

CENTRE FOR CULTURE, MEDIA & GOVERNANCE

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



SYLLABUS

2024-25

M.A. MEDIA GOVERNANCE

SEMESTER	CODE No.	NAME OF PAPERS
1 ST	CCMG-101	MEDIA AND POLITICS
	CCMG-102	EVOLUTION OF MEDIA POLICY IN INDIA
	CCMG-103	INTELLECTUAL HISTORY OF COMMUNICATION
	CCMG-104	PUBLICS AND GOVERNANCE
	CCMG-105	CULTURE, MEDIA AND SOCIETY* CBCS
	CCMG-106	INTER-CULTURAL COMMUNICATION* CBCS

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)

Readings List:

1. Althusser, L. (2004). Ideology and ideological state apparatuses. In Julie Rivkin & Michael (Eds.) *Literary Theory: An anthology* (pp. 693-702), Blackwell: Oxford.
2. Asthana, S. (2008). Religion and secularism as embedded imaginaries: A study of Indian Television narratives. *Critical Studies in Media Communication*, 25 (3), 304-323.
3. Cammaerts, Bart (2007). Citizenship, the public sphere and media. In Bart Cammaerts & Nico (Eds.). *Reclaiming the media: communication rights and democratic media roles* (pp. 1-8), European communication research and education association series, Bristol, UK: Intellect.
4. Carpentier V., Dahlgren P. & Pasquali F (2013). Waves of media democratization: A brief history of contemporary participatory practices in the media sphere. *Convergence: The International Journal of Research into New Media Technologies*, 19(3) 287-294.
5. Chandra, S (2005). Subjects' citizenship dream: Notes on the nineteenth century. In Rajeev Bhargava & Helmut Reidfeld (Eds.) *Civil society, public sphere and citizenship: Dialogues and perceptions*. New Delhi: Sage. Chapter 3

6. Chomsky, N. (2004). *Media control: The Spectacular achievements of propaganda*. Lahore: Vanguard Books. Chapters 1&2.
7. Cleveland, H. (1986). Government is information (But Not Vice Versa). *Public Administration*, 46 (6), 605-607.
8. Gerard, K. N. (1964). Government as a Source of Information. *Challenge*, 12(6), 38–40.
9. Hall, S (1982). The rediscovery of 'ideology': return of the repressed in media studies. I M. Gurevitch, T. Bennett, J. Curran & J. Woollacot (Eds.). *Culture, society, and the media*, (pp. 56-90), Routledge: London.
10. Hall. S (1985). Signification, Representation, Ideology: Althusser and the Post-Structuralist Debates. *Critical Studies in Communication*, 2(2), 91-114.
11. Harcup. T (2011). Alternative journalism as active citizenship. *Journalism*, 12(1) 15–31.
12. Herman, Edward S. & Chomsky, N. (1988). *Manufacturing consent: The political economy of the mass media*. New York: Pantheon Books. Chapter 1.
13. Jakubowicz, K. (2015). New media ecology: Reconceptualizing media pluralism. In Peggy Valcke, MiklosSukosd and Robert G. Picard (Eds.), *Media pluralism and diversity: Concepts, risks and global trends* (pp.23-53). New York: Palgrave Macmillan.
14. 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.
15. Keane, J. (1991). *The Media and Democracy*. Cambridge, United Kingdom: Polity Press &Blackwell. Chapter 1.
16. Kerber, L.K. (1997). The meanings of citizenship. *The Journal of American History*, 84 (3), 833-854.
17. Kulipossa, Fidelx Pius, (2004). Decentralisation and Democracy in Developing Countries: An Overview. *Development in Practice*, 14 (6), 768-779.
18. Louw, Eric (2010). *The Media and Political Process*. New Delhi: Sage. Chapter 2.
19. Mehta, N (2008) India Talking: Politics, democracy and news television. In Nalin Mehta (Ed.), *Television in India: Satellites, politics and cultural change*, Routledge: London. Chapters 3.
20. Needham D, Anuradha and Rajan S, Rajeswari (Eds.), (2007). *The Crisis of Secularism in India* (pp.226-263). New Delhi: Permanent Black.
21. Nisbet, E. C. (2008). Media use, democratic citizenship, and communication gaps in a developing democracy. *International Journal of Public Opinion*, 20(4), 454-482.
22. Price, Moroe E. (2002). *Media and sovereignty: The Global information revolution and its challenges to state power*. London: MIT Press. Chapter 1.
23. Raeijmaeker, D &Maesele, P. (2015) Media, pluralism and democracy: what's in a name? *Media, Culture & Society*, 37(7), 1042–1059.
24. Randall, V. (1993). The Media and Democratisation in the Third World. *Third World Quarterly*. 14 (3), 625-646.
25. Rajagopal, A. (2014) Television in India: Ideas, Institutions and Practices. In *The Sage Handbook of Television Studies* (eds.), Manuel Alvarado, MillyBuonanno, Herman Gray and Toby Miller (pp.83-103), Sage: Delhi
26. Rajagopal, A. (2004). *Politics after television: Hindu nationalism and the reshaping of public in India*. Cambridge University Press: Cambridge. Chapter 2: Prime Time Religion.
27. Reidfeld, Helmut and Bhargava, Rajeev (Eds.), (2005). *Civil Society, Public Sphere and Citizenship: Dialogues and Perceptions*. New Delhi: Sage. Chapters 3& 4.
28. Thompson, K & Sharma, A. (1998). Secularization, moral regulation and the mass media. *The British Journal of Sociology*, 49 (3). 434-45.
29. Wimmer, K. (2006). Toward a world rule of law: Freedom of expression. *Annals of the American Academy of Political and Social Science*, 603, 202-216.

CCMG-102: EVOLUTION OF MEDIA POLICY IN INDIA

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

Module 1: Policy Arenas and Media Interests

- 1.1 Regulating the Press
- 1.2 Business of Entertainment
- 1.3 Contexts of Propaganda

Module 2: Instrumentality in Media Policy

- 2.1 Radio & Informatisation
- 2.2 Informing the Nation
- 2.3 Press as Voice and Commerce

Module 3: Materiality and Policy Options

- 3.1 Models of Broadcasting
- 3.2 State, Public, and National television
- 3.3 Autonomy under Debate

Internal Assessment: (25 Marks)

End Semester Exam: (75 Marks)

Reading List

1. Alexander, C.R. (2019) 'Radio Broadcasting in Colonial India', *Administering Colonialism and War* (89-126). OUP, New Delhi.
2. Block, C., Foote, D. R. & Mayo, J. (1979) 'SITE Unseen: Implications for Programming and Policy', *Journal of Communication* Autumn (pp.114-124)
3. Duggal, V. and Hoene, C. (2023) 'Early radio in late colonial India: Historiography, geography, audiences', In I. Haukamp, C. Hoene, M. David (eds.) *Asian Sound Cultures: Voice, Noise, Sound, Technology* (pp.199-219). Routledge, London.
4. 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)
5. Israel, M. (1994) 'Politics and the press in a colonial setting', *Communication and Power*, CUP, Cambridge (pp.1-25)
6. Jaikumar, P. (2005). 'Empire and Embarrassment: Colonial Forms of Knowledge about Cinema'. *Cinema at the end of empire: a politics of transition in Britain and India* (65-103). Duke University Press.

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 34/8 (pp.748-763).
9. Kalpagam, U. (2002) 'Colonial Governmentality and the Public Sphere in India', Journal of Historical Sociology Vol.15/1 (pp.35-58)
10. Kumar, S. (2006) 'From Doordarshan to Prasar Bharati: The Search for Autonomy in Indian Television', *Gandhi Meets Primetime*, University of Illinois Press, Urbana.
11. 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)
12. Mira Ganguly, M. and Bangendu Ganguly, B. (1990) 'Prasar Bharati Bill: Critical Assessment', *Economic and Political Weekly* 25(10): 484-488.
13. Mody, B. (1979) 'Programming for SITE', Journal of Communication, Autumn (pp.90-98).
14. Nair, T. S. (2003) 'Growth and Structural Transformation of Newspaper Industry in India: An Empirical Investigation', Economic and Political Weekly Vol. 38/39 (pp.4182-4189).
15. Parthasarathi, V. (2022) 'Institutional constraints and accordant interests: The speckled life of an 'Ownership Bill' in India', *Journal of Digital Media & Policy* 13(1): 73-87.
16. Pendakur, M (1990) 'A Political Economy of Television: State, Class, and Corporate Confluence in India', in G. Sussman & J. Lent (ed.) *Transnational Communications: Wiring the Third World, Sage*.
17. Pendakur, M. (1989) 'Indian Television Comes of Age: Liberalization and the Rise of Consumer Culture'; Communication Vol.11/1 (pp.177-197)
18. 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)
19. Rajagopal, A. (1993) 'The rise of national programming: the case of Indian television'; Media Culture Society Vol.15/1 (pp. 91-111)
20. Roy, S. (2002) 'Moving pictures: The postcolonial state and visual representations of India', Contributions to Indian Sociology Vol.36/1-2 (pp.233-263)
21. Sarabhai, V. (1974) 'Television for Development', In K. Chowdhury (ed.) *Science Policy and National Development*, Nehru Foundation, Ahmedabad (pp.54-87)
22. Sonwalkar, P. (2015) 'Indian Journalism in the Colonial Crucible', Journalism Studies Vol.16/5 (pp.624-636)
23. Vasudevan, R. (2017) 'Official and Amateur: Exploring Information Film in India, 1920s–40s', in L. Grieveson & C. MacCabe (ed.). *Film and the End of Empire*. Bloomsbury.
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)
26. Woods, P. (2001) 'From Shaw to Shantaram: The Film Advisory Board and the making of British propaganda Films in India, 1940–1943', Historical Journal of Film, Radio and Television Vol. 21/3 (pp.293-308)

CCMG-103: INTELLECTUAL HISTORY OF COMMUNICATION

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

Module 1: Communication and Ideas

- 1.1 History of Communication and Communication History
- 1.2 Empiricism and Science
- 1.3 Information and transmission

Module 2: Communication, production and exchange

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

Module 3: Communication and Meaning

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

Internal Assessment: (25 Marks)

End Semester Exam: (75 Marks)

Reading List

1. Mattelart, A. (1994), *Invention of communication*, Minnesota: The University of Minnesota Press.
2. Mattelart, A and M. Mattelart. (1998), *Theories of communication: A short introduction*, London Sage:
3. Innis, H. (2008) *The bias of communication*, Toronto: University of Toronto Press **Ch.2**
4. Rogers, E. (1994), *A history of communication study: A biographical approach*, New York: The Free Press
5. Peter Simonson, Janice Peck, Robert T Craig, John Jackson, 2012 *The Handbook of Communication History*-Routledge
6. Peter Golding, Graham Murdock, 1997 *The Political Economy of the Media* (International Library of Studies in Media and Culture Series, vol.1-Edward Elgar Publishing
7. Vincent Mosco-*The Political Economy of Communication* (2nd ed)-Sage Publications, Ltd. (2009).
8. Mattelart, Arman Siegelau, Seth (eds) 1979 *Communication and Class Struggle Capitalism, Imperialism*. 1979
9. Louis Althusser 2001, *Lenin and Philosophy and Other Essays* -Monthly Review Press

10. Hall, S. (1982). The Rediscovery of Ideology: Return of the Repressed in Media Studies. In (Gurevitch et al., Ed.), Culture, Society and Media. London: Methuen: 56-90.
11. Hawkes, Terrence 1977. Structuralism and Semiotics, University of California Press.
12. Fiske, John. 1990, Introduction to Communication Studies, London and New York: Routledge (2nd edition).
13. Barthes, Roland, *Mythologies*. Paris, Editions du Seuil, 1957.
14. Das, Biswajit, 2005 "The quest for theory: Mapping Communication studies in India, Bel (Ed.), 2005 Media and Mediation, Sage, New Delhi. Pp. 35-65.
15. Das, Biswajit, 2012 Communication studies in India, CCMG, JMI, Mimeo.
16. Fiske, John. 1990, Introduction to Communication Studies, London and New York: Routledge (2nd edition).
17. Garnham, Nicholas (1990), 'Contribution to a Political Economy of Mass Communication', in Fred Inglis (ed.), *Capitalism and Communication: Global Culture and the Economics of Information*, London: Sage, 20-55.
18. Hall, S. (1982). The Rediscovery of Ideology: Return of the Repressed in Media Studies. In (Gurevitch et al., Ed.), Culture, Society and Media. London: Methuen: 56-90.
19. Katz, Elihu, Blumler, Jay G., Michael Gurevitch, 2008 Uses and Gratifications Research, The Public Opinion Quarterly, Vol. 37, No. 4. (Winter, 1973-1974), pp. 509-523
20. Smythe, William Dallas Ecumenical nature of Communication as a Science
21. Williams, Raymond 1980, Selected articles from Problems in Materialism and Culture 'Verso' London.

CCMG-104: PUBLICS AND GOVERNANCE

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

Module 1: Publics and Public Sphere

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

CCMG-106: INTER-CULTURAL COMMUNICATION* CBCS

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.

2ND	CCMG-201	MEDIA AND MODERNITY
	CCMG-202	COMMUNICATION RESEARCH METHODS
	CCMG-203	COMMUNICATION AND MEDIA HISTORY (Optional Paper)
	CCMG-205	INTRODUCTION TO MEDIA ECONOMICS
	CCMG-206	MEDIA, RELIGION AND TECHNOLOGY
	CCMG-207	DYNAMICS OF MEDIA INDUSTRIES
	CCMG-208	FRAMEWORKS OF MEDIA LAW
	CCMG-209	POLITICAL COMMUNICATION (Optional Paper)
	CCMG-210	COMMUNICATION AND CLIMATE CHANGE* CBCS
	CCMG-211	YOUTH, MEDIA AND SOCIETY * CBCS

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 I: *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 Industrialised

Module 3: *High Modernity*

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

Internal Assessment: Term Paper/Review Paper/Response Paper/Workshop **(25 Marks)**

Final Exam: (75 marks)

Reading List

1. Anderson, Benedict (1991). *Imagined Communities: Reflections on the Origin and Spread of Nationalism*, London: Verso. Chpt 3.
2. Bekker, Gerben (2003). Entertainment Industrialised: The Emergence of the International Film Industry, 1890-1940. *Enterprise and Society*, 4 (4), 579-585.
3. Blaut, J.M (1989). Colonialism and the Rise of Capitalism. *Science & Society*, 53(3), 260-296.
4. Cairncross, Frances (1998). Communications and distance. *RSA Journal*, 146 (5485), 52-59.
5. Cartelier, Jean (1991). Marx's theory of value, exchange and surplus value: A suggested reformulation. *Cambridge Journal of Economics*, 15, 257-269.
6. Dirks, Nicholas B., (2002) *Castes of Mind: Colonialism and the Making of Modern India*, Permanent Back: Delhi, Chapters 5 and 6
7. Duncum, Paul (2001). Visual Culture: Developments, Definitions, and Directions for Art Education. *Studies in Art Education*, 42 (2), 101-112.
8. Edmunds, Angela & Morris, Anne (2000). The problem of information overload in business organisations: a review of the literature. *International Journal of Information Management*, 20, 17-28.
9. Eppler, Martin J. & Mengis, Jeanne (2004). The Concept of Information Overload: A Review of Literature from Organization Science, Accounting, Marketing, MIS, and Related Disciplines. *The Information Society*, 20, 325-344.
10. Fleiseer, Peter (2009). The "Commodification" of Knowledge in the Global Information Society. *Triple C: Cognition Communication Co-operation*, 7(2), 228-238.
11. Fredric, Jameson (1984). The Politics of Theory: Ideological Positions in the Postmodernism. *New German Critique*, 33, 53-6.
12. Ghosh, A . (2003). An Uncertain "Coming of the Book": Early Print Cultures in Colonial India. *Book History*, 6, 23-55.
13. Gupta, Abhijit and Chakravorty, Swapan (2004) (ed), *Print Areas: Book History in India*, Permanent Black: Delhi, Chapters 1 & 2.
14. Gupta, Abhijit and Chakravorty, Swapan (2008) (ed), *Moveable Type*, Permanent Black: Delhi, Chapter 7.
15. Hutt, W. H. (1926). The Factory System of the Early 19th Century. *Economica*, 16, 78-93.
16. Kang, Hyunjin & McAllister, Matthew P. (2011). Selling You and Your Clicks: Examining the Audience Commodification of Google. *Triple C: Cognition Communication Co-operation*, 9(2), 141-153.
17. Keen, Steve (1993). Use-value, Exchange-value, and the Demise of Marx's Labor Theory of Value. *Journal of the History of Economic Thought*, 15(01), 107-121.
18. Koch, Andrew M. and Rick Elmore (2006). Simulation and Symbolic Exchange: Jean Baudrillard's Augmentation of Marx's Theory of Value. *Politics and Policy*, 34 (3) 556-575.
19. Lyotard, Jean-Francois () *The Postmodern Condition: Report on Knowledge*. Manchester University Press. Introduction and Chpt.1.
20. 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.
21. Ong, Walter, J. (1984). Orality, Literacy, and Medieval Textualization. *New Literary History*, 16 (1), 1-12.
22. Ong, Walter. (1999). Orality, Literacy, and Modern Media. In David Crowley and Paul Heyer (Eds.), 3rd Edition), *Communication in History: Technology Culture, Society*, (pp.60-68). New York: Longman.
23. Ong, Walter J. (2002). *Orality and Literacy: The Technologizing of the Word*. Routledge: New York. Chapter 1 & 2.
24. Pandya, Anil & Venkatesh, A (1992). Symbolic Communication among Consumers in Self-Consumption and Gift Giving: a Semiotic Approach. In *Advances in Consumer Research*, John F. Sherry, Jr. & Brian Siermhul (Eds), (pp. 147-154). Vol. Xix, Association for Consumer Research.

25. Prodnik, Jernej (2012). A Note on the Ongoing Processes of Commodification: From the Audience Commodity to the Social Factory. *Triple C: Cognition Communication Co-operation*, 10(2), 274-301.
26. Ramey, Valerie A & Francis, Neville (2000). A Century of Work and Leisure *American Economic Journal: Macroeconomics*, 1(2), 189–224.
27. Said, E (1978). *Orientalism*. New York: Pantheon. Chapters 1 & 2 (pp. 31-72).
28. Smythe, D.W. (1981). On the Audience Commodity and Its Work. In M. Gigi Durham & Douglas M. Kellner (Eds.), *Media and Cultural Studies: Keywords* (pp. 230-256). Blackwell Publishing: Hong Kong.
29. Thomas, Keith (1964). Work and Leisure. *Past & Present*, 29, 50-66.
30. Thomson, J.B (1996). *The Media and Modernity: A Social Theory of Media*, Stanford University Press: Stanford, California, Chapters 3 & 4.

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*, 2nd 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, Vibhodh 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 Press.
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. Wolseley (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

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 emergence of communalism in north India*. Berkeley: University of California Press.
8. Freitag, Sandria. (1996). Contesting in public: Colonial legacies and contemporary communalism. In D. Ludden (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.

CCMG207: DYNAMICS OF MEDIA INDUSTRIES

The paper exposes students to key concepts and commercial dynamics engaged with in the burgeoning scholarship on India's media industries. Our focus is on transformations in the audio-visual media with successive changes in technologies and often consequent reconfigurations of media markets. The first module introduces key ideas in media industry studies by recalling the emergence of the audio and audio-visual sectors of the media in India. It reviews the ways mechanisation and industrialisation shaped these processes, and their impact on media labour. The second module delves into the reorganisation of the media industry due to two dynamics: the digitalisation of key sites of the value chain, namely exhibition and distribution; and, the integration of legacy, stand-alone media business with other industrial activities. This provides the intellectual and historical contexts for the third module to engage with the platformization of the audio-visual industries, where case examples continue with the sectoral emphasis of previous modules.

Module 1: Industrialisation

Tangibility & Mechanisation

Industrialisation & Scale

Work Processes and Labour

Module 2: Integration

2.1 Exhibition

2.2 Distribution

2.3 Infrastructures

Module 3: Platformisation

3.1 Platform Typologies

3.2 On-Demand Video

3.3 Music Streaming

Internal Assessment: (25 Marks)

End Semester Exam: (75 Marks)

Reading List

Preliminary Readings

1. Albarran, Alan. 2020. *The Media Economy*. Routledge. New York.
2. Athique, Adrian and Douglas Hill. 2010. 'Film exhibition and the economic logic of the multiplex', *The Multiplex in India: A Cultural Economy of Urban Leisure*. Routledge (Pre-Class pp.47-59)
3. Athique, Adrian and Vibodh Parthasarathi. 2020. 'Platform Economy and Platformization'. In A. Athique and V. Parthasarathi (Ed.) *Platform Capitalism in India*. Palgrave Macmillan
4. Bhaumik, K. 2011. 'Cinematograph to cinema: Bombay 1896–1928.' *BioScope* 2(1): 41-67.
5. Booth, Gregory. 2008a. 'Roles, Rehearsals and the Creative Process', *Behind the Curtain: Making Music in Mumbai's Film Studios*. Oxford University Press.
6. Booth, Gregory. 2008b. 'Rehearsals, Recordings, and Economics', *Behind the Curtain: Making Music in Mumbai's Film Studios*. Oxford University Press.

7. Booth, Gregory. 2017. 'A Long Tail in the Digital Age: Music Commerce and the Mobile Platform in India', *Asian Music* 48(1): 85–113.
8. Bouquillion, Philippe. 2020. 'Industrial and Financial Structures of Over-the-Tops (OTTs) in India'. In A. Athique and V. Parthasarathi (Ed.) *Platform Capitalism in India*(129-149). Palgrave Macmillan.
9. Bouquillion, Philippe. 2023. The big five in India, Powerful players? In P. Bouquillion, C. Ithurbide, T. Mattelart (eds.) *Digital Platforms and the Global South* (37-55). Routledge.
10. Chitrapu, Sunitha. 2018. 'Associations and Networks: Inequalities in Film and TV Production.' In A. Athique, V. Parthasarathi, and S.V. Srinivas (Ed.) *The Indian Media Economy, Vol. II: Market Dynamics and Social Transactions*. Oxford University Press.
11. DiCola, Peter. 2000. 'The Economics of Recorded Music: From Free Market to Just Plain Free', <http://www.futureofmusic.org/articles/publicgood.cfm>
12. Fitzgerald, Scott. 2019. 'Over-the-Top Video Services in India: Media Imperialism after Globalization.' *Media Industries* 6(2): 89-115.
13. Hughes, Stephen. 2007. 'Music in the Age of Mechanical Reproduction: Drama, Gramophone, and the Beginnings of Tamil Cinema', *The Journal of Asian Studies* 66(1): 3–34.
14. Ithurbide, Christine. 2020. 'Telecom and Technology Actors Repositioning Music Streaming'. In A. Athique and V. Parthasarathi (Ed.) *Platform Capitalism in India* (107-128). Palgrave Macmillan.
15. Katz, Mark. 2004. 'Causes', *Capturing Sound: How technology has changed music* (Pre-Print). University of California Press.
16. Lal, Aditya, David Hesmondhalgh & Charles Umney. 2023. 'The changing shape of the Indian recorded music industry in the age of platformisation', *Contemporary South Asia* 31(2): 291-310.
17. Mukherjee, Debashree. 2020. 'Speculative Futures | Teji-Mandi', *Bombay Hustle Making Movies in a Colonial City*. Columbia University Press
18. Mukherjee, Rahul. 2019. 'Jio sparks Disruption 2.0: infrastructural imaginaries and platform ecosystems in 'Digital India''. *Media, Culture & Society* 41(2): 175-195.
19. Parthasarathi, Vibodh. 2005. 'Construing a 'New Media' Market: Merchandising the Talking Machine, c.1900-1913'. In B. Bel, J. Brouwer, B. Das, V. Parthasarathi, G. Poitevin (eds.) *Communication Processes–Vol. 1: Media and Mediation*. Sage.
20. Parthasarathi, Vibodh. 2013. 'The Gramophone Company in India, 1898-1912: The Evolution of an Early Media Enterprise'. In R. Sundaram (ed.) *Media Studies from India*. Oxford University Press.
21. Shoosmith, Brian. 1987. 'From Monopoly to Commodity: The Bombay Studios in the 1930s'. In B. Shoosmith & T. O'Regan (Ed.) *History on/and/in Film* (pp. 68-75). History & Film Association of Australia.
22. Sreesanth, K. and Balasaravanan, T. 2020. 'Adapting to new media: A case study on exhibition and publicity practices of a rural single screen theatre in the digital era.' *South Asian Popular Culture* 18(2): 163-176.

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
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%202.0-31st%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 allied Social Science disciplines. This field studies the complex forms as well as reconfiguration of the general character of media–political relations and their interconnection as the process has undergone fundamental changes in the recent years. It delves into the character of ‘political communication’ as a professional practice, disjunction and asymmetry within the sphere of the ‘civic’. Questions about the language of politics and the appropriate ‘civic’ terms for engaging with political themes have been raised here with particular force. Communication techniques employed by political parties and their elected members have now become professionalized and use skill sets distinctly marked from the earlier practices such as campaigning methods or time periods.

Module 1: Political Culture and Communication

1. Political Communication- Defining the field & scope
2. The political media
3. Media as Political Actor
4. The Effects of Political Communication

Module 2: Communicating Politics

1. Party Political Communication (campaigns& elections)
2. political marketing and advertising
3. Political Emotion and Rhetorics
4. Political Accountability and Media Environment

Module 3: Political Communication in Social media era

1. From Medialisation to Decentralization
2. Social Media and Political
3. Professionalization and Political Communication
4. Political Communication in a globalized world

Internal Assessment: (25 Marks)

Final Exam: (75 marks)

Reading List

1. Bel, B. (Ed.). (2005). Rethinking the political. Media and mediation (Vol. 1). Sage.
2. Caprara, G. V. (2007). The personalization of modern politics. *European review*, 15(2), 151.
3. Corner, J. Political Culture and Political Communication: Some Key Shifts in Kees Brants and Katrin|Voltmer(eds.)2011 Political Communication in Postmodern Democracy. Basingstoke:Palgrave.
4. Costa, B. F., &Khudoliy, A. O. (2019). The relevance of public speech in the presidency of Donald Trump–the US elections in analysis. *EstudosemComunicação*, 1(29).
5. Downey, J., &Neyazi, T. A. (2014). Complementary and competitive logics of mediatization: Political, commercial, and professional logics in Indian media. *The International Journal of Press/Politics*, 19(4), 476-495.
6. Garrett, R. K., Bimber, B., De Zúñiga, H. G., Heinderyckx, F., Kelly, J., & Smith, M. (2012). *Transnational Connections| New ICTs and the Study of Political Communication*.

- International Journal of Communication, 6, 18.
7. Gowda, M. R., & Sridharan, E. (2012). Reforming India's party financing and election expenditure laws. *Election Law Journal*, 11(2), 226-240.
 8. Huaman, M. J. P. Z. " There's no politics without communication": The impact of social media in political participation of citizen in Peru of today.
 9. John Corner, 2011 Political Culture and Political Communication: Some Key Shifts in Kees Brants and Katrin|Voltmer(eds.) Political Communication in Postmodern Democracy. Basingstoke:Palgrave.
 10. Kaid, L. L. (Ed.). (2004). Handbook of political communication research. Routledge.
 11. Kate Kenski and Kathleen Hall Jamieson 2017 The Oxford Handbook of Political Communication, Oxford University Press ,USA.
 12. Kees Brants and Katrin|Voltmer(eds.)2011 Political Communication in Postmodern Democracy.
 13. Basingstoke:Palgrave.
 14. Kenski, K., & Jamieson, K. H. (Eds.). (2017). The Oxford handbook of political communication.
 15. Landerer, Nino. "Rethinking the logics: A conceptual framework for the mediatization of politics." *Communication Theory* 23, no. 3 (2013): 239-258.
 16. McNair, B. (2017). An introduction to political communication. Taylor & Francis.
 17. Negrine, R., &Lilleker, D. G. (2002). The professionalization of political communication: Continuities and change in media practices. *European Journal of Communication*, 17(3), 305-323.
 18. Prato, C., &Wolton, S. (2014). The Voters' Curses: The Upsides and Downsides of Political Engagement.
 19. Shipunova, O. D., Timermanis, I. E., &Evseeva, L. I. (2014). Political System Legitimation in Network Society. *Rev. Eur. Stud.*, 6, 69.
 20. Soukup, P. A. (2014). Political communication. *Communication Research Trends*, Volume.33, No.2.
 21. Strömbäck, J. (2007). Political marketing and professionalized campaigning: A conceptual analysis. *Journal of political marketing*, 6(2-3), 49-67.
 22. Strömbäck, J. (2008). Four phases of mediatization: An analysis of the mediatization of politics. *The international journal of press/politics*, 13(3), 228-246.
 23. Tasente, T. (2013). Transformations of the political communication in social media era—from mediatization to decentralization. *Acta Universitatis Danubius. Communicatio*, 8(1).
 24. Temple, M. (2013). The media and the message. *Journal of Political Marketing*, 12(2-3), 147-165.
 25. Wolton, D. (1990). Political communication: the construction of a model. *European Journal of Communication*, 5(1), 9-28.

CCMG 210 CLIMATE CHANGE AND COMMUNICATION

Aren't we now living in a climate culture? The concept of 'climate' is neither merely a naturalistic phenomenon nor a scientific term anymore, but a cultural epithet and an algorithmic modelling around which the new discourses of planetary life are being generated. This is not limited to the adoption of computers and algorithms in modelling climate which epistemically posits the crisis (climate change) as a simulation; but envisions a geoengineering, an eco-poiesis, terraforming of the planetary earth to a habitable one. This has been linked with the historical developments positing the current moment in planetary history as the anthropocene, the geological age in which human activity becomes the dominant influence and impact on earth's ecosystem. This epochal shift necessitates a transversal approach, a cosmopolitan method, to renegotiate the conditions for co-existence affirming the immanence of life - animistic, viral, fungal, microbial, vegetal, bodily, oceanic, elemental and ecological. This multiple entanglements of life is posited at the intersection of geological history, colonial history, capitalistic petrocultures, militarism, and techno futures.

From the perspective of media studies, this raises not a representational problem of the ecology but the material entanglements of media technologies with nature which is deeply woven in with computation tools and media devices. The attempt here is not to reproduce the traditional model of environmental communication, but to posit a methodological tool box to unearth the geology, deep time and prehistory of media. This 'more than human temporalities' calls for an approach which questions the humanist conception of media. Taking the anthropocentric position as the point of departure, the course attempts to unravel the uncharted and transdisciplinary connections, and posit an epistemic formation that can traverse the planetary complexities and address the new ethical questions being posed.

Module 1- Climate Crisis: Conceptual Cartography

- 1.1 Understanding Climate Change/Global warming
- 1.2 Planetary Mediation and the Anthropocene
- 1.3 Science Communication and Climate Crisis

Module 2 - Geological Materiality

- 2.1 Marxist and Deep Ecology
- 2.2 Symbiotic Ecology: Multispecies entanglement
- 2.3 Environmental Materiality and Digital Rubbish

Module 3 - Climate Cultures and Media

- 3.1 Elemental media and Climate Modelling
- 3.2 Geology of Media
- 3.3 Postcarbon Futures and terraforming

Internal assessment: Term papers (25 marks)

End Semester Exam: 75 marks

(Reading list to be updated)

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

II	3RD	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
		CCMG-310:	STRATEGIC COMMUNICATION I* CBCS
		<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
		<i>CCMG-314</i>	REGULATION IN THEORY AND PRACTICE

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 Mediatization: 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 Trenz, 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> 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* (8th 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*, 25th 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.

CMG 304: MEDIA AND MOVEMENTS

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

Module 1: Media and forms of Intervention

- 1.1 Structure
- 1.2 Culture
- 1.3 Actor

Module 2: Media and Art of Resistance

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

Module 3: Media as Movement

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

Readings List

1. Atkinson, Joshua D. (2010). *Alternative media and politics of resistance: A Communicative perspective*. New York: Peter Lang. Chapter 1.
2. Bailur, S. (2012). Who is the community in community Radio? *Economic and Political Weekly*, 47 (17). 92-99.
3. Bennett, W. Lance (2003). New media power: The Internet and global activism. In N. Couldry and Curran J. (Ed.). *Contesting media power: Alternative media in a Networked World* (pp.17-38). Lanham, Maryland: Rowman& Littlefield.
4. 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.
5. 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.
6. Diani, M. (1992). The Concept of social movement. *Sociological Review*, 40 (1).1-40.
7. Downing, J (2008). Social movement theories and alternative Media: An Evaluation and Critique. *Communication, Culture & Critique*, 1. 40-50
8. Gamson, William A. & Wolfsfeld, G. (1993). Movements and media as interacting systems. *Annals of the American Academy of Political and Social Science*. 528. 114-125.
9. Fuch, Christian (2010). Alternative media as critical media. *European Journal of Social Theory*,13(2). 173-192.
10. Gal, S. (1995). Language and the "Arts of Resistance": *Cultural Anthropology*, 10(3), 407-424.
11. Hackett, R.A. & Carroll, W. K (2006) *Remaking Media: The struggle to democratize public communication*. Routlege: New York. Chpts 1 & 2.
12. Harlow, Summer & Thomas Johnson (2011). Overthrowing the protest paradigm? How *The New York Times*, Global Voices and Twitter Covered the Egyptian Revolution. *International Journal of Communication*. 5. 1359-1374.

13. Henderson, H. (1974). Information and the new movements for citizen participation. *Annals of the American Academy of Political and Social Science*, 412. 34-43.
14. Johnston, H. and Klandermans, B. (1995). The cultural analysis of social movements. In Hank Johnston and Bert Klandermans (Eds.), *Social movements and culture* (p.3-24). Meneapolis: University of Minnesota Press.
15. Kothari, R. (2005). *Rethinking Democracy*. Zed Books: London. Chapter 8.
16. McCarthy, John. D & Zald Mayer N. (1977). Resource Mobilization and social movements: A Partial Theory. *American Journal of Sociology*, 82 (6), 1212-1241.
17. McLeod, S (2018). Communication rights: Fundamental human rights for all. *International Journal of Speech-Language Pathology*, 20 (1), 3-11.
18. Milan, S. & Padovani, C. (2014) Communication Rights and Media Justice between Political and Discursive Opportunities: An Historical Perspective. In Claudia Padovani & Andrew Calabrese (Eds.) *Communication Rights and Social Justice Historical Accounts of Transnational Mobilizations* (pp. 29-54). Palgrave, Macmillan: Basingstoke, UK.
19. Mohanty, Ranjita and Tandon, Rajesh (Eds.), (2006). *Participatory Citizenship: Identity, Exclusion, Inclusion*. Sage: New Delhi. "Introduction".
20. Munck, Gerardo L. (1995). Actor formation, social co-ordination, and political strategy: Some conceptual problems in the study of social movements. *Sociology*, 29(4).667-685.
21. Pavarala, Vinod & Malik, Kanchan K. (2007). *Other voices: The struggle for Community Radio in India* (pp.15-108). Sage: New Delhi.
22. Richardo, N. A. (1997). New social movements: A critical review. *Annual Review Sociology*. 23, 411–430
23. Polletta, F. (2008). Culture and Movements. *ANNALS of the American Academy of Political and Social Science*. Vol. 619. 78-96.
24. Selbin, E. (2010). Revolution, rebellion, resistance: The power of story. Zed Books: New York. Chapter 1.
25. Servaes, J. (1996). Participatory communication (research) from a freirean perspective. *African Media Review*, 10(1), 73-91.
26. Scott, James, C. (1990). Domination and the arts of resistance: Hidden Transcript. Yale University Press: London. Chapters 2 & 3.
27. Shah, G. (2004). Social movements in India: A review of literature. Sage: New Delhi. Chapter 1.
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.13-57). Springer: New York.
29. Singh, Rajendra (2001). *Social movements, old and new: A Post-Modernist critique*. Sage: New Delhi, Chapters 2 & 6.
30. Tarrow, Sidney G (2011). *Power in Movement: Social Movements and Contentious Politics*. Cambridge University Press: Cambridge. Chapter 3: Press and Association

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

- 2.1 Social identity and prejudice
- 2.2 Understanding intercultural differences
- 2.3 Cultural assimilation
- 2.4 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: POLICYRESEARCH AND EVALUATION

Opening the window to policy studies, this paper aims to familiarize students with different approaches in policy formulation and policy analyses. Having done so, it equips students with capabilities and skills required for project analysis and evaluation. It begins by providing the rationale for how different approaches to policy analysis tend to view and prioritize 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 complexity of media environment in the contemporary period it becomes crucial to understand the process of policy analysis and the role of pre-policy enquiry to understand the larger media landscape. Familiarizing students with specific techniques deployed in evaluating the impact of interventions devised by state and non-state actors, forms the last module.

Module1: Approaches to Policy Studies

- 1.1 Overview: Pluralist, Neo-Liberal & Anthropological Approach
- 1.2 Institutionalism: Old and New
- 1.3 Policy studies in India

Module2: Contexts of Public Policy in India

- 2.1 Interaction of Media & Economic Policy
- 2.2 Global Media Policies
- 2.3 Policy Research: An Overview

Module3: Methods for Media Policy Research

- 3.1 Document Analysis and working with secondary data.
- 3.2 Stakeholder Analysis & Policy Network Analysis
- 3.3 Assessing Policy

Internal Assessment: 25 Marks

Final Exam: 75 Marks

Reading List:

1. 1.Des Freedman, The Politics of Media Policy, 2008, Polity Press.
2. Hugh T. Miller and Tansu Demir, 2006 Policy Communities in Frank Fischer, Gerald J. Miller, Mara S. Sidney - Handbook of Public Policy Analysis-Theory, Politics, and Methods.
3. W. D. Coleman, 2001 Policy Networks, International Encyclopedia of the Social & Behavioral Sciences, Elsevier Science Ltd.
4. Manfred B. Steger, Ravi K. Roy, 2010 Neoliberalism-A Very Short Introduction-Oxford University Press, USA.
5. Donald Chiuba Okeke, Juane Cilliers & Carel Schoeman (2018) Neo-mercantilism as development ideology: A conceptual approach to rethink the space economy in Africa, African Studies, 77:1, 23-52.

6. Chris Shore and Susan Wright (ed.), 1997, *Anthropology of policy*, Routledge, London and New York.
7. Nancy L. Geilhufe, 1979, 'Anthropology and Policy Analysis', *Current Anthropology*, Vol. 20, No.3
8. B. Guy Peters - *Institutional theory in political science_ the new institutionalism*-Pinter (1999)
9. Navdeep Mathur 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*.
10. Mathur, Kuldeep, 2013. "Public Policy and Politics in India: How Institutions Matter," ,Oxford University Press, New Delhi.
11. Frankel, Francine R. *India's Political Economy, (1947-2004)* Oxford University Press.
12. Robert G. Picard, *Economic Approaches to Media Policy*, 2011 in Robin Mansell, Marc Raboy – *The Handbook of Global Media and Communication Policy*, Wiley-Blackwell
13. Napoli, Philip M., "Media Economics and Media Policy: The Good and the Bad" (2004). McGannon Centre Working Paper Series. Paper 1. http://fordham.bepress.com/mcgannon_working_papers/1
14. Biswajit Das 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. McDowell, Stephen D. (1997) *Globalization, Liberalization and Policy Change*, Macmillan. Thomas, Pradip Ninan (2010) *Political Economy of Communications in India*, Sage, New Delhi.
16. Frank Fischer_ Herbert Gottweis_ (eds.) 2007- *The Argumentative Turn Revisited_ Public Policy as Communicative Practice*-Duke University Press
17. 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.
18. Karppinen, Kari (2009) 'Rethinking Media Pluralism and Communication Abundance', McGannon Centre Working Paper Series, Donald McGannon Communication Research Centre, Fordham University, New York.
19. Birkland, Thomas A. (2005) *An Introduction to the policy process: Theories, Concepts, and Models of Public Policy Making*, M.E. Sharpe Publications.
20. Robin Mansell and Marc Raboy, 2011 *Introduction: Foundations of the Theory and Practice of Global Media and Communication Policy* In Robin Mansell, Marc Raboy - *The Handbook of Global Media and Communication Policy*, Wiley-Blackwell.
21. Philip M. Napoli, 2007, 'Media Policy: An overview of the field', working paper, McGannon Communication Research centre.
22. Chakravartty, Paula & Saikakis, Katharine (2006) *Media Policy and Globalisation*; Edinburgh University Press, Edinburgh.
23. Braman, Sandra, 2004 'Where Has Media Policy Gone? Defining the Field in the Twenty-First Century'; *Communication Law and Policy* Vol. 9 No. 2. pp.153-182.
24. Michael Mintrom and Claire Williams, 2012, *Public policy debate and the rise of policy analysis* in Eduardo Araral, Scott Fritzen, Michael Howlett, M. Ramesh, Xun Wu - *Routledge Handbook of Public Policy*-Routledge.
25. Hilde Van den Bulck, Manuel Puppis, Karen Donders, Leo Van Audenhove, 2019 - *The Palgrave Handbook of Methods For Media Policy Research*-Palgrave Macmillan.
26. Frank Fischer, Gerald J. Miller, Mara S. Sidney, 2006- *Handbook of Public Policy Analysis_ Theory, Politics, and Methods (Public Administration and Public Policy)*
27. Peter Knoepfel, Corinne Larrue, Frederic Varone, Michael Hill, 2007 - *Public policy analysis- The Policy Press*.
28. Hilde Van den Bulck, Manuel Puppis, Karen Donders, Leo Van Audenhove, 2019 - *The Palgrave Handbook Of Methods For Media Policy Research*-Palgrave Macmillan.

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://eicpc.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., Verčič, 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 mediatized 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. Fraternities 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 21st 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. Upadhya, 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. Upadhya, 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. Upadhya, Carol. 2016. *Reengineering India: Work, Capital, and Class in an Offshore Economy*. Oxford University Press.
21. Updhya, Carol. 2006. 'Gender Issues in the Indian Software Outsourcing Industry', in Anita Gurusurthy 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.

CCMG-314: REGULATION IN THEORY & PRACTICE

This paper grapples with the commercial, technological, and institutional frameworks that have reshaped our thinking about media regulation in India's rapidly convergent milieu. Delving into core concerns of competition, access, and equity following multiple digital turns in the media landscape, this course equips students with the building blocks to engage with wider debates on media regulation in India. The course begins by recognising the substantive and intellectual contexts marking the study of media regulation. This then helps us grapple with the idea of 'regulation' both, as intervention and non-intervention by the state, and the experience of regulatory models in India. With these conceptual and analytical tools in hand, the second module looks at the regulatory frameworks of broadcasting, broadcast distribution, and online media in India in a converged media environment. Our focus is to grasp regulatory frameworks in terms of the state instituting a particular distribution of power among market actors, and the rationale for changing policy propositions over the years. The last module, taught in workshop mode, introduces students to policy analysis by scientifically engaging with primary documents relating to broadcasting and online media.

Module 1: Regulatory Governance

1.2 Understanding Regulation

1.2 Regulatory Silences

1.3 Regulatory Models

Module 2: Direction of Policy Thrusts

2.1 De-Regulation, Technology, Licensing

2.2 Challenges of Convergence

2.3 Contingencies of Media Platforms

Module 3: Grappling with Re-Regulation

(Taught in PBL Mode)

3.1 Narratives & Principles

3.2 Policy Documents

3.3 Regulatory Shifts

Internal Assessment: PBL Workshop on Media Policy Analysis

Preliminary Readings

1. Abhishek, A., 2022. The State Deputizing Citizens to Discipline Digital News Media: The Case of the IT Rules 2021 in India. *Digital Journalism*, Online First 1-19.
2. 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' organised by the CCMG, JMI and IDRC (8-10 Dec), New Delhi (Mimeo).
3. Ashwini, S. 2021. Social Media Platform Regulation in India – A Special Reference to The Information Technology (Intermediary Guidelines and Digital Media Ethics Code) Rules, 2021. In J. Bayer, B. Holznel, L. Woods (eds.). *Perspectives on Platform Regulation* (215-231). Nomos Verlagsgesellschaft mbH & Co. KG.
4. Doornbos, M., 2006. 'Good Governance': The Metamorphoses of a Policy Metaphor. In *Global Forces and State Restructuring* (pp. 73-92). Palgrave Macmillan, London.
5. Freedman, D. 2010. Media Policy Silences: The Hidden Face of Communications Decision Making, *The International Journal of Press/Politics* Vol. 15(3):344-361.
6. Gaur, A., Nigam, A. and Chatterjee, S. 2020. Evaluating proposals to address the future of news, *The Future of News in India* (39-51). Vidhi Centre, New Delhi

7. Jayakar, K. 2011. The Conditional Access System: The Dynamics of A La Carte Pricing for Cable Television in India. *International Journal of Communication* 5: 1502–1522.
8. Karppinen, K. and Moe, H. 2012. What we talk about when we talk about document analysis. *Trends in communication policy research: New theories, methods and subjects*, pp.177-193. (Pre-Press)
9. Jordana, J, and Levi-Faur, D. 2004. The politics of regulation in the age of governance, J. Jordana & D. Levi-Faur (Ed.) *The Politics of Regulation*; Edward Elgar, Cheltenham.
10. Li, Luzhou. 2021. How to think about media policy silence. *Media, Culture & Society*. (Online First, Aug 10).
11. Lobato, R. and Scarlata, A. 2022. Regulating Discoverability in Subscription Video-on-Demand Services. In T. Flew & F.R. Martin (eds.) *Digital Platform Regulation* (209-228). Palgrave, Cham.
12. Mehta, N. 2008. Control and Confusion: Broadcast policy, the state and transformation, 1991-2007. *India on Television*. Harper Collins, New Delhi.
13. Parthasarathi, V. 2018. 'Between Strategic Intent and Considered Silence: Regulatory Imprints in the TV Business'. In A. Athique, V. Parthasarathi, S. Srinivas (Eds.) *The Indian Media Economy, Vol.1: Industrial Dynamics and Cultural Adaptation*, OUP, New Delhi.
14. Parthasarathi, V. 2018. 'Constituted Contexts', in A. Athique, V. Parthasarathi & S. Srinivas (Ed.) *The Indian Media Economy, Vol.1: Industrial Dynamics and Cultural Adaptation*, Oxford University Press, New Delhi.
15. Parthasarathi, V. 2023. Curating Video-on-Demand: Silences and Interruptions by a Neo-Liberal State *Javnost - The Public* 30 (2), 218-235
16. Parthasarathi, V. and Agarwal, S. 2020. Rein and Laissez Faire: The Dual Personality of Media Regulation in India. *Digital Journalism* 8(6): 797-819.
17. Parthasarathi, V., Amanullah, A. & Koshy. S. 2016. Digitalisation of TV Distribution: Affordability and Availability. *Economic and Political Weekly* 51(34): 23-26
18. Parthasarathi, V. and Sharma, A. 2022. Mapping Shifts in Media Regulation. In B. Das, S. Panda, V. Parthasarathi (eds.) *Pedagogy in Practice* (206-243). Bloomsbury, New Delhi.
19. Parthasarathi, V., Bouquillion, P., Ithurbide, C. 2023. Cross-sectoral Relations in VoD Markets: Frontend, Backend, and Deep-end in India. In L. Parks, J. Velkova, S. de Ridder (eds.) *Media Backends: Digital Infrastructures and Sociotechnical Relations* (129-143). Illinois University Press.
20. Planning Commission. 2006. Approach to Regulation of Infrastructure: Issues and Options. *Consultation Paper*; Planning Commission, GoI, New Delhi (Aug) (pp.1-13).
21. Price, M.E. and Verhulst, S. 2008. Riddles of Media Governance: Multiple Stakeholders, Multiple Objectives, Multiple Perspectives. Keynote Lecture at International Seminar 'Contours of Media Governance' organised by the Centre for Culture, Media & Governance, JMI with Canada's IDRC (8-10 Dec.). Mimeo.
22. TRAI. 2019. *Annual Report, 2018-19*. New Delhi: Telecom Regulatory Authority of India (pp.109-111).

4TH	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*CBCS
	CCMG-406	COMMUNICATION AND SOCIAL CONFLICT (Optional Paper)
	CCMG-407	NETWORKS, INFORMATION AND GOVERNANCE
	CCMG-408	INFORMATICS, INDUSTRY AND WORK
	CCMG-409	LABOUR, MEDIA AND SOCIETY
	CCMG-410	STRATEGIC COMMUNICATION-II
	CCMG-411	CULTURE AND MEDIA IN CONTEMPORARY SOUTH ASIA
	CCMG-412	POST-MEDIA ASSEMBLAGES (Optional Paper)
	CCMG-413	SPATIALITY AND COMMUNICATION
	CCMG-414	MEDIA ADVOCACY

CCMG-401: REGULATION IN THEORY & PRACTICE

This paper grapples with the commercial, technological, and institutional frameworks that have reshaped our thinking about media regulation in India's rapidly convergent milieu. Delving into core concerns of competition, access, and equity following multiple digital turns in the media landscape, this course equips students with the building blocks to engage with wider debates on media regulation in India. The course begins by recognising the substantive and intellectual contexts marking the study of media regulation. This then helps us grapple with the idea of 'regulation' both, as intervention and non-intervention by the state. With these conceptual and analytical tools in hand, the second module looks at the regulatory frameworks of broadcasting, broadcast distribution, and online media in India, including their rationale for policy shifts over the years. The last module looks at how legacy issue in regulatory thinking and practice are shaping ongoing discussions on media ownership, audience measurement, and regulatory models.

Module 1: Regulatory Governance

- 1.1 Contexts of Regulation
- 1.2 Understanding Regulation
- 1.3 Regulatory Silences

Module 2: Direction of Policy Thrusts

- 2.1 De-Regulation of Broadcasting
- 2.2 Formalising Distribution
- 2.3 Challenges of Convergence

Module 3: Grappling with Re-Regulation

- 3.1 Ownership Matters
- 3.2 Measuring the Audience-User
- 3.3 Regulatory Models

Internal Assessment: (25 Marks)

End Semester Exam: (75 Marks)

Reading List

1. Abhishek, A., 2022. The State Deputizing Citizens to Discipline Digital News Media: The Case of the IT Rules 2021 in India. *Digital Journalism*, Online First 1-19.
2. 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' organised by the CCMG, JMI and IDRC (8-10 Dec), New Delhi (Mimeo).
3. Ashwini, S. 2021. Social Media Platform Regulation in India – A Special Reference to The Information Technology (Intermediary Guidelines and Digital Media Ethics Code) Rules, 2021. In J. Bayer, B. Holznapel, L. Woods (eds.). *Perspectives on Platform Regulation* (215-231). Nomos Verlagsgesellschaft mbH & Co. KG.
4. Doornbos, M., 2006. 'Good Governance': The Metamorphoses of a Policy Metaphor. In *Global Forces and State Restructuring* (pp. 73-92). Palgrave Macmillan, London.
5. Freedman, D. 2010. Media Policy Silences: The Hidden Face of Communications Decision Making, *The International Journal of Press/Politics* Vol. 15(3):344-361
6. Gaur, A., Nigam, A. and Chatterjee, S. 2020. Evaluating proposals to address the future news, *The Future of News in India* (39-51. Vidhi Centre, New Delhi
7. Jayakar, K. 2011. The Conditional Access System: The Dynamics of A La Carte Pricing for Cable Television in India. *International Journal of Communication* 5: 1502–1522.
8. 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
9. Li, Luzhou. 2021. How to think about media policy silence. *Media, Culture & Society*. (Online First, Aug 10)
10. Mehta, N. 2008. Control and Confusion: Broadcast policy, the state and transformation (1991-2007). *India on Television*. Harper Collins, New Delhi.
11. Mehta, N. 2015. India and its television: Ownership, democracy, and the media business. *Emerging Economy Studies* 1(1): 50-63.
12. Meier, W. A. 2002. Media Ownership – Does It Matter?. In R. Mansell, R. Samarajiva & A. Mahan (eds.) *Networking Knowledge for Information Societies: Institutions & Intervention*; Delft University Press, Delft.
13. Ninan, S. 1998. 'History of Indian Broadcasting Reform' in Monroe Price & Stefaan Verhulst (Ed.) *Broadcasting Reform in India*; OUP, Delhi
14. Parthasarathi, V. 2018. 'Between Strategic Intent and Considered Silence: Regulatory Imprints in the TV Business'. In A. Athique, V. Parthasarathi, S. Srinivas (Eds.) *The Indian Media Economy, Vol.1: Industrial Dynamics and Cultural Adaptation*, OUP, New Delhi.
15. Parthasarathi, V. 2018. 'Constituted Contexts', in A. Athique, V. Parthasarathi & S. Srinivas (Ed.) *The Indian Media Economy, Vol.1: Industrial Dynamics and Cultural Adaptation*, Oxford University Press, New Delhi
16. Parthasarathi, V. and Agarwal, S. 2020. Rein and Laissez Faire: The Dual Personality of Media Regulation in India. *Digital Journalism* 8(6): 797-819.
17. Parthasarathi, V. and Srinivas, A. Infrastructural Labyrinths behind the Screen: Ownership and Control in TV Cable Distribution. *South Asian Popular Culture* 20(1): 133-147.
18. Parthasarathi, V., A. Amanullah & S. Koshy. 2016 'Digitalization as formalization: A view from below', *International Journal of Digital Television* Vol.7(2): 155-171.
19. Parthasarathi, V., A. Amanullah & S. Koshy. 2016. Digitalisation of TV Distribution: Affordability and Availability. *Economic and Political Weekly* 51(34): 23-26
20. Pendakur, M., 2013. Twisting and turning: India's telecommunications and media industries under the neo-liberal regime. *International Journal of Media & Cultural Politics* 9(2):107-131.
21. Planning Commission. 2006. Approach to Regulation of Infrastructure: Issues and Options. *Consultation Paper*; Planning Commission, GoI, New Delhi (Aug) (pp.1-13)
22. Price, M.E. and Verhulst, S. 2008. Riddles of Media Governance: Multiple Stakeholders, Multiple Objectives, Multiple Perspectives. Keynote Lecture at International Seminar 'Contours

- of Media Governance' organised by the Centre for Culture, Media & Governance, JMI with IDRC (8-10 Dec. 2008).
23. Thiruvengadam, A.K. and Joshi, P. 2012. Judiciaries as crucial actors in southern regulatory systems: a case study of Indian telecom regulation. *Regulation & Governance* 6(3): 327-343.
 24. Thomas, P. 1993. 'Broadcasting and the state in India: towards relevant alternatives'; *Gazette* Vol.51/1
 25. TRAI. 2019. *Annual Report, 2018-19*. New Delhi: Telecom Regulatory Authority of India (pp.109-111).
 26. Webster, James G. 1990. The Role of Audience Ratings in Communications Policy. *Communications and the Law* 12(2) 59-72.
 27. Woodford, D., Goldsmith, B. and Bruns, A., 2015. Social media audience metrics as a new form of TV audience measurement. *Producing theory in a digital world, 2*: 141-158 (*Pre-Print*)

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., Kioussis, 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 Chandhoke, 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 (CBCS PAPER)

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 Abstinence. *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 CONFLICTS (Optional Paper)

The paper employs an approach to understand conflict and its relationship with media. While studying an overview of major theories of conflict, peace and conflict management, it explores varieties, styles and approaches of analysing the conflict and examines how media contribute, act and influence. Emphasis is also placed on how identity (ethnic, religious, national, political) initiates, perpetuates and resolves conflict thereby shape and mould the course of the media.

Module 1: Theoretical Understanding

- 1.1 Concept and Typology
- 1.2 Foundational Theories
- 1.3 Identity Theories and Conflicts

Module 2: Media and Conflict Dynamics

- 2.1 Framing Devices
- 2.2 Mediated Conflict
- 2.3 Media and Spectacle

Module 3: Mediation and Peace-building

- 3.1 Peace Journalism
- 3.2 Conflict Management
- 3.3 Resolving Conflict & Community Approaches

Internal Assessment: (25 Marks)

End Semester Exam: (75 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. Hornsey, M. J. (2008). Social Identity Theory and Self-categorization Theory: A Historical Review. *Social and Personality Psychology Compass*, (2) 1, 204–222.

13. 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
14. Kellett: P.M. (2007). *Conflict dialogue: Working with layers of meaning for productive relationships*. Thousand Oaks, CA: Sage.
15. Keller, D. (2015). *Media Spectacle and the Crisis of Democracy: Terrorism, War, and Election Battles*. London and New York: Routledge.
16. Lulofs, R.S., & Cahn, D. (2000). *Conflict from theory to action, 2nd ed.* Needam Heights, MA: Allyn & Bacon.
17. Lewis, Jeff. 2005. *Language Wars: The Role of Media and Culture in Global Terror and Political Violence*. London & Michigan: Pluto Press.
18. 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.
19. Malešević, Siniša (2010). *The Sociology of War and Violence*. Cambridge, UK: Cambridge University Press
20. McLaughlin, Greg. 2002. *The War Correspondent*. London and Sterling: Pluto Press.
21. Payne, Kenneth. 2005. The Media as an Instrument of War. *Parameters: The Journal of the US Army War College*, Vol. 35 No. 1.
22. 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.
23. Rid, Thomas. 2007. *War and Media Operations: The US Military and the Press from Vietnam to Iraq*. London and New York: Routledge.
24. Romanucci-Ross, L. & Vos George. A. De (1995). (Eds.), *Ethnic identity: Creation, conflict, and accommodation* (pp. 15-47). Walnut Creek, CA: AltaMira Press.
25. Ross, M.H. (1993). *The management of conflict: Interpretations and interests in comparative perspective*. New Haven, CT: Yale University Press.
26. 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.
27. Sen, A. (2006). *Identity and violence: The illusion of destiny*. New York: W.W. Norton & Company.
28. Spencer, Graham. 2005. *The Media and Peace: From Vietnam to the 'War on Terror'*. New York: Palgrave Macmillan.
29. Tajfel, H., & Turner, J. C. (2004). The Social identity theory of intergroup behavior. (1986). In William G. Austin, Stephen Worchel (Eds.), *Psychology of intergroup relations* (pp.7-24). Nelson-Hall Publishers: Chicago.
30. Thussu, Daya K., & Des Freedman. 2003. *War and Media: Reporting Conflict 24x7*. London, Thousand Oaks & New Delhi: Sage Publications.

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 Network as trope
- 1.2 Social Networks
- 1.3 Network and Trust
- 1.4 Governance as network

Module 2: Social Application of Network Technology

- 2.1 Diffusion Networks
- 2.2 Models of E-governance
- 2.3 ICTs for Development & Social Change
- 2.4 Digital government

Module 3: Governing Information Network

- 3.1 Internet of Things
- 3.2 Digital Inequality
- 3.3 Digital Positivism
- 3.4 Digital Commons

Internal Assessment: (25 marks)

End Semester Exam: (75 marks)

Reading List

1. Assadi, Muzaffar 2006 " Effective Public Service Delivery: Governance to E- Governance in India", Chinese Public Administration Review, Volume 3, No.3-4, PP. 103-116.
2. Bhatia,D; Bhastanagar,S; Tominaga,Jiro How do Manuel and E services compare? Experiences from India.
3. Bhatnagar, S; Schware, R Information and Communication Technology in Rural Development,
4. Castells, Manuel 2010, "Globalisation, Identification and the state" in Manuel Castells, The Power of identity, Wiley Blackwell, pp. 303-364.
5. Chawla, Rajeev & Bhatnagar, Subhas, 2004. " Online delivery of Land Titles to Rural farmers in Karnataka, India, IBRD/ World Bank.
6. Fuchs, Christian, 2007 " Transnational space and the Network Society" Vol,2, No.1, PP. 49-78.
7. Jan A.G.M. Van Djik 2006 The Network Society, Chapter 2, Networks, the nervous system of society, pp.19-37.
8. Loon, J. V. (2006). Network. *Theory, Culture and Society*. 23(2-3): 307-322.

9. Marcussen, Martin and Torfing, Jacob 2003 “ Grasping Governance Networks” Working paper, Centre for Democratic Network Governance, Roskilde University, PP. 1-30.
10. Mathur, Kuldeep 2020 “ Governance as Networks: Emerging Relationships among State, Business and NGOS in India” Indian Journal of Human Development, Volume 4, No.2, PP.253- 279.
11. Mosco, Digital, 2004 The Digital Sublime: Myth, Power and Cyberspace, The MIT Press, Cambridge, Masseurachusetts, Chapter, 4,5 & 6.
12. Mosco, Vincent 2014 To The Cloud: Big Data in a Turbulent World, Paradigm Publishers, Colorado, USA. Chapter,2,3,5.
13. Murdock, Graham,2018 “ Reclaiming Digital Space: From Commercial Enclosure to the Broadcast Commons in Gregory Ferrell Lowe, Hilde Van den Bulck, Karen Donders (eds.) *Public Service Media in the Networked Society*. Göteborg: Nordicom, pp.43-58.
14. Norris, Pippa, 2003 “Social Capital and ICTs”Joh. F. Kennedy School of Government, Harvard University,
15. 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.
16. Racchorodas, Sofiya & Scarcella, Luisa, 2021 Automated Government for Vulnerable Citizens: Intermediating Rights, Faculty of Law, University of Groningen, SSRN: <https://ssrn.com/abstract=3938032>
17. Rogers, Everett, 2003 “Diffusion Networks” in *Networks in the Knowledge Economy*, (ed) by Rob Cross, Andrew Parker and Lisa Sasoon, Oxford University Press, New York, PP. 130-180.
18. Sassen, S. (2000). Digital Networks and the State: Some Governance Questions. *Theory, Culture & Society*, 17(4), 19-33.
19. Torfing, Jacob 2003 Grasping Governance Networks, Roskilde Universitet. Working paper (Centre for Democratic Network Governance, RUC Nr. 5 http://www.ruc.dk/demnetgov_en/working_papers/ Roskilde University.
20. Trappel, Joseph,2019 “ Inequality,(new) media and Communications” in Joseph Trappel(ed) *Digital Inequalities*, Nordicom, University of Gothenberg, Sweeden,pp.9-31.
21. Van Dijck, Jose, Poell, Thomas, and de Waal, Martijn 2018, *Platform Society*, Oxford University, New York, Chapter,1,4,7.

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 Upadhyia (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 3rd 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 World Bank, Washington
2. Malcom Earnshaw Evaluation, ISBA
3. Nairn, Andy Effective 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, Fauza Erfan, "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. – May) pp. 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. Gowher Rizvi (1994) 'Democracy, Governance and Civil Society in South Asia', *The Pakistan Development Review* vol. 33, No. 4, pp. 593-624.
10. Hawley, J. S. and Juergensmeyer, 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: Vinay Lal (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 Sumit Ganguly, 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. Neyazi et 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 (Optional Paper)

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 machines 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 organisms). 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 Techno Informational Regime: Introduction to Cybernetics
- 1.2 Techne, Enframing and AI
- 1.3 Alienation, Autonomous Self and AI

Module II – New Interfaces and the New Ecology

- 2.1 The Information Bomb: Dromos and Phenomenology
- 2.2 Technics and Time: Automatic Society and AI
- 2.3 Neuroplasticity and AI

Module III - Post Media Assemblages

- 3.1 Guattari and the Post-media
- 3.2 Informatization of Life: Biomedica
- 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-Pathsala-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. Nikšič, 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.

CCMG-414: 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

- 19. Born, Georgina (2008), 'Trying to Intervene: British media research and the framing of policy debate', International Journal of Communication 2 (pp. 691-698)
- 20. Burgess, John (2010) *Evaluating the Evaluators: Media Freedom Indexes and What They Measure*, CIMA, Washington (pp.6-27)
- 21. 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
- 22. 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
- 23. Chapman, J. (2007) 'India's Narmada dams controversy', Journal of International Communication Vol.13/1 (pp.71-85)
- 24. CRIS (2005) 'Introducing Communication Rights', *Assessing Communication Rights: A Handbook*, WACC (pp.9-24; 27-31)
- 25. CRIS (2005) 'Structuring Communication Rights', *Assessing Communication Rights: A Handbook*, WACC (pp.39-44)

26. Gibson, Timothy A. (2010) 'The Limits of Media Advocacy', Communication, Culture & Critique Vol.3: 44–65
27. 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)
28. Lowery, David (2007) 'Why Do Organized Interests Lobby? A Multi-Goal, Multi-Context Theory of Lobbying', Polity Vol.39/1 pp. 29-54.
29. 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)
30. 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.
31. 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
32. 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)
33. Samuel, John (2007) 'Public Advocacy and People-Centred Advocacy: Mobilising for Social Change', Development in Practice Vol.17, No.4/5 (pp.615-621)
34. Sanhvai, S. (1997) 'Movements, Media and mediations', Seminar No.455. Aug (pp.19-22)
35. Suárez David F. (2009) 'Nonprofit Advocacy and Civic Engagement on the Internet', Administration & Society Vol.41 No.3, pp.267-289
36. 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)