

Centre for Culture, Media & Governance, 2026
II Semester Paper for MA Media Governance

Paper Code	Paper Name	Credits	Remark
CCMG-201	Media and Modernity	4	Core Course
CCMG-202	Communication Research Methods	4	Core Course
CCMG-203	Communication and Media History	4	Core Course
CCMG-209	Political Communication	4	Core Course
CCMG -213_SE	MJM-024: Media, Information and Empowerment	4	Swayam in lieu of CBCS
CCMG -214_SH	MJM024: Media, Information and Empowerment (Hindi)	4	Swayam in lieu of 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 and India
- 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

Readings

1. Anderson, B. (1991). *Imagined communities: Reflections on the origin and spread of nationalism*. Verso. Chpt 3.
2. Bekker, G. (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, F. (1997).*The death of distance: How the communications revolution will change our lives*. Harvard Business School Press. Chapters 1&2
5. Duncum, P. (2001). Visual culture: Developments, definitions, and directions for art education. *Studies in Art Education*, 42 (2), 101-112.
6. Edmunds, A.,& Morries, A. (2000). The problem of information overload in business organisations: a review of the literature. *International Journal of Information Management*, 20, 17-28.
7. Fleiseer, P.(2009). The commodification of knowledge in the global information society. *Triple C: Cognition Communication Co-operation*, 7(2), 228-238.
8. Ghosh, A. (2003). An uncertain coming of the book: Early print cultures in colonial India. *Book History*, 6, 23-55
9. Gupta, A., & Chakravorty, S. (2004) (Eds), *Print areas: Book history in India*, Permanent Black: Delhi, Chapters 1 & 2.
10. Lee, K. M. (2004). Presence, explicated. *Communication Theory*, 14(1), 27–50.
11. Lyotard, J. (1984).*The postmodern condition: Report on knowledge*. Manchester University Press.Chpt.1
12. Hutt, W. H. (1926). The factory system of the early 19th century. *Economica*, 16, 78-93
13. Fredric, J. (1984). The politics of theory: Ideological positions in the postmodernism. *New German Critique*, 33, 53-6.
14. Keen, S. (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.
15. Harvey, D. (1992). *The condition of postmodernity: An enquiry into the origins of cultural change*. Blackwell. Chapters 16 & 17
16. Ong , W. J. (2002). *Orality and Literacy: The technologizing of the word*. Routledge. Chapter 1 & 2
17. Pandya, A.,& 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.
18. Ramey, Valerie A& Francis, Neville (2000). A century of work and leisure. *American Economic Journal: Macroeconomics*, 1(2), 189–224.
19. Said, E. (1978). *Orientalism*.Pantheon. Chapters 1 & 2.
20. Thomson, J.B. (1996). *The media and modernity: A social theory of media*. Stanford University Press. Chapters 3&4

21. Zhao, S. (2003). Toward a taxonomy of copresence. *presence: Teleoperators & Virtual Environments*, 12, 445-455.

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

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

Reading List

Module 1: Early History of Communication

- 1.1 Communication before the printing press
 - Bayly, Christopher (1993): “Knowing the Country: Empire and Information in India”, *Modern Asian Studies*.
- 1.2 The printing press and the public sphere
 - Briggs, Asa and Peter Burke (2010): *Social History of Media: From Gutenberg to the Internet* (Chapters 2 & 5).
 - Robinson, Francis (1993): “Technology and Religious change: Islam and the Impact of Print”, *Modern Asian Studies*.
- 1.3 Newspapers, public opinion and colonial governance
 - Chongloi, H. (2018). Revisiting the development of Indian press under colonial authority.
 - Natarajan, S. (1962): *A History of the Press in India*.
 - Anderson, Benedict (1991): *Imagined Community: Reflections on the Origin and Spread of Nationalism*.

Module 2: Press and Political Mobilization

2.1 English versus vernacular press

- McDonald, Elen (1968): “The modernizing of communication: Vernacular Publishing in Nineteenth Century Maharashtra”, *Asian Survey*.
- Mishra, V.M. (1971): “The Hindi Press in India: an Interpretative History”, *International Communication Gazette*.
- Ninan, Sevanti (2007): *Headlines from the Heartland: Reinventing the Hindi Public Sphere*.
- Pande, Mrinal (2005): “English for the Elite: Hindi for the Power Elite” in *Making News: Handbook of Media in Contemporary India*.

2.2 Print and nationalism

- Israel, Milton (1994): *Communications and Power: Propaganda and the Press in the Indian Nationalist Struggle, 1920-1947*.
- Pandey, Gyanendra (1975): “Mobilization in Mass Movement: Congress 'Propaganda' in the United Provinces (India), 1930-34”, *Modern Asian Studies*.

2.3 Press in post-1947

- Mani, A. D. (1954): "Introduction" in Roland E. Wolseley (Ed.) *Journalism in Modern India*.

2.4 Newspaper revolution in post-1977

- Jeffrey, Robin (2000): *India's Newspaper Revolution: Capitalism, Politics and the Indian-Language Press 1977-99*.

Module 3: Media and Social Change

3.1 Cinema and change

- Burra, Rani, Ashish Rajadhyaksha and Mangala Chandran, et.al. (1981): *Film India: Looking Back 1896-1960*.

3.2 Radio and development

- Chatterji, P. C. (1987): *Broadcasting in India*.
- Das, Biswajit (2005): "Mediating Modernity: Colonial Discourse and Radio Broadcasting in India" in *Communication Processes Vol 1: Media and Mediation*.

3.3 Television and social transformation

- Cottle, Simon & Rai, Mugdha (2008): “Television News in India: Mediating Democracy and Difference”, *International Communication Gazette*.
- David Page and William Crawley (2005): “The Transnational and the National: Changing Patterns of Cultural Influence in the South Asian TV Market” in *Transnational Television Worldwide*.
- Farmer, Victoria, L. (2000): “Depicting the Nation: Media Politics in Independent India” in *Transforming India*.
- Ghose, Bhaskar (2005): *Doordarshan Days*.
- Johnson, Kirk (2001): *Television and the Social Change in Rural India*.
- Johnson, Kirk (2001): “Media and social change: the modernizing influences of television in rural India”, *Media Culture Society*.
- Mehta, Nalin (2008): “India Talking: Politics, Democracy and News Television” in *Television in India*.

- Rajagopal, Arvind (2001): *Politics after Television: Hindu Nationalism and the Reshaping of the Public Sphere in India*.
- Roy, Srirupa (2011): “Television News and Democratic Change in India”, *Media, Culture and Society*.
- Thussu, Daya Kishan (2005): “The Transnationalisation of Television: The Indian Experience” in *Transnational Television Worldwide*.
- Vilanilam, John V. (1996): “The Socio Cultural dynamics of Indian Television: From SITE to Insight to Privatisation” in *Contemporary Television: Eastern Perspectives*.

3.4 Cassette culture/video magazine

- Manuel, Peter (1993): *Cassette Culture: Popular Music and Technology in North India*.

CCMG- 209: POLITICAL COMMUNICATION

Political communication is an interdisciplinary field of study, drawing on concepts from communication, political science, journalism, sociology, psychology, history, rhetoric, and other fields. Drawing from diverse theoretical foundations and empirical approaches from those different fields, political communication is characterized with its focus on developing and answering research questions rather than the development of unified intellectual traditions. Given this, the paper is designed to introduce students to understand the interactions between mass media and politics and how it shapes individuals and groups political behavior.

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, especially since the advent of the internet and the social media. 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 become particularly relevant today. Communication techniques employed by political parties and their elected members have now become professionalized and are distinctly marked from the earlier practices such as campaigning methods or time periods. The paper takes up all these questions and addresses the changing trajectories in the field of political communication.

Module 1: Debates in Political Communication

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

Module 2: Communicating Politics

- 2.1. Mediatization of Politics - Party Political Communication/Modern Election Campaigns
- 2.2. Emotions and Political Participation
- 2.3. Personalization of Politics

Module 3: Political Communication in age of the Internet

- 3.1. Reinventing Political Campaigns and Political Marketing
- 3.2. Social Media and Political Participation
- 3.3. Professionalization of Politics and Political Communication

Reading List

1. Aelst, Peter Van, Tamir Sheafer and James Stanyer. (2012). The personalization of mediated political communication: A review of concepts, operationalizations and key findings. *Journalism*, 13, 203-220.
2. Altheide, David L. (2004) 'Media Logic and Political Communication', *Political Communication*, Vol. 21, no. 3, pp. 293-296
3. Blumler, J. G. & Kavanagh, D. (1999) The Third Age of Political Communication: Influences and Features, *Political Communication*, 16:3, 209-230, DOI: 10.1080/105846099198596.
4. Conge Patrick J. (1988) 'The Concept of Political Participation: Toward a Definition' *Comparative Politics*, Vol. 20, No. 2 (Jan., 1988), pp. 241-249.
5. Caprara, G. V. (2007). The personalization of modern politics. *European review*, 15(2), 151.
6. Chu, Wayne and Fletcher, Fred (2014) 'Social Media and Agenda Setting', in Gidengil, E. and Bastedo, H. (Ed.) *Canadian Democracy from the Ground Up*, UBC Press: Vancouver and Toronto.
7. Corner, J. (2011) 'Political Culture and Political Communication: Some Key Shifts' in Kees Brants and Katrin Voltmer (eds.) *Political Communication in Postmodern Democracy*. Basingstoke: Palgrave.
8. Gowda, M. R., & Sridharan, E. (2012). Reforming India's party financing and election expenditure laws. *Election Law Journal*, 11(2), 226-240.
9. Hallin, Daniel C., and Paolo Mancini. 2004. *Comparing media systems*. Cambridge: Cambridge University Press, Introduction Chapter.
10. Kaid, Lynda Lee. (2004) (Ed.). *The Handbook of Political Communication research*. Routledge. London.
11. Landerer, Nino (2013). 'Rethinking the logics: A conceptual framework for the mediatization of politics', *Communication Theory* 23, no. 3 (2013): 239-258.
12. Kees Brants and Katrin Voltmer (eds.) *2011 Political Communication in Postmodern Democracy*. Basingstoke: Palgrave. Chapters- introduction, 5, 7, and 10.
13. Lippmann, Walter. (1944). *Public opinion*. New York, Harcourt, Brace.
14. Kenski, Kate and Jamieson, Kathleen Hall (2017) *The Oxford Handbook of Political Communication*, Oxford University Press, USA.
15. McCombs, M. and Shaw, D. (1972). The agenda-setting function of mass media. *Public Opinion Quarterly* 36 (2), 176-187.
16. McQuail, Denis. (2010). News, public opinion and political communication. In *McQuail's Mass Communication Theory*. 6. Auflage. London: Sage, 503-536.

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. Polat, Rabia Karakaya (2005) 'The Internet and Political Participation: Exploring the Explanatory Links' , *European Journal of Communication* 20: 435 DOI: 10.1177/0267323105058251.
 19. Postil, J. (2012). Digital politics and political engagement. In H. Horst and D. Miller (eds) *Digital Anthropology*. Oxford: Berg.
 20. Semetko, Holli and Margaret Scammell (2012). *The Sage Handbook of Political Communication*. London: Sage.
 21. Strömbäck, J. (2007). Political marketing and professionalized campaigning: A conceptual analysis. *Journal of Political Marketing*, 6(2-3), 49-67.
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