

SEMESTER	CODE No.	NAME OF PAPERS
1 <sup>ST</sup>	CCMG-101	MEDIA AND POLITICS
	CCMG-102	EVOLUTION OF MEDIA POLICY IN INDIA
	CCMG-103	INTELLECTUAL HISTORY OF COMMUNICATION
	CCMG-104	PUBLICS AND GOVERNANCE
	<b>CCMG-105</b>	<b>CULTURE, MEDIA AND SOCIETY* CBCS</b>

### CCMG 101: MEDIA AND POLITICS

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

#### Module 1: Media and Democracy

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

#### Module 2: Ideology and Media

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

#### Module 3: Democracy in Transition

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

#### Internal Assessment: (25 Marks)

#### End Semester Exam: (75 Marks)

#### Reading List

1. Bingham, Lisa B; Nabatchi, T & O'Leary, R. (2005). The New Governance: Practices and Processes for Stakeholder and Citizen Participation in the Work of Government. Public Administration Review, Vol. 65, No. 5. 547-558.
2. Bohman, James F (1990). Communication, Ideology, and Democratic Theory. The American Political Science Review, Vol. 84. No. 1. 93-109.
3. Brants, Kees & Voltm, Katrin (Eds.), (2011). Political Communication in Postmodern Democracy: Challenging the Primacy of Politics. Basingstoke, Hampshire and New York: Palgrave MacMillan. Chapter 2.
4. 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.
5. Chomsky, N. (2004). Media Control: The Spectacular Achievements of Propaganda. Lahore: Vanguard Books. Chapters 1&2.
6. Cleveland, H. (1986). Government is Information (But Not Vice Versa). Public Administration

7. Curran, J. (2011). *Media and Democracy*. London: Routledge. Chapters 4 and 11.
8. Feher, M. (2007). The governed in politics. In Michel Feher (Ed.). *Nongovernmental politics* (pp.12-27). New York: Zone Books.
9. Gouldner, A. W. (2002). *The Communication Revolution: News, Public and Ideology*. In Denis McQuail (Ed.). *McQuail Reader*. New Delhi: Sage.
10. Herman, Edward S. & Chomsky, N. (1988). *Manufacturing Consent: The Political Economy of the Mass Media*. New York: Pantheon Books. Chapter 1.
11. Jakubowicz, K. (2015). *New Media Ecology: Reconceptualizing Media Pluralism*. In Peggy Valcke, Miklos Sukosd and Robert G. Picard (Eds.), *Media Pluralism and Diversity: Concepts, Risks and Global Trends* (pp.23-53). New York: Palgrave Macmillan.
12. Karipainen, K. (2007). Making a difference to media pluralism: a critique of the pluralistic consensus in European Media Policy. In Cammerts & Nico Carpenter (Eds.). *Reclaiming the Media: Communication rights and democratic media roles* (pp.9-30). Chicago: University of Chicago Press.
13. Kulipossa, Fidelx Pius, (2004). *Decentralisation and Democracy in Developing Countries: An Overview*. *Development in Practice*, Vol. 14, No. 6. 768-779.
14. Keane, J. (1991). *The Media and Democracy*. Cambridge, United Kingdom: Polity Press & Blackwell. Chapter 1
15. Louw, Eric (2010). *The Media and Political Process*. New Delhi: Sage. Chapters 1& 2.
16. McCrone, David & Kiely, Richard (2000). Nationalism and Citizenship. *Sociology*, 34 (1), 19–34.
17. Mehta, Nalin (Ed.), (2008). *Television in India: Satellites, Politics and Cultural Change*, Routledge: London, Chapters 3 and 4.
18. Price, Moroe E. (2002). *Media and Sovereignty: The Global Information Revolution and its Challeges to State Power*. London: MIT Press. Chapter 1&3.
19. Needham D, Anuradha and Rajan S, Rajeswari (Eds.), (2007). *The Crisis of Secularism in India* (pp.208-238). New Delhi: Permanent Black.
20. Randall, V. (1993). *The Media and Democratisation in the Third World*. *Third World Quarterly*. Vol. 14, No. 3. 625-646.
21. Reidfeld, Helmut and Bhargava, Rajeev (Eds.), (2005). *Civil Society, Public Sphere and Citizenship: Dialogues and Perceptions*. New Delhi: Sage. Chapters 3& 4.
22. Szecksö, Tamás (1986). *Theses on the Democratization of Communication*. *International Political Science Review*. Vol. 7, No.4. 435-442.
23. Tyabji, N. (1994). *Political Economy of Secularism: Rediscovery of India*. *Economic and Political Weekly*, Vol. 29, No. 28. 1798-1802.
24. Thompson, Kenneth & Sharma, Anita (1998). *Secularization, Moral Regulation and the Mass Media*. *The British Journal of Sociology*, Vol. 49, No. 3. 434-455.

## CCMG-102: EVOLUTION OF MEDIA POLICY IN INDIA

Different regimes have different reasons to administer and manage the media; these reasons, and their underlying aims, can be grasped through a systematic study of media policy. Keeping these two observations in mind, the principal learning objective of this paper is to comprehend the ways in which 'media' has become an object of policy making and a subject of policy study. Here, the students will get a historical overview of media policy in India from colonial to post independence period, up to 1990. Through an exposure to critical commentaries on shifting policy prescriptions through these decades, they would develop skills to decipher the impulse and implications of decisions on media, whether on content, structure or infrastructure.

The first module introduces the conceptual contours of 'media policy', and traces the emergence of press and cinema in the colonial period, and the key statutory measures and tussles therein over managing public opinion. The second module explores the continuities, as well as emergent issues and challenges in media policy in Independent India. It begins by looking at the peculiarities of managing technologies of transmission, through the case of radio. Thereafter, the debates and contests on newspaper policy in the 1960s and 1970s are brought to focus. The last module brings into view the trajectory of Television policy up to 1990, and the concomitant shifts, from welfare to commercial orientation -- a theme which remains at the heart of policy debates across many media sectors even today.

### **Module 1: Colonial Contexts and Contests**

- 1.1 Media Policy: Contours and Concerns
- 1.2 Press, Politics and Regulation
- 1.3 Cinema, Propaganda and Policing

### **Module 2: Continuities and Challenges**

- 2.1 Administering the Radio
- 2.2 Press as Infrastructure
- 2.3 Debates on Media Autonomy

### **Module 3: Tele-visions**

- 3.1 TV for Development
- 3.2 Televising a Nation
- 3.3 Of Commerce and Control

**Internal Assessment: (25 Marks)**

**End Semester Exam: (75 Marks)**

### **Reading List**

1. Block, C., Foote, D. R. & Mayo, J. (1979) 'SITE Unseen: Implications for Programming and Policy'; Journal of Communication Autumn (pp.114-124)
2. Israel, M. (1994) 'Politics and the Press in a Colonial Setting', in *Communication and Power*; CUP, Cambridge (pp.1-25)
3. Das, B. (2005) 'Mediating Modernity: Colonial Discourse and Radio Broadcasting in India', in B. Bel, B. Das, J. Brower, V. Parthasarathi, G. Poitevin, et.al., *Communication Processes Vol 1: Media and Mediation*; Sage, New Delhi
4. Dasgupta, U. (1977) 'The Indian Press 1870-1880: A Small World of Journalism'; Modern Asian Studies, II, 2 (pp. 213-235)

5. Ganguly M., & Ganguly, B. (1990), 'Prasar Bharati Bill: Critical Assessment'; Economic and Political Weekly, Vol. 25, No. 10 (pp. 484-488)
6. Hughes, S. (2002) 'Policing Silent Film Exhibition in Colonial South India', in R. Vasudevan (Ed.) Making Meaning in Indian Cinema; OUP, New Delhi (pp.39-64)
7. Jain, A. (2013) 'The Curious Case of the Films Division: Some Annotations on the Beginnings of Indian Documentary Cinema in Post independence India, 1940s-1960s'; The Velvet Light Trap No.71, Spring (pp.15-26)
8. Jeffrey, R. (1994) 'Monitoring Newspapers and Understanding the Indian State'; Asian Survey, Volume 34, No. 8 (pp. 748-763)
9. Kumar, K. (2003) 'Mixed Signals: Radio Broadcasting Policy in India'; Economic and Political Weekly, Vol. 38, No. 22 (pp. 2173-2182)
10. Kumar, S. (2006) 'From Doordarshan to Prasar Bharati: The Search for Autonomy in Indian Television' in Kumar. S., Gandhi meets Primetime: Globalisation and Nationalism in Indian Television; University of Illinois Press, Urbana and Chicago (pp. 23-54)
11. Lelyveld, D. (1996) 'Upon the Subdominant: Administering Music on All India Radio'; Social Text No. 39 Summer (p.111-127)
12. Liang, L., Suresh, M. & Malhotra, N. (2006) 'Back to the Future: The Indian Cinematographic Committee Evidence and Report, 1927-1928', The Public is Watching: Sex, Laws and Videotape; PSBT, New Delhi (pp. 36-52)
13. Mehta, N. (2008) 'The State in a Box, Indian Television (1959-1991)', in India on Television; Harper Collins, New Delhi (pp. 24-55)
14. Mody, B. (1979) 'Programming for SITE'; Journal of Communication, Autumn 1979, pp. 90-98
15. Nair, T. (2003) 'Growth and Structural Transformation of Newspaper Industry in India: An Empirical Investigation'; Economic and Political Weekly Sept. 27 (pp.4182- 4189)
16. Napoli, Philip. M (2007) 'Media Policy: An overview of the field'; McGannon Centre Working Paper Series, Donald McGannon Communication Research Centre, Fordham University, New York
17. Parthasarathi, V. (2014) 'On the Constituted Contexts of Public Communication: Early Policy Debates on the Press in India'; Media International Australia (Themed Issue on Media and the Public Spheres in India) No.152 (pp. 77-86)
18. Pendakur, M. (1989) 'Indian Television Comes of Age: Liberalization and the Rise of Consumer Culture'; Communication Vol.11/1 (pp.177-197)
19. Pinkerton, A. (2008) 'Radio and the Raj: Broadcasting in British India(1920-1940)'; Journal of the Royal Asiatic Society (Series 3) Vol. 18/2(pp.1-25)
20. Punathambekar A. & Sundar, P. (2016) 'The Time of Television: Broadcasting, Daily Life, and the New Indian Middle Class'; Communication, Culture & Critique Vol. 10 (pp. 401-421 )
21. Rajagopal, A. (1993) 'The rise of national programming: the case of Indian television'; Media Culture Society Vol.15/1 (pp. 91-111)
22. Reddy, C.G.K. (1966) 'The Problem of Newsprint for Indian Newspapers'; International Communication Gazette Vol. 12/4 (pp. 324-329)
23. Sarabhai, V., (1974) 'Television for Development' in , in Chowdhry, K. (ed.) Science Policy and National Development, ICSSR and Vikram Sarabhai Foundation: Ahmedabad
24. Verghese, B. G. (1977) 'The Media in a Free Society: Proposals for Restructuring'; Economic and Political Weekly Vol. 12/18 (pp. 731-740)
25. Woods, P. (1995) 'Film Propaganda in India, 1914-23'; Historical Journal of Film, Radio & Television Vol. 15/4 (pp.543-553)

## CCMG-103: INTELLECTUAL HISTORY OF COMMUNICATION

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

### **Module 1: Communication and Ideas**

- 1.1 Flow, Bond, Space and Measure
- 1.2 Empiricism and Science
- 1.3 Information and transmission

### **Module 2: Communication, production and exchange**

- 2.1 Political Economy
- 2.2 Mode of Production
- 2.3 Ideology and Communication

### **Module 3: Communication and Meaning**

- 3.1 Semiotics and Communication
- 3.2 Sign & Symbols
- 3.3 Code and Signification

**Internal Assessment:** (25 Marks)

**End Semester Exam:** (75 Marks)

### Reading List

#### **Module 1: Communication and Ideas**

##### **1.1 Flow, Bond, Space and Measure**

1. Mattelart, A. (1994), *Invention of communication*, Minnesota: The University of Minnesota Press. **Ch Intro & Ch.1.**
2. Mattelart, A and M. Mattelart. (1998), *Theories of communication: A short introduction*, London Sage: **Ch. 1**
3. Duncan, H. (1962), *Communication and social order*, New York: Oxford University Press. **Ch. Intro.**
4. **1.2 Empiricism and Science**
5. Postman, N. (1993), *Technopoly-The surrender of culture to technology*, Vintage **Ch.9 Scientism**
6. Mattelart, A and M. Mattelart. (1998), *Theories of communication: A short introduction*, London: Sage **Ch. 2**
7. Innis, H. (2008) *The bias of communication*, Toronto: University of Toronto Press **Ch.2**
8. **1.3 Information and transmission**
9. Mattelart, A and M. Mattelart. (1998), *Theories of communication: A short introduction*, London: Sage **Ch. 3**

10. Rogers, E. (1994), A history of communication study: A biographical approach, New York: The Free Press **Ch.10 & 11**
11. (ICA Handbook Series) Peter Simonson, Janice Peck, Robert T Craig, John Jackson-The Handbook of Communication History-Routledge (2012).**Ch-3**
12. **Module 2: Communication, production and exchange**
13. **2.1 Political Economy**
14. Peter Golding, Graham Murdock-The Political Economy of the Media (International Library of Studies in Media and Culture Series, vol.1-Edward Elgar Publishing (1997)
15. Vincent Mosco-The Political Economy of Communication (2nd ed)-Sage Publications, Ltd. (2009).
16. C. Wright Mills - The Power Elite. **Chapter- Mass Society**
17. **2.2 Mode of Production**
18. Mattelart\_Armand\_Siegelaub\_Seth\_eds\_Communication\_and\_Class\_Struggle\_1\_Capitalism\_Imperialism\_1979-2. **Chapter-Mode of Production Structure and Superstructure p. 73-75**
19. (Continuum book) Horkheimer, Max - Critical theory \_ selected essays-Bloomsbury Academic\_Seabury Press (1972). **Chapter-6 Traditional and Critical Theory**
20. Louis Althusser - Lenin and Philosophy and Other Essays -Monthly Review Press (2001). **Chapter-Ideology and Ideological State Apparatuses**
21. **2.3 Ideology and Communication**
22. Mattelart\_Armand\_Siegelaub\_Seth\_eds\_Communication\_and\_Class\_Struggle\_1\_Capitalism\_Imperialism\_1979-2. **Chapter-Ideology p.98-105**
23. Hall, S. (1982). The Rediscovery of Ideology: Return of the Repressed in Media Studies. In (Gurevitch et al., Ed.), Culture, Society and Media. London: Methuen: 56-90.
24. **Module 3: Communication and Meaning**
25. Hawkes, Terrence 1977. Structuralism and Semiotics, University of California Press **Ch. 1 & 2**
26. Fiske, John. 1990, Introduction to Communication Studies, London and New York: Routledge (2nd edition). **Ch 3, 4 & 5**
27. Barthes, Roland, *Mythologies*. Paris, Editions du Seuil, 1957.
28. **Further Readings**
29. Bayly,Chris1993“Knowingthecountry:EmpireandInformationinIndia,ModernSouth Asian Studies, Vol.27, No.1, Feb., pp.3-43.
30. Bayly, Chris 1996. “Information and Order in South Asia” in The Transmission of Knowledge in South Asia: Essays on Education, Religion, History, and Politics. ed. by NIGEL CROOK. SOAS Studies on South Asia:. New York: Oxford University Press,
31. Das, Biswajit, 2005 “The quest for theory: Mapping Communication studies in India, Bel (Ed.), 2005 Media and Mediation, Sage, New Delhi. Pp. 35-65.
32. Das, Biswajit, 2012 Communication studies in India, CCMG, JMI, Mimeo.
33. Fiske, John. 1990, Introduction to Communication Studies, London and New York: Routledge (2nd edition). Ch 3, 4.
34. Gandy Jr, Oscar (1992), 'The Political Economy Approach: A Critical Challenge', *Journal of Media Economics*, Summer, 23-42.
35. Garnham, Nicholas (1990),'Contributiontoa Political Economy of Mass Communication', in Fred Inglis (ed.), *Capitalism and Communication: Global Culture and the Economics of Information*, London: Sage, 20-55.
36. Gomery, Douglas1989 Media Economics: Terms of Analysis, *Critical Studies in Mass Communication*, 6, March, 43-60.
37. Hall, S. (1982). The Rediscovery of Ideology: Return of the Repressed in Media Studies. In (Gurevitch et al., Ed.), Culture, Society and Media. London: Methuen: 56-90.
38. Hawkes, Terrence 1977. Structuralism and Semiotics, University of California Press
39. Innis, H. A., 2009 The Bias of Communication, *The Canadian Journal of Economics and Political Science / Revue canadienne d'Economique et de Science politique*, Vol. 15, No. 4 (Nov., 1949), pp. 457-476
40. Kapila, Shruti (ed) 2010 An Intellectual History of India, CUP, Delhi.
41. Katz. Elihu, Blumler. Jay G., Michael Gurevitch, 2008 Uses and Gratifications Research, *The Public Opinion Quarterly*, Vol. 37, No. 4. (Winter, 1973-1974), pp. 509-523.

42. Livingstone, S. (1997) The work of Elihu Katz. In J. Corner, P. Schlesinger, and R.
43. Silverstone, (Eds.), *International Handbook of Media Research*. London: Routledge.
44. Mattelart, A and M. Mattelart. 1998, *Theories of Communication: A Short Introduction*, Sage: New Delhi. Ch. 1, 3 17.
45. Mattelart, A. 1994, *Invention of Communication*, Sage: New Delhi. Ch 1&2. 18.
46. Murdock, Graham and Peter Golding (1974), "For a Political Economy of Mass Communications" in Ralph Miliband and J. Saville (eds), *The Socialist Register 1973*, London: Merlin Press, 205-34.
47. Pollock, Sheldon, 2008 Is there an Indian Intellectual History? Introduction to " Theory and Method in Indian Intellectual History" *Journal of Indian Philosophy*, 36: 533-542
48. Rogers, Everett M, 1994, *A History of Communication Study: A Biographical Approach*, The Free Press: New York, Selected Chapters. □
49. Smythe, William Dallas Ecumenical nature of Communication as a Science
50. Williams, Raymond 1980, Selected articles from *Problems in Materialism and Culture* 'Verso' London.
- 51.

## CCMG-104: PUBLICS AND GOVERNANCE

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

### ***Module 1: Publics and Public Sphere***

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

### ***Module 2: Publics and Public Opinion***

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

### ***Module 3: Governing Publics***

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

**Internal Assessment: (25 Marks)**

**End Semester Exam: (75 Marks)**

### **Reading List**

1. Anderson, Benedict. 1991. *The Imagined Communities: Reflections on the Origins and Spread of Nationalism*. Revised ed. London and New York: Verso.
2. Bayly, C.A. 1996. *Empire and Information*. Cambridge University Press. Chapter 5 (The Indian Ecumene: An Indigenous Public Sphere).
3. Bennet, L.W. and Entman, Robert (2001) *Mediated Politics: Communication in the Future of Democracy*. Cambridge University Press: Cambridge. Chapters 2, 4,10
4. Bhattacharya, Neeladri. 2005. Notes Towards a Conception of the Colonial Public. In Raveev Bhargava and Helmut Reifeld (Eds.) *Civil Society, Public Sphere and Citizenship: Dialogues and Perceptions* (130-157), New Delhi. Sage.
5. Calhoun, Craig. (ed.) 1993. *Habermas and the Public Sphere*. MIT Press.
6. Chandhoke, Neera. 2012. Whatever has Happened to Civil Society? *Economic & Political Weekly*, June 9, 47 (23), 39-45.
7. Chatterjee, Partha. 2004. *The Politics of the Governed: Reflections on Popular Politics in Most of the World*. New Delhi: Permanent Black. Chapter 3.



8. Corbridge, Stuart, John Harriss & Craig Jeffrey. 2013. Is Government in India Becoming More Responsive (158-176) *India Today*. Cambridge: Polity Press.
9. Craig Jeffrey. 2002. Caste, Class, and Clientelism: A Political Economy of Everyday Corruption in Rural North India. *Economic Geography*, Vol. 78, No. 1 (Jan., 2002), pp. 21-41.
10. Dewey, John. 1946. *The Public and its Problems: An Essay in Political Enquiry*. Gateway Books: Chicago (Chapters 1, 3 and 5).
11. Fenton, Natalie and John Downey. 2003. Counter Public Spheres and Global Modernity. *The Public*. 10 (1): 15-32.
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. Freitag, Sandria. 1991. Enactments of Ram's Story and the Changing Nature of "The Public" in British India". *South Asia*, 14 (1), 65-90.
14. Gupta, Akhil. 2012. Corruption, Politics and the Imagined State. In *Red Tape: Bureaucracy, Structural Violence, and Poverty in India*. Duke University Press.
15. Habermas, Jurgen, Sara Lennox & Frank Lennox. 1974. The Public Sphere: An Encyclopedia Article 1964. *New German Critique*, No. 3. (Autumn): 49-55.
16. Habermas, Jurgen. 1989. *The Structural Transformation of the Public Sphere: An Inquiry into a Category of Bourgeois Society*, translated by Thomas Burger with the assistance of Frederick Lawrence. Cambridge: MA: The MIT Press.
17. Joshi, Sanjay. 2001. *Fractured Modernity: Making of a Middle Class in Colonial North India*. New Delhi: Oxford University Press (Ch. 2).
18. Lippmann, Walter. 1922 [1998]. *Public Opinion*. Transaction Publishers: New Brunswick and London. Chapter 1.
19. Mathur, Kuldeep. 2010. Governance as Networks: Emerging Relationships among the State, Business and NGOs in India. *Indian Journal of Human Development*, 4 (2): 253-279.
20. Nye, Joseph. S. 2004. Soft power. In J. S. Nye (Ed.) *Power in the Global Information Age: From Realism to Globalization* (pp. 68-80). London and New York: Routledge, 2004.
21. Neyazi, Taberez A. 2014. "Media, Mediation and the Vernacular Public Arena", *Media International Australia*, no 152. Special issue on Public Spheres and the Media in India, August.
22. Papacharissi, Zizi. 2002. The Virtual Sphere: The Internet as a Public Sphere. *New Media and Society*. 4 (1): 9-27.
23. Park, Robert E. (1972) *The Crowd and the Public and Other Essays*. University of Chicago Press: Chicago and London (Chapter 1).
24. Rudolph, Susanne. H., & Rudolph, Lloyd. I. 2006. The Coffee House and the Ashram Revisited: How Gandhi Democratized Habermas' Public Sphere. In Susanne. H Rudolph, & Lloyd I. Rudolph. *Postmodern Gandhi and Other Essay: Gandhi in the World and at Home* (140-174). Delhi: Oxford University Press.
25. Tiwari, Badri Narayan. 2011. The Making of the Dalit public in North India: Uttar Pradesh 1950-present. Oxford University Press: New Delhi. Chapter 6 (*Dalit Public and Political Power: Grassroots Pressures on Democracy*)
26. Warner, Michael. 2002. Publics and Counterpublics (Abbreviated version). *Quarterly Journal of Speech*. (88) 4: 413-425.

## CCMG-105: CULTURE, MEDIA AND SOCIETY\* CBCS

### ***Module 1: Making Sense of Culture and Communication***

- 1.1 Culture: Single Concept, Diverse Meanings
- 1.2 Culture and Communication
- 1.3 Culture in Everyday Life

### ***Module 2: Culture, Representation and Contestations***

- 2.1 Class Contestations and Communication
- 2.2 Identity, Culture and Nation
- 2.3 Gender, Image and Representation

### ***Module 3: Media, Culture and Consumption***

- 3.1 Culture, Consumption and Production
- 3.2 Mediation and Consumption
- 3.3 Culture, Consumption and Pleasure

**Internal Assessment: (25 Marks)**

**End Semester Exam: (75 Marks)**

### **Reading List**

1. Appadurai, Arjun and Breckenridge, Carol A. (1998). *Consuming Modernity Public Culture in a South Asian World*, University of Minnesota Press: Minneapolis/London.
2. Bel, Bernard et al. 2010. 'Introduction: Remoulding the 'Cultural' as the 'Contentious' in Bernard Bel et al (eds.). *Communication, Culture and Confrontation: Communication Processes Volume 3*. Sage Publications, pp.xiii-xxiv
3. Bel, Bernard et al. 2010a. 'Introduction' in Bernard Bel et al (eds.). *Communication, Culture and Confrontation: Communication Processes Volume 3*. Sage Publications, pp.3-12
4. Bolin, Göran & Ståhlberg, Per (2010) *Between Community and Commodity: Nationalism and Nation Branding in Roosvall* Anna, Moring Inka Solivara (eds) *Communicating the Nation: National Topographies of Global Media Landscapes*. Göteborg: Nordicom, pp. 79–101.
5. Carey, James (1989) *Communication as Culture*, pp. 9-84, Routledge: London and New York.
6. Chaudhuri Maitrayee (2005). 'A Question of Choice: Advertisements, Media and Democracy', in *Communication Processes Vol.1, Media and Mediation*, Sage Publications
7. Curran, James (1982) 'Communications, power and social order' in M.Gurevitch, T. Bennett, J. Curran and J. Woollacott (eds) *Culture, Society and the Media*, London: Methuen.
8. Dow, Bonnie J. and Wood, Julia T. (2006) *The Sage Handbook of Gender and Communication*, pp. 263-370, Sage Publications: Thousand Oaks, London, New Delhi.
9. Fiske, John (1982) *Understanding Popular Culture*, Chapter 1 and 2, Routledge: London and New York.
10. Fernandes, Leela (2000) 'Nationalizing 'the global': media images, cultural politics and the middle class in India', *Media Culture Society*, 22(5): 611-628.
11. Fuchs, Christian. (2014). *Digital Labour and Karl Marx*. Routledge
12. Gellner, Ernest (1983) *Nations and Nationalism*. Chapter 1, Oxford: Blackwell
13. Kellner, Douglas (1995) *Media Culture: Cultural studies, identity and politics between the modern and the postmodern*, Chapters 1, 3 and 4, Routledge: London and New York.
14. Kellner, Douglas, (2002). 'The Media Spectacle', Routledge -Taylor & Francis Group: London and New York.
15. Kukathas, Chandran. (1992). 'Are There Any Cultural Rights', *Political Theory*, 20 (1): 105-39.
16. Mattelart, Armand (1979) 'Introduction: For a Class Analysis of Communication', *Communication and Class Style*, International General: New York.

17. Miller, Toby (2001). Introducing. .. Cultural Citizenship, *Social Text*, 19(4):1-5.
18. Murdock, Graham (2008) *Reconstructing the Ruined Tower: Contemporary Communications and Questions of Class*, *Studies in Language & Capitalism*: 3/4: 67 – 91
19. Poitevin, Guy (2010). 'From the Popular to the People', in Bernard Bel et al (eds.). *Communication, Culture and Confrontation: Communication Processes Volume 3*. Sage Publications, pp.13-46.
20. 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.
21. Storey, John (2009) (eds.) *Cultural Theory and Popular Culture: An Introduction*, Fifth edition. Chapters 1, 2,3,4,6 and 8, Pearson Longman: London.
22. Thompson, John B. (1990) *Ideology and Modern Culture*, Chapters 1, 2, 3 and 4, Stanford University Press: Stanford, California.
23. Williams, Raymond (1960) *Culture and Society, 1780-1950*, Chapter 5, Anchor Books: New York.
24. Williams, Raymond (1983). *Keywords: A Vocabulary of Culture and Society*, Fontana.

2 <sup>ND</sup>	CCMG-201	MEDIA AND MODERNITY
	CCMG-202	COMMUNICATION RESEARCH METHODS
	CCMG-203	COMMUNICATION AND MEDIA HISTORY
	CCMG-204	MEDIA, GENDER AND SOCIETY
	CCMG-205	INTRODUCTION TO MEDIA ECONOMICS
	CCMG-206	MEDIA, RELIGION AND TECHNOLOGY
	CCMG-207	CULTURE AND CREATIVE INDUSTRIES
	CCMG-208	FRAMEWORKS OF MEDIA LAW
	CCMG-209	POLITICAL COMMUNICATION
	CCMG-210	COMMUNICATION AND CLIMATE CHANGE* CBCS
	<b>CCMG-211</b>	<b>YOUTH, MEDIA AND SOCIETY * CBCS</b>

### **CCMG-201: MEDIA AND MODERNITY**

The idea of modernity remains pivotal to the knowledge production virtually in all fields including media. Recognising that the organisation of communication was not only constituted by the dynamics of modernity but was also constitutive of them, enables grasping how specific techno-commercial configurations emerged, and how they altered institutions of economy and polity that spawned them, this paper, an attempt is made to introduce the trajectory of modernity through the idea and process of communication. With the simultaneous growth of modernism and communication, the notion that modernity becomes not only a source of changes but also receives changes from the socio-cultural, economic and political arenas. This reciprocity modifies the character of modernity and communication process too; such a 'mediated modernity' is to be studied through several levels.

#### ***Module 1: Constitution of Modernity***

- 1.1 Orality to Print
- 1.2 Orientalism
- 1.3 Mass Production

#### ***Module 2: Mediation & Modernity***

- 2.1 Simultaneity
- 2.2 Commodification
- 2.3 Visuality & Entertainment Industrialized

#### ***Module 3: High Modernity***

- 3.1 Debating Postmodernity
- 3.2 Information Revolution
- 3.3 De-territorialisation

**Internal Assessment: (25 marks)**

**End Semester Exam: (75 marks)**

#### **Reading List**

1. Anderson, Benedict (1991) Imagined Communities: Reflections on the Origin and Spread of Nationalism, London: Verso
2. Blau, J.M (1989) 'Colonialism and the Rise of Capitalism', in Science & Society, Vol. 53, No.3, pp. 260-296.
3. Carey, James W., (1989) Communication as Culture: Essays on Media and Society. Unwin Hyman: Boston, Chapters 6 and 8.

4. Cairncross, Frances (1998). Communications and distance. *RSA Journal*, 146 (5485), pp. 52-59.
5. Dirks, Nicholas B., (2002) *Castes of Mind: Colonialism and the Making of Modern India*, Permanent Black: Delhi, Chapters 5 and 6.
6. Gerben (2003) 'Entertainment Industrialised: The Emergence of the International Film Industry, 1890-1940' in *Enterprise and Society*, Vol. 4, No.4, pp.579-585.
7. Goody, Jack (1978) *The Interface Between the Written and the Oral*, Cambridge University Press, Cambridge.
8. Gupta, Abhijit and Chakravorty, Swapan (2004) (ed), *Print Areas: Book History in India*, Permanent Black: Delhi, Chapters 1 & 2.
9. Gupta, Abhijit and Chakravorty, Swapan (2008) (ed), *Moveable Type*, Permanent Black: Delhi, Chapter 7.
10. Hutt, W. H. (1926), 'The Factory System of the Early 19th Century', in *Economica*, No. 16 , pp. 78-93
11. Fredric, Jameson (1984). *The Politics of Theory: Ideological Positions in the Postmodernism*. *New German Critique*, No. 33, pp. 53-6.
12. Jameson, Fredric (2006) *Postmodernism or The Cultural Logic of Late Capitalism*, Duke University Press: Durham, Chapters 2 and 9.
13. Joshi, P. C. (1989) *Culture, Communication and Social Change*; Vikas: New Delhi, Chapter 2.
14. Keen, Steve, (1993), 'Use-value, Exchange-value, and the Demise of Marx's Labor Theory of Value,' in *Journal of the History of Economic Thought*.
15. Marvin, Carolyn (2009) 'Annihilating Space, Time and Difference: Experiments in Cultural Homogenization,' in Leah A. Lievrouw & Sonia Livingstone (ed), *New Media*, Vol.1, pp.75-111.
16. Ong, Walter J. (1984) *Orality, Literacy, and Medieval Textualization*, *New Literary History*, Vol. 16, No. 1, pp 1-12.
17. Ong, W (1999). *Orality, Literacy, and Modern Media*. In David Crowley and Paul Heyer, *Communication in History: Technology Culture, Society* (pp.60-67). New York: Longman.
18. Rampton, Ben (2000) "Speech community," *Working papers in Urban Language & Illiteracies*, King's College London
19. Pietrykowski, Bruce, (1995) 'Fordism at Ford: Spatial Decentralization and Labor Segmentation at the Ford Motor Company, 1920-1950' in *Economic Geography*, Vol. 71, No. 4, pp. 383-401.
20. Ramaswamy, Sumathi (ed) (2003), *Beyond Appearances?: Visual Practices and Ideologies in Modern India*, Sage: New Delhi, "Introduction", Chapters 6 and 7.
21. Thomson, J.B (1996) *The Media and Modernity: A Social Theory of Media*, Stanford University Press: Stanford, California, Chapters 2, 6, 7 and 8.

## CCMG-202: COMMUNICATION RESEARCH METHODS

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. With this view, the paper introduces the students to research methodology in Communication and equips them to design their own research studies by being able to frame research questions, select the methods to collect data through to presenting their report. The course is divided into three sections, and covers (i) conceptual issues in the social sciences, (ii) quantitative research methods, and (iii) qualitative research methods. It discusses various approaches to research while engaging with issues like selection and sampling size, measurement, reliability and ethics of research. The paper provides an overview of widely used qualitative and quantitative methods in social and communication research.

### ***Module 1: Conceptual Issues in Communication Research***

- 1.1 Ways of Knowing in Social Sciences
- 1.2 Positivism and Social Phenomena
- 1.3 Research Approaches and Design

### ***Module 2: Methods and Techniques in Communication Research-I***

- 2.1 Ethnography
- 2.2 Survey
- 2.3 Analyzing 'text'

### ***Module 3: Methods and Techniques in Communication Research-II***

- 3.1 Interviewing
- 3.2 Researching Visuals
- 3.3 Inferences and Analysis

### **Internal Assessment (25 Marks)**

### **End Semester Exam: (75 Marks)**

### **Reading List**

1. **Moses, J.W. and T.L. Knutsen.** 2007. *Ways of Knowing: Competing Methodologies in Social and Political Research* (Basingstoke: Palgrave Macmillan).
2. **Peter Burnham et al.** 2008. *Research Methods in Politics.* (Basingstoke: Palgrave Macmillan).
3. **Hollis, Martin and Steven Lukes.** 1982. 'Introduction', in: id. (eds.) *Rationality and Relativism* (Oxford: Blackwell).
4. **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)
5. **Lane, Melissa.** 2003. 'Positivism: Reactions and Developments', in: Terence Ball (ed.) *The Cambridge History of Twentieth Century Political Thought* (Cambridge: CUP), 321-342.
6. **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.
7. **Tomasi, Luigi.** 1998. 'Introduction', in: id. (ed.) *The Tradition of the Chicago School of Sociology* (Aldershot: Ashgate), 1-9.
8. **Bryman, A.** 1988. *Quantity and Quality in Social Research* (London: Routledge).
9. **Morgan, David L.** 1996. 'Focus Groups', *Annual Review of Sociology*, 22, 129-152.
10. **Berger A.A.** 2011. *Media and Communication Research Methods: An Introduction to Qualitative and Quantitative Approaches* (London: Sage Publications).
11. **Hansen A., Cottle S., Negrine, R. And Newbold, C.** 1998. *Mass Communication Research Methods.* New York: Palgrave

12. **Deacon, D., Pickering M., Golding, P. and Murdock G.** 2007 *Researching Communications: A Practical Guide to Methods in Media and Cultural Analysis*, 2<sup>nd</sup> Edition (London: Hodder Arnold).

**Additional Readings:**

1. **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).
2. **Giddens, Anthony.** 1974. *New Rules of Sociological Method* (London: Hutchinson).
3. **Hakim, C.** 2000. *Research Design: Successful Designs for Social and Economic Research* (London: Routledge).
4. **Berger, P.L., & Luckmann, T.** 1967. *The Social Construction of Reality* (New York, NY: Anchor Books)

## CCMG-203: COMMUNICATION AND MEDIA HISTORY

This course offers a critical introduction to understand the historical evolution of the communication media from colonial to postcolonial India. The course will particularly focus on the rise of communication media such as the press, radio, television and cinema and their impact on Indian society, culture and politics. We will start by recognizing that every media was once new, and proceed on to critically examine how the coming of each media change communication relationships and the way we think about the world and ourselves. The first part of the course will focus on the rise of the print and its relationship with colonialism and nationalism. We will also analyze some of the important historical events and personalities in the relation to the evolution of news media. While the second part of the course will examine the coming of cinema and broadcast media and how they have precipitated social change in India. By successfully completing this course, students will be able to identify key historical moments in the evolution of communication media in India and appreciate how they have transformed social, cultural and communication practices.

### ***Module 1: Early history of communication***

- 1.1. Communication before the printing press
- 1.2. The printing press and the public sphere
- 1.3. Newspapers, public opinion and colonial governance
- 1.4. Archive, technology and media

### ***Module 2: Press and political mobilization***

- 2.1. English versus vernacular press
- 2.2. Print and nationalism
- 2.3. Press in post-1947
- 2.4. Newspaper revolution in post-1977

### ***Module 3: Media and social change***

- 3.1. Cinema and change
- 3.2. Radio and development
- 3.3. Television and social transformation
- 3.4. Cassette culture/video magazine

### **Internal Assessment: (25 Marks)**

### **End Semester Exam: (75 Marks)**

### **Reading List**

1. Anderson, Benedict (1991) *Imagined Community: Reflections on the Origin and Spread of Nationalism*. (Revised ed.). London: Verso.
2. Barrier, N. Gerald (1974) *Banned: Controversial Literature and Political Control in British India, 1907-1947*. Missouri: University of Missouri Press.
3. Bayly, Christopher (1993) "Knowing the Country: Empire and Information in India", *Modern Asian Studies*. 27 (1), Special Issue: How Social, Political and Cultural Information Is Collected, Defined, Used and Analyzed (Feb., 1993): pp. 3-43.
4. Bayly, Christopher (1996) *Empire and Information: Intelligence Gathering and Social Communication in India, 1780-1870*. Cambridge: Cambridge University Press (Chapters 1 & 2).
5. Briggs, Asa and Peter Burke (2010) *Social History of Media: From Gutenberg to the Internet* by, Polity; 3 edition (Chapter 2 & 5)
6. Burra, Rani, Ashish Rajadhyaksha and Mangala Chandran, et.al., *Film India: Looking Back 1896-1960*, Directorate of Film Festivals, 1981
7. Chatterji, P. C. (1987) *Broadcasting in India*. New Delhi, Sage Publications.



8. Cottle, Simon & Rai, Mugdha (2008) "Television News in India: Mediating Democracy and Difference", *International Communication Gazette*. 70 (1): 76–96.
9. Das, Biswajit (2005) *Mediating Modernity: Colonial Discourse and Radio Broadcasting in India*, in B. Bel, B. Das, J. Brower, Vibhoddh Parthasarathi, G. Poitevin, *et.al.*, *Communication Processes Vol 1: Media and Mediation Sage* (2005)
10. David Page and William Crawley (2005) 'The Transnational and the National: Changing Patterns of Cultural Influence in the South Asian TV Market', in Jean K. Chalaby (Ed.) *Transnational Television Worldwide: Towards a New Media Order*, London and New York: I.B. Tauris, 128-155.
11. Farmer, Victoria, L. (2000) "Depicting the Nation: Media Politics in Independent India", in Francine R. Frankel (Eds.) *et al.*, *Transforming India* (pp. 244-287). New Delhi: Oxford University Press.
12. Ghose, Bhaskar (2005) *Doordarshan Days*, New Delhi: Viking Penguin.
13. Israel, Milton (1994) *Communications and Power: Propaganda and the Press in the Indian Nationalist Struggle, 1920-1947*. Cambridge, [England]; New York, NY: Cambridge University Pres.
14. Jeffrey, Robin (2000) *India's Newspaper Revolution: Capitalism, Politics and the Indian-Language Press 1977-99*, New Delhi: Oxford University Press, second edition, 'Introduction the second edition', pp. xi-xxxiv.
15. Johnson, Kirk (2001) *Television and the Social Change in Rural India*. New Delhi: Sage Publication.
16. Johnson, Kirk (2001) "Media and social change: the modernizing influences of television in rural India", *Media Culture Society* Vol. 23/2 pp.147-
17. McDonald, Elen (1968) "The modernizing of communication: Vernacular Publishing in Nineteenth Century Maharashtra", *Asian Survey*, Vol 8 No 7. (July) pp 589-606
18. Mani, A. D. (1954). Introduction. In Roland E. Walseley (Ed.) *Journalism in Modern India*, Asia Publishing House, Bombay, pp. vi-xviii.
19. Manuel, Peter (1993) *Cassette Culture: Popular Music and Technology in North India*, Chicago: University Of Chicago Press.
20. Mehta, Nalin (2008) "India Talking: Politics, Democracy and News Television", in Nalin Mehta (ed.), *Television in India: Satellites, Politics and Cultural Change* (pp 32-61) London: Routledge.
21. Mishra, V.M. (1971) "The Hindi Press in India: an Interpretative History", *International Communication Gazette*. 17: 243-249.
22. Natarajan, S. (1962) *A History of the Press in India*. London: Asia Publishing House.
23. Ninan, Sevanti (2007) *Headlines from the Heartland: Reinventing the Hindi Public Sphere*, New Delhi: Thousand Oaks, Calif.: Sage Publications.
24. Pande, Mrinal (2005) "English for the Elite: Hindi for the Power Elite", in Uday Sahay (ed.) *Making News: Handbook of Media in Contemporary India*, New Delhi: Oxford University Press, 60-66.
25. Pandey, Gyanendra (1975) "Mobilization in Mass Movement: Congress 'Propaganda' in the United Provinces (India), 1930-34", *Modern Asian Studies*. 19(2): 205-226.
26. Rajagopal, Arvind (2001) *Politics after Television: Hindu Nationalism and the Reshaping of the Public Sphere in India*. Cambridge: Cambridge University Press.
27. Robinson, Francis (1993) "Technology and Religious change: Islam and the Impact of Print", *Modern Asian Studies*, Vol 27, No. 1 (Feb) pp. 229-251.
28. Roy, Srirupa (2011) "Television News and Democratic Change in India", *Media, Culture and Society*. 33(5): 761–777.
29. Thussu, Daya Kishan (2005) "The Transnationalisation of Television: The Indian Experience", in Jean K. Chalaby (Ed.) *Transnational Television Worldwide: Towards a New Media Order* (pp. 156-172), London and New York: I.B. Tauris.
30. Vilanilam, John V. (1996) "The Socio Cultural dynamics of Indian Television: From SITE to Insight to Privatisation, in David French and Michael Richards (Eds) *Contemporary Television: Eastern Perspectives* (pp.61-90), London: Sage Publications.
31. *Seminar* Issue October 1997, Indian Language Press.

## **CCMG-205: INTRODUCTION TO MEDIA ECONOMICS (OPTIONAL)**

Much of the social and cultural contentions associated with the media can be traced to the economic attributes of media industries. To better understanding these, focus is required on the workings and organization of media markets, technological trends shaping market structures, terms of competition within/across sectors, and the dynamics of conglomeration and concentration over the last 15 years. The course begins by introducing basic economic issues, economic actors, key concepts and analytical tools. This sets the necessary groundwork to grasp the dynamics of media markets, unique traits of media products and the role of advertising, another unique trait of media markets. The last module focuses on various types of market structure in the media industries, including the commercial and technological dynamics shaping such structures. From such a conceptual framework stems different ways in which market power emerges in the media, within and outside a sovereign territory, and the debates on the techniques to measure particularly ownership and concentration.

### ***Module 1: Enterprise & Industry***

- 1.1 Fundamental Questions
- 1.2 Basic Concepts
- 1.3 Understanding the Market
- 1.4 Markets and Pricing

### ***Module 2: Dynamics of Media Markets***

- 2.1 Characteristics of Media Products
- 2.2. Locating Advertising
- 2.3 Supply Chain
- 2.4 Generating Revenue

### ***Module 3: Market Structure and the Industry***

- 3.1 Market Structure
- 3.2 Ownership
- 3.3 Expansion and Diversification
- 3.4 Concentration

**Internal Assessment: (25 Marks)**

**End Semester Exam: (75 Marks)**

### **Reading List**

1. Badillio & Lesourd (Ed.), (2010) *The Media Industries and their Markets*, Palgrave Macmillan.
2. Doyle, G. (2002) *Understanding Media Economics*, Sage
3. Hang Min, (2007) *Media Business Venturing: A study on the choice of Organizational Mode*, JIBS Dissertation Series. Jonkoping University.
4. Hoskins (2004) *Media Economics: Applying Economics to New and Traditional Media*
5. Khandekar, Vanita K., (2010), *The Indian Media Business*, Sage
6. Lipsey R.G & Chrystal, A.K., *Principles of Economics*
7. Mankiw, *Essentials of Economics*,
8. Napoli, Philip (2003) *Audience Economics: Media Institutions and the Audience Marketplace*, Columbia University Press
9. Noam, Eli M, (2009) *Media ownership and concentration in America*, OUP, New York.
10. Picard, Robert G,( 2002) *The Economics and Financing of Media Companies*, Fordham University Press

## CCMG-206: MEDIA, RELIGION AND TECHNOLOGY

Media and technology have transformed the way people interact and experience with religion, and even how they worship. The transformation has been quite significant in recent years particularly after the coming of the internet and digital media, which have not only resulted in the globalisation of religion, but have fundamentally redefined the way people participate in religion. By providing networks, channels, symbols and resources by which religious identities find a place in both local and global settings, the media and technology are giving rise to new forms of experiencing religion and religious texts.

### ***Module 1: Media, technology and religious change***

- 1.1. Studying media and religion
- 1.2. Religions response to technology
- 1.3. Visual culture and religion
- 1.4. Media and communalism

### ***Module 2: Representation of religions***

- 2.1. Televangelism
- 2.2. Religious advertising/ Media and religious holidays / religious consumerism
- 2.3. News media representation of Islam
- 2.4. News media representation of Hinduism

### ***Module 3: Religion in cyberspace***

- 3.1. The Internet and religion/online blessings/ online Prasad/online fatwa
- 3.2. Media and religious holidays
- 3.3. Online religious behaviour
- 3.4. Commodification of religion

### **Internal Assessment: (25 Marks)**

### **End Semester Exam: (75 Marks)**

### **Reading List**

1. Babb, L. A., & Susan S. Wadley. (1995). *Media and the transformation of religion in south Asia*. Philadelphia: University of Pennsylvania Press.
2. Campbell, Heidi A. (Ed.) (2012). *Digital Religion: Understanding Religious Practice in New Media*. London: Routledge.
3. Campbell, Heidi A. (2012). How religious communities negotiate new media religiously. In Pauline Hope Cheong, Peter Fischer-Nielsen, Stefan Gelfgren and Charles Ess (Eds.) *Digital religion, Social media and culture* (81-96). Peter Lang Publishing.
4. Eisenlohr, Patrick (2011). Special issue "What is a medium? Theologies, technologies, and aspirations." *Social Anthropology* 19(1).
5. Eisenlohr, Patrick (2012). Media and religious diversity. *Annual Review of Anthropology*, 41: 37-55.
6. Farmer, V., L. (2005). Mass media: Images, mobilization, and communalism. In D. Ludden (Ed.), *Making India Hindu: Religion, community, and the politics of democracy in India* (pp. 98-118). New Delhi: Oxford University Press.
7. Freitag, Sandria (1989): *Collective action and community: Public arenas and the emsergence of communalism in north India*. Berkeley: University of California Press.
8. Freitag, Sandria. (1996). Contesting in public: Colonial legacies and contemporary communalism. In D. Luden (Ed.), *Contesting the nation: Religion, Community, and the politics of democracy in India* (pp. 211-234). Philadelphia: University of Pennsylvania Press.
9. Hoover, Stewart, M. (2006). From medium to meaning: The evolution of theories about media, religion and culture. In *Religion in the media age* (26-44). London: Routledge.

10. Meyer, Birgit (2011), Introduction. Material religion – How things matter. In D. Houtman & B. Meyer (eds.), *Things: Religion and the question of materiality*. New York: Fordham University Press, Pp. 1-23.
11. Robinson, Francis (1993). Technology and religious change: Islam and the impact of print". *Modern Asian Studies*, Vol 27, No. 1 (Feb) pp. 229-251.
12. Scheifinger, Heinz. (2010). *Om*-line Hinduism: World Wide Gods on the Web. *Australian Religion Studies Review*, 23(3), 325-345.
13. Scheifinger, Heinz. (forthcoming 2013). Online connections, Online Yatras: The role of the internet in the creation and maintenance of links between Advaita Vedanta Gurus in India and their devotees in the diaspora. In J. G. de Kruijf and A. K. Sahoo, (Eds.), *Indian transnationalism online: New perspectives on diaspora*. Farnham: Ashgate.
14. Thomas, Pradip Ninan and Philip Lee (Eds.) (2012). *Global and Local Televangelism*. Palgrave Macmillan.

## CCMG–207: CULTURE AND CREATIVE INDUSTRIES

This paper reflects why ideas on ‘culture’ are increasingly less about the legacy of art, or the essentialist qualities of ritual practices, or even solely about the size of markets for mass-produced commodities. The first module builds on the idea of culture as a symbolic resource towards exploring the inter-relationship between culture and economy. The second module traces how symbolic practices rooted in proto-capitalist social relations got reorganized into the modern entertainment industries in India, thereby forging fresh relationships between cultural practices and mediated form of consumptions. This provides the intellectual and historical contexts to investigate exhibition and distribution as key fields in the contemporary cultural economy, as also to discuss ideas and contexts of the creative industries.

### ***Module 1: Culture to Cultural Economy***

- 1.1 Culture as Symbolic Resources
- 1.2 Culture/Economy Dualism
- 1.3 Cultural Economy

### ***Module 2: The Culture-Commerce Interface***

- 2.1 Infusion of Technology
- 2.2 Producing Performance & Formalisation
- 2.3 Digitalisation & Distribution

### ***Module 3: Media and Creative Industries***

- 3.1 Exhibition & Consumption
- 3.2 From Culture Industry to Creative Industry
- 3.3 Contexts of the Creative Economy

**Internal Assessment: Two Mid-Semester Exams carrying equal marks (25 marks)**

**End Semester Exam: (75 Marks)**

### **Reading List**

1. Athique, Adrian & Douglas Hill (2010) ‘Film exhibition and the economic logic of the multiplex’, *The Multiplex in India: A Cultural Economy of Urban Leisure*, Routledge, New York.
2. Booth, Gregory (2008) ‘Roles, Rehearsals and Recordings’, *Behind the Curtain: Making Music in Mumbai's Film Studios*; OUP, New Delhi (pp. 184-222)
3. Cunningham, Stuart, McDonnell, John & Silver, Jon (2010) ‘Online distribution as disruptive technology in the film industry’, *Media International Australia* No. 136 (August) pp.119-132
4. DiCola, Peter (2000) ‘The Economics of Recorded Music: From Free Market to Just Plain Free’, <http://www.futureofmusic.org/articles/publicgood.cfm>
5. Du Gay, Paul & Pryke, Michael (2002), ‘Cultural Economy: An Introduction’ in Michael Pryke & Paul du Gay (Ed.) *Cultural Economy*; Sage Publications, London (pp. 1 – 15)
6. Gehl, Robert (2009) ‘YouTube as archive: Who will curate this digital Wunderkammer?’, *International Journal of Cultural Studies* Vol.12/1 (pp.43–60)
7. Flew, Terry & Cunningham, Stuart (2013) ‘Creative Industries after the First Decade of Debate’, in Terry Flew (Ed.) *Creative Industries and Urban Development: Creative Cities in the 21st Century*, Routledge, 2013
8. Hughes, Stephen (2007) ‘Music in the Age of Mechanical Reproduction: Drama, Gramophone, and the Beginnings of Tamil Cinema’, *The Journal of Asian Studies* Vol. 66 No. 1 (pp. 3–34)
9. Indraganti, K. (2012) “Of ‘ghosts’ and singers: Debates around\_singing practices of 1940s Indian cinema”, *South Asian Popular Culture* Vol.10/3 (pp.295-306)
10. Katz, Mark (2004) selections from *Capturing Sound: How Technology Has Changed Music*; University of California Press

11. McFall, Liz (2002), 'Advertising, Persuasion and The Culture/Economy Dualism' in Michael Pryke & Paul du Gay (Ed.) *Cultural Economy*; Sage Publications, London (pp. 148 – 165)
12. Nixon, Sean (2002), 'Re-imagining The Ad Agency: The Cultural Connotations of Economic Forms' in Michael Pryke & Paul du Gay (Ed.) *Cultural Economy*; Sage Publications, London (pp. 132 – 147)
13. Parthasarathi, Vibodh (213) 'The Gramophone Company in India, 1898-1912: The Evolution of an Early Media Enterprise', in Ravi Sundaram (Ed.) *Media Studies from India*, OUP, New Delhi
14. Shoesmith, Brian (1987) 'From Monopoly to Commodity: The Bombay Studios in the 1930s', in B. Shoesmith & T. O'Regan (Ed.) *History on/and/in Film*; History & Film Association of Australia, Perth (pp. 68-75)
15. Thompson, John B. (1991) *Ideology and Modern Culture: Critical Social Theory in the Era of Mass Communication*, Stanford University Press, California
16. UNCTAD/UNDP (2008) 'Concept and context of the creative economy'; *Creative Economy Report 2008*; UNCTAD & UNDP, United Nations (pp. 9-28)
17. Warde, Alan (2002), 'Production, Consumption and 'Cultural Economy'' in Michael Pryke & Paul du Gay (Ed.) *Cultural Economy*; Sage Publications, London (pp. 185 – 200)
18. Wilkinson-Weber, C.M. (2010) "From Commodity to Costume : Productive Consumption in the Making of Bollywood Film Looks", *Journal of Material Culture* Vol. 15/1 (pp.3–29)
19. Williams, Raymond (2010) *Culture and Materialism: Selected Essays*, Verso Books, London

## CCMG-208: FRAMEWORKS OF MEDIA LAW

Beginning with an overview of the legal system in India, the course explains the evolution of legal mechanisms and basis of ensuring transparency in the workings of the legislative and executive arms of the state. We then explore the idea of freedom of expression as enshrined in the constitution. Being the core legal instrument governing media activity, we explore the scope of Article 19 in its substantive and interpretive terms, as also the rationale of its legal limitations, the productive aspects of ways such limitations have been invoked, and the discourses on morality, security and public order arising around contemporary issues. The last module reviews the challenges to jurisprudence in the milieu of digital technologies and convergent organisational structures. Here we begin by the legal regulation of broadcasting law and spectrum related debates, and then move on to issues of ownership and competition, of consumer protection and rights of usage.

### ***Module 1: Constitutional Scope***

- 1.1 Constitutional framework
- 1.2 Limits of Transparency
- 1.3 Ambit of Fourth Estate
- 1.4 Reading Case Law

### ***Module 2: Perimeters of Media Practice***

- 2.1 Freedom of Expression
- 2.2 Boundaries of Art 19(2)
- 2.3 Defending Individual Rights
- 2.4 Protecting the State

### ***Module 3: Jurisprudence in the Digital Era***

- 3.1 Intangible Property
- 3.2 Broadcast Law
- 3.3 Competition Law & Media
- 3.4 Consumer protection

**Internal Assessment: (25 Marks)**

**End Semester Exam: (75 Marks)**

### **Reading List**

1. Robert Post, Reputation and the Constitution available at [http://www.digitalcommons.law.yale.edu/cgi/viewcontent.cgi?article=1216&context=fss\\_papers](http://www.digitalcommons.law.yale.edu/cgi/viewcontent.cgi?article=1216&context=fss_papers)
2. Sukumar Muralidharan (2012) 'Media Follies and Supreme Infallibility', EPW, 5 May
3. Rajeev Dhavan (2008) 'Hate Speech Revisited: The Toon Controversy', in *Publish and be Damned: Censorship and Intolerance in India*, Tulika Books, New Delhi
4. Asad Ali Ahmed (2009) 'Spectres of Macaulay: Blasphemy, the Indian Penal Code, and Pakistan's Postcolonial Predicament', in Raminder Kaur & William Mazzarella (Ed.), *Censorship in South Asia: Cultural Regulation from Sedition to Seduction*, Indiana University Press
5. AG Noorani (2005) "Gandhi's Trial" in *Indian Political Trials: 1775-1947*, Oxford
6. Sumathi Ramaswamy (2011) "Mapping India after Husain" in Sumathy Ramaswamy (Ed.), *Barefoot Across the Nation: Maqbool Fida Husain and the Idea of India*, Yoda Press, New Delhi.
7. Report on Paid News, Sub Committee of Press Council of India available at <http://www.presscouncil.nic.in/ReportPaidNews.htm>
8. Lawrence Liang, Rethinking Censorship in The Public is Watching: Sex, Laws and Videotape, available at <http://www.altlawforum.org/law-and-media/publications/Consolidated%20Ver%20202.0-31st%20July%202006.pdf/view>

9. Namita Malhotra, Pornography and the Law, available at <http://cis-india.org/raw/histories-of-the-internet/porn-law-video-technology>
10. Daniel Solove (2007) "'I've Got Nothing to Hide" and other misunderstandings of Privacy' San Diego Law Review 44
11. Danish Sheikh, Privacy and Sexual Minorities, available at <http://cis-india.org/internet-governance/front-page/privacy-sexual-minorities>
12. Mriganka Shekhar Dutta and Amba Uttara Kak (2009) 'Contempt of Court: Finding the Limit' 2 NUJS L Rev 55
13. Shyam Ponappa (2011) *Open Spectrum for Development: India Case Study*, Association for Progressive Communications.
14. Charles W. Logan Jr. (1997) 'Getting beyond Scarcity: A New Paradigm for Assessing the Constitutionality of Broadcast Regulation'; California Law Review Vol. 85 No.6 pp.1687-1747.
15. Dave Laing (1988) 'On Simon Frith's 'Copyright and the Music Business'; Popular Music Vol.7 No.3 pp.337-338.
16. Ram Singh (2002) 'Implementation of Intellectual Property Rights Regime: The Justification Question'; Social Scientist Vol.30 No.1/2 pp.61-82.
17. Simon Frith (1988) 'Copyright and the Music Business'; Popular Music Vol.7 No.1 pp.57-75.

### **Referred Cases**

- Bobby Art International v. Om Pal Singh Hoon (1996)4 SCC 1.
- K.A. Abbas v. Union of India AIR 1971 SC 481.
- Ranjit Udeshi v Union of India
- The Englishman v. Lala Lajpat Rai ((1910) ILR 37 Cal 760)
- Indian Express Newspapers v. Jagmohan Mundhra and Anr (AIR 1985 Bom. 229)
- Sonakka Gopalagowda Shanthaveri v. U.R. Anantha Murthy and Ors., (AIR 1988 Kar. 255)
- Arundhati Roy vs. Unknown on 6 March 2002, Supreme Court of India, available at <http://www.indiankanoon.org/doc/505614/>
- Maqbool Fida Husain v Rajkumar Pandey, Delhi High Court, 8 May 2008
- Ram Manohar Lohia v The Superintendent, Central Prison, Fatehgar, AIR 1955 ALL 193
- Kedar Nath Singh v State of Bihar 1962 SCR (2) 769
- Gopal Vinayak Godse v Union of India 1971 CriLJ 324
- Mooshtaq Moosa Tarani v GOI, Bombay High Court, 31 March 2005
- Court on its Own Motion v State (Uma Khurana Case) available at <http://indiankanoon.org/doc/45618/>,
- Secretary, Ministry of I & B v. CAB,
- Centre for Public Interest Litigation and others v. Union of India, Judgment dated February 2, 2012, available at <http://supremecourtfindia.nic.in/outtoday/39041.pdf>.
- S. Khushboo v Kanniammal and Anr., Crim Appeal No 913 of 2010, Supreme Court
- R. Rajagopal v State of Tamil Nadu, 1994 (6) SCC 632



## CCMG- 209: POLITICAL COMMUNICATION

Political communication is an interdisciplinary field of study, drawing on concepts from communication, political science, journalism, sociology, psychology, history, rhetoric, and other fields. Drawing from diverse theoretical foundations and empirical approaches from those different fields, political communication is characterized with its focus on developing and answering research questions rather than the development of unified intellectual traditions. Given this, the paper is designed to introduce students to understand the interactions between mass media and politics and how it shapes individuals and groups political behavior. It also looks at the influences of media on public policy. We will look at the political history of media, recent trends in the news media, various theories in the field of political communication, the ways news shape public's perceptions of the political world as well as campaign communication and political advertising. The paper also analyzes to what extent public opinion affect the manner in which public officials govern and the role of the media in the democratic process. We will read some of the classical literature in the field of political communication as developed in the western countries. However, we will also look at examples from India in order to understand how some of the existing theoretical frameworks can help in understanding political communication in India.

### ***Module 1: Debates in Political Communication***

- 1.1. Continuity and Transformation in Political Communication
- 1.2. The Media as Political Actor
- 1.3. The Effects of Political Communication

### ***Module 2: Communicating Politics***

- 2.1. Mediatization of Politics
- 2.2. Emotions and Political Participation
- 2.3. Personalization of Politics

### ***Module 3: Campaigns and Electoral System***

- 3.1. Party Political Communication/Modern Election Campaigns
- 3.2. Effects of Political Advertising
- 3.3. Reinventing Political Campaigns and Political Marketing

**Internal Assessment: workshop (25 Marks)**

**End Semester Exam: (75 Marks)**

### **Reading List**

1. Aelst, Peter Van, Tamir Sheaffer and James Stanyer. (2012). The personalization of mediated political communication: A review of concepts, operationalizations and key findings. *Journalism*, 13, 203-220.
2. Bryant, J., & Oliver, M. B. (Eds.). (2009). *Media effects: Advances in theory and research*. Routledge.
3. Bennett, Lance W. & Shanto Iyengar. 2008. "A New Era of Minimal Effects? The Changing Foundations of Political Communication." *Journal of Communication* 58, 707-731.
4. Caprara, G. V. (2007). The personalization of modern politics. *European Review*. 15 (2), May, 151-164.
5. Chakravarty, Paula., and Srirupa Roy. (2013.). Media Pluralism Redux: Towards New Frameworks of Comparative Media Studies "Beyond the West." *Political Communication* 30(3): 349-370.
6. D'Angelo, Paul, Calderone, Matthew and Territola, Anthony. (2005). Strategy and issue framing: An exploratory analysis of topics and frames in campaign 2004 print news. *Atlantic Journal of Communication*, 13 (4), 199-219.

7. did, Syed Arabi and Chang Peng Kee. (2012). The media and public agenda among the Malay and Chinese communities during the 2008 Malaysian General Elections. *Asian Social Science*. April Special Issue, 8 (5), 107-115.
8. Downey, John, and Neyazi, Taberez A. (2014). Complementary and competitive logics of mediatization: Political, commercial and professional logics in Indian media. *International Journal of Press/Politics*, 19 (4), 476-495.
9. Esser, Frank. (2013). Mediatization as a challenge: Media logic versus political logic. In Hanspeter Kriesi, et. al., *Democracy in the age of globalization and mediatization*, Hampshire: Palgrave Macmillan.
10. Entman, Robert. (2003). *Projections of power: Framing news, public opinion, and U.S. foreign policy*. Chicago: University of Chicago Press.
11. Hallin, Daniel C., and Paolo Mancini. 2004. *Comparing media systems*. Cambridge: Cambridge University Press.
12. Kaid, Lynda Lee. (2004) (Ed.). *The handbook of political communication research*. Routledge. London.
13. Kapur, Devesh and Milan Vaishnav. (2011). Quid Pro Quo: Builders, Politicians and Election Finance in India”, Center for Global Development Working Paper 276 (<http://ssrn.com/abstract=1972987>)
14. Katz, Elihu and Paul E. Lazarsfeld. (1955). *Personal Influence: The Part Played by People in the Flow of Communication*. New York: Free Press.
15. Kumar, Anup. (2011). *The making of a small state: populist social mobilisation and the Hindi press in the Uttarakhand movement*. New Delhi: Orient BlackSwan.
16. Landerer, Nino (2013). Rethinking the Logics: A Conceptual Framework for the Mediatization of Politics, *Communication Theory*. 23, 239–258.
17. Lecheler, S., Schuck, A., and de Vreese, C.H. (2013). Dealing with feelings. Positive and negative discrete emotions as mediators of news framing effects. *Communications*, 38(2), 189-209.
18. Lippman, Walter. (1944). *Public opinion*. New York, Harcourt, Brace.
19. Marland, Alex and Thierry Giasson. (2013). Investigating political marketing using mixed method: the case for campaign spending data. *Journal of Public Affairs*. 13 (4), 391–402.
20. Mazzoleni, Gianpietro & Winfried Schulz. (1999). “Mediatization” of politics: A challenge for democracy?. *Political Communication*, 16 (3), 247–61.
21. McCombs, M. and Shaw, D. (1972). The agenda-setting function of mass media. *Public Opinion Quarterly* 36 (2), 176-187.
22. McCombs, M., Llamas, J. P., Esteban, L. E., & Rey, F. (1997). Candidates images in Spanish elections: Second-level agenda-setting effects. *Journalism and Mass Communication Quarterly*, 74 (4), 703-717.
23. McQuail, Denis. (2010). News, public opinion and political communication. In *McQuail's Mass Communication Theory*. 6. Auflage. London: Sage, 503-536.
24. Neyazi, Taberez A., Schuck, A, Semetko, H.A. (2016). “The Mediating Role of Emotions in Elections: Evidence from a non-Western Context”. Paper for *American Political Science Association Annual Meeting*, 2016.
25. Neyazi, Taberez A. (2017) [Forthcoming] *Political Communication and Mobilization*. Cambridge University Press, chapters 6 & 7.
26. Roberts, Chris (2013). A functional analysis comparison of web-only advertisements and traditional television advertisements from the 2004 and 2008 Presidential campaigns. *Journalism & Mass Communication Quarterly*. Spring, 90 (1), 23-38.
27. Scheufele, D. A., & Tewksbury. D. (2007). Framing, agenda setting, and priming: The evolution of three media effects models. *Journal of Communication*, 57, 9–20.
28. Scheufele, D. A. (1999). Framing as a theory of media effects. *Journal of communication*, 49(1), 103-122.
29. Schuck, Andreas., and de Vreese, C.H. (2012). When good news is bad news: Explicating the moderated mediation dynamic behind the reversed mobilization effect. *Journal of Communication*, 62, 57-77.
30. Semetko, Holli and Margaret Scammell (2012). *The sage handbook of political communication*. London: Sage.

31. Semetko, H. A., Neyazi, T. A., Kumar, A. (2014). Framing the campaign: The 2013 Delhi assembly campaign and its impact on perceptions of the 2014 Lok Sabha election. In E. Thorsen & C. Sreedharan (Eds.), *India election 2014: First reflections* (pp. 61-85) Bournemouth: the Centre for the Study of Journalism, Culture and Community, Bournemouth University.
32. Sridharan, E. "Reforming Campaign Finance to Tackle Corruption in India: Possible Options from the International Experience", in Samuel Paul, ed., *Fighting Corruption*, New Delhi: Academic Foundation, 2013.
33. Stromback, Jesper. (2008). Four phases of mediatization: An analysis of the mediatization of politics. *International Journal of Press/Politics*, 13 (3), 228-246.
34. Valentino, N. A., Brader, T., Gorenendyk, E. W., Gregorowicz, K., and Hutchings, V. L. (2011). Election night's alright for fighting: The role of emotions in political participation. *The Journal of Politics*, 73, 156-170.
35. Van Spanje, Joost, Boomgaarden, Hajo G, Elenbaas, Matthijs, Vliegenthart, Rens, Azrout, Rachid (2013). Getting the Message Across: Perceived Effectiveness of Political Campaign Communication. *Journal of Political Marketing*, (12)1, 100-120.
36. Walgrave, Stefaan, Aelst, Peter Van and Bennett, Lance. 2010. *Beyond Agenda-setting. Towards a Broader Theory of Agenda Interactions between Political Actors and the Mass Media*. Paper prepared for the 2010 APSA Annual Meeting, Washington.

## CCMG 210: COMMUNICATION AND CLIMATE CHANGE

*“One reason we disagree about climate change is that we receive multiple and conflicting messages about climate change and we interpret them in different ways”*

(Hulme, 2009, 215)

This course looks at media and community engagement with one of the big science issues of our time – climate change. As a global threat, climate change demands interdisciplinary engagement and discussion. Researchers, straddling both the sciences and humanities, have increasingly drawn attention to the manner in which environmental narratives are constructed in the public sphere and the resulting impact of this construction on policy making and public opinion. This course will investigate how climate change is understood, framed and branded. It will provide a global snapshot to the media coverage of climate science and related issues across societies, enabling students to understand the complexity of the climate change debate. Key theoretical concepts referring to the public sphere, risk communication, and the performance and public understanding of science will be examined, along with a panoramic overview of mediated discourses around climate change. Students will be encouraged to analyse and critique mediated climate change coverage while developing and refining their own understanding of crucial issues of relevance in the climate change discussion.

### ***Module 1: Performing science, negotiating climate change***

- 1.1 Scientific beliefs, values and proof
- 1.2 Understanding climate change
- 1.3 Branding climate change

### ***Module 2: The construction of risk***

- 2.1 Risk society and risk communication
- 2.2 Panorama of discourses
- 2.3 Community engagement and green media

### ***Module 3: Issues of significance***

- 3.1 Water and Energy
- 3.2 Food and Public Health
- 3.3 Extinction and Migration

**Internal assessment: Term papers (25 marks)**

**End Semester Exam: 75 marks**

### **Reading List**

1. Allan, S., Adam, B., & Carter, C. (Eds.). (2000). Environmental risks and the media. London and New York: Routledge.
2. Anderson, Alison. 'Environmental Activism and News Media', News, Public Relations and Power, Cottle, S (ed). Sage Publications, London, Thousand Oaks, New Delhi: 2003, pp. 117-132.
3. Antilla, L. (2005). Climate of scepticism: US newspaper coverage of climate change. *Global Environmental Change*, 15, 338-352.
4. Beck, U. (2000). Risk Society: Towards a New Modernity. London: Sage Publications.
5. Bell, A. (1991). Hot air: media, miscommunication, and the climate change issue. In N. Coupland, J. M. Wiemann & H. Giles (Eds.), "Miscommunication" and problematic talk (pp. 259-282). Newbury Park, CA: Sage
6. Biermann, F and Boas I. 'Protecting Climate Refugees: The Case for a Global Protocol', *Environment*, November-December, 50 (6), 2008: 8-16.

9. Branston, Gill. 'The Planet at the End of the World: "Event" Cinema and the Representability of Climate Change', *New Review of Film and Television Studies* 5.2 (2007): 211-31.
10. Boykoff, M. T. (2011). *Who speaks for the climate?: making sense of media reporting on climate change*. Cambridge University Press.
11. Carvalho, A., & Burgess, J. (2005). Cultural circuits of climate change in UK broadsheet newspapers, 1985-2003, *Risk Analysis*, 25(6), 1457-1469.
12. Dirikx, A., & Gelders, D. (2008). Newspaper communication on global warming: Different approaches in the US and the EU? In Carvalho, A. (Ed.), *Communicating Climate Change: Discourses, Mediations and Perceptions* (pp. 98-109). Braga: Centro de Estudos de Comunicação e Sociedade, Universidade do Minho
13. Dispensa, J. M., & Brulle, R. J. (2003). Media's social construction of environmental issues: Focus on global warming - a comparative study. *International Journal of Sociology and Social Policy*, 23(10), 74-105.
14. Hill, Sally. 'Models of online activism and their implications for democracy and climate change'. Foundation for Democracy and Sustainable Development, draft discussion paper, April 2010. Available online at: <http://www.fdsd.org/2010/04/online-activism-democracy-and-climate-change/>
15. Hulme, Mike 2009, *Why we disagree about climate change*, Cambridge University Press, Cambridge, (Chapters 1, 3, 6, 7).
16. Mittal, R. (2012). Climate change coverage in the Indian print media: a discourse analysis. *The International Journal of Climate Change: Impacts and Responses*, (3) 2, pp. 219-230.
17. Powledge, Fred. 'Food, Hunger and Insecurity', *BioScience*, Vol. 60, No. 4 (April 2010): 260-265.
18. Slocum, Rachel. 'Polar Bears and Energy Efficient Light Bulbs: strategies to bring climate change home'. *Environment and Planning D: Society and Space*, Vol.22 (2004): pp. 1-8 and 13-17.
19. Smith, Joe. 'Dangerous News: Media Decision Making about Climate Change Risk', *Risk Analysis* Vol. 25, No. 6 (2005): 1471-1482.
20. Weingart, P., Engels, A., & Pansegrau, P. (2000). Risks of communication: Discourses on climate change in science, politics, and the mass media. *Public Understanding of Science*, 9, 261-283.

## CCMG 211: YOUTH, MEDIA AND SOCIETY

### Module 1: Youth: Conceptual Understanding

- 1.1 Youth as Social-Cultural Construct
- 1.2 Youth as Demographic Dividend
- 1.3 Youth and Sub-culture

### Module 2: Youth and Media Consumption

- 2.1 Popular Culture
- 2.2 Youth and Infotainment
- 2.3 Youth, Media and Risks

### Module 3: Youth and Social Media

- 3.4 Social Media
- 3.5 Youth, Identity and Citizenship
- 3.6 Youth and Activism

**Internal Assessment: (25 Marks)**

**End Semester Exam: (75 Marks)**

### Reading List

1. Chandrasekhar, C. P., J. Ghosh, & A. Roychowdhur (2006). The 'Demographic Dividend' and Young India's Economic Future', *Economic and Political Weekly*, 41 (49), 5055-5064.
2. Dijk, Rijk van, Bruijn, Mirjam de, Cardoso, Carlos & Butter Inge (2011). Introduction: Ideologies of Youth. *Africa Development*, 36 (3/4), 1-17.
3. Durham, Deborah (2000). Youth and the Social Imagination in Africa, Part 1. *Anthropological Quarterly*, 73 (3), 113-120.
4. Garrison, Ednie Kaeh (2000). U.S. Feminism-Grrrl Style! Youth (Sub) Cultures and the Technologics of the Third Wave. *Feminist Studies*, 26 (1), 141-170.
5. Gilbert, James B. (1983). Popular Culture. *American Quarterly*, 35 (1/2), 141-154.
6. Hall, Stuart and Tony Jefferson (1976), (Ed.), *Resistance through Rituals: Youth Subcultures in Post-War Britain*. Routledge: London & New York. pp. 9-79.
7. Hebdige D. (1979). *Subculture: the Meaning of Style*. London: Methuen. pp.1-22.
8. Barthes, Roland (2004). *The Language of Fashion*. Bloomsbury
9. Hull, Glynda A. (2003). At Last: Youth Culture and Digital Media: New Literacies for New Times. *Research in the Teaching of English*, 38 (2), 229-233.
10. James, K. S. (2008). Glorifying Malthus: Current Debate on 'Demographic Dividend' in India. *Economic and Political Weekly*, 43(25). 63-69.
11. Jeffrey, C., and S. Young. (2012). Waiting for Change: Youth, Caste and Politics in India. *Economy and Society*, 41(4), 638-661.
12. Juluri, Vamsee (2002). Music Television and the Invention of Youth Culture in India. *Television and New Media*, .3 (4), 367-386.
13. Keniston, Kenneth (1970). Youth: A "New" Stage of life. *The American Scholar*, 39 (4), 631-654.
14. Kett, Joseph F. (1971). Adolescence and Youth in Nineteenth-Century America. *The Journal of Interdisciplinary History*, 2 (2), 283-298.
15. Kjeldgaard, Dannie & Askegaard, Søren (2006). The Glocalization of Youth Culture: The Global Youth Segment as Structures of Common Difference. *Journal of Consumer Research*, 33 (2), 231-247.
16. Lukose, Ritty (2005). Consuming Globalization: Youth and Gender in Kerala, India. *Journal of Social History*. 38 (4), 915-935.
17. Mary Bucholtz, Mary (2002). Youth and Cultural Practice. *Annual Review of Anthropology*, 3, 525-552.

18. McRobbie, Angela (1991). Settling Accounts with Subculture: A Feminist Critique. *Feminism and Youth Culture*, 16-34.
19. Mukerji, Chandra & Schudson, Michael (1986). Schudson Popular Culture. *Annual Review of Sociology*, 2, 47-66.
20. Sefton-Green, Julian (2006). Youth, Technology, and Media Cultures. *Review of Research in Education*, 30, 279-306.
21. Storey, John (2009). Cultural Theory and Popular Culture: An Introduction. Longman: London. Chapter 1.
22. Zemmels, David R. (2012). Youth and New Media: Studying Identity and Meaning in an Evolving Media Environment. *Communication Research Trends*, 31(4), 4-22

<b>II</b>	<b>3<sup>RD</sup></b>	CCMG-301	DIGITAL MEDIA AND POLITICAL PARTICIPATION
		CCMG-302	QUANTITATIVE RESEARCH METHODS
		CCMG-303	SOCIAL CONSTRUCTION OF NEWS
		CCMG-304	MEDIA AND MOVEMENTS
		CCMG-306	MEDIA ADVOCACY
		CCMG-307	INTER-CULTURAL COMMUNICATION
		CCMG-308	POLICY RESEARCH AND EVALUATION
		CCMG-309	MEDIA FLOWS AND TRANSNATIONALITY
		<b>CCMG-310:</b>	<b>STRATEGIC COMMUNICATION I* CBCS</b>
		<i>CCMG-311:</i>	<i>MEDIA, GENDER AND SOCIETY (OPTINAL PAPER)</i>
		<i>CCMG-312</i>	<i>MEDIA AND URBAN CULTURE (OPTINAL PAPER)</i>
		<i>CCMG-313</i>	NEW MEDIA ECOLOGY: FOLDS AND ASSEMBLAGES

### **CCMG 301: DIGITAL MEDIA AND POLITICAL PARTICIPATION**

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

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

#### ***Module 1: Networking democracy***

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

#### ***Module 2: Politics in new media environment***

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

#### ***Module 3: Reinventing collective action***

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

**Internal Assessment: (25 Marks)**

**End Semester Exam: (75 Marks)**



## Readings List

1. Bimber, Bruce. 1999. The Internet and Citizen Communication with Government: Does the Medium Matter? *Political Communication* 16 (4): 409– 28.
2. Castells, Manuel. 2007. Communication, power and counter-power in the network society. *International Journal of Communication* 1(1): 238–266.
3. Chadwick, Andrew. 2013. *The Hybrid Media System: Politics and Power*. Oxford; Oxford University Press, 2013.
4. Christenson, Henrik Serup. 2011. Political Activities on the Internet: Slacktivism or Political Participation by other Means? *First Monday*, 16 (2).
5. Dahlgren, Peter and Claudia Alvares. 2013. Political Participation in an Age of Mediatisation: Towards a New Research Agenda. *Javnost – The Public*. 20 (2): 47-67.
6. Danica Radovanovic. 2012. Going Mobile, *Index on Censorship*, 41: 112-118.
7. Davis, Aeron. 2009. New Media and Fat Democracy: The Paradox of Online Participation,” *New Media and Society*, 12 (5): 745-761.
8. de Zúñiga, Homero Gil, Lauren Copeland and Bruce Bimber. 2013. Political consumerism: Civic Engagement and the Social Media Connection. *New Media Society*, published online 7 June.
9. Delli Carpini, Michael X. & Bruce A. Williams, 2001. Let Us Infotain You: Politics in the New Media Environment. In Lance W. Bennett & Robert M. Entman (pp.160-181) *Mediated Politics: Communication in the Future of Democracy*. Cambridge, UK: Cambridge University Press.
10. Drache, Daniel. 2009. Defiant Publics. The Unprecedented Reach Of The Global Citizen.
11. Farrel, Henry. 2012. The Consequences of the Internet for Politics. *Annual Review of Political Science* 15: 35-52.
12. Gadi, Wolfsfeld, Elad, Segev, and Tamir, Sheafer. 2013. Social Media and the Arab Spring: Politics Comes First, DOI: 10.1177/1940161212471716, *The International Journal of Press/Politics*, Sage. 18(2) 115–137.
13. Glazer, Sarah. 2009. Controlling the Internet. In *Issues in Media: Selections from CQ Researchers* Washington, CQ Press. 165-188.
14. Hans-Jorg Trencz, 2009. Digital Media and the Return of the Representative Public Sphere, *ARENA Working Paper*, No. 6.
15. Howard, Philip N. & Muzammil M. Hussain. 2013. *Democracy's Fourth Wave? Digital Media and the Arab Spring*. Oxford; Oxford University Press.
16. Jeffrey, Robin & Doron, Assa. 2012. Mobile-izing: Democracy, Organization and India's First “Mass Mobile Phone” Elections, *The Journal of Asian Studies*, 71(1): 63–80.
17. Joachim Åström & Martin Karlsson. 2013. Blogging in The Shadow of Parties: Exploring Ideological Differences in Online Campaigning, *Political Communication*, (30):3, 434-455
18. Joakim Ekman and Erik Amnå. 2009. Political Participation and Civic Engagement: Towards A New Typology, *Youth & Society*, Working Paper 2009: 2
19. Kevin M. DeLuca, Sean Lawson, & Ye Sun. 2012. Occupy Wall Street on the Public Screens of Social Media: The Many Framings of the Birth of a Protest Movement, *Communication, Culture & Critique*, 5: 483–509
20. Klotz, Robert J. 2007. Internet Campaigning for Grassroots and Astroturf Support, *Social Science Computer Review*, volume 25, number 1, pp. 3–12.
21. Lamprianou, Iasonas. 2013. Contemporary Political Participation Research: A Critical Assessment. In K.N. Demetriou (ed.), *Democracy in Transition: Political Participation in the European Union*, Springer-Verlag Berlin Heidelberg 2013 (pp. 21-42).
22. Livingstone, Sonia. 2005. In Defense of Privacy: Mediating the Public/Private Boundary at Home. In Sonia Livingstone (ed.), *Audiences and Publics: When Cultural Engagement Matters for the Public Sphere*, vol. 2, Changing Media-Changing Europe Series (Bristol, England: Intellect Books), 163-185.
23. Marshall, Bryan. A, Peter W. Cardon, Daniel T. Norris, Natalya Goreva, & Ryan D'Souza. 2008. Social Networking Websites in India and the United States: A Cross-national Comparison of Online Privacy and Communication. *Issues in Information Systems* 9(2): 87–94.
24. Mason, Paul. 2011. Why It's Kicking Off Everywhere: The New Global Revolutions. Chapter 9.

25. Mayer, Jeremy D. & Michael Cornfield. 2008. The Internet and the Future of Media Politics. In Mark J. Rozell and Jeremy D. Mayer (eds.) *Media Power, Media Politics*. New York: Rowman and Littlefield (319-337).
26. Micheletti, Michele and Dietlind Stolle. 2005. Concept of Political Consumerism. In Lonnie R. Sherrod (ed.), *Youth Activism—An International Encyclopedia*. Westport: Greenwood Publishing.
27. Moinuddin, Shekh. 2019. The Political Twittersphere in India, Springer, Cham (Switzerland).
28. Neyazi, Taberez A., Anup Kumar and Holli A. Semetko. 2016. Campaigns, Digital Media and Mobilization in India, *International Journal of Press/Politics*, 21(3), 398-416.
29. Zizi, Papacharissi. 2002. The Virtual Sphere: the Internet as a Public Sphere. *New Media Society*. 4 (9): 9.27.
30. Patrick J. Conge. 1988. The Concept of Political Participation: Toward a Definition *Comparative Politics*, (20) 2 , pp. 241-249
31. Postill, John. 2012. Digital politics and political engagement. In H. Horst and D. Miller (eds) *Digital Anthropology*. Oxford: Berg.
32. Pranesh Prakash. 2012. India's Internet Jam. *Index on Censorship*, 41: 72-80
33. Pranesh Prakash. 2013. How Surveillance Works in India, *Centre for Internet and Society*, Jul 15, 2013
34. Rebecca MacKinnon and Ethan Zuckerman. 2012. Don't Feed the Trolls, *Index on Censorship*, 41: 14-24
35. Rich Ling and Heather A. Horst. 2011. Mobile communication in the global south, *New Media Society*, 13: 363-374.
36. Schwittay, Anke. 2011. New Media Practices in India: Bridging Past and Future, Markets and Development. *International Journal of Communication* 5: 349–379.
37. Stolle, Dietlind, Marc Hooghe and Michele Micheletti. 2005. Politics in the Supermarket: Political Consumerism as a Form of Political Participation. *International Political Science Review*, 26: 245-269.
38. Tolbert, Caroline J. and Ramona S. McNeal. 2003. Unraveling the Effects of the Internet on Political Participation. *Political Research Quarterly*, 56 (2), pp. 175–185.
39. Zúñiga, Homero Gil de, Lauren Copeland and Bruce Bimber. 2013. Political consumerism: Civic engagement and the social media connection. *New Media Society* published online 7 June.
40. Morozov, Evgeny. 2009. The Brave New World of Slacktivism, *Foreign Policy* (19 May), at [http://neteffect.foreignpolicy.com/posts/2009/05/19/the\\_brave\\_new\\_world\\_of\\_slacktivism](http://neteffect.foreignpolicy.com/posts/2009/05/19/the_brave_new_world_of_slacktivism) accessed 21 June 2013
41. Deibert, Ron. 2012. Access Denied.
42. Pilger, John. 2010. Why Wikileaks Must be Protected. *The New Statesman* retrieved from <http://www.newstatesman.com/international-politics/2010/08/pilger-wikileaks-afghanistan>
43. Government wants to keep a tab on Net users, Friday, 24 May 2013 - *The Hindu Business Line* <http://www.thehindubusinessline.com/todays-paper/govt-wants-to-keep-a-tab-on-net-users/article4747439.ece>

## CCMG-302: QUANTITATIVE RESEARCH METHODS

This course aims to familiarize students with quantitative research methods and analysis. Students will learn to use SPSS (Statistical Package for Social Sciences) to conduct statistical tests in this course. The aim of this course is to help students build linkages between statistical concepts and analysis, on the one hand, and applying what they learn in the classroom and lab to research projects and assignments, on the other. This course will also help students understand and interpret research reports that use statistical calculations. Computational competence is an important skill in terms of employability.

### ***Module 1: Understanding Data***

- 1.1 Variables and Levels of Measurement
- 1.2 Measures of Central Tendency & Measures of Dispersion
- 1.3 Quantitative Content Analysis
- 1.4 Probability, Normal Distribution and Z-scores

### ***Module 2: Using Data and Statistical Tests***

- 2.1 SPSS for Media Research
- 2.2 SPSS Tables and Statistical Graphs
- 2.3 Hypothesis Testing
- 2.4 The Chi-Square Statistic

### ***Module 3: Doing Statistical Tests***

- 3.1 T-Statistic
- 3.2 Analysis of Variance and Correlation
- 3.3 Introduction to Bivariate OLS Regression
- 3.4 Introduction to R

**Internal Assessment: (25 marks)**

**End Semester Exam: (75 Marks)**

### **Reading List**

1. Healey, J. F. (2011). *Statistics: A tool for social research* (8<sup>th</sup> edition). Belmont, CA: Wadsworth Cengage Learning.
2. O' Leary, Z. (2004). *The essential guide to doing research*. London: Sage Publications.
3. Gravetter, F.J. & Wallnau, L. B. (2005) *Essentials of statistics for the behavioural sciences*. Belmont, CA: Thomson Wadsworth.
4. The complete manual for SPSS.

## CCMG-303: SOCIAL CONSTRUCTION OF NEWS

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

### ***Module 1- News and Society***

- 1.1 News & Democracy
- 1.2 News Sources, Objectivity and Values
- 1.3 Journalism and Social Sciences

### ***Module 2- Production and reproduction of News***

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

### ***Module 3- News as Ideology***

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

### **Internal Assessment: (25 Marks)**

### **End Semester Exam: (75 Marks)**

### **Reading List**

1. Carlson, Matt (2009) 'Dueling, Dancing, or Dominating? Journalists and their sources', , *Sociology Compass* 3(4), pp. 526\_42.
2. Schudson, Michael (1995) *The Power of News*. Harvard University Press: Massachusetts, Chapters 2, 4, 8 and 10.
3. Edward S. Herman and Noam Chomsky(1988) 'A Propaganda Model', *Manufacturing Consent: The Political Economy of the Mass Media*, New York, Pantheon, pp. 1- 35.
4. Hall, S. Critcher, C. Jefferson, T. Clarke, J. and Roberts, B. (1978) 'The social production of news', *Policing the Crisis: Mugging, the State, and Law and Order*, Macmillan. London.
5. Gans, Herbert (1979 [2004]) *Deciding What's News*, 25<sup>th</sup> anniversary edition, Northwestern University Press: Illinois, Chapters 1, 2 3 and 6.
6. Hermida, A. (2010). Twittering the news: The emergence of ambient journalism. *Journalism Practice*, 4(3), 297-308.
7. Jeffrey, Robin (2000) *India's Newspaper Revolution: Capitalism, Politics and the Indian-Language Press*, Third Edition, Oxford University Press: New Delhi, Chapters 1, 2 3 and 5.
8. Jeffrey, Robin (2010). [Not] Being There: Dalits and India's Newspapers. *Media and Modernity*. Permanent Black: Ranikhet. Pp. 200-214.

9. Manchanda, Rita (2010) Media-Mediated Public Discourse on 'Terrorism' and Suspect Communities. *Economic & Political Weekly*, 14(15). April 10.
10. Maxwell E. McCombs and Donald L. Shaw, 'The Agenda-Setting Functions of Mass Media,' *Public Opinion Quarterly*, 1972, Vol. 36, pp. 176-87.
11. Park, Robert E. (1940) 'News as a Form of Knowledge', *American Journal of Sociology*, Vol. 45, No. 5, pp. 669–686.
12. Weaver, David H. and McCombs, Maxwell E. (1980) 'Journalism and Social Science: A New Relationship?' *The Public Opinion Quarterly*, Vol. 44, No. 4,
13. Rao, Shakuntala (2008) Accountability, democracy, and globalization: A study of broadcast journalism in India. *Asian Journal of Communication* Vol. 18, No. 3.
14. Roy, Srirupa (2001) News TV and Democratic change in India. *Media Culture and Society* 33(5) 761-777.
15. Scheufele, Dietram A. & Tewksbury, David (2007) Framing, Agenda Setting, and Priming: The Evolution of Three Media Effects Models, *Journal of Communication*, 57, pp. 9–20.
16. Saeed, Saima (2015) 'Phantom Journalism: Governing India's proxy media owners', *Journalism Studies*, 2015, 16(5): 663- 679.
17. Schlesinger, P. (1977) 'Newsmen and their time machines', *The British Journal of Sociology*, Vol. 28, No. 3. (Sep., 1977), pp. 336-350.
18. Schudson, Michael. (1989) The Sociology of News Production. *Media, Culture and Society*. Vol 11. Pg-263-282.
19. Sigelman, Lee (1973) 'Reporting the News: An Organizational Analysis', *American Journal of Sociology*, Vol. 79, No. 1, pp. 132-151.
20. Sonwalkar, Prasun (2019) 'From Akhbarat to Print: The Hybridity of News Culture in Early Indian Journalism' in Shakuntala Rao (edited) *Indian Journalism in a New Era: Changes, Challenges, and Perspectives*, Oxford University Press.

## CCMG 304: MEDIA AND MOVEMENTS

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

### ***Module 1: Media and forms of Intervention***

- 1.1 Structure
- 1.2 Culture
- 1.3 Actor

### ***Module 2: Media and Art of Resistance***

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

### ***Module 3: Media as Movement***

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

**Internal Assessment: (25 Marks)**

**End Semester Exam: (75 Marks)**

### **Readings List**

1. Amin, S (1993). *Social Movements at the Periphery*. In Ponna Wignaraja (Ed.). *New Social Movements in the South: Empowering the People* (pp.76-100). New Delhi: Vistaar Publications.
2. Atkinson, Joshua D. (2010). *Alternative Media and Politics of Resistance: A Communicative Perspective*. New York: Peter Lang. Chapter 1.
3. Bailur, S. (2012). Who is the Community in Community Radio? *Economic and Political Weekly*, Vol.XLVII, No.17. 92-99.
4. Benedict, Anderson (2006). *Imagine Communities: Reflection of the Origins and the Spread of Nationalism*. Verso: London and New York (Introduction and 5 Old Languages, New Models M-3).
5. 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.
6. Chandhoke, N. (2003). A Critique of the Notion of Civil Society as the Third Sphere. In Rajesh Tandon and Ranjita Mohanty (Eds.). *Does Civil Society Matter? Governance in Contemporary India* (pp.27-58). Sage: New Delhi.
7. Chatterjee, P. (2004). *The politics of the governed. Reflections on popular politics in most of the world*. New York: Columbia University Press. Section III.
8. 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.
9. Diani, M. (1992). The concept of social movement. *Sociological Review*, 40 (1).1-40.
10. 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.

11. Fuch, Christian (2010). Alternative Media as Critical Media. *European Journal of Social Theory* 13(2): 173-192.
12. Gal, S. (1995). Language and the "Arts of Resistance": *Cultural Anthropology*, 10(3), 407-424
13. Hackett, R. A. & Carroll, W. K. (2004). Critical Social Movements and Media Reform. *Media Development*. Vol.4 No.1. 14-19.
14. 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.
15. 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.
16. Henderson, H. (1974). Information and the New Movements for Citizen Participation. *Annals of the American Academy of Political and Social Science*. Vol. 412. 34-43.
17. Johnston, H. and Klandermans, B. (1995). *Social Movements and Culture*. Meneapolis: University of Minnesota Press. Chapter 1.
18. Kothari, R. (2005). *Rethinking Democracy*. Zed Books: London. Chapter 8.
19. McCarthy, John. D & Zald Mayer N. (1977). Resource Mobilization and Social Movements: A Partial Theory. *American Journal of Sociology*, 82 (6), 1212-1241.
20. Mohanty, Ranjita and Tandon, Rajesh (Eds.), (2006). *Participatory Citizenship: Identity, Exclusion, Inclusion*. Sage: New Delhi. "Introduction".
21. Mudgal, V (2011). Rural Coverage in the Hindi and English Dailies. *Economic and Political Weekly*. Vol.XLVI, No.35. 92-97.
22. Omvedt, G. (1993). *Reinventing Revolution: New Social Movements and the Socialist Tradition in India*. An East Gate Book: New York. Chapters, 8 &11.
23. Parameswaran, R. (1996). Media Representations of Third world Women. *Peace Review*\_Vol.8, No. 1. 127-133.
24. Pavarala, Vinod& Malik, Kanchan K. (2007). *Other Voices: the Struggle for Community Radio in India* (pp.15-108). Sage: New Delhi.
25. Richardo, N. A. (1997). New social movements: A critical review. *Annual Review Sociology*. 23, 411–430
26. Polletta, F. (2008). Culture and Movements. *ANNALS of the American Academy of Political and Social Science*. Vol. 619. 78-96.
27. Servaes, J. (1996). Participatory communication (research) from a freirean perspective. *African Media Review*, 10(1), 73-91.
28. Smith, J & Fetner, T. (2010). Strucutral approaches in the sociology of social movements. In Bert Klandermans and Conny Roggeband (Eds.). *Handbook of social movement across disciplines* (pp.15-57). Springer: New York
29. Watson, G. Llewellyn, (1973). Social Structure and Social Movements: The Black Muslims in the U. S. A. and the Ras-Tafarians in Jamaica. *The British Journal of Sociology*. Vol. 24, No. 2.188-204.

## CCMG-306: MEDIA ADVOCACY

One of the key traits of our current media milieu is the presence/emergence of new institutional actors in the broad sphere of policy-making and policy-influencing. These actors have emerged both in the non-profit sector---by extending or separating the advocacy mandate of traditional NGOs---and in the for-profit sector, where they more easily identified as trade bodies---be it intra or inter-sectoral trade bodies. In terms of their spatiality, these actors have emerged at the local, national and trans-national levels. Towards building a strong analytical foundation for the course, the first module will engage with ideas of stakeholders, institutional change and power---the conceptual building blocks of advocacy---and select ways to operationalise their inter-relationships. The second module in this course addresses the twin dimensions of media advocacy: first, the scope and dynamics of advocacy on the media, where perspectives on communication rights will be emphasised; and, the second, on the practice and tools of communication in advocacy on issues beyond the media, where the role of documentary films will be looked at closely. Building on these, the third module will be taught in a workshop mode wherein students will conduct desk research and fieldwork/interviews on unpacking advocacy practices around select policy debates.

### **Module 1: Framing Advocacy**

- 1.1 Stakeholders and Actors
- 1.2 Influence and Institutional Change
- 1.3 Plotting Power-Interest

### **Module 2: Perspectives and Practices**

- 2.1 Advocacy on the Media
- 2.2 Advocacy using Media
- 2.3 Information Practices

### **Module 3: Mapping Advocacy Processes**

- 3.1 Advocacy Modes
- 3.2 Complementary/Competing Interests
- 3.3 Networks of Stakeholders

**Internal Assessment:** Workshop on 'Actors & Interests in Advocacy' (25 marks)

**Final Exam: (75 Marks)**

### **Reading List**

1. Born, Georgina (2008), 'Trying to Intervene: British media research and the framing of policy debate', International Journal of Communication 2 (pp. 691-698)
2. Burgess, John (2010) *Evaluating the Evaluators: Media Freedom Indexes and What They Measure*, CIMA, Washington (pp.6-27)
3. Cammaerts, B. & Nico Carpentier (2005) 'The Unbearable Lightness of Full Participation in a Global Context: WSIS and Civil Society Participation', MEDIA@LSE Electronic Working Papers No.8, London
4. Carpenter, Chad (2001) 'Businesses, Green Groups and the Media: The Role of Non-Governmental Organizations in the Climate Change Debate', International Affairs Vol. 77/2 pp.313-328
5. Chapman, J. (2007) 'India's Narmada dams controversy', Journal of International Communication Vol.13/1 (pp.71-85)
6. CRIS (2005) 'Introducing Communication Rights', *Assessing Communication Rights: A Handbook*, WACC (pp.9-24; 27-31)
7. CRIS (2005) 'Structuring Communication Rights', *Assessing Communication Rights: A Handbook*, WACC (pp.39-44)
8. Gibson, Timothy A. (2010) 'The Limits of Media Advocacy', Communication, Culture & Critique Vol.3: 44-65



9. 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)
10. Lowery, David (2007) 'Why Do Organized Interests Lobby? A Multi-Goal, Multi-Context Theory of Lobbying', *Polity* Vol.39/1 pp. 29-54.
11. Mueller, Milton (2004) 'Reinventing Media Activism: Public Interest Advocacy in the Making of U.S. Communication-Information Policy, 1960-2002', The Convergence Center School of Information Studies, Syracuse University (pp.9-17)
12. Parthasarathi, V & S. Chotani (2010) 'A Tale of Two Radios: Tracing Advocacy in a Deregulating Milieu', Working Paper of The Donald McGannon Communication Research Centre, Fordham University, New York.
13. Powell, A. & Alissa Cooper (2011) 'Net Neutrality Discourses: Comparing Advocacy and Regulatory Arguments in the United States and the United Kingdom', The Information Society Vol. 27 pp.311-325
14. Ramos, H., J. Ron & K. Rodgers (2005) 'Media Advocacy and the Economy of Attention: Testing the Efficacy of Amnesty International's Press Strategy, 1986-2000' (January 18 Version)
15. Samuel, John (2007) 'Public Advocacy and People-Centred Advocacy: Mobilising for Social Change', Development in Practice Vol.17, No.4/5 (pp.615-621)
16. Sanhvai, S. (1997) 'Movements, Media and mediations', Seminar No.455. Aug (pp.19-22)
17. Suárez David F. (2009) 'Nonprofit Advocacy and Civic Engagement on the Internet', Administration & Society Vol.41 No.3, pp.267-289
18. Vohra, P. (2008) 'Separation Anxiety: The Schisms and Schemas of Media Advocacy; An Indian Filmmaker Working in the World', Signs: Journal of Women in Culture and Society Vol.33/2 (pp.418-423)

## CCMG-307: INTER-CULTURAL COMMUNICATION

This course applies interpersonal, intergroup and intercultural communication theories to the understanding of intercultural communication, the processes, and the fostering of intercultural communication competence. Students will gain an understanding of a variety of major theories and approaches to the study of intercultural communication, and will be able to apply this knowledge to communication contexts observed in daily life and in the media.

### ***Module 1: Foundations of the Study of Intercultural Communication***

- 1.1 Introduction to intercultural communication
- 1.2 Approaches to the study of intercultural communication
- 1.3 Culture and communication
- 1.4 History and tradition

### ***Module 2: Theory and Processes of Intercultural Communication***

- 1.5 Social identity and prejudice
- 1.6 Understanding intercultural differences
- 1.7 Cultural assimilation
- 1.8 Communication in intercultural context

### ***Module 3: Application in Context and the Development of Intercultural Competence***

- 3.1. The notion of civilizational differences
- 3.2. Intercultural communication and the media
- 3.3. New models for positive interaction

**Internal Assessment: (25 Marks)**

**End Semester Exam: (75 Marks)**

### **Reading List**

1. Adler, P.S. (1998). Beyond cultural identity: Reflections on multiculturalism. In M.J. Bennett (Ed.), Basic concepts of intercultural communication: Selected readings. Yarmouth, ME: Intercultural Press.
2. Anderson, B. (2006). Imagined communities. New York, NY: Verso.
3. Bailey, B. (2000). Communicative behavior and conflict between African-American customers and Korean immigrant retailers in Los Angeles. *Discourse & Society*, 11(1), 86-108.
4. Baldwin, J.R., & Hunt, S.K. (2002). Information-seeking behavior in intercultural and intergroup communication. *Human Communication Research*, 28(2), 272-286.
5. Barna, L.M. (1998). Stumbling blocks in intercultural communication. In M.J. Bennett (Ed.), Basic concepts of intercultural communication: Selected readings. Yarmouth, ME: Intercultural Press.
6. Barnlund, D. (1998). Communication in a global village. In M.J. Bennett (Ed.), Basic concepts of intercultural communication: Selected readings. Yarmouth, ME: Intercultural Press.
7. Bennett, M.J. (1998). Overcoming the Golden Rule: Sympathy and empathy. In M.J. Bennett (Ed.), Basic concepts of intercultural communication: Selected readings. Yarmouth, ME: Intercultural Press.
8. Berger, P., & Luckmann, T. (1967). The social construction of reality: A treatise in the sociology of knowledge. New York, NY: Anchor.
9. Brewer, M.B. (2001). Ingroup identification and intergroup conflict: When does ingroup love become outgroup hate? In R.D. Ashmore, L. Jussim, & D. Wilder (Eds.), *Social identity, intergroup conflict, and conflict reduction*. New York, NY: Oxford University Press.
10. Brown, L. (2009). Worlds apart: The barrier between East and West. *Journal of International and Intercultural Communication*, 2(3), 240-259.

11. Cai, D.A., & Fink, E.L. (2002). Conflict style differences between individualists and collectivists. *Communication Monographs*, 69(1), 67-87.
12. Cai, D.A., Wilson, S.R., & Drake, L.E. (2000). Culture in the context of intercultural negotiation: Individualism-collectivism and paths to integrative agreements. *Human Communication Research*, 26(4), 591-617.
13. Chen, G. (1992). A test of intercultural communication competence. *Intercultural Communication Studies*, 2(2), 63-82.
14. Croucher, S.M. (2009). French-Muslim reactions to the law banning religious symbols in schools: A mixed methods analysis. *Journal of International and Intercultural Communication*, 2(1), 1-15.
15. Hall, E.T. (1998). The power of hidden differences. In M.J. Bennett (Ed.), *Basic concepts of intercultural communication: Selected readings*. Yarmouth, ME: Intercultural Press.
16. Hammer, M.R. (2008). The Intercultural Development Inventory (IDI): An Approach for assessing and building intercultural competence. In M.A. Moodian (Ed.), *Contemporary leadership and intercultural competence: Understanding and utilizing cultural diversity to build successful organizations*. Thousand Oaks, CA: Sage.
17. Hammer, M.R., Bennett, M.J., & Wiseman, R. (2003). Measuring intercultural sensitivity: The intercultural development inventory. *International Journal of Intercultural Relations*, 27, 421-443.
18. Huntington, S.P. (1993). A clash of civilizations? *Foreign Affairs*, 72(3), 22-49.
19. Jetten, J., Postmes, T., & McAuliffe, B.J. (2002). 'We're all individuals': Group norms of individualism and collectivism, levels of identification and identity threat. *European Journal of Social Psychology*, 32, 189-207.
20. Kapur, J. (2009). An "arranged love" marriage: India's neoliberal turn and the Bollywood wedding culture industry. *Communication, Culture & Critique*, 2(2), 221-233.
21. Keaten, J.A., & Soukup, C. (2009). Dialogue and religious otherness: Toward a model of pluralistic interfaith dialogue. *Journal of International and Intercultural Communication*, 2(2), 168-187.
22. Kim, M., Lee, H., Kim, I.M., & Hunder, J.E. (2004). A test of a cultural model of conflict styles. *Journal of Asian Pacific Communication*, 14(2), 197-222.
23. Klein, A. (2009). Characterizing "the enemy": Zionism and Islamism in the Iranian and Israeli press. *Communication, Culture & Critique*, 2(3), 387-406.
24. Leeds-Hurwitz, W. (1990). Notes in the history of intercultural communication: The foreign service institute and the mandate for intercultural training. *Quarterly Journal of Speech*, 76, 262-281.
25. Martin, J., & Nakayama, T. (2008). *Experiencing intercultural communication: An introduction* (3rd ed.). New York, NY: McGraw-Hill.
26. Ogan, C. (2011). 'Why can't we just all get along?' The concepts that divide academics, policymakers and citizens related to the Muslim ethnic minorities in Europe. *International Communication Gazette*, 73(5), 459-472.
27. Pfister, D.S., & Soliz, J. (2011). (Re)conceptualizing intercultural communication in a networked society. *Journal of International and Intercultural Communication*, 4(4), 246-251.
28. Sahni, B. (2001). *Tamas*. New Delhi: Penguin.
29. Samovar, L.A., Porter, R.E. & McDaniel, E.R. (2007). *Communication between cultures* (6th ed.). Belmont, CA: Thompson Higher Education.
30. Sen, A. (2006). *Identity and violence: The illusion of destiny*. New York, NY: W.W. Norton & Company.
31. Sidanius, J., Van Laar, C., Levin, S., & Sinclair, S. (2004). Ethnic enclaves and the dynamics of social identity on the college campus: The good, the bad, and the ugly. *Journal of Personality and Social Psychology*, 87(1), 96-110.
32. Singer, M.R. (1998). Culture: A perceptual approach. In M.J. Bennett (Ed.), *Basic concepts of intercultural communication: Selected readings*. Yarmouth, ME: Intercultural Press.
33. Stephan, W.G., & Stephan, C.W. (1996). *Intergroup relations*. Boulder, CO: Westview Press.
34. Stephan, W.G., & Stephan, C.W. (2001). *Improving intergroup relations*. Thousand Oaks, CA: Sage Publications.
35. Stier, J. (2006). Internationalisation, intercultural communication and intercultural competence. *Journal of Intercultural Communication*, 11, 1-11.

36. Stott, C., Hutchison, P., & Drury, J. (2001). 'Hooligans' abroad? Inter-group dynamics, social identity and participation in collective 'disorder' at the 1998 World Cup finals. *British Journal of Social Psychology*, 40, 359-384.
37. Ting-Toomey, S., & Kurogi, A. (1998). Facework competence in intercultural conflict: An updated face-negotiation theory. *International Journal of Intercultural Relations*, 22(2), 187-225.
38. Triandis, H.C., Bontempo, R., Villareal, M.J., Asai, M., & Lucca, N. (1988). Individualism and collectivism: Cross-cultural perspectives on self-ingroup relationships. *Journal of Personality and Social Psychology*, 54(2), 323-338.
39. Varma, P.K. (2004). *Being Indian: The truth about why the twenty-first century will be India's*. New Delhi: Penguin Books India.

## CCMG-308: POLICY STUDIES AND EVALUATION

Opening the window to policy studies, this paper aims to familiarise students with different approaches in policy formulation and policy analyses. Having done so, it equips students with capabilities and skills required for document analysis and evaluation. It begins by providing the rationale for how different approaches to policy analysis tend to view and prioritise institutions, instruments and actors; in doing so, it addresses the identification of stakeholders and vested interests in the policymaking process, debates on public interest, jurisdictional quandaries, and the complexities of national law and governance within a global media system. With the growing complexities of media environment in the contemporary period it becomes crucial to understand the process of Policy analysis and the role of pre- policy enquiries to understand the larger media landscape. Familiarising students with specific techniques deployed in evaluating the impact of interventions devised by state and non-state actors, forms the last module.

### ***Module 1: Approaches to Policy Studies***

- 1.1 Pluralist Approach
- 1.2 Neo-Liberal Approach
- 1.3 Anthropological
- 1.4 Policy studies in India

### ***Module 2: Contexts of Public Policy in India***

- 2.1 Media & Economic Policy
- 2.2 Making national Policies
- 2.3 Global Media Policies
- 2.4 Planning & Evaluation

### ***Module 3: Techniques of policy analysis***

- 3.1 Understanding Documents
- 3.2 Scope and Objectives
- 3.3 Source and Evidence
- 3.4 Outcomes

**Internal Assessment: (25 Marks)**

**End Semester Exam: (75 Marks)**

### **Reading List**

1. Napoli, Philip. M (2007) 'Media Policy: An overview of the field', McGannon Centre Working Paper Series, Donald McGannon Communication Research Centre, Fordham University, New York
2. McQuail, Denis and Jan van Cuilenburg, (2003) 'Media Policy Paradigm Shifts: Towards a New Communications Policy Paradigm', European Journal of Communication Vol. 18/2 June (pp.181-207)
3. Freedman, Des (2008) 'Theorising Media Policy', Paper presented to the Media, Communication and Humanity Conference, LSE, London.
4. Karppinen, Kari (2009) 'Rethinking Media Pluralism and Communication Abundance', McGannon Centre Working Paper Series, Donald McGannon Communication Research Centre, Fordham University, New York.
5. Raboy, Marc (2005) 'Making Media: Creating the Conditions for Communication in the Public Good', Canadian Journal of Communication Vol 31 pp.289-306.
6. Harvey, David 2005, *A Brief History of Neoliberalism*, Oxford University Press.
7. Shore, Chris and Susan Wright (Ed.), (1997) *Anthropology of Policy*, Routledge, London and New York. (Introduction pp.3-39)

8. Birkland, Thomas A. (2005) *An Introduction to the policy process: Theories, Concepts, and Models of Public Policy Making*, M.E. Sharpe Publications.
9. Frankel, Francine R. *India's Political Economy, (1947-2004)* Oxford University Press (Chapter 1, 2, 3, 6 & 8)
10. McDowell, Stephen D. (1997) *Globalization, Liberalization and Policy Change*, Macmillan.
11. Thomas, Pradip Ninan (2010) *Political Economy of Communications in India*, Sage, New Delhi
12. Parekh, Bhikhu (1991) 'Nehru and National Philosophy of India', *Economic and Political Weekly*, Vol 26, No.1 (pp.35- 39)
13. Mathur, Navdeep and Kuldeep Mathur, (2007) 'Policy Analysis in India: Research bases and Discursive Practices, in Frank Fischer, Gerald J. Miller and Mara S. Sidney, (Ed.), *Handbook of Public Policy Analysis: Theory, Politics and Methods*.
14. Das, Biswajit and Vibodh Parthasarathi, (2011) 'Media Research and Public Policy: Tiding over Rupture, in, Robin Mansell and Marc Raboy, (Ed.), *The Handbook of Global Media and Communication Policy*, Blackwell Publishing Ltd.
15. Chakravartty, Paula & Saikakis, Katharine (2006) *Media Policy and Globalisation*; Edinburgh University Press, Edinburgh.
16. Bochel, Hugh & Duncan, Sue (Ed.), (2007) *Making Policy in Theory & Practice*; Policy Press, Bristol. (Chapter-1, pp 1-20)
17. Anderson, James E, (2000) *Public Policy Making*, Houghton, New York
18. Howlett Michael, (2011) *Designing Public Policies: Principles and Instruments*, Routledge. (Chapter 2 & 3, pp.13-40)
19. Apter, E. Easton, (2007) 'Institutionalism Reconsidered', in Guy Peters, B and Pierre, Jon (Ed.), *Institutionalism Volume-1*, Sage
20. Weaver, R. Kent and Bert A. Rockman, (2007) 'Assessing the effects of Institutions', in Guy Peters, B and Pierre, Jon (Ed.), *Institutionalism Volume-2*, Sage
21. Khalil, Elias L. (2007) 'Organization versus Institutions', in Guy Peters, B and Pierre, Jon (Ed.), *Institutionalism Volume-4*, Sage

## CCMG- 309: MEDIA FLOWS AND TRANSNATIONALITY

*Panta rhei*—everything flows. This observation ascribed to the ancient Greek philosopher Heraclitus (c. 535-475 BC) seems to be more relevant today than ever before, which is why ‘flow’ has emerged as one of the central tropes of cultural studies today. In this course, the concept is explored through the analytical lens of global media flows which are situated within the parameters of power, asymmetry, agency and structural preconditions. It is asked when and why flows occur, and how the continuous exchange of ideas, information, visuals, goods and people impacts cultures and nations both on a practical and a theoretical level.

One of the outcomes of flow on both these levels is ‘transnationality’ which points towards a changed trajectory of the nation in an age of heightened globalization. Among the inevitable questions that arise from an engagement with the concept is whether transnationality is product or process, whether it constitutes the beginning or the end of the research process, and most importantly, whether it is an innovative or an established notion. Exploring flows and transnationality on a theoretical level will prepare students to engage with some of the most widely-debated socio-cultural concepts today, while the discussion’s empirical grounding in the global and the Indian media scenario helps students to deepen their insight into the nature of media processes and their significance in the changing trajectory of an asymmetric world order.

### **Module 1: Theorising Flow**

- 1.1 The semantics of Flow
- 1.2 Flow, Transnationality, and Asymmetry
- 1.3 Situating Flow in the Structure-Agency Debate
- 1.4 Global Flows and Counterflows

### **Module 2: Studying Flows**

- 2.1 Global Concept Formation and Local Knowledge
- 2.2 The Dynamics of Capital and Markets
- 2.3 Migration and Diaspora
- 2.4 Image Flows and Global Visual Spheres

### **Module 3: Transnationality and Difference**

- 3.1 Nationalism vs. Transnationalism
- 3.2 Transnationality and Interdisciplinarity
- 3.3 Transnational Public Spheres
- 3.4 The Power of (Trans-) national Governance

### **Internal Assessment (25 Marks)**

### **End Semester Exam (75 Marks)**

### **Reading List**

1. Al-Ali, Nadjie and Khalid Koser (eds.). 2005. *New Approaches to Migration? Transnational Communities and the Transformation of Home* (London: Routledge).
2. Appadurai, Arjun. 2000. *Modernity at Large: Cultural Dimensions of Globalization* (Minneapolis: University of Minnesota Press).
3. Barker, Chris. 2012. ‘Hybridity and Complex Cultural Flows’, in: id. *Cultural Studies: Theory and Practice* (London: Sage), 162-164.
4. Bhaskaran, Suparna. 2004. *Made in India: Decolonizations, Queer Sexualities, Trans/National Projects* (Basingstoke: Palgrave Macmillan).
5. Boyd-Barrett, Oliver and Daya K. Thussu. 1992. *Contra-Flow in Global News: International and Regional News Exchange Mechanisms* (London: Libbey).

6. Brosius, Christiane and Roland Wenzelhuemer (eds.). 2011. *Transcultural Turbulences: Towards a Multi-Sited Reading of Image Flows* (Heidelberg: Springer).
7. Burke, Peter. 2009. 'Varieties of Terminology', in: id. *Cultural Hybridity* (Cambridge: Polity Press), 34-65.
8. Dasgupta, Sayantani and Shamita Dasgupta (eds.). 2014. *Globalization and Transnational Surrogacy in India: Outsourcing Life* (Lanham: Lexington).
9. Davis, Richard H. 1997. *Lives of Indian Images* (Princeton: Princeton University Press).
10. DeFleur, Melvin L. and Otto N. Larsen. 1958. *The Flow of Information* (New York: Harper).
11. Desai, Mira K. and Binod Chand Agarwal. 2009. *Television and Cultural Crisis: An Analysis of Transnational Television in India* (New Delhi: Concept).
12. Donnan, Hastings and Thomas M. Wilson. 1999. *Borders: Frontiers of Identity, Nation and State* (Oxford: Berg).
13. Drori, Gili S. 2005. *Global E-litism: Digital Technology, Social Inequality, and Transnationality* (New York: Worth).
14. Fisher, Michael H. 2004. *Counterflows to Colonialism: Indian Travellers and Settlers in Britain, 1600-1857* (New Delhi: Permanent Black).
15. Fox, Jonathan. 2005. 'Unpacking "Transnational Citizenship"', in: *Annual Review of Political Science*, 8, 171-201.
16. Fraser, Nancy. 2007. 'Transnationalising the Public Sphere: On the Legitimacy and Efficacy of Public Opinion in a Post-Westphalian World', *Transversal. Journal of the European Institute for Progressive Cultural Policies* (accessible at: <http://eipcp.net/transversal/0605/fraser/en>).
17. \_\_\_\_\_. 2014. *Transnationalizing the Public Sphere* (edited by Kate Nash) (Cambridge: Polity Press).
18. Gaonkar, Dilip Parameshwar (ed.). 2001. *Alternative Modernities* (Durham: Duke University Press).
19. Hannerz, Ulf. 1996. *Transnational Connections: Culture, People, Places* (London: Routledge).
20. Hepp, Andreas and Nick Couldry. 2009. 'What should Comparative Media Research be Comparing? Towards a Transcultural Approach to "Media Cultures"', in: Daya K. Thussu (ed.) *Internationalising Media Studies* (London: Routledge), 32-47.
21. Heyman, Josiah and Howard Campbell. 2008. 'The Anthropology of Global Flows: A Critical Reading of Appadurai's "Disjuncture and Difference in the Global Cultural Economy"', *Anthropological Theory*, 9 (2), 131-148.
22. Hilger, Andreas (ed.). 2012. *India and the World since 1947: National and Transnational Perspectives* (Frankfurt: Lang).
23. Kennedy, Paul and Victor Roudometof (eds.). 2002. *Communities across Borders: New Immigrants and Transnational Cultures* (London: Routledge).
24. Lokaneeta, Jinee. 2011. *Transnational Torture: Law, Violence and State Power in the United States and India* (New York: New York University Press).
25. Mankekar, Purnima. 2015. *Unsettling India: Affect, Temporality, Transnationality* (Durham: Duke University Press).
26. Mawani, Sharmina and Anjoom A. Mukadam (eds.). 2014. *Globalisation, Diaspora and Belonging: Exploring Transnationalism and Gujarati Identity* (Jaipur: Rawat).
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. \_\_\_\_\_. 2011. 'From Comparative Politics to Cultural Flow: The Hybrid State, and Resilience of the Political System in India', in Phillip Stockhammer (ed.) *Conceptualizing Cultural Hybridization: A Transdisciplinary Approach* (Heidelberg: Springer), 107-132.
29. \_\_\_\_\_. (ed.). 2012. *Citizenship and the Flow of Ideas in the Era of Globalization: Structure, Agency, Power, and the Flow of Ideas* (New Delhi: Samskriti).
30. Nash, Kate. 2007. 'Transnationalizing the Public Sphere: Critique and Critical Possibilities', *Theory, Culture & Society*, 24 (4), 53-57.
31. Ong, Aihwa. 1999. *Flexible Citizenship: The Cultural Logics of Transnationality* (Durham: Duke University Press).



32. Pande, Amrita. 2014. *Wombs in Labour: Transnational Commercial Surrogacy in India* (New York: Columbia University Press).
33. Radhakrishnan, Rajagopalan. 2003. *Theory in an Uneven World* (Malden: Blackwell).
34. Sahoo, Ajaya Kumar (ed.). 2014. *Indian Transnationalism Online: New Perspectives on Diaspora* (Farnham: Ashgate).
35. Stevenson, Nick. 1999. *The Transformation of the Media: Globalization, Morality and Ethics* (London: Longman).
36. Steward, Julian H. 1963. *Theory of Culture Change: The Methodology of Multilinear Evolution* (Urbana: University of Illinois Press).
37. Thussu, Daya K. (ed.). 2008. *Media on the Move: Global Flow and Contra-Flow* (London: Routledge).
38. Vertovec, Steven. 2010. *Transnationalism* (London: Routledge).
39. Welsch, Wolfgang. 1999. 'Transculturality—The Puzzling Form of Cultures Today', in: Mike Featherstone and Scott Lash (eds.) *Spaces of Culture: City, Nation, World* (London: Sage), 194-213.

## CCMG-310: STRATEGIC COMMUNICATION-I

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

### **Module 1: Concept and practice of strategic communication**

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

### **Module2: Strategic Communication Planning**

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

### **Module3: Domains and Interventions for Strategic Communications**

- 3.1 Implementation
- 3.2 Monitoring
- 3.3 Impact evaluation

### **Internal Assessment: (25 Marks)**

### **End Semester Exam: (75 Marks)**

### **Readings List**

1. Barwick, Melanie, Phipps, David, Myers, Gary, Johnny, Michael, Coriandoli, Rossana. (2014). Knowledge Translation and Strategic Communications: Unpacking Differences and Similarities for Scholarly and Research Communications. *Scholarly and Research Communication*, 5(3).
2. Botan, Carl 1997 Ethics in Strategic Communication Campaigns: The case for a new approach to Public Relations, *The Journal of Business communications*, Volume 34, No.2 ,pp.188-202.
3. Bruce Campbell, Robert Kay, David Avison, (2005) "Strategic alignment: a practitioner's perspective", *Journal of Enterprise Information Management*, Vol. 18 Iss: 6, pp.653 – 664
4. Gisela Gonçalves & Ian Somerville & Ana Melo (Eds.), *Organisational and strategic communication research: European perspectives*. LivrosLabCom, Covilha, 119 - 142.
5. Hallahan, K., Holtzhausen, D., van Ruler, B., Ver i , D., and Sriramesh, K. (2007) 'Defining Strategic Communication'. *International Journal of Strategic Communication*, 1(1), 3–35.
6. Holtzhausen, D.R. (2008) *Strategic Communication*. In Donsbach, W. (Ed.), *The international encyclopedia of communication*, Vol. X, pp. 4848–4855, Malden, MA: Blackwell
7. Holtzhausen, Derina and AnsgarZerfass 2015 "Strategic Communication: Opportunities and Challenges of the Research Area" pp. 3-18 in Derina Holtzhausen and AnsgarZerfass(ed) *The Routledge Handbook of Strategic Communication*, Routledge, New York.
8. Jesper Falkheimer & Mats Heide 2014 From Public Relations to Strategic Communication in Sweden The Emergence of a Transboundary Field of Knowledge *Nordicom Review* 35 () 2, pp. 123-138
9. Kaplan, R.S and Norton, D.P 2004 *Strategy Maps: Converting Intangible Assets into Tangible*

Outcomes, Harvard Business School Press, Boston.

10. Paul Cornish, Julian Lindley-French and Claire Yorke ,2011 Strategic Communications and National Strategy, The Royal Institute of International Affairs, London
11. Richard D. Waters, Jennifer L. Lemanski 2011 Revisiting strategic communication's past to understand the present in Corporate Communications: An International Journal, Vol. 16 No. 2, 2011 pp. 150-169
12. Simon MøbergTorp 2015 "The Strategic Turn in Communication Science",pp. 34-53 in *Edited by DerinaHoltzhausen and AnsgarZerfass*The Routledge Handbook of Strategic Communication,Routledge, New York.
13. Smith, R.D. (2013). Strategic planning for public relations. New York. Routledge
14. Steyn, B(2009), The Strategic Role of Public Relations Is Strategic Reflection: A South African Research Stream, Sage publication
15. The Routledge Handbook of Strategic Communication. Edited by D. Holtzhausen& A. Zerfass (2015). New York: Routledge.

## CCMG-311: MEDIA, GENDER & SOCIETY

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

### ***Module 1: Theorizing Gender and Media***

- 1.1 Concepts and Constructs
- 1.2 Agency and Women in the Third World
- 1.3 Media, Identity and Selfhood
- 1.4 Digital Technologies and Feminist Resistance

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

- 2.1 Representations of Femininities
- 2.2 Masculinities in the News Media
- 2.3 Gendered Violence and Transgression
- 2.4 Coverage of Feminist Activism

### ***Module 3: Gender & Advertising***

- 3.1 Constructing “Beauty”
- 3.2 Mediated Body Images
- 3.3 Feminism and Consumption
- 3.4 Masculinities in Advertising

**Internal Assessment: (25 Marks)**

**End Semester Exam: (75 Marks)**

### **Reading List**

1. Abu-Lughod, L. (2002) Do Muslim Women Really Need Saving? Anthropological Reflections on Cultural Relativism and Its Others. *American Anthropologist*, 104(3):783-790. <http://www.smi.uib.no/seminars/Pensum/Abu-Lughod.pdf>
2. Bhabha, H. K. (1999). Liberalism's sacred cow. In J. Cohen, M. Howard & M.C. Nussbaum (Eds.). *Is multiculturalism bad for women?* Susan Moller Okin with respondents (pp. 79-84). Princeton, NJ: Princeton University Press.
3. Bohner, G. (2001). Writing about rape: use of the passive voice and other distancing text features as an expression of perceived responsibility of the victim. *British Journal of Social Psychology*, 40(4): 515–529.
4. Chatterjee, P. (1989). Colonialism, nationalism, and colonized women: The contest in India. *American Ethnologist*, 16(4), 622-633.
5. Chaudhuri, M. (2000). 'Feminism' in Print Media. *Indian Journal of Gender Studies*, 7(2), 263-288.
6. Cohan, S. & Hark, I.R. (eds) (1993). *Screening the Male: Exploring Masculinities in Hollywood Cinema*, (chapters by Neale, Wiegman, Fuchs) Routledge.
7. Gajjala, R. & Oh, Y. J. (2012) (eds.). *Cyberfeminism 2.0 (Digital Formations)*. Peter Lang Publishing

8. Gangoli, G. (2007) Indian Feminisms – Law, Patriarchies and Violence in India. Hampshire: Ashgate Publishing Limited,
9. Gould, C (1997) Key Concepts in Gender Theory. New Jersey: Humanities Press;
10. hooks, bell. Understanding Patriarchy  
<http://imagineborders.org/pdf/zines/UnderstandingPatriarchy.pdf>
11. Joseph, A. & Sharma, K. (1994) (eds.) Whose News? The Media and Women's Issues. Delhi: Sage Publications.
12. Kandiyoti, D. (1988). Bargaining with Patriarchy. *Gender and Society*, 2(3), 274-290.
13. Kellner, D. (2012), School Shootings, Crises of Masculinities, and Media Spectacle: Some Critical Perspectives, in Glenn W. Muschert, Johanna Sumiala (ed.) School Shootings: Mediatized Violence in a Global Age (Studies in Media and Communications, Volume 7), Emerald Group Publishing Limited, pp.299-330
14. Krishnan, P. & Dighe, A. (1990). Affirmation and Denial: Construction of Feminity on Indian Television. New Delhi: Sage Publications.
15. Lorber, J. (2002, September). Presidential address: Heroes, warriors, and burqas: A feminist sociologist's reflections on Sept. 11. *Sociological Forum*, 17(3), 377-396.
16. Martin, P. Y. & Hummer, R. Fraternalities and Rape on Campus. *Gender and Society*, 3(4) pp. 457-473. <http://courses.ttu.edu/jkoch/intro/Readings/Frat%20Rape.pdf>
17. Mohanty, C.T. (1984, Spring-Autumn). Under Western eyes: Feminist scholarship and colonial discourses. *boundary Multiculturalism Bad for Women?* Boston Review. <http://www.bostonreview.net/BR22.5/okin.html>
18. Onishi, N. "Globalization of Beauty Makes Slimness Trendy." *The New York Times*. <http://www.nytimes.com/2002/10/03/world/lagos-journal-globalization-of-beauty-makes-slimness-trendy.html>
19. Powell, K. (2003). "Confessions of a Recovering Misogynist" Who's gonna take the weight? Manhood, Race and Power in America. Crown Publishing.
20. Shome, R. (2006). Transnational feminism and communication studies. *Communication Review*, 9(4), 255-267.
21. Spivak, G. C. (1988). Can the subaltern speak? In C. Nelson & L. Grossberg (Eds.). Marxism and the interpretation of culture (pp. 271-313). Urbana and Chicago: University of Illinois Press.
22. Taylor, Judy. "Feminist Consumerism and Fat Activists: Grassroots Activism and the Dove 'Real Beauty' Campaign." <http://www.jstor.org/stable/10.1086/528849>
23. Watson-Franke, M. (2002). A World in Which Women Move Freely Without Fear of Men: An Anthropological Perspective on Rape. *Women's Studies International Forum*, 25(6), 599 – 606 <http://www.sciencedirect.com/science/article/pii/S0277539502003382>

## CCMG-312: MEDIA AND URBAN CULTURE (CBCS)

Cities have become central to understand contemporary communication practices. Media and communication driven conflicts and urban transformations are noteworthy. This paper aims to deal with the transformation in urban culture guided by advancements in media and communication technologies. Urbanisation is not a new phenomenon, but the experience of urban culture today is qualitatively different because of the mammoth technological advancements. Urban is not any more about geography or topography. The spatial experience of urban culture that emerged during industrial capitalism has now entered into a new phase of digitalisation signifying time-space compression in digital capitalism. This paper will deal with the conceptual issues and then would lead towards more substantive studies on urban culture and media.

### Module 1: Conceptual Issues

- 1.1 Cities, Urbanism and Urbanisation
- 1.2 Media City/Soft City, Creative city
- 1.3 Approaches to the Study of Media and City

### Module 2: Production and Consumption of Media City

- 2.1 ICT Sector and Urban Culture
- 2.2 Multiplexes and Urban Leisure
- 2.3 Culture of Smart Cities
- 2.4 Server Farms and Immaterial Labour

### Module 3: Media City and Social Relations

- 3.1 Cybercafes as Gendered Spaces
- 3.2 Middle Class and 'Creative Labour'
- 3.3 Labour in India's IT Industry

**Internal Assessment: (25 marks)**

**End Semester Exam: (75 Marks)**

### Readings

1. Athique, Adrian and Douglas Hill. 2014. *The Multiplex in India: A Cultural Economy of Urban Leisure*. Routledge.
2. Bibby, Andrew. 2002. "Labour organisation in India's IT industry" <http://www.andrewbibby.com/telework/india.html>
3. Castells, Manuel. 1989 [1991]. *The Informational City: Information, Technology, Economic Restructuring, and the Urban-Regional Process*. Blackwell.
4. Chandrasekhar, C.P. 2003. 'The Diffusion of Information Technology: The Indian Experience', *Social Scientist* Vol.31 No.7/8 pp.42-85
5. D'Costa, A.P. 'The Indian Software Industry in the Global Division of Labour' in A. D'Costa & E. Sridharan (Ed.) *India in the Global Software Industry*; Palgrave Macmillan, Basingstoke.
6. Flew, Terry (ed.). 2013. *Creative Industries and Urban Development: Creative Cities in the 21<sup>st</sup> Century*. Routledge.
7. Harvey, David. 1985. *Consciousness and Urban Experience*. Basil Blackwell.
8. Lefebvre, Henri. 1974 [1991]. *The Production of Space*. Blackwell.
9. McMillin, Divya. 2006. 'Outsourcing Identities: Call Centres and Cultural Transformation in India', *Economic and Political Weekly*, January 21, pp.235-241.
10. McQuire, Scott. 2008. *The Media City: Media, Architecture and Urban Space*. Sage Publications.
11. Mosco, Vincent. 2014. *To The Cloud: Big Data in a Turbulent World*. Paradigm Publishers.
12. Nisbet, Nicholas. 2009. *Growing Up in the Knowledge Society: Living the IT Dream in Bangalore*. Routledge.

13. Park, Robert Ezra, Ernest W. Burgess and Roderick D. McKenzie. 1925[1984]. *The City*. University of Chicago Press.
14. Ramesh, Babu P. 2004. 'Cyber Coolies' in BPO: Insecurities and Vulnerabilities of Non-Standard Work', *Economic and Political Weekly*, January 31.
15. Sharma, Poonam and Swati Rajput (eds.). 2017. *Sustainable Smart Cities in India: Challenges and Future Perspectives*. Springer.
16. Stallmeyer, John C. 2011. *Building Bangalore: Architecture and Urban Transformation in India's Silicon Valley*. Routledge.
17. Stevenson, Deborah. 2003. *Cities and Urban Cultures*. Open University Press.
18. Upadhy, Carol and A.R.Vasavi. 2006. 'Work, Culture and Sociality in the Indian IT Industry: A Sociological Study.' Report Submitted to National Institute of Advanced Studies.
19. Upadhy, Carol. 2004. 'A New Transnational Capitalist Class?: Capital Flows, Business Networks and Entrepreneurs in the Indian Software Industry', *Economic and Political Weekly*, 27 Nov.
20. Upadhy, Carol. 2016. *Reengineering India: Work, Capital, and Class in an Offshore Economy*. Oxford University Press.
21. Updhy, Carol. 2006. 'Gender Issues in the Indian Software Outsourcing Industry', in Anita Gurumurthy et. al. (eds.). *Gender in the Information Society: Emerging Issues*. UNDP-APDIP.
22. Weber, Max. 1966. *The City*. The Free Press.

## CCMG 313 NEW MEDIA ECOLOGY: FOLDS AND ASSEMBLAGES

This course addresses the contemporary crisis in the field of media studies and the critical turn in the notion of technicity which necessitates a rethinking of media ecology. Accelerationism, dromos, futurity and algorithmic conditions of new media assemblages confront and overturn the existing framework of media studies by questioning the 'naïve optimism of modernity and the nostalgic melancholia of the postmodern'. Technicity is no more considered as a seductive analogy, heuristic fiction or a cliché, but becomes a more open paradigm to rethink media as assemblages and folds. The diagrammatic method of analysing media locates the conventional sociological and (political) economy perspective of media and the anthropocentric interpretation of techno-human relations as its point of departure and focuses on the abstract, conceptual and material dimensions of media in the backdrop of so called post/trans/nonhuman paradigm. The hypomnetic supplements/tools which was always buried in the darkness of unthought in the western metaphysics is now enabling new modalities of thought and subjectivity. The modalities to be or becoming a machine/human has been radically reconfigured and this calls for a new genealogy of media which cuts across false divisions and mechanistic/reductionist explanations.

### **Module 1: Archaeology of Technics**

- 1.1 Technics and Enframing
- 1.2 Technology and Alienation
- 1.3 The New Machination: Cybernetics

### **Module 2: Digital Turn: Materiality/Medium**

- 2.1 Medium/Message
- 2.2 The Semiological Turn
- 2.3 The Network Society

### **Module 3: New Media Ecology: Reconfiguring the Technics**

- 3.1 Societies of Control
- 3.2 Actants/Assemblages
- 3.3 Multitude

### **Internal Assessment: (25 Marks)**

### **End Semester Exam: (75 Marks)**

### **Reading Lists**

1. Adorno, Theodor W. 2001. *The Culture Industry: Selected Essays on Mass Culture*. Psychology Press.
2. Benjamin, Walter. 2008. *The Work of Art in the Age of Mechanical Reproduction*. Penguin UK.
3. Heidegger, Martin, (1977). *The Question Concerning Technology and Other Questions*, Garland Publishing Inc, New York
4. Hayles, N. Katherine. 2008. *How We Became Posthuman: Virtual Bodies in Cybernetics, Literature, and Informatics*. University of Chicago Press.
5. ———. 2012. *How We Think: Digital Media and Contemporary Technogenesis*. University of Chicago Press.
6. Marcuse, Herbert. 2013. *One-Dimensional Man: Studies in the Ideology of Advanced Industrial Society*. Routledge.
7. Barthes, Roland. 1993. *Mythologies*. Vintage.
8. Baudrillard, Jean. 1994. *Simulacra and Simulation*. University of Michigan Press.
9. ———. 1997. *The System of Objects*. London: Verso.
10. Castells, Manuel. 2013. *Networks of Outrage and Hope: Social Movements in the Internet Age*. John Wiley & Sons.



11. Castells, Manuel, and Gustavo Cardoso. 2006. *The Network Society: From Knowledge to Policy*. Center for Transatlantic Relations, Paul H. Nitze School of Advanced International Studies, Johns Hopkins University.
12. McLuhan, Marshall. 2016. *Understanding Media: The Extensions of Man*. CreateSpace Independent Publishing Platform. Polity
13. Merrin, William. 2005. *Baudrillard and the Media: A Critical Introduction*..
14. Buchanan, Ian. 2015. 'Assemblage Theory and Its Discontents'. *Deleuze Studies* 9 (3): 382–92.
15. DeLanda, Manuel. 2019. *A New Philosophy of Society: Assemblage Theory and Social Complexity*. Bloomsbury Publishing.
16. Deleuze, Gilles. 1987. *A Thousand Plateaus: Capitalism and Schizophrenia*. University of Minnesota Press.
17. ———. 1992. 'Postscript on the Societies of Control'. *October* 59: 3–7.
18. Hardt, Michael, and Antonio Negri. 2001. *Empire*. Harvard University Press.
19. Harman, Graham. 2009. *Prince of Networks: Bruno Latour and Metaphysics*. Re.Press.
20. Deleuze, Gilles (1986). *Kafka: Toward a Minor Literature*. University of Minnesota Press
21. Latour, Bruno. 2007. *Reassembling the Social: An Introduction to Actor-Network-Theory*. OUP Oxford.
22. Toscano, Alberto. 2007. 'Vital Strategies: Maurizio Lazzarato and the Metaphysics of Contemporary Capitalism'. *Theory, Culture & Society* 24 (6): 71–91.
23. Virno, Paolo. 2004. *A Grammar of the Multitude: For an Analysis of Contemporary Forms of Life*. MIT Press.

<b>4<sup>TH</sup></b>	CCMG-401	REGULATION IN THEORY AND PRACTICE
	CCMG-402	MEDIA SYSTEMS IN SOUTH ASIA
	CCMG-403	NEWS MEDIA AND CITIZENSHIP
	CCMG-404	MEDIA AND MARGINS
	CCMG-405	CULTURE AND SOCIAL MEDIA USAGE
	CCMG-406	COMMUNICATION AND SOCIAL CONFLICT
	CCMG-407	NETWORKS, INFORMATION AND GOVERNANCE
	CCMG-408	INFORMATICS, INDUSTRY AND WORK
	CCMG-409	LABOUR, MEDIA AND SOCIETY
	<b>CCMG-410</b>	<b>STRATEGIC COMMUNICATION-II*CBCS</b>
	CCMG-411	CULTURE AND MEDIA IN CONTEMPORARY SOUTH ASIA
	CCMG-412	POST-MEDIA ASSEMBLAGES
	CCMG-413	SPATIALITY AND COMMUNICATION

### **CCMG-401: REGULATION IN THEORY & PRACTICE**

This paper grapples with the commercial, technological and institutional frameworks that have reshaped our thinking about media industries. It examines policy shifts in different segments of the broadcast industry in India since 1991, to explore in detail how processes of Liberalisation, Privatisation and Deregulation---often collectively termed as “Reforms”--- impel the dynamics of media, technology and governance. This brings us to reflect upon the rationale of regulation, the principals underlying models of governance and the efficacy of institutional arrangements of regulatory governance in India. Delving deeper into concerns of access, equity and public good which stand central to both debates on governance and approaches to policy analysis, the course emphasises equal familiarity with primary and secondary documents, generated from government, industry academic quarters. In doing so, we recognise that unravelling successive policy arrangements requires drawing on multiple sources, and not just reading into explicit “Policy” announcements, as the last module taught in workshop mode will help us realise.

#### **Module 1: Direction of Policy Thrusts**

- 1.1 Abundance, Interests & Policy Shifts
- 1.2 Debating Liberalisation in the Press
- 1.3 Incipient De-regulation in Television
- 1.4 De-monopolisation of Broadcasting

#### **Module 2: Regulatory Governance**

- 2.1 Thinking Governance
- 2.2 Understanding Regulation
- 2.3 Benchmarking Regulatory Models
- 2.4 Competition, Ownership & Diversity

#### **Module 3: Grappling with Re-Regulation**

- 3.1 Public Interest
- 3.2 Allocating Resources
- 3.3 Managing Interests
- 3.4 Licensing Norms

**Internal Assessment: (25 marks)**

**End Semester Exam: (75 Marks)**

## Reading List

1. Ang, P.H. & A. Pramanik (2008) 'By the Industry, of the Industry, for the Industry: The Possibilities and Limits of Self-Regulation of Indian Broadcasting', Paper Presented at International Seminar 'Contours of Media Governance'; International Seminar by the Centre for Culture, Media & Governance with IDRC, CCMG, Jamia Millia Islamia New Delhi (8-10 Dec.)
2. Freedman, D. (2010) 'Media Policy Silences: The Hidden Face of Communications Decision Making'; The International Journal of Press/Politics Vol. 15/3 (pp.344-361)
3. Jordana, J. & D. Levi-Faur (2004) 'The politics of regulation in the age of governance', J. Jordana & D. Levi-Faur (Ed.) *The Politics of Regulation*; Edward Elgar, Cheltenham (p. 1-15 ONLY)
4. Klimkiewicz, B. (2010) "Introduction: Structural Media Pluralism", International Journal of Communication Vol.4 (pp.906-913)
5. Krishna Iyer, V.R. (1994) 'Foreign Print Media Incarnating as Indian Fourth Estate?'; Economic and Political Weekly Vol. 29/49 (pp. 3082-3085)
6. McDowell, S.D. (1994) 'On Informatics and the Indian State: Examining Conventional Interpretations', in E. L. Tepper & J. R. Wood (Ed.) *Enriched by South Asia: Celebrating Twenty Five Years of South Asian Studies in Canada* (Volume 2, Social Sciences) Canadian Asian Studies Association, Montreal (pp.219-239)
7. McDowell, S.D. (1997) 'New Audio-Visual Services and Communication Policy in India', in R. Chowdhari Tremblay (Ed.) *Perspectives on South Asia at the threshold of the 21<sup>st</sup> century* (selected articles from conferences of the South Asia Council of the Canadian Asian Studies Association 1994-1996)
8. Mehta, N. (2008) 'Control and Confusion: Broadcast Policy, the State and Transformation (1991-2007)', *India on Television*; Harper Collins, New Delhi (pp. 110-139)
9. Meier, W. A. (2002) 'Media Ownership – Does It Matter?', in R. Mansell, R. Samarajiva & A. Mahan (Ed.) *Networking Knowledge for Information Societies: Institutions & Intervention*; Delft University Press, Delft.
10. Naregal, V. (2000) 'Cable communications in Mumbai: integrating corporate interests with local and media networks'; Contemporary South Asia Vol.9/3 (pp.289–314)
11. Noorani, A.G. (2009) 'The Press Council: An Expensive Irrelevance'; Economic & Political Weekly Jan 3 (pp13-15)
12. Parthasarathi, V. e al (2013) 'Policies, Laws, and Regulators', *Mapping Digital Media – India*; The Open Society Foundation, London, 2013
13. Parthasarathi, V. (2009) 'Perspectives on Media, Technology and Governance'; Paper at Pre-Conference 'India and Communication Studies', Annual Congress of the International Communication Association, Chicago (20-21 May)
14. Picard, R. (2011) 'Digitization and Media Business Models', Mapping Digital Media - Reference Series No. 5, Open Society Foundations, London
15. Planning Commission (2006) 'Approach to Regulation of Infrastructure: Issues and Options'; Consultation Paper; Planning Commission, GoI, New Delhi (Aug) (p.1-13 ONLY)
16. Price, M. E. & S. Verhulst (2008) 'Riddles of Media Governance: Multiple Stakeholders, Multiple Objectives, Multiple Perspectives'; Public Lecture by M. E. Price at 'Contours of Media Governance'; International Seminar by the Centre for Culture, Media & Governance with IDRC, CCMG, Jamia Millia Islamia New Delhi (8-10 Dec.)
17. Ram, N. (1994) 'Foreign Media Entry into the Press: Issues and Implications'; Economic and Political Weekly Vol. 29/43 (pp. 2787-2790)
18. Ravindran, G. (2009) 'The Politics of Tamil Television: The Bane of Cross Media Ownership?'; Wide Screen journal's Editors Blog <http://blogs.widescreenjournal.org/?p=1557> (May 30)
19. Sonwalkar, P. (2001) 'Opposition to the Entry of the Foreign Press in India, 1991-1995: The Hidden Agenda'; Modern Asian Studies Vol.35/3 (pp.743-763)
20. Thomas, P. (1993) 'Broadcasting and the state in India: towards relevant alternatives'; Gazette Vol. 51/1 (pp.19-33)
21. van Cuilenburg, J & McQuail, D. (2003) 'Media Policy Paradigm Shifts: Towards a New Communications Policy Paradigm', European Journal of Communication Vol. 18/2 June (pp.181-207)

## CCMG-402: MEDIA SYSTEMS IN SOUTH ASIA

This course offers a critical introduction to understand the media systems in South Asia and explores the ways different institutional frameworks affect media systems within the region. Through a comparative approach, it will analyze the commonality and differences in media systems in South Asia and where necessary compare them with other parts of the world. We will start by critically looking at the model of comparative media systems developed in the context of North America and Europe and analyze its relevance in understanding media systems and institutions in India and South Asia. After gaining conceptual understanding of news media system, the course will look at case studies from the south Asian region. We will also analyze how the rise of social media, web 2.0 platforms and mobile devices compel a rethinking of comparative media research. This course will help students gain a critical insight on issues affecting news media systems such as professional values and traditions, government regulations, level and type of commercialism, organizational dynamics, bureaucratic pressures, audiences and so on.

### **Module 1: Comparative approach and media systems**

- 1.1. Four theories of the press
- 1.2. Comparative media systems
- 1.3. Alternative media systems
- 1.4. Emerging trends and issues

### **Module 2: Historical overview and recent trends**

- 2.1. News media markets
- 2.2. Journalistic professionalism
- 2.3. Political system
- 2.4. Civil society

### **Module 3: Case studies**

- 3.1. India/ Pakistan
- 3.2. Sri Lanka/ Bangladesh
- 3.3. Web 2.0 and news media system
- 3.4. Towards an alternative media system model

### **Internal Assessment: (25 Marks)**

### **End Semester Exam: (75 Marks)**

### **Reading List**

1. Hardt, Hanno (1984). Comparative Media Research: The World According to America, *Critical Studies in Mass Communication*, 5(2), 129-146.
2. Livingstone, S. (2003). On the challenges of cross-national comparative media research, *European Journal of Communication*, 18(4), 477-500.
3. Nerone, J. C. (2004). Four Theories of the Press in Hindsight: Reflections on a popular model, in *New Frontiers in International Communication Theory* (M. Semati, Ed.) (pp. 21-32). Rowman and Littlefield.
4. Gurevitch, M. & Blumler, J. (1990). Comparative Research: The extending frontier," in D. Swanson and D. Nimmo (eds.), *New Directions in Political Communication*. London: Sage.
5. Baker, C. Edwin (2006). *Media Concentration and Democracy: Why Ownership Matters*. Cambridge: Cambridge University Press.
6. Hallin, Daniel C. and Paolo Mancini (2004). *Comparing Media Systems*. Cambridge: Cambridge University Press.
7. Hallin, Daniel C. and Paolo Mancini (2011), *Comparing Media Systems Beyond the Western World*, Cambridge; Cambridge University Press.

8. Hallin, Daniel C. and Stylianos Papathanassopoulos (2002). Political clientelism and the media: southern Europe and Latin America in comparative perspective, *Media Culture Society*, 24: 175
9. 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
10. Tworzecki , Hubert and Holli A. Semetko (2012) Media Use and Political Engagement in Three New Democracies: Malaise versus Mobilization in the Czech Republic, Hungary, and Poland, *he International Journal of Press/Politics*,
11. Atkinson, Joe (2011). Performance Journalism: A Three-Template Model of Television News, *The International Journal of Press/Politics*, 16: 102.
12. Plasser, Fritz (2005). From Hard to Soft News Standards? : How Political Journalists in Different Media Systems Evaluate the Shifting Quality of News, *he Harvard International Journal of Press/Politics*, 10: 47.

## CCMG-403: NEWS MEDIA AND CITIZENSHIP

The role of news media in 'creating' citizens and in shaping their attitudes, orientation and level of political participation is becoming crucial to framing contemporary debates surrounding citizenship as also of media's seminal role in the forging of it. Of particular interest is news media and civic life as also the shift from active audiences to media citizenship. The last module substantively takes up the case of Indian news media and citizenship and how news reportage effects political participation and civic engagement in the country.

### **Module 1: Media and Citizenship: Conceptual Issues**

- 1.1 Concepts of Citizenship
- 1.2 Cultural Citizenship, Rights and Representations
- 1.3 News Media and Civic Life
- 1.4 Media Consumption and citizenship

### **Module 2: Citizen's Media and Media Citizens**

- 2.1 Types of citizenship engagement
- 2.2 Media and its role in 'creating' a citizen
- 2.3 From active audience to media citizenship
- 2.4 Citizen news producers and citizen mobilization

### **Module 3: Media and active citizenship in India**

- 3.1 Media, citizenship and the public sphere in India post-1947
- 3.2 Audience-Citizen/ Consumer: The Indian context
- 3.3 Media effect on civic life in India
- 3.4 Political reportage and voter turnout in India

**Internal Assessment: (25 Marks)**

**Final Exam: (75 Marks)**

### **Readings List**

1. Almond, Gabriel A. and Sidney Verba, (1963) *The Civic Culture: Political Attitudes and Democracy in Five Nations*. Princeton: Princeton University Press.
2. Bhargava, R. and Reifeld, H (2005) *Civil Society, Public Sphere and Citizenship: Dialogues and Reflections*. New Delhi: Sage.
3. Chatterjee, Partha (2010) 'Democracy and subaltern citizens in India' in Gyanendra Pandey (ed.) *Subaltern Citizens and their Histories: Investigations from India and the USA*. Routledge: New York
4. Clarke, Paul Barry (1994) *Citizenship*. Pluto Press: London.
5. Couldry, Nick, Livingstone, Sonia and Markham, Tim (2007) *Media Consumption and Public Engagement: Beyond the Presumption of Attention*. Palgrave Macmillan.
6. Dahlgren, P. (2011) 'Young Citizens and Political Participation: Online Media and Civic Cultures, *Taiwan Journal of Democracy*, Volume 7, No. 2: 11-25.
7. Dahlgren, Peter (1995) *Television and the Public Sphere: Citizenship, Democracy and the Media*. chapter 6, London: Sage
8. Dahlgren, Peter (2009) *Media and Political Engagement: Citizens, Communication and Democracy*. Cambridge: Cambridge University Press
9. Dahrendorf, R. (1994) 'The Changing Quality of Citizenship' in Van Steenbergen, Bart (ed.) *The Condition of Citizenship*, London: Sage Publications.
10. Gupta, Dipankar (2000) *Culture, Space and the Nation-State*. Chapter 6 and 7, New Delhi, Sage Publications: Thousand Oaks and London.
11. Habermas, J. (1994) 'Citizenship and National Identity' in Van Steenbergen, Bart (ed.) *The Condition of Citizenship*, London: Sage Publications.
12. Harindranath, R (2009) *Audience-citizens: the Media, Public Knowledge, and Interpretive Practice*. New Delhi and Los Angeles: Sage.

13. Keum, H. Devanathan, N., Deshpande, S., Nelson, M.R. and Shah, Dhavan v. (2004) 'The Citizen-Consumer: Media Effects at the Intersection of Consumer and Civic Culture', *Political Communication*, 21:369–391.
14. 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.
15. McCombs, M., Holbert, L., Kiouisis, S. and Wanta, W. (2011) *The News and Public Opinion: Media Effects on Civic Life*, Cambridge: Polity Press, chapter 11.
16. Murdoch, G. (1999) 'Rights and Representation: Public Discourse and cultural citizenship' in Joseph Gripsrud (ed.) *Television and Common Knowledge*. New York: Routledge.
17. Norris, Pippa (2011) *Democratic Deficit: Critical Citizens Revisited*. New York: Cambridge University Press.
18. Norris, Pippa (2000) *A Virtuous Circle? Political Communications in Post-Industrial Democracies*. Cambridge: Cambridge University Press.
19. Pinto, Juliet and Hughes, Sallie (2011) 'Introduction: Media and Citizenship', *Taiwan Journal of Democracy*, Volume 7, No. 2: 1-9.
20. Turner, Bryan S. (1994) 'Postmodern Culture/ Modern Citizens', in Van Steenbergen, Bart (ed.) *The Condition of Citizenship*. London: Sage Publications.
21. Van Gunsteren, Herman (1994) 'Four Conceptions of Citizenship' in Van Steenbergen, Bart (ed.) *The Condition of Citizenship*. London: Sage Publications.

## CCMG-404: MEDIA AND MARGINS

Cultural practices and traditions are a lifeline of communication that shape and define the nature of inclusion and exclusion. The paper intends to understand the conceptual foundation of social structure as it shapes the nature of communication in a human society. Issues of differences were often constructed, institutionalized and then perpetuated that have serious repercussion in the process of communication. It will also unveil the existence of an intimate relationship between socio-cultural life and media life.

### **Module 1: Expression and Marginality**

- 1.1 Marginalization
- 1.2 Margins and the Other
- 1.3 Cultural Marginality

### **Module 2: Margins and Everyday Life**

- 2.1 Media Life
- 2.2 Dynamic of Difference
- 2.3 Contour of Domination & Communication Codes:

### **Module 3: Minorities and the Media**

- 3.1 Media and Identity
- 3.2 Subaltern Counterpublics
- 3.3 Minorities and Justice

### **Internal Assessment: (25 Marks)**

### **End Semester Exam: (75 Marks)**

### **Readings List**

1. Dijk, Teun A. Van (1995). The Mass Media Today: Discourses of Domination or Diversity? *The Public*, 2 (2), 27-45.
2. Chamberlain, Susanna (2011). Whispers on the Wind: Social Inclusion and the Media. *Journal of Social Inclusion*, 2 (2), 71-81.
3. Chandoke, Neera and Chandoke, Neera (1996). Rethinking Minority Rights. *India International Centre Quarterly*, 23 (1), 123-136.
4. Dardis, Frank E (2006) Marginalization Devices in U.S. Press Coverage of Iraq War Protest: A Content Analysis. *Mass Communication & Society*, 9 (2) 117-135.
5. Deuze, M (2011). Media Life. *Media, Culture & Society*, 33(1), 137–148.
6. E. Sridharan and R. Sudarshan (eds.) *India's Living Constitution: Ideas, Practices and Controversies*, Permanent Black: Delhi
7. Engineer, Asghar Ali (1999). Media and Minorities: Exclusions, Distortions and Stereotypes. *Economic and Political Weekly*, 34 (31), 2132-2133.
8. Fraser, Nancy (1997) *Justice Interruptus: Critical Reflections on the "Post-Socialist" Condition*, Chapters 1 and 3, Routledge: New York and London.
9. Greer, Chris and Jewkes, Yvonne Jewkes (2005). Extremes of Otherness: Media Images of Social Exclusion. *Social Justice*, 32 (1), 20-31
10. Herbst, Susan (1994) *Politics at the Margin: Historical Studies of Public Expression outside the Mainstream*, Cambridge University Press: Cambridge
11. Huspek, Micheal (1994). Oppositional Codes and Social Class Relations. *The British Journal of Sociology*, 45 (1), 79-102.
12. Joshi, P. C (1989). Culture, communication, and social change. Vikas Pub. House (Originally for University of Michigan): New Delhi.



13. Kellner, Douglas (1995) *Media Culture: Cultural studies, identity and politics between the modern and the postmodern*, Routledge: London and New York, Chapter 3.
14. Majumdar, Dharendra Nath (1958) *Caste and Communication in an Indian Village*, Asia Publishing House: New Delhi.
15. Mehretu, Assefa, Pigozzi, Bruce Wm. and Sommers, Lawrence M. (2000). Concepts in Social and Spatial Marginality, *Human Geography*, 82(2), 89-101.
16. Muralidharan, Sukumar (2012). Media, Modernity and Minorities: Subtleties of Exclusion in the 'Public Discourse', *Social Scientist*, 40(5/6), 19-57.
17. Ore, Tracy E. (2014) (ed). *The Social Construction of Difference and Inequality: Race, class gender and sexuality*, McGraw-Hill Education: Penn Plaza, New York.
18. Park, Robert E. (1928). Human Migration and the Marginal Man, *American Journal of Sociology*, 33(6), 881-893.
19. Peace, R. (2001). Social Exclusion: A Concept in Need of Definition. *Social Policy Journal of New Zealand*, 16, 17-35
20. Pieris, Ralph (1951). Bilingualism and Cultural Marginality. *The British Journal of Sociology*, 2 (4), 328-339.
21. Rothenberg, Paula (1990). The Construction, Deconstruction, and Reconstruction of Difference. *Hypatia*, 5 (1), 42-57
22. Schatzman, Leonard and Strauss, Anselm (1955). Social Class and Modes of Communication, *American Journal of Sociology*, 60(4), 329-338.
23. Sikand, Yoginder and Mishra, Avinash K, (2010) *Indian Mass Media: Prejudice against Dalits and Muslims*, Hope India Publications: New Delhi, (Introduction, Chapters 1& 2).
24. Swaminathan, Srilata (2007). From the Margins. *India International Centre Quarterly*, 33 (3/4), 56-64.
25. Weisser, Christian R. (2008). Subaltern Counterpublics and the Discourse of Protest, *JAC*, 28 (3/4), 608-620.

## CCMG-405: CULTURE AND SOCIAL MEDIA USAGE

This course aims to provide a critical understanding of social media. It begins by locating the historicity and the defining characteristics of this now ubiquitous 'new media'. The first two modules investigate the political economy of dominant social media platforms, including issues of interface design, commerce and labour, and the ways in which that bears on the repertoire of uses, norms and rights surrounding it. Herein, a number of questions are posed. How do we place these media within the current media ecology, i.e. the emergent intersections and parallels with traditional forms of media production, circulation and consumption? What are the freedoms and controls afforded by these media and why? How do they help shape cultural ideas and practices related to leisure, self disclosure and presentation, social interaction and connectedness, community building and representation, creative and critical expression, and concomitantly, what are the social implications? Further, whether and how social media enable a reconfiguration of existing power circuits? And how do we imagine social media futures, including alternate conceptions and models?

Such explorations would be made through a repertoire of literature, films and online material. The third module would map emergent areas of social media research and methodological tools. It would be taught in a workshop mode, as part of which the students would carry out a research study on select facets of social media use.

### **Module 1: Politics of Platforms**

- 1.1 Defining Social Media
- 1.2 Commerce and Control
- 1.3 Speech and Surveillance

### **Module 2: Users and Practices**

- 2.1 Curating Presence
- 2.2 Self and Sociality
- 2.3 Collaboration and Contests

### **Module 3: Studying the field**

- 3.1 Lines of Enquiry
- 3.2 Methods
- 3.3 Research Design and Analysis

### **Internal Assessment: (25 Marks)**

### **End Semester Exam: (75 Marks)**

### **Reading List**

1. Blakley, Johanna. (2012). Media In Our Image. *Women's Studies Quarterly*, 40 (1/2), 341-350.
2. Boyd, Danah and Crawford, Kate. (2012). Critical Questions for Big Data. *Information, Communication & Society*, 15 (5), 662-679.
3. Chayko, M. (2014). Techno-Social Life: The Internet, Digital Technology, and Social Connectedness. *Sociology Compass*, 8, 976-991.
4. Davis, Katie. (2012). Tensions of Identity in Networked Era: Young People's Perspectives on the Risks and Rewards of Online Self-Expression. *New Media & Society*, 14(4), 634-651.
5. Fuchs, Christian and Marisol Sandoval. (2015). The Political Economy of Capitalist and Alternative Social Media. In *The Routledge Companion to Alternative and Community Media*, ed. Chris Atton, London: Routledge, 165-175.
6. Fuchs, Christian. (2013). Theorising and analysing digital labour: From global value chains to modes of production. *The Political Economy of Communication*, 2(1), 3-27.

7. Fuchs, Christian. (2015). Social Media Surveillance, In *Handbook of Digital Politics*, Stephen Coleman and Deen Freelon (eds), Cheltenham: Edward Elgar.
8. Gauntlett, David. (2011). *Making is Connecting: The social meaning of creativity, from DIY and knitting to YouTube and Web 2.0*. UK: Polity Press, Chap 1.
9. Gehl, Robert W. (2014). *Reverse Engineering Social Media: Software, Culture, and Political Economy in New Media Capitalism*, Philadelphia: Temple Univ Press, Intro and Chap 6.
10. Gehl, Robert W. (2015). The Case of Alternate Social Media. *Social Media + Society*, July-December: 1–12.
11. Goggin, Gerard. (2014). Facebook's Mobile Career. *New Media & Society*, 16(7), 1068–1086.
12. Golbeck, Jennifer (2013). *Analyzing the Social Web*, Morgan Kaufmann
13. Gehl, Robert W. & Synder-Yuly, Julie (2016). The Need for Social Media Alternatives, *Democratic Communiqué*, 27, 2015/2016, 78-82.
14. Govink, Geert & Miriam Rasch. (2013). *Unlike reader, Social Media Monopolies and their Alternatives*, INC Reader 8, Amsterdam: Joh. Enschedé.
15. José, van Dijck & Thomas Poell. (2013). Understanding Social Media Logic. *Media and Communication*, 1 (1), 2–14.
16. Kasana, Mehreen. (2014). Feminisms and the Social Media Sphere. *Women's Studies Quarterly*, 42 (3/4), 236- 249.
17. Kennedy, Helen. (2016). Social Media Data Mining Becomes Ordinary. In *Post, Mine, Repeat*. Palgrave Macmillan UK, 1-17.
18. Lietsala, Kart & Esa Sirkkunen. (2008). *Social Media: Introduction to the Tools and Processes*. Tampere: Tampere Univ Press.
19. Murthy, Dhiraj. (2012). Towards a Sociological Understanding of Twitter. *Sociology*, 46(6) 1059-1073.
20. Papacharissi, Zizi & Paige L. Gibson. (2011). Fifteen Minutes of Privacy: Privacy, Sociality, and Publicity on Social Network Sites. In *Privacy Online*, S. Trepte and L. Reinecke (Eds.), Berlin Heidelberg: Springer-Verlag.
21. Penney, Joel and Caroline Dadas. (2014). (Re)Tweeting in the Service of Protest: Digital Composition and Circulation in the Occupy Wall Street Movement. *New Media & Society*, 16(1), 1–17.
22. Portwood-Stacer, Laura. (2013). Media Refusal and Conspicuous Non-Consumption: The Performative and Political Dimensions of Facebook Abstention. *New Media & Society*, 15(7), 1–17.
23. Sidonie, Smith and Julia Watson. (2013). Virtually Me: A Toolbox about Online Self-Presentation. In *Identity Technologies: Constructing the Self Online*. Ed. Julie Rak. Univ of Wisconsin Press, 70-95.
24. Sobré-Denton, Miriam. (2016). Virtual Intercultural Bridgework: Social Media, Virtual Cosmopolitanism, and Activist Community-Building, *New Media & Society*, 18 (8), 1– 17.
25. Turkle, Sherry. (2013). *Alone Together: Why we expect more from technology and less from each other*. New York: Basic Books.
26. Wang, Yang et al. (2011). I regretted the minute I pressed share: A Qualitative Study of Regrets on Facebook. *Symposium on Usable Privacy and Security (SOUPS)*, July 20–22, Pittsburgh.
27. Wilson, Robert E., Samuel D. Gosling and Lindsay T. Graham. (2012). A Review of Facebook Research in the Social Sciences. *Perspectives on Psychological Science*, 7(3), 203–220.

## CCMG-406: COMMUNICATION AND SOCIAL CONFLICT

The course employs a qualitative approach to examining social conflict. Students explore definitions, varieties, styles, and means of analysis of conflict at the interpersonal and intergroup levels. Emphasis is placed on the role that identity (ethnic, gender, religious, national, political) plays in the initiation, perpetuation and resolution of conflict. Course content includes an overview of major theories of social identity, peace and conflict, and conflict management. Need some elaboration (total upto 150 words)

### **Module 1: Definitions and Foundational Theory**

- 1.1 Conflict Defined
- 1.2 Foundational theories
- 1.3 Identity theories
- 1.4 Intergroup dynamics

### **Module 2: Conflict Dynamics and the Media**

- 2.1 Framing Devices
- 2.2 Intergroup Conflict
- 2.3 Communication Styles
- 2.4 Everyday conflicts

### **Module 3: Mediation and Peace-building**

- 3.1 Peace Journalism
- 3.2 Negotiation
- 3.3 Resolving group conflict
- 3.4 Community approaches

### **Internal Assessment: (25 Marks)**

### **End Semester Exam: (75 Marks)**

### **Reading list**

1. Anderson, B. (2006). *Imagined communities*. New York, NY: Verso.
2. Boulding, E. (1995). Feminist inventions in the art of peacemaking: A century overview. *Peace & Change, 20(4)*, 408-438.
3. Brewer, M.B. (2001). Ingroup identification and intergroup conflict: When does ingroup love become outgroup hate? In R.D. Ashmore, L. Jussim, & D. Wilder (Eds.), *Social identity, intergroup conflict, and conflict reduction*. New York, NY: Oxford University Press.
4. Clair, R.P. (1993). The use of framing devices to sequester organizational narratives: Hegemony and harassment. *Communication Monographs, 60*, 113-136.
5. Cloven, D.H., & Roloff, M.E. (1993). The chilling effect of aggressive potential on the expression of complaints in intimate relationships. *Communication Monographs, 60*, 199-219.
6. Deutsch, M. (1973). *The resolution of conflict: Constructive and destructive processes*. New Haven, CT: Yale University Press.
7. Fisher, R., Ury, W., & Patton, B. (2011). *Getting to yes: Negotiating agreement without giving in*. New York, NY: Penguin Books.
8. French, S.L. (2003). Reflections on healing: Framing strategies used by acquaintance rape survivors. *Journal of Applied Communication Research, 31(4)*, 298-319.
9. Goffman, E. (1963). *Stigma: Notes on the management of spoiled identity*. New York, NY: Simon & Schuster.
10. Gourevitch, P. (1998). *We wish to inform you that tomorrow we will be killed with our families: Stories from Rwanda*. New York, NY: Picador.
11. Huntington, S.P. (1993). A clash of civilizations? *Foreign Affairs, 72(3)*, 22-49.
12. Kakar, S. (1996). *Indian identity*. New Delhi: Penguin Books.

13. Kaufman, S.J. (2001). *Modern hatreds: The symbolic politics of ethnic war*. Ithaca, NY: Cornell University Press.
14. Kellett, P.M. (2007). *Conflict dialogue: Working with layers of meaning for productive relationships*. Thousand Oaks, CA: Sage.
15. Lulofs, R.S., & Cahn, D. (2000). *Conflict from theory to action, 2<sup>nd</sup> ed.* Needam Heights, MA: Allyn & Bacon.
16. Maas, A., Cadinu, M., Guarnieri, G., & Grasselli, A. (2003). Sexual harassment under social identity threat: The computer harassment paradigm. *Journal of Personality and Social Psychology*, 85(5), 853-870.
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. McLaren, L.M. (2003). Anti-immigrant prejudice in Europe: Contact, threat perception, and preferences for the exclusion of migrants. *Social Forces*, 81(3), 909-936.
19. Ross, M.H. (1993). *The management of conflict: Interpretations and interests in comparative perspective*. New Haven, CT: Yale University Press.
20. Sahni, B. (2001). *Tamas*. New Delhi: Penguin.
21. Sen, A. (2006). *Identity and violence: The illusion of destiny*. New York, NY: W.W. Norton & Company.
22. Sidanius, J., Van Laar, C., Levin, S., & Sinclair, S. (2004). Ethnic enclaves and the dynamics of social identity on the college campus: The good, the bad, and the ugly. *Journal of Personality and Social Psychology*, 87(1), 96-110.
23. Stephan, W.G., & Stephan, C.W. (1996). *Intergroup relations*. Boulder, CO: Westview Press.
24. Ting-Toomey, S., & Kurogi, A. (1998). Facework competence in intercultural conflict: An updated face-negotiation theory. *International Journal of Intercultural Relations*, 22(2), 187-225.
25. Walther, J.B. (2009). Computer-mediated communication and virtual groups: Applications to interethnic conflict. *Journal of Applied Communication Research*, 37(3), 225-238.

## CCMG-407: NETWORKS, INFORMATION & GOVERNANCE

Viewing networking as both, socially and technologically mediated processes; this paper seeks to understand why network practices have proliferated among administrative and commercial entities at the macro, meso and micro levels. It examines the structure of the network and links between the creation of social insurance mechanisms as well as knowledge building. Besides, the course provides an overview of trust and seeks to study the possible relationship between networking and trust. Further, the paper examines the shift of paradigm in networking from opposing and competing to that of public private partnership in the wake of innovative systems. Likewise, it examines the twin concepts of 'transparency' and 'accountability' as important pillars to gain legitimacy for democratic governance. It also seeks to look at the growth and importance of different information centres and their respective role in promoting governance.

### **Module 1: Many Faces of Networking**

- 1.1 The Network Society
- 1.2 Social Networks/Actor Network Theory
- 1.3 Network and Trust/Internet of Things

### **Module 2: Social Application of Network Technology**

- 2.1 Models of E-governance
- 2.2 Network Structure and Decentralisation
- 2.3 ICTs for Development & Social Change

### **Module 3: Governing Information Network**

- 3.1 Digital Economy & E-commerce
- 3.2 Cyber crimes/Threat of Surveillance
- 3.3 Networks & Corporations/Social Marketing

**Internal Assessment: (25 marks)**

**End Semester Exam: (75 marks)**

### **Reading List**

1. Andreasen, A. R. (2002). Marketing social marketing in the social change marketplace. *Journal of Public Policy & Marketing*, 21(1), 3-13.
2. Andrejevic, M. (2011). Surveillance and alienation in the online economy. *Surveillance & Society*, 8(3), 278.
3. Benjamin, S., Bhuvanewari, R., & Rajan, P. (2007). Bhoomi: 'E-governance', or, an anti-politics machine necessary to globalize Bangalore?. *CASUM-m Working Paper*.
4. Bhatnagar, S., & Chawla, R. (2005). Bhoomi: Online delivery of record of Rights, Tenancy and Cultivation to farmers in Karnataka. *Land Reforms in India-Computerization of Land Records, New Delhi: Sage Publications*.
5. Blom, R. (2006). Surveillance: Introduction. In F. Webster et al (Ed.) *The information society reader*. Routledge, London, pp. 297-301.
6. Carlsson, L. and A. Sandström. (2008). Network governance of the commons. *International Journal of the Commons*. 2 (1), January, 33-54.
7. Castels, M. and Cardoso, G. (2005) (Eds.). *The Network Society From Knowledge to Policy*, John Hopkins University: Massachusetts, Chapter 1 & 2.
8. Choo, K. K. R. (2011). The cyber threat landscape: Challenges and future research directions. *Computers & Security*, 30(8), 719-731.
9. Coleman, J. S. (2003). Social Capital in the Creation of Human Capital. In Cross, Rob; Parker, Andrew and Sasson, Lisa (Ed.) *Networks in the Knowledge Economy*; OUP, Oxford. pp. 57-81.

10. Davison, R. M., Wagner, C., & Ma, L. C. (2005). From government to e-government: a transition model. *Information technology & people*, 18(3), 280-299.
11. Dijk, J. V. (1999). *The Network Society: Social Aspects of New Media*; Sage, London & New Delhi. pp. 1-47 & pp. 78-114.
12. Freeman, L.C. (1979). Centrality in Social Networks: Conceptual Clarification. *Social Networks*. 1, pp. 215-239.
13. Gordon, S., & Ford, R. (2006). On the definition and classification of cybercrime. *Journal in Computer Virology*, 2(1), 13-20.
14. Granovetter, M. S. (2003). The Strength of Weak Ties. In Cross, Rob; Parker, Andrew & Sasson, Lisa (Ed.) *Networks in the Knowledge Economy*; OUP, Oxford. Pp. 109-129.
15. Helbig, N., Gil-García, J. R., & Ferro, E. (2009). Understanding the complexity of electronic government: Implications from the digital divide literature. *Government Information Quarterly*, 26(1), 89-97.
16. Howard, P. N. (2015). *Pax Technica: How the Internet of things may set us free or lock us up*. Yale University Press.
17. IT for Change. (2009). *ICTs for Community Development in India: Going Beyond the Basic CSC Model*. Available at <http://www.itforchange.net/sites/default/files/ITfC/Note on ICTs for CD-ITfC.pdf>
18. Janowski, T. (2015). Digital government evolution: From transformation to contextualization. *Government Information Quarterly*, 32(3), 221-236.
19. Jenkins, R. (2001). Mistaking 'governance' for 'politics': foreign aid, democracy, and the construction of civil society. *Civil society: History and possibilities*, 250468.
20. Latour, B. (1986). The Powers of association. power, action and belief: a new sociology of knowledge? *Sociological Review monograph* 32. Law, J. (Ed). Routledge & Kegan Paul, London: 264-280.
21. Latour, B. (2011). Network theory: networks, societies, spheres: Reflections of an actor-network theorist. *International Journal of Communication*, 5, 15.
22. Layne, K., & Lee, J. (2001). Developing fully functional E-government: A four stage model. *Government information quarterly*, 18(2), 122-136.
23. Loon, J. V. (2006). Network. *Theory, Culture and Society*. 23(2-3): 307-322.
24. Kotler, P., & Zaltman, G. (1971). Social marketing: an approach to planned social change. *The Journal of Marketing*, 3-12.
25. Meijer, A., & Bekkers, V. (2015). A metatheory of e-government: Creating some order in a fragmented research field. *Government Information Quarterly*, 32(3), 237-245.
26. Neville, B. A. and B. Menguc. (2006). Stakeholder Multiplicity: Toward an Understanding of the Interactions between Stakeholders. *Journal of Business Ethics*. 66 (4), 377-391.
27. Orlikowski, W. J., & Iacono, C. S. (2000). The truth is not out there: an enacted view of the 'digital economy.'. *Understanding the digital economy: Data, tools, and research*, 352-380.
28. Provan, K. G. and Kenis, P. (2007). Modes of Network Governance: Structure, Management, and Effectiveness"; *Journal of Public Administration Research and Theory*. 18, 229-252.
29. Rose, Gideon. (2016). *The Fourth Industrial Revolution: A Davos Reader*.
30. Rothschild, M. L. (1999). Carrots, sticks, and promises: A conceptual framework for the management of public health and social issue behaviors. *The Journal of Marketing*, 24-37.
31. Sarkar, S. (2008). The New Middle-Class, Technology and Modernity in Seelampur.
32. Sassen, S. (2000). Digital Networks and the State: Some Governance Questions. *Theory, Culture & Society*, 17(4), 19-33.
33. Sivarajah, U., Irani, Z., & Weerakkody, V. (2015). Evaluating the use and impact of Web 2.0 technologies in local government. *Government Information Quarterly*, 32(4), 473-487.
34. Sreekumar, T. T. (2007). Cyber kiosks and dilemmas of social inclusion in rural India. *Media Culture & Society*, 29 (6), 869-89.
35. Sreekumar, T. T. (2007). Decrypting E governance: Narratives, power play and participation in the Gyandoot Intranet. *Electronic Journal for Information Systems in Developing Countries*. 32(4), 1-24.

36. Stoker, G. (1998). Governance as theory: five propositions. *International social science journal*, 50(155), 17-28.
37. Terranova, T. (2000). Free labor: Producing culture for the digital economy. *Social text*, 18(2), 33-58.
38. Söderberg, J. (2013). Determining social change: The role of technological determinism in the collective action framing of hackers. *new media & society*, 1461444812470093.
39. Yildiz, M. (2007). E-government research: Reviewing the literature, limitations, and ways forward. *Government Information Quarterly*, 24(3), 646-665.



## CCMG-408: INFORMATICS, INDUSTRY AND WORK

The role of policy and politics in shaping the Informatics industry in India is explored at two levels: in the links between the hardware segment and the wider, national productive economy; and, in the contribution of firms producing high-end software and providing low-skill services. Scrutinising the changing nature and dynamics of work in post-industrial settings forms the ground to visit key empirical and political debates.

Looking at the early trajectory of the hardware and software sectors before 1991, the first module also introduces the main actors of the IT industry in India. Subsequently we locate the Indian industry in the global context, emphasising the affects of the ups and downs in the world market on both domestic products and domestic technology. The industry has created a workforce that is new in terms of work culture, exposure to global scenario, wages, trade unionism etc. Consequently, the last module deals with practices of telework, thereby opening up debates on role of workforce, work culture and trade associations/unions in this sunrise industry.

### **Module 1: Contextualising Informatics industry in India**

- 1.1 Emergence of Informatics
- 1.2 Information Society & Economy
- 1.3 Electronics Policy (1975-1991)

### **Module 2: Global vs. Indian industry**

- 2.1 Global Scenario
- 2.2 Economics of Offshoring
- 2.3 Market Structure of Products
- 2.4 New economy and Work

### **Module 3: Informatics industry and workforce**

- 3.1 Anthropology of Telework
- 3.2 ITES & Emotional Labour
- 3.3 Information Labour & Unionism
- 3.4 Policy Alternatives

**Internal Assessment: (25 Marks)**

**End Semester Exam: (75 Marks)**

### **Reading List**

1. A. Lateef (1996) *Linking-up with the Global Economy: A Case Study of the Bangalore Software Industry*; International Institute of Labour Studies/ILO, Geneva.
2. A. P D'Costa 'The Indian Software Industry in the Global Division of Labour' in A. D'Costa & E. Sridharan (Ed.) *India in the Global Software Industry*; Palgrave Macmillan, Basingstoke.
3. Andrew Bibby (2002) "Labour organisation in India's IT industry" <http://www.andrewbibby.com/telework/india.html>
4. Andrew Bibby (2002) "Labour organisation in India's IT industry" <http://www.andrewbibby.com/telework/india.html>
5. Babu P Ramesh 'Cyber Coolies' in BPO: Insecurities and Vulnerabilities of Non-Standard Work'; *EPW* January 31, 2004.
6. C. P Chandrasekhar (2003) 'The Diffusion of Information Technology: The Indian Experience'; *Social Scientist* Vol.31 No.7/8 pp.42-85
7. Carol Upadhy (2004) 'A New Transnational Capitalist Class?: Capital Flows, Business Networks and Entrepreneurs in the Indian Software Industry'; *EPW* 27 Nov.
8. Divya McMillin (2006) "Outsourcing Identities: Call Centres and Cultural Transformation in India" *EPW* January 21, pp.235-241.

9. Ernesto Noronha & Premilla D'Cruz "Organising Call Centre Agents: Emerging Issues" EPW May 27, 2006 (p2115-2121)
10. Heeks, R. (1996) *India's Software Industry: State Policy, Liberalization and Industrial Development*; Sage, New Delhi.
11. ICTA & LIRNEasia (2006) *A baseline sector analysis of the BPO industry in Sri Lanka*; Report prepared by LIRNEasia Colombo.
12. P. Balakrishnan (2006) 'Benign Neglect or Strategic Intent?: Contested Lineage of Indian Software Industry'; EPW 9 Sept. pp.3865-3872.
13. P. Nath & A. Hazra "Configuration of Indian Software Industry"; EPW 23 Feb. 2002 pp737-742.
14. Richard Coopey (Ed.) *Information Technology Policy: An International History*; OUP, New York, 2004.
  15. Roli Varma, Everett M Rogers (2004) "Indian Cyber Workers in US"; EPW December

## **CCMG-410: STRATEGIC COMMUNICATION-II**

This paper will initiate the ability among students to address strategic Communication in select domains on the basis of skills learnt in 3<sup>rd</sup> semester. This course provides a learning experience that combines rigorous academic study, skills development, skills application, and enables students to gain a systematic understanding of strategic communication knowledge. It enables students to enhance their career potential, personal and professional effectiveness, and their performance in employment in the field of strategic communication in a range of sectors and organisations

The students will select domains be it business environment, formal and informal sectors to develop communication strategy and implementation plan. The students will be able to develop a strategic communications plan in the respective domain. The strategic plan will help the students to learnto deploy resources more effectively and strategically by highlighting synergies and shared opportunities in various programs and work areas.

This course will be mentored through workshop format. Efforts will be made to link them to various organisations pertaining to the domains they chose. The students will be able to address the various stages/steps of Communication strategies in a phased manner so as to evaluate the progress through presentations.

### **Module 1: Operationalising Analyzing Strategy**

- 1.1 Determine Goal
- 1.2 Identify and Profile Audience
- 1.3 Develop Messages

### **Module 2: Designing Strategy**

- 2.1 Select Communication Channels
- 2.2 Choose Activities and Materials
- 2.3 Establish Partnerships

### **Module 3: From Strategy to Action**

- 3.1 Implement the Plan
- 3.2 Monitoring Mechanism
- 3.3 Evaluation &Mid-Course Corrections

**Internal Assessment: (25 Marks)**

**End Semester Exam: (75 Marks)**

### **Readings List**

1. Anne-Katrin Arnold Helen Garcia 2011 Generating Genuine Demand for Accountability through Communication, The Wold Bank, Washington
2. Malcom Earnshaw Evaluation, ISBA
3. Nairn, AndyEffective marketing strategies for food and drink brands
4. Nairn, Andy Effective marketing strategies for automotive campaigns
5. Strategic Communication Planning,2005 The SPIN Project, 149 Natoma Street San Francisco
6. Mahoney, James 2010 Strategic communication and anti-smoking campaigns, Public Communication Review, Vol. 1 No. 2.
7. Walton, Laura Richards, Seitz, Holli H. Ragsdale, Kathleen ,2012 Strategic Use of YouTube During a National Public Health Crisis: The CDC's Response to the 2009 H1N1 Flu Epidemic, Case Studies in Strategic Communication, Volume 1.
8. MacDonald, sarah, Emily S. Kinsky Kristina Drumheller, 2012 Is Breaking Up Hard to Do?: Strategic Communication Efforts Surrounding American Idol's Loss of Paula Abdul, Case studies in Strategic Communication, Volume 1.
9. Mezey, Alex; Scott Hamilton; Kevin Kuwahara; Courtney Sandlin 2013 TOYOTA, INC. A Case Study in Communicating Bad News, USC Marshall school of Business, Centre for Communication
10. Kaplan, Robert S and David P. Norton 2001 The Strategy focused organization, Harvard Business school Press, Harvar

## **CCMG-411: MEDIA AND CULTURE IN CONTEMPORARY SOUTH ASIA**

This introductory course aims at developing an understanding about flourishing media cultures and its products in South Asia. In doing so it aims to discover contemporary south Asia through the lens of mass media, associated cultures and policies governing these industries and such sectors. It explores the transformations in the realm of mass media, underlining its linkages with the national and regional political dynamics and simultaneously the vibrant mass public cultures. For developing the understanding of modern means of communication in south Asia, the paper primarily covers print, television, new media, telecommunications, mobile devices and applications but also takes cognizance of other fields like cinema, photography, mechanical reproductions of art and music. Briefly touching upon these diverse forms, the paper inquires into this vast domain to understand their local characteristics within distinct boundaries of various nations and also through convergences or overlaps beyond boundaries constituting the regional- the south Asian media cultures.

To comprehend the media and communications in south Asia the focus is to understand the shared cultural and historical pasts and then to unravel the dynamics of cultural and media diversity in the region. The paper therefore revisits and broadens the conceptual constructions of South Asia. While outlining the cartographic origins it uncovers the complex global, regional and local cultural processes determining the makings of contemporary south Asia and its media cultures. At the same time it will analytically recognize the multiple representations of the region and its imagery produced by the effervescent mass media.

Consequently the paper illuminates on some important queries, such as- Can south Asia be imagined through its media cultures as a cultural zone with infinite similarities between the nations and outside the realm of traditional categorization of SAARC nations? Is it so that such official categories remain instrumental in creation of media cultures? Are there far more fluid re-imaginings of South Asia in mass media based on cultural identity that feeds into the rise of South Asian media cultures? Grounded in such enquiries the paper explores the region through its historical changes juxtaposing its economic, political and cultural changes to understand the contemporary south Asia and its media cultures.

### **1: The Region**

- 1.1 The undivided Pasts and cultural geographies
- 1.2 Caste, Gender and Religion
- 1.3 Language, food and newer imaginings

### **Module 2: Media Cultures in South Asia**

- 2.1 Print Culture
- 2.2 Images and moving cultures
- 2.4 Technology and Mobility

### **Module 3: Media Politics in South Asia**

- 3.1 State, Media & Civil Society
- 3.2 Media, Political Process and Public sphere
- 3.3 Community media, movements and reforms

**Internal Assessment: (25 Marks)**

**End Semester Exam: (75 marks)**

## Reading List

1. Agarwal, Bina, "The Idea of Gender Equality," in R. Thapar, ed., *India: Another Millennium*. New Delhi: Viking Penguin Books, 2000, pp. 36-65.
2. Ahmed, FauzaErfan, "The Rise of the Bangladesh Garment Industry: Globalization, Women Workers, and Voice," *NWSA Journal*, 16, 2 (Summer 2004), pp. 34-43.
3. Appadurai, Arjun, 1988. 'How to Make a National Cuisine: Cookbooks in Contemporary India', in: *Comparative Studies in Society and History*, vol. 30 No. 1, 3-24.
4. Balasubramaniam, J. 2011. 'Dalits and a Lack of Diversity in the Newsroom', in: *Economic and Political Weekly*, 46 (11), 21-23.
5. Bhargava, Rajeev 2010. 'Inclusion and Exclusion in India, Pakistan , and Bangladesh: The Role of Religion', in *The Promise of India's Secular Democracy*. Oxford University Press: New Delhi.
6. Cohen, Stephen Philip, *The Idea of Pakistan*, Washington DC: Brookings University Press, 2004.
7. Francis Robinson 2008, Islamic Reform and Modernities in South Asia. *Modern Asian Studies*, vol. 42, No. 2/3, Islam in South Asia (Mar. – Maypp. 259-281)
8. Frederick Noronha (2003). 'Community Radio: Singing New Tunes in South Asia', *Economic and Political Weekly*, Vol. 38, No. 22, pp. 2168-2172.
9. GowherRizvi (1994) 'Democracy, Governance and Civil Society in South Asia', *The Pakistan Development Review* vol. 33, No. 4.pp. 593-624.
10. Hawley, J. S.andJuergensmeyer, Mark excerpts on "Nanak" from *Songs of the Saints of India* (New York: Oxford University Press, 2004), pp. 66-79, 84-85.
11. Inden, Ronald. 'Popular Patriotism in Indian Film', in: VinayLal (ed.) *Political Hinduism: The Religious Imagination in Public Spheres* (New Delhi: Oxford University Press), pp. 251-275.
12. Jaffrelot, Christophe, "Caste and the Rise of Marginalized Groups," in SumitGanguly, Larry Diamond and Marc F.Plattner, eds.,*The State of India's Democracy*. Baltimore: Johns Hopkins University Press, 2007.
13. Kaur, Raminder and William Mazzarella (eds.). 2009. *Censorship in South Asia: Cultural Regulation from Sedition to Seduction* (Bloomington: Indiana University Press).
14. Khanal, Shishir, "Committed Insurgents, A Divided State" in Mahendra Lawoti ed., *Contentious Politics and Democratisation in Nepal*, New Delhi: Sage, 2007, pp.85-92.
15. Lelyveld, David. 1990. 'Transmitters and Culture: The Colonial Roots of Indian Broadcasting', in: *South Asia Research*, vol. 10, No. 1, 41-52.
16. Lelyveld, David. 1994. 'Upon the Subdominant: Administering Music on All-India Radio', in: *Social Text*, No. 39, 111-127.
17. MacPherson, Yvonne. 2007. 'Harnessing the Power of the Media to Reduce Sex-Selective Abortion in India', in: *Gender and Development*, 15 (3), pp. 413-423.
18. Mehta, Nalin (ed.). 2008. *Television in India: Satellites, Politics, and Cultural Change* (London: Routledge).
19. Mitra, Subrata K. (ed.). 1998. *Subnational Movements in South Asia* (New Delhi: Segment Books).
20. Mukharji, Deb, "Nepal's Elections: Before and After", *Forum – The Daily Star*, vol. 3 (7), July 2008. <http://www.thedailystar.net/forum/2008/july/nepal.htm>
21. Neyazi, Taberez A., "News Media and Political Participation: Re-evaluating Democratic Deepening in India", in Taberez A. Neyaziet al (eds.) *Democratic Transformation and the Vernacular Public Arena in India*. London: Routledge, 2014, pp. 76-94.
22. Noronha, Frederick. 2000. 'Who's Afraid of Radio in India?', in: *Economic and Political Weekly*, vol. 35, No. 38, 3385-3387.
23. Pavarala, Vinod and Kanchan K. Malik. 2007. *Other Voices: The Struggle for Community Radio in India*, (New Delhi: Sage).
24. Pollock, Sheldon. 2014. 'What is South Asian Knowledge Good For?', in: *South Asia Institute Papers*, Issue No. 1.
25. Raghavan, Geerpuram. 1994. *The Press in India: A New History* (New Delhi: Gyan Publishing House).
26. Raghavendra, M.K. 2010. 'India, Higher Education, and Bollywood', in: *Economic and Political Weekly*, 45 (10), 30-32.
27. Rahman, Tariq. 2003. *Language and Politics in Pakistan* (Karachi: Oxford University Press).

28. Ray, Krishnendu and TulasiSrinivas (eds.). 2012. *Curried Cultures: Globalization, Food and South Asia* (Berkeley: University of California Press).
29. Saeed, Saima. 2009. 'Negotiating Power: Community Media, Democracy, and the Public Sphere', in: *Development in Practice*, 19 (4/5), 466-478.
30. Schwartzberg, J. ed, *A Historical Atlas of South Asia*, Oxford, Oxford University Press, 1992.
31. Semetko, Holli, Neyazi, Taberez A, Kumar Anup, "Framing the Campaign: The 2013 Delhi Assembly Campaign and its Impact on Perceptions of the 2014 Lok Sabha Election," in Einar Thorsen and Chindu Sreedharan (eds.) *India Election 2014: First Reflections*, Bournemouth: Bournemouth University Press, 2015, pp. 60-80.
32. Sharma, Prashant. 2015. *Democracy and Transparency in the Indian State: The Making of the Right to Information Act* (London: Routledge).
33. Stark, Ulrike. 2007. *An Empire of Books: The Naval Kishore Press and the Diffusion of the Printed Word in Colonial India* (Ranikhet: Permanent Black).
34. Udupa, Sahana. 2014. 'Aam Aadmi: Decoding the Media Logics', *Economic and Political Weekly*, vol. 49, No. 7, 13-15.
35. Van der Veer, Peter. 2002. 'Religion in South Asia', in: *Annual Review of Anthropology*, vol. 31, 173-187.
36. Walcott, Susan M. 2011. 'One of a Kind: Bhutan and the Modernity Challenge', in: *National Identities*, 13 (3), 253-265.
37. Wickramasinghe, Nira. 2006. *Sri Lanka in*

## **CCMG-411: MEDIA AND CULTURE IN CONTEMPORARY SOUTH ASIA**

This introductory course aims at developing an understanding about flourishing media cultures and its products in South Asia. In doing so it aims to discover contemporary south Asia through the lens of mass media, associated cultures and policies governing these industries and such sectors. It explores the transformations in the realm of mass media, underlining its linkages with the national and regional political dynamics and simultaneously the vibrant mass public cultures. For developing the understanding of modern means of communication in south Asia, the paper primarily covers print, television, new media, telecommunications, mobile devices and applications but also takes cognizance of other fields like cinema, photography, mechanical reproductions of art and music. Briefly touching upon these diverse forms, the paper inquires into this vast domain to understand their local characteristics within distinct boundaries of various nations and also through convergences or overlaps beyond boundaries constituting the regional- the south Asian media cultures.

To comprehend the media and communications in south Asia the focus is to understand the shared cultural and historical pasts and then to unravel the dynamics of cultural and media diversity in the region. The paper therefore revisits and broadens the conceptual constructions of South Asia. While outlining the cartographic origins it uncovers the complex global, regional and local cultural processes determining the makings of contemporary south Asia and its media cultures. At the same time it will analytically recognize the multiple representations of the region and its imagery produced by the effervescent mass media.

Consequently the paper illuminates on some important queries, such as- Can south Asia be imagined through its media cultures as a cultural zone with infinite similarities between the nations and outside the realm of traditional categorization of SAARC nations? Is it so that such official categories remain instrumental in creation of media cultures? Are there far more fluid re-imaginings of South Asia in mass media based on cultural identity that feeds into the rise of South Asian media cultures? Grounded in such enquiries the paper explores the region through its historical changes juxtaposing its economic, political and cultural changes to understand the contemporary south Asia and its media cultures.

### **Module 1: The Region**

- 1.4 The undivided Pasts and cultural geographies
- 1.5 Caste, Gender and Religion
- 1.6 Language, food and newer imaginings

### **Module 2: Media Cultures in South Asia**

- 2.1 Print Culture
- 2.2 Images and moving cultures
- 2.4 Technology and Mobility

### **Module 3: Media Politics in South Asia**

- 3.1 State, Media & Civil Society
- 3.2 Media, Political Process and Public sphere
- 3.3 Community media, movements and reforms

**Internal Assessment: (25 Marks)**

**End Semester Exam: (75 marks)**

## Readings List

1. Agarwal, Bina, "The Idea of Gender Equality," in R. Thapar, ed., *India: Another Millennium*. New Delhi: Viking Penguin Books, 2000, pp. 36-65.
2. Ahmed, FauzaErfan, "The Rise of the Bangladesh Garment Industry: Globalization, Women Workers, and Voice," *NWSA Journal*, 16, 2 (Summer 2004), pp. 34-43.
3. Appadurai, Arjun, 1988. 'How to Make a National Cuisine: Cookbooks in Contemporary India', in: *Comparative Studies in Society and History*, vol. 30 No. 1, 3-24.
4. Balasubramaniam, J. 2011. 'Dalits and a Lack of Diversity in the Newsroom', in: *Economic and Political Weekly*, 46 (11), 21-23.
5. Bhargava, Rajeev 2010. 'Inclusion and Exclusion in India, Pakistan , and Bangladesh: The Role of Religion', in *The Promise of India's Secular Democracy*. Oxford University Press: New Delhi.
6. Cohen, Stephen Philip, *The Idea of Pakistan*, Washington DC: Brookings University Press, 2004.
7. Francis Robinson 2008, Islamic Reform and Modernities in South Asia.*Modern Asian Studies*, vol. 42, No. 2/3, Islam in South Asia (Mar. – Maypp. 259-281)
8. Frederick Noronha (2003). 'Community Radio: Singing New Tunes in South Asia', *Economic and Political Weekly*, Vol. 38, No. 22, pp. 2168-2172.
9. GowherRizvi (1994) 'Democracy, Governance and Civil Society in South Asia', *The Pakistan Development Review* vol. 33, No. 4.pp. 593-624.
10. Hawley, J. S.andJuergensmeyer, Mark excerpts on "Nanak" from *Songs of the Saints of India* (New York: Oxford University Press, 2004), pp. 66-79, 84-85.
11. Inden, Ronald. 'Popular Patriotism in Indian Film', in: VinayLal (ed.) *Political Hinduism: The Religious Imagination in Public Spheres* (New Delhi: Oxford University Press), pp. 251-275.
12. Jaffrelot, Christophe, "Caste and the Rise of Marginalized Groups," in SumitGanguly, Larry Diamond and Marc F.Plattner, eds.,*The State of India's Democracy*. Baltimore: Johns Hopkins University Press, 2007.
13. Kaur, Raminder and William Mazzarella (eds.). 2009. *Censorship in South Asia: Cultural Regulation from Sedition to Seduction* (Bloomington: Indiana University Press).
14. Khanal, Shishir, "Committed Insurgents, A Divided State" in Mahendra Lawoti ed., *Contentious Politics and Democratisation in Nepal*, New Delhi: Sage, 2007, pp.85-92.
15. Lelyveld, David. 1990. 'Transmitters and Culture: The Colonial Roots of Indian Broadcasting', in: *South Asia Research*, vol. 10, No. 1, 41-52.
16. Lelyveld, David. 1994. 'Upon the Subdominant: Administering Music on All-India Radio', in: *Social Text*, No. 39, 111-127.
17. MacPherson, Yvonne. 2007. 'Harnessing the Power of the Media to Reduce Sex-Selective Abortion in India', in: *Gender and Development*, 15 (3), pp. 413-423.
18. Mehta, Nalin (ed.). 2008. *Television in India: Satellites, Politics, and Cultural Change* (London: Routledge).
19. Mitra, Subrata K. (ed.). 1998. *Subnational Movements in South Asia* (New Delhi: Segment Books).
20. Mukharji, Deb, "Nepal's Elections: Before and After", *Forum – The Daily Star*, vol. 3 (7), July 2008. <http://www.thedailystar.net/forum/2008/july/nepal.htm>
21. Neyazi, Taberez A., "News Media and Political Participation: Re-evaluating Democratic Deepening in India", in Taberez A. Neyaziet al (eds.) *Democratic Transformation and the Vernacular Public Arena in India*. London: Routledge, 2014, pp. 76-94.
22. Noronha, Frederick. 2000. 'Who's Afraid of Radio in India?', in: *Economic and Political Weekly*, vol. 35, No. 38, 3385-3387.
23. Pavarala, Vinod and Kanchan K. Malik. 2007. *Other Voices: The Struggle for Community Radio in India*, (New Delhi: Sage).
24. Pollock, Sheldon. 2014. 'What is South Asian Knowledge Good For?', in: *South Asia Institute Papers*, Issue No. 1.
25. Raghavan, Geerpuram. 1994. *The Press in India: A New History* (New Delhi: Gyan Publishing House).
26. Raghavendra, M.K. 2010. 'India, Higher Education, and Bollywood', in: *Economic and Political Weekly*, 45 (10), 30-32.



27. Rahman, Tariq. 2003. *Language and Politics in Pakistan* (Karachi: Oxford University Press).
28. Ray, Krishnendu and TulasiSrinivas (eds.). 2012. *Curried Cultures: Globalization, Food and South Asia* (Berkeley: University of California Press).
29. Saeed, Saima. 2009. 'Negotiating Power: Community Media, Democracy, and the Public Sphere', in: *Development in Practice*, 19 (4/5), 466-478.
30. Schwartzberg, J. ed, *A Historical Atlas of South Asia*, Oxford, Oxford University Press, 1992.
31. Semetko, Holli, Neyazi, Taberez A, Kumar Anup, "Framing the Campaign: The 2013 Delhi Assembly Campaign and its Impact on Perceptions of the 2014 Lok Sabha Election," in Einar Thorsen and Chindu Sreedharan (eds.) *India Election 2014: First Reflections*, Bournemouth: Bournemouth University Press, 2015, pp. 60-80.
32. Sharma, Prashant. 2015. *Democracy and Transparency in the Indian State: The Making of the Right to Information Act* (London: Routledge).
33. Stark, Ulrike. 2007. *An Empire of Books: The Naval Kishore Press and the Diffusion of the Printed Word in Colonial India* (Ranikhet: Permanent Black).
34. Udupa, Sahana. 2014. 'Aam Aadmi: Decoding the Media Logics', *Economic and Political Weekly*, vol. 49, No. 7, 13-15.
35. Van der Veer, Peter. 2002. 'Religion in South Asia', in: *Annual Review of Anthropology*, vol. 31, 173-187.
36. Walcott, Susan M. 2011. 'One of a Kind: Bhutan and the Modernity Challenge', in: *National Identities*, 13 (3), 253-265.
37. Wickramasinghe, Nira. 2006. *Sri Lanka in*

## CCMG-412: POSTMEDIA ASSEMBLAGES

The paradigmatic shift inaugurated by the differing constitution of computation (algorithms) has radically reconfigured the role of media and communication in the emergent present world. The tendrils of digital machine interrogate the permeable boundary between the virtual and the real, the digital and the non-digital, and thereby institutes new diagrams of social control intensified into logic of capture. The abstract machines of digital dashboards inform an epistemology of the historical present in the context of data deluge and reassemble the traditional strictures of knowledge. The shift is from the embodied computer programmes (software) to hardware (autonomous robots) and wetware (bioengineered transgenic organism). The post media assemblages and its cartography that the coursework proposes, refer to this shift in the landscape of information and mediation. This coursework focuses on three aspects: the reconfiguration of the notion of information, the postulation of post-media assemblages, and the new interfaces (digital screens) and ecology that the post-media offers.

### Module I - Theorizing the Information Society

- 1.1 The Information Regime and Datafied Subjects
- 1.2 Cyborg – Logic of Cybernetics
- 1.3 Genomic Information – Bio Media

### Module II – New Interfaces and the New Ecology

- 2.1 Society of the Screen – Streaming and Selfies
- 2.2 From Organism to Multitudes – Swarm Intelligence/Insect Media
- 2.3 Contagious Culture of the Digital – Viral and the Virus

### Module III - Post Media Assemblages

- 3.1 Guattari and the Post-media
- 3.2 Media as Machinic Assemblages/Rhizomes
- 3.3 Onto- Cartography: Post Human Ecology of Media

**Internal Assessment: (25 Marks)**

**End Semester Exam: (75 Marks)**

### Reading List

1. Aprich, Clemens (et al) (2013). *Provocative Alloys: A Post-Media Anthology*. Mute Books, Leaphana
2. Berry, David M, Michael Dieter (2015). *Post Digital Aesthetics*, Palgrave Mcmillan.London
3. Bryant, Levi R, 2014. *Onto-Cartography: An Ontology of Machines and Media*, EUP (Chapters 1-4)
4. Buchanan, Ian, 2009. 'Deleuze and Internet' in *Deleuze and New Technology* ed. David Savat and Marc Poster, EUP
5. Delanda, Manuel (2006). 'Deleuzean Social ontology and Assemblage Theory' in *Deleuze and the Social*, ed Martin Fugslang and Bent Meier Soren Sen, EUP.
6. Deleuze, Gilles, 1987, *A Thousand Plateaus: Capitalism and Schizophrenia*, Continuum Chapter 1 & 12
7. Ernst, Wolfgang (2013). *Digital Memory and the Archive*, University of Minnesota Press, London
8. Escobar, Arturo (1995) *New Technology and the Re-invention of Future*, *Futures*, Vol 27.
9. Escobar, Arturo et al. (1994) 'Notes on the Anthropology of Cyber Culture', *Current Anthropology*, Vol 35, No 3.

10. Francois, Charles (1999) 'Systemic and Cybernetics in a Historical Perspective' System Research and Behavioural Science.
11. Goddard, Michael (2011) Towards an Archaeology of Media Ecologies: Media Ecology, Political Subjectivation and Free Radios, The Fibrecultural Journal, No 17
12. Haraway, Donna J (1991) *Simians, Cyborgs and Women*, Routledge, New York.
13. Hardey, Michael (2002) Life Beyond the Screen: Embodiment and Identity through the Internet, The Sociological Review
14. Harman, Graham, 2009. *The Prince of Networks*, re.press (Page 11-32)
15. Harper, Tael & Savat, David (2016). *Media After Deleuze*, Bloomsbury.
16. Kline, Robert (2009), Who are the Cyborgs in Cybernetics? , Vol 39, pp331-362.
17. 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
18. Lafontaine, Celine (2007) 'The Cybernetic Matrix of French Theory', Theory, Culture and Society, Sage.
19. Latour, Bruno. 1996, On Actor Network theory: a few clarifications, Sociale Welt, pp 369-381
20. Mondloch, Kate (2004) Screens, University of Minnesota Press, London
21. Parikka, Jussi (2014) Digital Contagions, University of Minnesota Press, London
22. Parikka, Jussi(2010) Insect Media, University of Minnesota Press, London
23. Savat, David, 2009. 'Introduction: Deleuze and New Technology' in *Deleuze and New Technology* ed. David Savat and Marc Poster, EUP
24. Thacker, Eugene (2004) Biomedica, University of Minnesota Press, London
25. Turkle, Sherry (1995) Life on the Screen, Touchstone, New York
26. Turkle, Sherry (2011) Alone Together, Basic Books, New York
27. Webster, Frank, 1995, *Theories of the Information Society*, Routledge, pp 8-31, 98-123
28. Weiner, Norbert (1948), Cybernetics, Scientific American, Vol 179. pp 14-19.
29. Wolfe, Cary (1995), In Search of Post-Humanist Theory: The Second Order Cybernetics of Maturana and Varela, Cultural Critique, pp 33-70. Webster, Frank (1995). *Theories of the Information Society*. Routledge

## CCMG-413: SPATIALITY AND COMMUNICATION

Spatiality and communication are two inseparable metaphors which are bridged through networks, power, image, space, place and time, etc. The spatiality is all about human interaction, multiplicity and disruption in shape of communication. Such topographic interaction, multiplicity and disruption shape the communication of the spatiality representation. These representations may vary from census to photography to various media tools. The course will make you understand about spatiality and communication.

### Module 1: Mapping Spatiality

- 1.1 Space, Place and Time
- 1.2 Time-Space of Communication
- 1.3 Cartographic Communication

### Module 2: Topology of Communication

- 2.1 Spaces of Networks
- 2.2 Geography and Network Topology
- 2.3 Place as Topology

### Module 3: Spatial Media

- 3.1 Spatial Media Technologies (Geographic Information System and Digitally Augmented Geographies)
- 3.2 Geodesign and Geoprivacy
- 3.3 Geo-Semantic Web

**Internal Assessment: (25 Marks)**

**End Semester Exam: (75 Marks)**

### Reading List

1. Adams, P. C. (2009) *Geographies of Media and Communication: A Critical Introduction*, Wiley-Blackwell, Chichester.
2. Callender, C and Weingard, R. (1996) An Introduction to Topology, *The Monist*, Vol. 79, No. 1, Topology for Philosophers, Oxford University Press, Oxford. p. 21- 33.
3. Castells, M. (2004) Space of Flows, Space of Places: Materials for a Theory of Urbanism in the Information Age, in Stephen Graham. *The Cybercities Reader*, Routledge, London.
4. Castells, M. (2009) *Communication Power*, Oxford University Press, Oxford.
5. Das, B. (2017) *Spatial Turn in Communication*, e-Pathshala-Inflibnet, MHRD/UGC, New Delhi.
6. Ervin, S. (2017) Geodesign, in Rob Kitchen at al. *Understanding Spatial Media*, Sage. Los Angeles.
7. Gregory, D. (2000) Edward Said's Imaginative Geographies, in Crang Mike and Thrift Nigel 'Thinking Space', Routledge, London. p: 302-349.
8. John, B. and Trevor J. B. D. (2003) Facilitating Mobility? The Role of GIS, *Geography*, Vol. 88, No. 4, Geographical Association, p. 300-311.
9. Leszczynski, A. (2017) Geoprivacy, in Rob Kitchen at al. *Understanding Spatial Media*, Sage. Los Angeles.
10. Nikši , M., Michele C, Pierangelo M, Matteo C. and Thomas T. N. (2017) Opportunities for Volunteered Geographic Information Use in Spatial Planning, in Giles Foody et al. *Mapping and the Citizen Sensor*, Ubiquity Press. London.
11. Paul, M. T. (2010) Geography and Computational Social Science, *GeoJournal*, Vol. 75, No. 2, p. 133-148.
12. Philo, C. (2000) Foucault's Geography, in Crang Mike and Thrift Nigel 'Thinking Space', Routledge, London. p: 205-239.
13. Pulsifer, P. L., and Brauen, G. (2017) Geo-Semantic Web, in Rob Kitchen at al. *Understanding Spatial Media*, Sage. Los Angeles.
14. Snook, B, Michele Z., Craig B., and Paul, J. T. (2005) On the Complexity and Accuracy of Geographic Profiling Strategies, *Journal of Quantitative Criminology*, Vol. 21, No. 1, p. 1-26.

15. Tuan, Yi-Fu. (1977) *Space and Place: The Perspective of Experience*, University of Minnesota Press, Minneapolis.
16. Wright, D. J., Michael F. Goodchild and James D. P. (1997) GIS: Tool or Science? Demystifying the Persistent Ambiguity of GIS as "Tool" Versus "Science", *Annals of the Association of American Geographers*, Vol. 87, no. 2, p.346-362.
17. Yano, K. (2000) GIS and Quantitative Geography, *GeoJournal*, Vol. 52, No 3, The Contribution of GIS to Geographical Research, p. 173-180.

# 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**

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

## PHMG-101: THEORETICAL ORIENTATION COMMUNICATION

DESCRIPTION	MODULES
<p>Recognizing that 'media studies' lacks a canon, 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</p>	<p style="text-align: center;">Communication as Process</p> <p style="text-align: center;">Communication as Culture</p> <p style="text-align: center;">Communication as Generation of meaning</p>

### 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.

<p>Communication as Science</p> <ul style="list-style-type: none"> <li>• Empiricism</li> <li>• Scientism</li> <li>• functionalism</li> </ul>	<p>Communication as Process</p> <ul style="list-style-type: none"> <li>• Effects Studies</li> <li>• Multiplier effects</li> <li>• Empathy</li> </ul>	<p>Political economy</p> <ul style="list-style-type: none"> <li>• Communication and the mode of production</li> <li>• Mode of production of communication</li> <li>• Consumption as Production</li> </ul>	<p>Power and Ideology</p> <ul style="list-style-type: none"> <li>• Culture Industry</li> <li>• Mass culture</li> <li>• Ideology</li> </ul>
--	--	---	--

### 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.

<p>Classical</p> <ul style="list-style-type: none"> <li>• Text gives false consciousness</li> <li>• Economism</li> <li>• Frankfurt School</li> </ul>	<p>Hermeneutics</p> <ul style="list-style-type: none"> <li>• Structural mediation</li> <li>• Mediation through signifying practices</li> <li>• Mediation through Narrative</li> </ul>	<p>Discursive</p> <ul style="list-style-type: none"> <li>• Positioning the subject</li> <li>• Articulating the subject</li> <li>• Power &amp; materiality of Culture</li> </ul>
--	---	---



### 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 in 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
<ul style="list-style-type: none"> <li>• Process to meaning</li> <li>• Audience to reader</li> <li>• Culture and text</li> </ul>	<ul style="list-style-type: none"> <li>• F.De Saussure</li> <li>• C.S.Pierce</li> <li>• Roland Barthes</li> </ul>	<ul style="list-style-type: none"> <li>• Signifier and Signified</li> <li>• Sign, interpretant &amp; object</li> <li>• Structuralism</li> </ul>	<ul style="list-style-type: none"> <li>• Culture of codes</li> <li>• Sign and signification</li> <li>• Political economy of sign/ simulacra</li> </ul>

#### 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 York, 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 (2<sup>nd</sup> 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 Unconscious: 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, Raymond. 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

<p>Understanding Quantitative Data</p> <ul style="list-style-type: none"> <li>• Levels of Measurement</li> <li>• Measures of Central Tendency &amp; Dispersion</li> <li>• Sampling &amp; Survey Designs</li> <li>• Quantitative Content Analysis</li> </ul>	<p>Statistical Inference</p> <ul style="list-style-type: none"> <li>• Z-scores</li> <li>• Probability</li> <li>• Normal Distribution</li> <li>• Distribution of Sample Means</li> </ul>	<p>Hypothesis Testing &amp; Interpreting Statistics</p> <ul style="list-style-type: none"> <li>• Logic of Hypothesis Testing</li> <li>• One-tailed, Two-Tailed</li> <li>• Concerns about Hypothesis Testing</li> <li>• Chi Square Statistic</li> </ul>	<p>Using SPSS</p> <ul style="list-style-type: none"> <li>• Coding</li> <li>• Managing Data</li> <li>• Cleaning Dirty Data</li> <li>• Running Statistical Tests and Interpreting them</li> </ul>
---	---	--	---

MODULE: Methods in Qualitative Communication Research

<p>Ethnography and Other Methods</p> <ul style="list-style-type: none"> <li>• Ethnography</li> <li>• Case Study</li> <li>• Participant Observation</li> <li>• Oral History</li> </ul>	<p>Focus Group Discussions</p> <ul style="list-style-type: none"> <li>• Different between FGD and interview</li> <li>• Preparing for FGD</li> <li>• Logistics</li> <li>• Approaches to analyses</li> </ul>	<p>Interviewing</p> <ul style="list-style-type: none"> <li>• Structured,</li> <li>• semi-structured,</li> <li>• Open interviews</li> <li>• Logistics</li> </ul>	<p>Artifacts and Texts</p> <ul style="list-style-type: none"> <li>• Textual analysis</li> <li>• Archival Research</li> <li>• Visual Ethnography</li> </ul>
---	--	---	--

MODULE: Issues in Communication Research

<p>Research Ethics</p> <ul style="list-style-type: none"> <li>• Background on ethical problems in social research</li> <li>• Institutional Review Board</li> <li>• Confidentiality</li> <li>• Protecting participants</li> </ul>	<p>Analysis in Qualitative &amp; Quantitative Research</p> <ul style="list-style-type: none"> <li>• What is Objectivity?</li> <li>• Positionality and standpoint</li> <li>• Bias Identification and acknowledgment</li> <li>• Insider/Outsider</li> </ul>	<p>New Information Technologies &amp; Communication Research</p> <ul style="list-style-type: none"> <li>• Methodological Challenges of Social Media Research</li> <li>• Big Data &amp; the Computational Turn</li> <li>• Sampling Issues</li> <li>• Collaboration between Informatics Experts &amp; Communication Researchers</li> </ul>	<p>Understanding and Interpreting a Research Study</p> <ul style="list-style-type: none"> <li>• Selecting Methods for a Study</li> <li>• Framing Research Questions</li> <li>• Writing Methods Section for a Journal Article</li> <li>• Presenting a Research Study</li> </ul>
--	---	--	--

## 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* (8<sup>th</sup> edition). Belmont, CA: Wadsworth Cengage 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.

# CENTRE FOR CULTURE, MEDIA & GOVERNANCE



## JAMIA MILLIA ISLAMIA

(A Central University by an Act of Parliament)



# SYLLABUS

2015-16

# PH.D IN MEDIA GOVERNANCE

**LIST OF PAPERS  
FOR  
PH.D IN MEDIA GOVERNANCE**

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

## PHMG-101: THEORETICAL ORIENTATION COMMUNICATION

DESCRIPTION	MODULES
<p>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</p>	<p>Communication as Process</p> <p>Communication as Culture</p> <p>Communication as Generation of meaning</p>

### 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.

<p>Communication as Science</p> <ul style="list-style-type: none"> <li>• Empiricism</li> <li>• Scientism</li> <li>• functionalism</li> </ul>	<p>Communication as Process</p> <ul style="list-style-type: none"> <li>• Effects Studies</li> <li>• Multiplier effects</li> <li>• Empathy</li> </ul>	<p>Political economy</p> <ul style="list-style-type: none"> <li>• Communication and the mode of production</li> <li>• Mode of production of communication</li> <li>• Consumption as Production</li> </ul>	<p>Power and Ideology</p> <ul style="list-style-type: none"> <li>• Culture Industry</li> <li>• Mass culture</li> <li>• Ideology</li> </ul>
--	--	---	--

### 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.

<p>Classical</p> <ul style="list-style-type: none"> <li>• Text gives false consciousness</li> <li>• Economism</li> <li>• Frankfurt School</li> </ul>	<p>Hermeneutics</p> <ul style="list-style-type: none"> <li>• Structural mediation</li> <li>• Mediation through signifying practices</li> <li>• Mediation through Narrative</li> </ul>	<p>Discursive</p> <ul style="list-style-type: none"> <li>• Positioning the subject</li> <li>• Articulating the subject</li> <li>• Power &amp; materiality of Culture</li> </ul>
--	---	---

### 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 in 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
<ul style="list-style-type: none"> <li>• Process to meaning</li> <li>• Audience to reader</li> <li>• Culture and text</li> </ul>	<ul style="list-style-type: none"> <li>• F.De Saussure</li> <li>• C.S.Pierce</li> <li>• Roland Barthes</li> </ul>	<ul style="list-style-type: none"> <li>• Signifier and Signified</li> <li>• Sign, interpretant &amp; object</li> <li>• Structuralism</li> </ul>	<ul style="list-style-type: none"> <li>• Culture of codes</li> <li>• Sign and signification</li> <li>• Political economy of sign/ simulacra</li> </ul>

#### 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 York, 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 (2<sup>nd</sup> 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 Unconscious: 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, Raymond. 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 to 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

### Course Programme

#### Week 1: Introduction

Introductory Session	Discussion of course objectives and requirements	Moses, J.W. and T.L. Knutsen. 2007. <i>Ways of Knowing: Competing Methodologies in Social and Political Research</i> (Basingstoke: Palgrave Macmillan). Peter Burnham et al. 2008. <i>Research Methods in Politics</i> (Basingstoke: Palgrave Macmillan).
Basics of Scholarly Writing	Referencing, citation styles, and plagiarism	McMillan, Kathleen and Jonathan Weyers. 2013. <i>How to Cite, Reference, and Avoid Plagiarism at University</i> (Harlow: Pearson Education). McMillan, Kathleen and Jonathan Weyers. 2011. <i>How to Write Essays and Assignments</i> (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.) <i>Rationality and Relativism</i> (Oxford: Blackwell). Barnes, Barry and David Bloor. 1982. 'Relativism, Rationality and the Sociology of Knowledge', in: Martin Hollis and Steven Lukes (eds.) <i>Rationality and Relativism</i> (Oxford: Blackwell). Lukes, Steven. 1982. 'Relativism in Its Place?', in: M. Hollis, and S. Lukes (eds.) <i>Rationality and Relativism</i> (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.) <i>The Cambridge History of Twentieth Century Political Thought</i> (Cambridge: CUP), 321-342. Amadae, S.M. and Bruce Bueno de Mesquita. 1999. 'The Rochester School: The Origins of Positive Political Theory', in: <i>Annual Review of Political Science</i> , 2: 269-295 Tomasi, Luigi. 1998. 'Introduction', in: id. (ed.) <i>The Tradition of the Chicago School of Sociology</i> (Aldershot: Ashgate), 1-9. Bulmer, Martin. 1998. 'Chicago Sociology and the Empirical Impulse: Its Implications for Sociological Theorizing', in: Luigi Tomasi (ed.) <i>The Tradition of the Chicago School of Sociology</i> (Aldershot: Ashgate), 75-88. Almond, Gabriel A. 2004. 'Who Lost the Chicago School of Political Science?', in: <i>Perspectives on Politics</i> 2 (1), 91-93. Monroe, K.R. 2004. 'The Chicago School: Forgotten But Not Gone', in: <i>Perspectives on Politics</i> , 2, 95-98. Palumbo, Antonini and Alan Scott. 'Weber, Durkheim and the Sociology of the Modern State', in: Terence Ball and Richard Bellamy (eds.) <i>The Cambridge History of Twentieth Century Political Thought</i> (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. <i>Methodological Individualism: Background, History and Meaning</i> (New York: Routledge). Popper, Karl. 1959. <i>The Logic of Scientific Discovery</i> [Chapters I+II] (London: Hutchinson).
Theoretical Aspects of Quantification	Can politics be quantified? What is understood by quantitative methods?	Maxim, Paul S. 1999. <i>Quantitative Research Methods in the Social Sciences</i> (New York: Oxford University Press). Tuftte, Edward R. (ed.). 1970. <i>The Quantitative Analysis of Social Problems</i> (Reading: Addison-Wesley). Miller, W.L. 1995. 'Quantitative Methods', in: David Marsh and Gerry Stoker (eds.) <i>Theory and Methods in Political Science</i> (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. <i>Opinion Polls: History, Theory and Practice</i> (Manchester: Manchester UP). Fox, James A. and Paul E. Tracy. 1986. <i>Randomized Response: A Method for Sensitive Surveys</i> (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. <i>Approaches to Social Research</i> (Oxford: OUP). Mitra, Subrata K. 2010. 'Citizenship in India: Some Preliminary Results of a National Survey', <i>Economic and Political Weekly</i> , 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. <i>Statistics for Social Scientists: A Coordinated Learning System</i> (New York: John Wiley). Calder, Judith. 1996. 'Statistical Techniques', in: Roger Sapsford and Victor Jupp (eds.) <i>Data Collection and Analysis</i> (London: Sage). Thomas, R. 1996. 'Statistical Sources and Databases', in: Roger Sapsford and Victor Jupp (eds.) <i>Data Collection and Analysis</i> (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.) <i>Data Collection and Analysis</i> (London: Sage). Holland, P.W. 1986. 'Statistics and Causal Inference', in: <i>Journal of the American Statistical Association</i> , 81, 945-960. Dalton, R. and Eichenberg, R. 1998. 'Citizen Support for Policy Integration', in: W. Sandholtz and A. Stone Sweet (eds.) <i>European Integration and Supranational Governance</i> (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.) <i>Theory and Methods in Political Science</i> (Basingstoke: Palgrave Macmillan), 137-153. Chester, N. 1975. 'Political Studies in Britain: Recollections and Comments', <i>Political Studies</i> , 24, 151-164. Burnham, Peter et al. 2008. 'Political Studies or Political Science: Some Methodological Considerations', in: id. <i>Research Methods in Politics</i> (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. <i>Quantity and Quality in Social Research</i> (London: Routledge). Ahmed, Amel and Rudra Sil. 2012. 'When Multi-Method Research Subverts Methodological Pluralism- or, Why We Still need Single-Method Research', in: <i>Perspectives on Politics</i> 10 (4), 935-955.

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', <i>Sociological Forum</i> 14 (4), 547-581. Geertz, Clifford. 1980. 'Blurred Genres: The Reconfiguration of Social Thought', <i>The American Scholar</i> , 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.) <i>Visual Interventions: Applied Visual Anthropology</i> (New York: Berghen Books), 3-28. Mitra, Subrata K. and Lion König. 2013. 'Iconising National Identity: France and India in Comparative Perspective', <i>National Identities</i> 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.) <i>Data Collection and Analyses</i> (London: Sage), 138-151. Vansina, Jan. 1985. <i>Oral Traditions as History</i> (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.) <i>Data Collection and Analyses</i> (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. <i>Interviewing as Qualitative Research: A Guide for Researchers in Education and the Social Sciences</i> (New York: Teachers College Press). Leech, Beth L. 2002. 'Asking Questions: Techniques for Semistructured Interviews', <i>Political Science and Politics</i> , 35 (4), 665-668. Goldstein, Kenneth. 2002. 'Getting in the Door: Sampling and Completing Elite Interviews', in: <i>Political Science and Politics</i> , 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', <i>Annual Review of Sociology</i> , 22, 129-152. Foster, Peter. 'Observational Research', in: Roger Sapsford and Victor Jupp (eds.) <i>Data Collection and Analyses</i> (London: Sage), 57-93. Jorgensen, Danny L. 1989. 'The Methodology of Participant Observation', in: id. (ed.) <i>Participant Observation: A Methodology for Human Studies</i> (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. <i>Content Analysis for the Social Sciences and Humanities</i> (Reading: Addison-Wesley). Berelson, Bernard. 1952. <i>Content Analysis in Communication Research</i> (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: <i>Public Opinion Quarterly</i> , 10, 168-190. Baumgartner, Frank R. and Bryan D. Jones. 1993. <i>Agendas and Instability in American Politics</i> (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. <i>Discourse Analysis: Investigating Processes of Social Construction</i> (Thousand Oaks: Sage). Brass, Paul. R. 2000. 'Foucault Steals Political Science', <i>Annual Review of Political Science</i> , 3, 305-330.
The Nature of Ethical Problems	The relationship with sponsors The problem of fraud Codes of conduct	Homan, Roger. <i>The Ethics of Social Research</i> (London: Longman). Woliver, Laura A. 2002. 'Ethical Dilemmas in Personal Interviewing', <i>Political Science and Politics</i> 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', <i>Politics</i> 22. Eichler, M. 1988. <i>Nonsexist Research Methods</i> (London: Unwin Hyman). Feyerabend, Paul. 1975. <i>Against Method: Outline of an Anarchistic Theory of Knowledge</i> (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
<b>1</b>	<b>1</b>	<b>MPHMG-101:</b> THEORETICAL ORIENTATION COMMUNICATION
		<b>MPHMG-102:</b> METHODOLOGICAL ISSUES IN COMMUNICATION
		<b>MPHMG-103:</b> MEDIA LABOR <i>(OPTIONAL PAPER)</i>
	<b>2</b>	<b>MPHMG-104:</b> TECHNO-SOCIALITY AND PHILOSOPHY OF COMMUNICATION <i>(Seminar Paper)</i>
<b>MPHMG-105:</b> MEDIA AND CONFLICT <i>(Seminar Paper)</i>		



## MPHMG-101: THEORETICAL ORIENTATION COMMUNICATION

### DESCRIPTION

Recognizing that 'media studies' lacks a canon, 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 <ul style="list-style-type: none"> <li>• Empiricism</li> <li>• Scientism</li> <li>• functionalism</li> </ul>	Communication as Process <ul style="list-style-type: none"> <li>• Effects Studies</li> <li>• Multiplier effects</li> <li>• Empathy</li> </ul>	Political economy <ul style="list-style-type: none"> <li>• Communication and the mode of production</li> <li>• Mode of production of communication</li> <li>• Consumption as Production</li> </ul>	Power and Ideology <ul style="list-style-type: none"> <li>• Culture Industry</li> <li>• Mass culture</li> <li>• Ideology</li> </ul>
--	--	---	--

### 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 <ul style="list-style-type: none"> <li>• Text gives false consciousness</li> <li>• Economism</li> <li>• Frankfurt School</li> </ul>	Hermeneutics <ul style="list-style-type: none"> <li>• Structural mediation</li> <li>• Mediation through signifying practices</li> <li>• Mediation through Narrative</li> </ul>	Discursive <ul style="list-style-type: none"> <li>• Positioning the subject</li> <li>• Articulating the subject</li> <li>• Power &amp; materiality of Culture</li> </ul>
--	---	---

### 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 in 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 <ul style="list-style-type: none"> <li>• Process to meaning</li> <li>• Audience to reader</li> <li>• Culture and text</li> </ul>	Theories of Semiotics <ul style="list-style-type: none"> <li>• F.De Saussure</li> <li>• C.S. Pierce</li> <li>• Roland Barthes</li> </ul>	Semiotic & Sign Systems <ul style="list-style-type: none"> <li>• Signifier and Signified</li> <li>• Sign, interpretant &amp; object</li> <li>• Structuralism</li> </ul>	Code and Signification <ul style="list-style-type: none"> <li>• Culture of codes</li> <li>• Sign and signification</li> <li>• Political economy of sign/ simulacra</li> </ul>
--	---	--	--

## 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 York, 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 (2<sup>nd</sup> 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 Unconscious: 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**

<p>Approaching Research</p> <ul style="list-style-type: none"> <li>• Positivist, interpretive and critical approaches</li> <li>• Historical background to qualitative research</li> <li>• Why we use the qualitative approaches</li> </ul>	<p>Research of the Researcher</p> <ul style="list-style-type: none"> <li>• Formulating qualitative research questions</li> <li>• Designing qualitative research</li> </ul>	<p>Role of the researcher</p> <ul style="list-style-type: none"> <li>• Researcher bias</li> <li>• Reflexivity</li> <li>• Responsibility of the researcher</li> </ul>	<p>Ethics</p> <ul style="list-style-type: none"> <li>• Background on ethical problems in social research</li> <li>• Institutional Review Board</li> <li>• Protecting participants</li> </ul>
--	--	--	--

**MODULE: Methods in Qualitative Communication Research**

<p>Individual and Group Interviewing</p> <ul style="list-style-type: none"> <li>• Structured, semi-structured, open interviews</li> <li>• Structured interviews</li> <li>• Logistics</li> </ul>	<p>Focus Group Discussions</p> <ul style="list-style-type: none"> <li>• Different between FGD and interview</li> <li>• Preparing for FGD</li> <li>• Logistics</li> <li>• Approaches to analyses</li> </ul>	<p>Ethnography and Stories</p> <ul style="list-style-type: none"> <li>• Case Study</li> <li>• Participant Observation</li> <li>• Life History/Narrative</li> </ul>	<p>Artifacts and Texts</p> <ul style="list-style-type: none"> <li>• Content analysis</li> <li>• Document analysis</li> <li>• Other types of artifacts</li> </ul>
---	--	--	--

**MODULE: Techniques in Qualitative Communication Research**

<p>Fieldworks and Research Notes</p> <ul style="list-style-type: none"> <li>• Gaining access</li> <li>• Homophily and heterophily</li> <li>• Recording Data</li> <li>• Types of field Data</li> <li>• Debriefing participants</li> </ul>	<p>Analysis in Qualitative Research</p> <ul style="list-style-type: none"> <li>• Positionality and standpoint</li> <li>• Bias Identification and acknowledgment</li> <li>• Insider/Outsider</li> </ul>	<p>Making Sense of Qualitative Data</p> <ul style="list-style-type: none"> <li>• Organizing data</li> <li>• Thematic Codes</li> <li>• Code identification</li> </ul>	<p>Conclusion</p> <ul style="list-style-type: none"> <li>• Review</li> <li>• Reporting qualitative findings</li> </ul>
--	--	--	--

**Internal Assessment: (25 Marks)**

**Final Exam: (75 Marks)**

## 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 (2<sup>nd</sup> 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 (3<sup>rd</sup> 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 (2<sup>nd</sup> 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 20<sup>th</sup> 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 19<sup>th</sup> 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 20<sup>th</sup> and 21<sup>st</sup> 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)**

## 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, Wiley 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). 'Deleuzian Social ontology and Assemblage Theory' in *Deleuze and the Social*, ed Martin Fuglsang and Bent Meier Soren Sen, EUP.
12. Deleuze, Gilles (1999). *Foucault*, Continuum, Pages 21-38
13. Deleuze, Gilles (1992). Postscript on the Societies 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, Tael & 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 Societies of Control' in *Deleuze and the Social*, ed Martin Fuglsang 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.



## PHMG- 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)**

#### 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: Routledge.

15. Lulofs, R.S., & Cahn, D. (2000). *Conflict from theory to action*, 2<sup>nd</sup> 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 24x7*. London, Thousand Oaks & New Delhi: Sage Publications.

# 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**

<b>YEAR</b>	<b>COURSE WORK</b>	<b>PAPER CODE/PAPER NAME</b>
<b>1</b>		<p>PHMG-101: THEORETICAL ORIENTATION COMMUNICATION</p> <hr/> <p>PHMG-102: METHODOLOGICAL ISSUES IN COMMUNICATION</p>

# PHMG-101: THEORETICAL ORIENTATION COMMUNICATION

## DESCRIPTION

Recognizing that 'media studies' lacks a canon, 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 <ul style="list-style-type: none"> <li>• Empiricism</li> <li>• Scientism</li> <li>• functionalism</li> </ul>	Communication as Process <ul style="list-style-type: none"> <li>• Effects Studies</li> <li>• Multiplier effects</li> <li>• Empathy</li> </ul>	Political economy <ul style="list-style-type: none"> <li>• Communication and the mode of production</li> <li>• Mode of production of communication</li> <li>• Consumption as Production</li> </ul>	Power and Ideology <ul style="list-style-type: none"> <li>• Culture Industry</li> <li>• Mass culture</li> <li>• Ideology</li> </ul>
---	---	--	---

### 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 <ul style="list-style-type: none"> <li>• Text gives false consciousness</li> <li>• Economism</li> <li>• Frankfurt School</li> </ul>	Hermeneutics <ul style="list-style-type: none"> <li>• Structural mediation</li> <li>• Mediation through signifying practices</li> <li>• Mediation through Narrative</li> </ul>	Discursive <ul style="list-style-type: none"> <li>• Positioning the subject</li> <li>• Articulating the subject</li> <li>• Power &amp; materiality of Culture</li> </ul>
---	--	--

### 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 in 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 <ul style="list-style-type: none"> <li>• Process to meaning</li> <li>• Audience to reader</li> <li>• Culture and text</li> </ul>	Theories of Semiotics <ul style="list-style-type: none"> <li>• F.De Saussure</li> <li>• C.S. Pierce</li> <li>• Roland Barthes</li> </ul>	Semiotic & Sign Systems <ul style="list-style-type: none"> <li>• Signifier and Signified</li> <li>• Sign, interpretant &amp; object</li> <li>• Structuralism</li> </ul>	Code and Signification <ul style="list-style-type: none"> <li>• Culture of codes</li> <li>• Sign and signification</li> <li>• Political economy of sign/ simulacra</li> </ul>
---	--	---	---

## 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 York, 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 (2<sup>nd</sup> 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 Unconscious: 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 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.

### MODULES

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

<b>Approaching Research</b> <ul style="list-style-type: none"> <li>• Positivist, interpretive and critical approaches</li> <li>• Historical background to qualitative research</li> <li>• Why we use the qualitative approaches</li> </ul>	<b>Research of the Researcher</b> <ul style="list-style-type: none"> <li>• Formulating qualitative research questions</li> <li>• Designing qualitative research</li> </ul>	<b>Role of the researcher</b> <ul style="list-style-type: none"> <li>• Researcher bias</li> <li>• Reflexivity</li> <li>• Responsibility of the researcher</li> </ul>	<b>Ethics</b> <ul style="list-style-type: none"> <li>• Background on ethical problems in social research</li> <li>• Institutional Review Board</li> <li>• Protecting participants</li> </ul>
--	--	--	--

### MODULE: Methods in Qualitative Communication Research

<b>Individual and Group Interviewing</b> <ul style="list-style-type: none"> <li>• Structured, semi-structured, open interviews</li> <li>• Structured interviews</li> <li>• Logistics</li> </ul>	<b>Focus Group Discussions</b> <ul style="list-style-type: none"> <li>• Different between FGD and interview</li> <li>• Preparing for FGD</li> <li>• Logistics</li> <li>• Approaches to analyses</li> </ul>	<b>Ethnography and Stories</b> <ul style="list-style-type: none"> <li>• Case Study</li> <li>• Participant Observation</li> <li>• Life History/Narrative</li> </ul>	<b>Artifacts and Texts</b> <ul style="list-style-type: none"> <li>• Content analysis</li> <li>• Document analysis</li> <li>• Other types of artifacts</li> </ul>
---	--	--	--

### MODULE: Techniques in Qualitative Communication Research

<b>Fieldworks and Research Notes and</b> <ul style="list-style-type: none"> <li>• Gaining access</li> <li>• Homophily and heterophily</li> <li>• Recording Data</li> <li>• Types of field Data</li> <li>• Debriefing participants</li> </ul>	<b>Analysis in Qualitative Research</b> <ul style="list-style-type: none"> <li>• Positionality and standpoint</li> <li>• Bias Identification and acknowledgment</li> <li>• Insider/Outsider</li> </ul>	<b>Making Sense of Qualitative Data</b> <ul style="list-style-type: none"> <li>• Organizing data</li> <li>• Thematic Codes</li> <li>• Code identification</li> </ul>	<b>Conclusion</b> <ul style="list-style-type: none"> <li>• Review</li> <li>• Reporting qualitative findings</li> </ul>
--	--	--	--

## 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 (2<sup>nd</sup> 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* (3<sup>rd</sup> 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* (2<sup>nd</sup> 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: Berghahn 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.