schafft, G.E. (2002). Scientific racism in service of the Reich: German anthropologists in the Nazi era. In A.L. Hinton (Ed.), *Annihilating difference: The anthropology of genocide.* Berkeley, CA: University of California Press.
32. Schensul, S.L., Schensul, J. & LeCompte, M. (1999). *Essential ethnographic methods.* Walnut Creek: Alta Mira Press.
33. Singleton, Royce A. and Bruce C. Straits. 1999. *Approaches to Social Research*. Oxford University Press.
34. Smith, Ken. et. al. 2005. *Handbook of Visual Communication: Theory, Methods and Media*. Laurence Erlbaum
35. Srinivas, M.N., A.M. Shah, and E.A. Ramaswamy. 1979. *The Field Worker and the Field: Problems and Challenges in Sociological Investigation* (New Delhi: OUP).
36. Wengraf, T. (2001). *Qualitative research interviewing.* Thousand Oaks, CA: Sage Publications.
37. Zeitlin, Irving M. 1968. *Ideology and the Development of Sociological Theory*. Prentice-Hall Inc.

MPHMG-103: MEDIA AND LABOR (OPTIONAL PAPER) (SEMINAR PAPER)

While wage based labour was prominent in the capitalist system, the factory as site of production was unable to keep up with innovation and labour became organised around technology. This led to changes in nature of employment and requirement of specific skill-sets for workers, as labour become more intangible in form. With shift to Service economy, the production process required interactive communication between producers and consumers, reflected in skill requirement for jobs. This course engages with the Marxian notion of value and looks at changes within the mode of production that affected traditional work processes. It then traces changes in Industrial production in late 20th Century that led to reorganisation of labour around new forms of technology. It further looks at intangible labour within service-based work and forms of labour dealing with customer services. The Indian economy saw growth of the Software and BPO sector with coming of globalisation and liberalisation in 1990s where labour came into purview of marketplace. In this post welfare economy labour, management practices control labour more than ever before. The course looks at issues around organisation of labour as reflected through IT policies in India and questions of labour and autonomy.

Module I
1. Work, Value and Alienation
2. Division of Labour
3. Taylorism, and Scientific Management

Module II
1. Post Industrial Society, Organization of work and Immaterial Labour
2. Affective and Emotional Labour
3. Globalization, Labour and Precarity

Module III
1. Economics of Off-shoring
2. IT Policies and Labour Issues in Indian IT Industry
3. Information Labour and Unionism

Module wise distribution

The first module deals with Labour theory of value looking at conditions and processes that affect value creation. It then looks at the notion of Division of Labour within Industry. It traces changing practices in Labour Management and how these practices influenced specialization of labour forms.

The second module traces changes in Industrial Policy and the shift to service-based work. It looks at intangible forms of labour within such work, especially labour based on use of affects. The module looks at the organization of labour around technology and precarious conditions within Labour Market.

The third module looks at Off-shoring and Outsourcing processes within Indian IT Industry. It looks at import-export policy in India focusing on policies for IT Infrastructure within the (i) Electronics Policy (1975 – 1991) and the (ii) IT Policy (post 1991). It then looks at the issue of IT based Labour Unionism, barriers to Unionism and scope of cross border alliances.

Internal Assessment: (25 Marks)

End Semester Exam: (75 Marks)

MPHMG-104: TECHNO-SOCIALITY AND PHILOSOPHY OF COMMUNICATION

As the title suggests the new world of techno-sociality raises pertinent philosophical issues on the question of communication and information especially in the context of contemporary post-humanism and post-structuralism. The latter theories have radically reconfigured the present-day world and its social and ontological implications. This, in turn, calls for the very reassembling of the notion of 'social' itself, as profoundly proposed by Bruno Latour. Drawing mainly from philosophers like Gilles Deleuze and Felix Guattari, Gilbert Simondon, Bernard Stiegler and Bruno Latour, this course will engage with the relation between the complexities of the emergent contemporary world and the reconstituted role of media and communication within it. The emergent present world, the new philosophy, and the concept of transformed media logically disengage from the interpretations and paradigms of yesteryears. Perhaps the most important one in this context is Frankfurt School and its critical method, which unfortunately is proving increasingly redundant before the sophistication of the present-day technology, unmanageably complex information flows, and the new modalities of communication. Post-humanism and post-structuralism emerge specifically in this conjuncture and play a double function: both interrogate the sterile paradigms of the past as well as re-orient the analysis of the present-day world and new media in a radically novel direction. The proposed course focusses on one of the most crucial dimensions of this reinterpreted reality: the techno-social. This bi-legged, hyphenated concept has deep cybernetic and ontological underpinnings; its two parts are mediated by yet another profound post-human concept, "the machine". This course, in effect, structures its analysis on three complexly interrelated concepts— technology, social, and the machine— and tries to unravel their philosophical implications in the domain of information, media, and communication.

Module I – Introducing Posthumanism

- Anthropocentrism : Man and his Doubles
- Disciplinary and Control Societies
- Posthumanism

Module II - Philosophy of Machines

- Cybernetics
- Machine/Human – Cyborgs
- Technogenesis

Module III - Machinic Philosophy

- Assemblages/Rhizome
- Actor Network Theory
- Postmedia

Internal Assessment: (25 Marks)

Final Exam: (75 Marks)

Reading List

1. Auge, Marc (1995). Non Places: Introduction to an Anthropology of Supermodernity, Verso.
2. Bogard, William, 2009. 'Deleuze and Machines: A Politics of Technology' in Deleuze and New Technology ed. David Savat and Marc Poster, EUP
3. Braidotti, Rosi (2013). The Posthuman, Polity Press
4. Bryant, Levi R, 2014. Onto-Cartography: An Ontology of Machines and Media, EUP
5. Buchanan, Ian 2008, Deleuze and Guattari's Anti-Oedipus, Continuum
6. Buchanan, Ian, 2009. 'Deleuze and Internet' in Deleuze and New Technology ed. David Savat and Marc Poster, EUP
7. Castells, Manuel. 2010. The Rise of Network Society, Vol I, Willey Blackwell (Chapter 5).
8. Chabot, Pascal (2003). The Philosophy of Simondon: Between Technology and Individuation, Bloomsbury
9. Combes, Muriel (2013). Gilbert Simondon and the Philosophy of Transindividual, MIT Press
10. Conley, Verena Andermatt, 2009. 'Of Rhizomes , Smooth Space, War Machines and New Media' in Deleuze and New Technology ed. David Savat and Marc Poster, EUP
11. Delanda, Manuel (2006). 'Deleuzean Social ontology and Assemblage Theory' in Deleuze and the Social, ed Martin Fugslang and Bent Meier Soren Sen, EUP.
12. Deleuze, Gilles (1999). Foucault, Continuum, Pages 21-38
13. Deleuze, Gilles (1992). Postscript on the Socities of Control , October, Vol 59, pp 3-7
14. Deleuze, Gilles, 1987, A Thousand Plateaus: Capitalism and Schizophrenia, Continuum Chapter 1 & 12
15. Deleuze, Gilles. 2000, Anti-Oedipus: Capitalism and Schizophrenia, University of Minnesota Press.
16. Dijk, Jan Van, 1999, The Network Society. Sage, London pp 148-188
17. Dreyfus and Rabinow (2013). Michel Foucault: Beyond Structuralism and Hermeneutics, Routledge, Chapter 7 and 8
18. Escobar, Arturo (1995) New Technology and the Re-invention of Future, Futures, Vol 27.
19. Escobar, Arturo et al. (1994) 'Notes on the Anthropology of Cyber Culture', Current Anthropology, Vol 35, No 3.
20. Foucault, Michel (1994). The Order of Things, Vintage Books, Chapter 9
21. Foucault, Michel (2000). The History of Sexuality, Routledge, Volume 1
22. Francois, Charles (1999) 'Systemic and Cybernetics in a Historical Perspective' System Research and Behavioural Science.
23. Haraway, Donna J (1991) Simians, Cyborgs and Women, Routledge, New York.
24. Harman, Graham, 2009. The Prince of Networks, re.press (Page 11-32)
25. Harper, Tauel & Savat, David (2016). Media After Deleuze, Bloomsbury.
26. Hayles, Katherine (1999). How We Became Posthuman, The University of Chicago Press
27. Kline, Robert (2009), Who are the Cyborgs in Cybernetics? , Vol 39, pp331-362.
28. Kline, Robert R (2006) 'Cybernetics, Management Sciences, and Technology Policy: The Emergence of Information Technology as a Key Word, 1948-1985', Technology and Culture, pp 513-535
29. Lafontaine, Celine (2007) 'The Cybernetic Matrix of French Theory', Theory, Culture and Society, Sage.
30. Latour, Bruno, 1988, Pasteurization of France, Harvard University Press, (Part II - Irreductions)
31. Latour, Bruno. 1996, On Actor Network theory: a few clarifications, Sociale Welt, pp 369-381
32. Latour, Bruno. 1999 "On recalling ANT" in Actor Network Theory and After, Ed John Law, John Hassard, Blackwell Publishing

33. Latour, Bruno. 2005. Re-assembling the Social: An Introduction to Actor Network Theory, Oxford University Press (Part – II)
34. Lazzarato, Maurizio (2006). 'The Concept of Life and Living in the Socities of Control' in Deleuze and the Social, ed Martin Fugslang and Bent Meier Soren Sen, EUP
35. Loon, Joost Van. 2006, Network. Theory Culture and Society, pp 307-314
36. Patton, Paul (2000). Deleuze and the Political, Routledge, pp 88-108
37. Savat, David, 2009. 'Introduction: Deleuze and New Technology' in Deleuze and New Technology ed. David Savat and Marc Poster, EUP
38. Simondon, Gilbert (2016). On the Mode of Existence of Technical Objects, Univocal Publishing.
39. Stiegler, Bernard (1998) Technics and Time Vol I, Stanford University Press, Stanford
40. Webster, Frank, 1995, Theories of the Information Society, Routledge, pp 8-31, 98-123
41. Weiner, Norbert (1948), Cybernetics, Scientific American, Vol 179. pp 14-19.
42. Wolfe, Cary (1995), In Search of Post-Humanist Theory: The Second Order Cybernetics of Maturana and Varela, Cultural Critique, pp 33-70.

MPHMG- 105: MEDIA AND CONFLICT

The paper employs a comprehensive approach to understand conflict and its relationship with media. While studying an overview of major theories of conflict, peace and conflict management, it explore varieties, styles and approaches of analysing the conflict in both national and international levels and how media contribute, act and influence. Emphasis is also placed on how identity (ethnic, gender, religious, national, political) initiates, perpetuates and resolves conflict thereby shape and mould the course of the media. Further, the core component is to write a seminar paper on specific theme to understand the nature of conflicts and the role of media in enunciation, representing and managing conflicts.

Module 1: Theoretical Understanding
1.1 Conflict Defined
1.2 Foundational theories
1.3 Identity and Conflicts

Module 2: Media and Conflict Dynamics
2.1 Framing Devices
2.2 Reporting Conflict
2.3 Media and Spectacle

Module 3: Mediation and Peace-building
3.1 Peace Journalism
3.2 Conflict Management and Negotiation
3.3 Resolving Conflict-

Final Submission: (100 Marks)

<u>**Reading list**</u>

1. Allen, Stuart & Zelizer, Barbie. 2004. *Reporting War: Journalism in Wartime*. London and New York: Routledge.
2. Bercovitch J, <u>Kremenyuk V.A</u>, & Zartman, I. W. (2008). (Eds.), *The SAGE Handbook of Conflict Resolution*. London: Sage Publications.
3. Cole, Benjamin. 2006. *Conflict, Terrorism and the Media in South Asia*. London and New York: Routledge
4. Cottle, Simon. 2006. *Mediatized Conflict: Developments in Media and Conflict Studies*. Berkshire and New York: Open University Press.
5. Debord, Guy (1970). Society of the Spectacle. Detroit, Michigan: Black and Red.

6. Deutsch, Morton et al. 2006. *The Handbook of Conflict Resolution: Theory and Practice*. San Francisco: Jossey-Bass
7. Deutsch, M. (1973). *The resolution of conflict: Constructive and destructive processes.* New Haven, CT: Yale University Press.
8. Fisher, R., Ury, W., & Patton, B. (2011). *Getting to yes: Negotiating agreement without giving in.* New York, NY: Penguin Books.
9. Euwema, Martin & Verbeke, Alain. 2009. Negative and Positive Roles of Media in the Belgian Conflict: A Mode for De-Escalation. *Marquette Law Review*, Volume 93, No. 1, p. 139-171.
10. Galtung, Johan. 1996. *Peace by Peaceful Means: Peace and Conflict, Development and Civilization.* London, Thousand Oaks & New Delhi: Sage Publications.
11. Hamelink, Cees. J. 2011. *Media and Conflict: Escalating Evil*. Boulder and London: Paradigm Publishers.

12. Krauss, Robert M., & Morsella, Ezequiel. Communication and Conflict. In Morton Deutsch et al (Eds.) *The Handbook of Conflict Resolution: Theory and Practice*. San Francisco: Jossey-Bass

13. Kellett: P.M. (2007). *Conflict dialogue: Working with layers of meaning for productive relationships.* Thousand Oaks, CA: Sage.

14. Keller, D. (2015). *Media Spectacle and the Crisis of Democracy: Terrorism, War, and Election Battles.* London and New York: Roultedge.

15. Lulofs, R.S., & Cahn, D. (2000). *Conflict from theory to action, 2nd ed.* Needam Heights, MA: Allyn & Bacon.

16. Lewis, Jeff. 2005. *Language Wars: The Role of Media and Culture in Global Terror and Political Violence.* London & Michigan: Pluto Press.

17. Mahoney, I. (2010). Diverging frames: A comparison of Indonesian and Australian press portrayals of terrorism and Islamic groups in Indonesia. *International Communication Gazette, 72*(8), 739-758.

18. Malešević, Siniša (2010). *The Sociology of War and Violence.* Cambridge, UK: Cambridge University Press

19. McLaughlin, Greg. 2002. *The War Correspondent.* London and Sterling: Pluto Press.

20. Payne, Kenneth. 2005. The Media as an Instrument of War. *Parameters: The Journal of the US Army War College*, Vol. 35 No. 1.

21. Peleg, Samuel. 2007. In Defense of Peace Journalism: A Rejoinder. *Conflict & Communication Online*, Vol. 6, No. 2.Peri, Yoram. 2007. Intractable Conflict and the Media. *Israel Studies*, Vol. 12, No. 1, pp. 79-102.

22. Rid, Thomas. 2007. *War and Media Operations: The US Military and the Press from Vietnam to Iraq.* London and New York: Routledge.

23. Romanucci-Ross, L. & Vos George. A. De (1995). (Eds.), *Ethnic identity: Creation, conflict, and accommodation* (pp. 15-47). Walnut Creek, CA: AltaMira Press.

24. Ross, M.H. (1993). *The management of conflict: Interpretations and interests in comparative perspective.* New Haven, CT: Yale University Press.

25. Scott, Ann, Barbara. 1997. From Panama to the Persian Gulf: U.S. War Crimes and the Mass Media. *Peace Research*, Vol. 29, No. 2, pp. 25-41.

26. Sen, A. (2006). *Identity and violence: The illusion of destiny.* New York: W.W. Norton & Company.

27. Spencer, Graham. 2005. *The Media and Peace: From Vietnam to the 'War on Terror'.* New York: Palgrave Macmillan.

28. Tajfel, H. and Turner, J.C. (1986) The Social Identity Theory of Intergroup Behavior. *Psychology of Intergroup Relations*, 5, 7-24

29. Thussu, Daya K., & Des Freedman. 2003. *War and Media: Reporting Conflict 24×7.* London, Thousand Oaks & New Delhi: Sage Publications.

MPHMG 106 - POST MEDIA: TECHNICITY, FOLDS AND ASSEMBLAGES

Drawing mainly from philosophers like Gilles Deleuze, Felix Guattari, Donna Haraway, Gilbert Simondon, Bruno Latour, Lazaretto and Bernard Stiegler this course will engage with the relation between the complexities of the emergent contemporary world and the reconstituted role of media and communication within it. The first module will interrogate critically the concepts of technology, technicity, machine and the megamachine to understand that the machine is not taken in any metaphorical sense in the work of Deleuze and Guattari. The second module aims at providing a general introduction to media theory, i.e. mediology, in various contexts and further searching for alternative theory to the given media studies from Deleuze's perspective on the relation between monad and its folds. The third module will focus on the deterritorialization of flows in the context of postcinema and postmedia ecology. In this module, apart from a Deleuzian analysis of classical cinema, we look at how video, live streaming and the manifestation of new universes of reference can engineer new ways of thinking.

Module I: From the Philosophy of Machine to the Machinic Philosophy
- Technogenesis
- Cyborg Theory
- Machinic Assemblage

Module II: Monadic Media and Its Folds: On the Assemblage of Post-Media
- Machinic Assemblage
- Deleuze and Fold
- Post Media Ecology

Module III: Postmedia Flows: Cinema, Streams, Video and New Media
- Video Philosophy
- Deleuze and Cinema
- Technics and Time

Internal Assessment: (25 Marks)

End Semester Exam: (75 Marks)

Reading List

1. Buchanan, Ian, 2009. 'Deleuze and Internet' in Deleuze and New Technology ed. David Savat and Marc Poster, EUP
2. Cole, David R, and Joff P. N. Bradley. A Pedagogy of Cinema. 2016. Sense Publishers.
3. Bradley, Joff P. N., and David R. Cole. Chapter. "Afterword: Zhibo, Existential Territory, Inter-Media-Mundia." Principles of Transversality in Globalization and Education, 2018, pp. 227–243., doi:10.1007/978-981-13-0583-2_14.
4. Chun, Wendy. Updating to Remain the Same. Cambridge, MA: The MIT Press, 2018.
5. Cole, David R., et al. A Pedagogy of Cinema. Sense Publishers, 2016.
6. Conley, VerenaAndermatt, 2009. 'Of Rhizomes , Smooth Space, War Machines and New Media' in Deleuze and New Technology ed. David Savat and Marc Poster, EUP
7. Deleuze, Gilles. Cinema II: the Time-Image. Bloomsbury Academic, 2013.
8. Deleuze, Gilles. The Fold: Leibniz and the Baroque. Trans. Tom Conley. Minneapolis: University of Minnesota Press, 1993.

9. Deleuze, Gilles. Difference and Repetition. Trans. Paul Patton. New York: Columbia University Press, 1994.
10. Deleuze, Gilles. Cinema. Cinema 1: The Movement-Image. 1996.
11. Deleuze, Gilles. The Logic of Sense. Trans. Mark Lester and Charles Stivale. New York: Columbia University Press, 1990.
12. Deleuze, Gilles and Félix Guattari. A Thousand Plateaus: Capitalism and Schizophrenia II. Trans. Brian Massumi. Minneapolis: U of Minnesota Press, 1987.
13. Deleuze, Gilles and Félix Guattari. What Is Philosophy? New York: Columbia University Press, 1994.
14. Deleuze, Gilles, Felix Guattari 2000, Anti-Oedipus: Capitalism and Schizophrenia, University of Minnesota Press.
15. Deleuze, Gilles, Felix Guattari 1987, A Thousand Plateaus: Capitalism and Schizophrenia, Continuum Chapter 1 & 12
16. Escobar, Arturo, 1995. New Technology and the Re-invention of Future, Futures, Vol 27.
17. Escobar, Arturo et al. 1994. 'Notes on the Anthropology of Cyberculture', Current Anthropology, Vol 35, No 3.
18. Flusser, Vilém. Into the Universe of Technical Images. Trans. Nancy Ann Roth. Minneapolis: University of Minnesota Press, 2011.
19. Galloway, Alexander. The Interface Effect. Cambridge: Polity, 2002.
20. Guattari, Pierre-Felix, and Gary Genosko. The Guattari Reader. Blackwell, 1996.
21. Haraway, Donna J (1991) Simians, Cyborgs and Women, Routledge, New York.
22. Kittler, Friedrich. Optical Media. Trans. Anthony Enns. Cambridge: Polity, 2010.
23. Kline, Robert (2009), Who are the Cyborgs in Cybernetics? , Vol 39, pp 331-362.
24. Latour, Bruno, 1988, Pasteurization of France, Harvard University Press, (Part II - Irreductions)
25. Patton, Paul (2000). Deleuze and the Political, Routledge, pp 88-108
26. Simondon, Gilbert (2016). On the Mode of Existence of Technical Objects, Univocal Publishing.
27. Stiegler, Bernard. Technics and Time. Disorientation. 2009.
28. Wolfe, Cary (1995), In Search of Post-Humanist Theory: The Second Order Cybernetics of Maturana and Varela, Cultural Critique, pp 33-70.

MPHMG-107: MEDIA, CITIZEN MOVEMENTS & SOCIAL JUSTICE

(Seminar Paper)

This course is aimed at interrogating the complex relationships between media, democracy, citizenship and social justice, through the particular lens of the global south. As we increasingly see, the normative and cherished notion of democracy is now under scrutiny, as new political configurations, modes of governance and resistance take form across nations. In fact, the developments and experiences of the countries in global south, whether of Latin America, Africa and Asia, continually pose a challenge to the universality of these concepts. In many ways, media's relation with democracy is different in different societies. However, there are also shared patterns that deserve scholarly attention. In directing our gaze to the empirical, especially in the less studied contexts, we bring new insights to, or rather renew our theoretical ideas, which are better able to capture the shifting political realities of today and of times to come.

The course is structured in three thematic modules:

Module 1: Media, Citizenship and Democracy

The first module addresses the foundational ideas of the role of media in democracy and nation building in post colonial contexts and the progressive shifts in the discourse on citizenship. It explores how media becomes an important site of representation and contests of different publics and interests within a democratic polity. Far from being neutral, media rather acts as arbiter between these interests, helping construct the nation-state, with its set of inclusions and exclusions.

Module 2: New Media and Publics

Even as our theoretical engagement with the role of traditional media in democracy is far from settled, we find that our quest has now opened up to questions of how new media technologies and social media have transformed the political sphere with the rise of new ' publics/counter-publics' and their 'voices'. Through a range of national and transnational case studies, this module would bring into discussion the emergent sphere of digital activism, and in doing so enquire as to who is accessing these media and how, what are interplays between digital activism and older activist sites and practices, and how are these tools and practices mediating politics of identity, representation and citizenship across contexts.

Modul2 3: Media Reform and Social Justice

Following on the second module, this module focuses on the question of media and social justice. The question here is not only how movement actors use old and new media to publicise social justice causes, but also how global media structures facilitate or hinder media's role in fostering justice. The issue of media structures is important, and this is why media today are seen not only as a *subject* but also an *object* of social justice action, as seen in the emergent movement on media reform and justice. This movement would be considered at length, from its origins to the present.

Course Evaluation

The paper will be taught in a seminar mode. The students are expected to do weekly readings and participate in classroom discussions, as well as make periodic presentations and submissions during the semester.

Reading List

1. Anderson, Benedict (1991) *Imagined Community: Reflections on the Origin and Spread of Nationalism.* (Revised ed.). London: Verso

2. Atkinson, Joshua D. (2010). *Alternative Media and Politics of Resistance: A Communicative Perspective*. New York: Peter Lang. Chapter 1.

3. Bennett, W. Lance (2003). New Media Power: The Internet and Global Activism. In N. Couldry and Curran J. (Ed.). *Contesting Media Power: Alternative Media in a Networked World* (pp.17-38). Lanham, Maryland: Rowman & Littlefield.

4. Bhargava, R. and Reifeld, H (2005) *Civil Society, Public Sphere and Citizenship: Dialogues and Reflections*. New Delhi: Sage.

5. Bohman, James F. (1990). Communication, Ideology, and Democratic Theory. The American Political Science Review, Vol. 84. No. 1. 93-109.

6. Cammaerts, Bart. (2007). Citizenship, the public sphere and media. In Cammaerts, Bart and Carpentier, Nico, (eds.). Reclaiming the media: communication rights and democratic media roles (pp. 1-8), European communication research and education association series, 3, Bristol, UK : Intellect.

7. Castells, Manuel. (2007) Communication, power and counter-power in the network society. *International Journal of Communication* 1(1): 238–266.

8. Curran, J. (2011) Media and Democracy. London: Routledge. Chapters 4 and 11.

9. Dahlgren, Peter (2009) *Media and Political Engagement: Citizens, Communication and Democracy*. Cambridge: Cambridge University Press

10. Davis, Aeron. 2009. New Media and Fat Democracy: The Paradox of Online Participation," *New Media and Society*, 12 (5): 745-761.

11. Della Porta, Donatella (2013). '[Bridging research on democracy social movements and communication](). In Bart Cammaerts, *Alice Mattoni and Patrick McCurd (*eds), *Mediation and Protest Movements,* (pp. 21-38) Chicago: University of Chicago Press.

12. Fraser, Nancy. (1990). Rethinking the Public Sphere: A Contribution to the Critique of Actually Existing Democracy.*Social Text,* No. 25/26: 56-80.

13. Fuch, Christian (2010). Alternative Media as Critical Media. European Journal of Social Theory 13(2): 173-192.

14. Fuchs, Christian. (2015). Social Media Surveillance, In *Handbook of Digital Politics*, Stephen Coleman and Deen Freelon (eds), Cheltenham: Edward Elgar.

15. Gamson, William A. &Wolfsfeld, G. (1993). Movements and Media as Interacting Systems. *Annals of the American Academy of Political and Social Science.* Vol. 528. 114-125.

16. Greer, Chris and Jewkes, Yvonne Jewkes (2005). Extremes of Otherness: Media Images of Social Exclusion. *Social Justice*, 32 (1), 20-31

17. Hackett, R. & Carroll, W. (2006) 'Challenges for media activism: obstacles and opponents', *Remaking Media: The struggle to democratize public communication*, Routledge, New York, (pp.128-142)

18. Hackett, R. A. & Carroll, W. K. (2006). Democratic Media Activism Through the Lens of Social Movement Theory. *Media, Culture & Society.* Vol. 28, No. 1.83-104.

19. Hans-Jorg Trenz (2009). Digital Media and the Return of the Representative Public Sphere, *ARENA Working Paper,* No. 6.

20. Harlow, Summer and Johnson, Thomas J, (2011). Overthrowing the Protest Paradigm? How *The New York Times*, Global Voices and Twitter Covered the Egyptian Revolution. *International Journal of Communication.* Vol. 5. 1359–1374.

21. Herman, Edward S. & Chomsky, N. (1988). Manufacturing Consent: The Political Economy of the Mass Media. New York: Pantheon Books. Chapter 1.

22. Howard, Philip N. &Muzammil M. Hussain. 2013. *Democracy's Fourth Wave? Digital Media and the Arab Spring.* Oxford; Oxford University Press.

23. Keane, J. (1991). The Media and Democracy. Cambridge, United Kingdom: Polity Press & Blackwell. Chapter 1

24. Marshall, T. H. (2009). Citizenship and Social Class in (Eds) Jeff Manza and Michael Sauder *Inequality and Society*. W.W. Norton and Co.: New York.
25. Menayang, V., Nugroho, B., & Listiorini, D. (2002). Indonesia's Underground Press: The Media as Social Movements. *Gazette (Leiden, Netherlands)*, *64*(2), 141–155.
26. Miller, Toby (2001). Introducing. .. Cultural Citizenship, Social Text, 19(4):1-5.
27. Mitra, Subrata K. 2010. 'Citizenship as Conceptual Flow: A Moveable Feast?' A Review Essay, in: Contemporary South Asia, 18 (2) June, 215-224.
28. Murdoch, G. (1999) 'Rights and Representation: Public Discourse and cultural citizenship' in Joseph Gripsrud (ed.) *Television and Common Knowledge*. New York: Routledge.
29. Pavarala, Vinod & Malik, Kanchan K. (2007). *Other Voices: the Struggle for Community Radio in India (*pp.15-108). Sage: New Delhi.
30. Pinto, Juliet and Hughes, Sallie (2011) 'Introduction: Media and Citizenship', *Taiwan Journal of Democracy*, Volume 7, No. 2: 1-9.
31. Rahman, S. (2010). Imagining Life Under the Long Shadow of 9/11: Backlash, Media Discourse, Identity and Citizenship of the Bangladeshi Diaspora in the United States. *Cultural Dynamics*, *22*(1), 49–72.
32. Randall, V. (1993). The Media and Democratisation in the Third World. Third World Quarterly. Vol. 14, No. 3. 625-646.
33. Reidfeld, Helmut and Bhargava, Rajeev (Eds.), (2005). Civil Society, Public Sphere and Citizenship: Dialogues and Perceptions. New Delhi: Sage. Chapters 3& 4.
34. Schudson, Michael (1995) The Power of News.Harvard University Press: Massachusetts, Chapters 2, 4, 8 and 10.
35. Sikand, Yoginder and Mishra, Avinash K, (2010) *Indian Mass Media: Prejudice against Dalits and Muslims,* Hope India Publications: New Delhi, (Introduction, Chapters 1& 2).
36. Szecskö, Tamás (1986). Theses on the Democratization of Communication. International Political Science Review. Vol. 7, No.4. 435-442.
37. Tang, Lijun and Helen Sampson (2012). The interaction between mass media and the internet in non-democratic states: The case of China, *Media Culture Society* 2012 34: 457
38. Thomas, P. (2006). The Communication Rights in the Information Society (CRIS) Campaign: Applying Social Movement Theories to an Analysis of Global Media Reform. *International Communication Gazette*, *68*(4), 291–312.
39. Van Gunsteren, Herman (1994) 'Four Conceptions of Citizenship' in Van Steenbergen, Bart (ed.) *The Condition of Citizenship*. London: Sage Publications.
40. Weisser, Christian R. (2008). Subaltern Counterpublics and the Discourse of Protest, *JAC,* 28 (3/4), 608-620