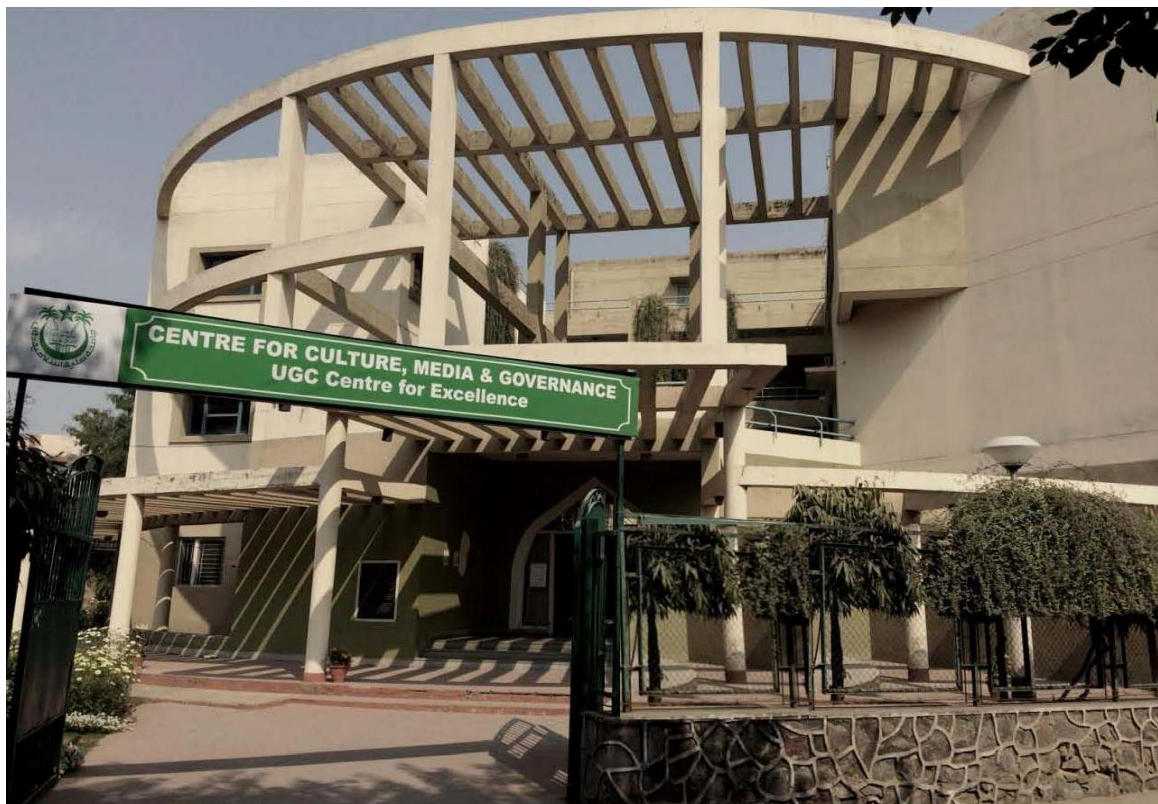


CENTRE FOR CULTURE, MEDIA & GOVERNANCE



JAMIA MILLIA ISLAMIA

(A Central University by an Act of Parliament)



SYLLABUS

2019

M. PHIL/PH.D MEDIA GOVERNANCE

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

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

MPHMG-101 THEORETICAL ORIENTATION IN COMMUNICATIONS

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

The paper is divided into three thematic modules.

Module 1: Communication as Process and Power

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

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

Module 2: Communication as Meaning

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

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

Module 3: Communication Studies in India

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

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

3.1 Areas

3.2 Approaches

3.3 Pathways

Internal Assessment: (25 Marks)

End Semester Exam: (75 Marks)

Suggested Readings

1. Adorno, T. W. (2001). *The Culture Industry: Selected Essays on Mass Culture*. Psychology Press
2. Barthes, R. (1993). *Mythologies*, Vintage
3. Baudrillard, J. (1998) 'Simulacra and Simulation', in Poster M (ed.), *Jean Baudrillard, Selected Writings*, Stanford University Press, (pp. 166-184)
4. Bayly, C. (1993) 'Knowing the Country: Empire and Information in India'; *Modern Asian Studies*. Vol 27 (1), Special Issue: How Social, Political and Cultural Information Is Collected, Defined, Used and Analyzed, (pp. 3-43)
5. Bel, B. et al. (2010a). 'Introduction' in Bel B. et al (eds.). *Communication, Culture and Confrontation: Communication Processes Volume 3*. Sage, (pp. 3-12)
6. Benjamin, W. (2008). *The Work of Art in the Age of Mechanical Reproduction*, Penguin, UK
7. Branston, G. & R. Stafford. (2003), *The Media Student's Book*, Routledge, London and New York, Ch.1 &2
8. Briggs, A & Burke, P. (2002) *A Social History of the Media: from Gutenberg to the Internet*, Polity Press, UK
9. Chaudhuri, M. (2005). 'A Question of Choice: Advertisements, Media and Democracy', in Bel, B. Et al (eds) *Communication Processes Vol. 1, Media and Mediation*, Sage Publications, New Delhi
10. Duncan, H. (1962) *Communication and Social order*, OUP, New York, Ch. Intro
11. Das, B. 2005, 'The quest for theory: Mapping Communication studies in India', in Bel B. et al (eds.), *Media and Mediation*, Sage, New Delhi. (pp. 35-65).
12. Das, B. (2012) *Communication Studies in India: A Communication of Knowledge Perspective.*, CCMG, JMI, Mimeo
13. Das, B. (2014). 'Communication Research in India', in Y. Singh (ed.) *Indian Sociology, Volume 3, Identity, Communication and Culture*. OUP, New Delhi (pp. 158-208)
14. Das. B. (ed.) *Gandhian Thought and Communication*, Sage, New Delhi, Forthcoming (2019)
15. Dow, B. J. & J. T. Wood. (2006) *The Sage Handbook of Gender and Communication*, Sage Publications: Thousand Oaks, London, New Delhi, Part IV and V.
16. Fiske, John. (1990), *Introduction to Communication Studies*, Routledge, London and New York, 2nd edition, Ch 3, 4.
17. Fuchs, C. & M. Sandoval. (2015). *The Political Economy of Capitalist and Alternative Social Media*, in Atton, C (ed). *The Routledge Companion to Alternative and Community Media*, Routledge, London, (pp. 165-175)
18. Garnham, N. (1990), 'Contribution to a Political Economy of Mass Communication', in Fred Inglis (ed.), *Capitalism and Communication: Global Culture and the Economics of Information*, Sage, London, (pp. 20-55)
19. Golding, P. & G. Murdock. (1997), *The Political economy of the Media*, in *International Library of studies in Media and Culture Series, Vol 1*, Edward Elgar Publishing
20. Hall, S. (1982) 'The Rediscovery of Ideology: Return of the Repressed in Media Studies'. in Gurevitch et al., (ed.) *Culture, Society and Media*, Methuen, London, (pp. 56-90)

21. Hall, S. (1997) Representation: Cultural representation and Signifying Practices (Culture, Media and Identities Series), Sage, London.
22. Herman, Edward S. & Chomsky, N. (1988). Manufacturing Consent: The Political Economy of the Mass Media. New York: Pantheon Books. Chapter 1.
23. Hawkes, T. (1977). Structuralism and Semiotics, University of California Press
24. Joshi, P. C. (1989) Culture, Communication and Social Change; Vikas, New Delhi, Chapter 2.
25. Kapila, S. (ed) (2010) An Intellectual History of India, CUP, Delhi.
26. Kapoor, K. (2005) Text and Interpretation, DK, New Delhi.
27. Kapoor, K & Singh, A.K.(ed) Indian Knowledge System, DK, New Delhi
28. Katz. E, Blumler. Jay G & M. Gurevitch. (2008) Uses and Gratifications Research, The Public Opinion Quarterly, Vol. 37, No. 4. (Winter, 1973-1974), (pp. 509-523)
29. Mattelart, A and M. Mattelart. (1998) Theories of Communication: A Short Introduction, Sage, New Delhi, Ch. 1, 3
30. Mattelart, A. (1994) Invention of Communication, Sage, New Delhi, Ch 1&2.
31. Mosco, V. (1996). The Political Economy of Communication: Rethinking and Renewal, Sage, London.
32. Pollock, Sheldon. (2008) 'Is there an Indian Intellectual History? Introduction to " Theory and Method in Indian Intellectual History', Journal of Indian Philosophy, 36, (pp. 533-542)
33. Ritzer, George and Nathan Jurgenson. (2010). 'Production, Consumption, Prosumption: the Nature of Capitalism in the Age of Digital 'Prosumer', Journal of Consumer Culture, Vol.10(1), (pp.13-36)
34. Rogers, E. (1994), A History of Communication Study: A Biographical Approach, The Free Press, New York, Selected Chapters
35. Singh, H. (2015). Rise of Reason: Intellectual history of 19th-century Maharashtra, Routledge, New Delhi
36. Storey, John. (2009). (eds.) Cultural Theory and Popular Culture, Pearson Longman, London.
37. Williams, Raymonds. (1974), Television: Technology and Cultural Form, Fontana, London.

MPHMG-102: METHODOLOGICAL ISSUES IN COMMUNICATION

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

Module I: Approaching Qualitative Communication Research

- Approaching Research
- Formulating and Designing Research Questions
- Bias, Reflexivity and Responsibility
- Ethical Questions in Research

Module II: Method in Qualitative Communication Research

- Individual and Group Interviewing
- Focus Group Discussions
- Ethnography and Stories
- Textual/Content Analysis

Module III: Techniques in Qualitative Communication Research

- Fieldworks and Research Notes
- Analysis in Qualitative Research
- Making Sense of Qualitative Data

Internal Assessment: (25 Marks)

End Semester Exam: (75 Marks)

Reading List

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

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

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

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

Module I

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

Module II

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

Module III

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

Module wise distribution

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

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

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

Internal Assessment: (25 Marks)

End Semester Exam: (75 Marks)

MPHMG-104: TECHNO-SOCIALITY AND PHILOSOPHY OF COMMUNICATION

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

Module I – Introducing Posthumanism

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

Module II - Philosophy of Machines

- Cybernetics
- Machine/Human – Cyborgs
- Technogenesis

Module III - Machinic Philosophy

- Assemblages/Rhizome
- Actor Network Theory
- Postmedia

Internal Assessment: (25 Marks)

Final Exam: (75 Marks)

Reading List

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

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

MPHMG- 105: MEDIA AND CONFLICT

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

Module 1: Theoretical Understanding

- 1.1 Conflict Defined
- 1.2 Foundational theories
- 1.3 Identity and Conflicts

Module 2: Media and Conflict Dynamics

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

Module 3: Mediation and Peace-building

- 3.1 Peace Journalism
- 3.2 Conflict Management and Negotiation
- 3.3 Resolving Conflict-

Final Submission: (100 Marks)

Reading list

1. Allen, Stuart & Zelizer, Barbie. 2004. *Reporting War: Journalism in Wartime*. London and New York: Routledge.
2. Bercovitch J, Kremenyuk V.A., & Zartman, I. W. (2008). (Eds.), *The SAGE Handbook of Conflict Resolution*. London: Sage Publications.
3. Cole, Benjamin. 2006. *Conflict, Terrorism and the Media in South Asia*. London and New York: Routledge
4. Cottle, Simon. 2006. *Mediatized Conflict: Developments in Media and Conflict Studies*. Berkshire and New York: Open University Press.
5. Debord, Guy (1970). *Society of the Spectacle*. Detroit, Michigan: Black and Red.
6. Deutsch, Morton et al. 2006. *The Handbook of Conflict Resolution: Theory and Practice*. San Francisco: Jossey-Bass
7. Deutsch, M. (1973). *The resolution of conflict: Constructive and destructive processes*. New Haven, CT: Yale University Press.
8. Fisher, R., Ury, W., & Patton, B. (2011). *Getting to yes: Negotiating agreement without giving in*. New York, NY: Penguin Books.
9. Euwema, Martin & Verbeke, Alain. 2009. Negative and Positive Roles of Media in the Belgian Conflict: A Mode for De-Escalation. *Marquette Law Review*, Volume 93, No. 1, p. 139-171.
10. Galtung, Johan. 1996. *Peace by Peaceful Means: Peace and Conflict, Development and Civilization*. London, Thousand Oaks & New Delhi: Sage Publications.
11. Hamelink, Cees. J. 2011. *Media and Conflict: Escalating Evil*. Boulder and London: Paradigm Publishers.

12. Krauss, Robert M., & Morsella, Ezequiel. Communication and Conflict. In Morton Deutsch et al (Eds.) *The Handbook of Conflict Resolution: Theory and Practice*. San Francisco: Jossey-Bass
13. Kellett: P.M. (2007). *Conflict dialogue: Working with layers of meaning for productive relationships*. Thousand Oaks, CA: Sage.
14. Keller, D. (2015). *Media Spectacle and the Crisis of Democracy: Terrorism, War, and Election Battles*. London and New York: Routledge.
15. Lulofs, R.S., & Cahn, D. (2000). *Conflict from theory to action, 2nd ed*. Needam Heights, MA: Allyn & Bacon.
16. Lewis, Jeff. 2005. *Language Wars: The Role of Media and Culture in Global Terror and Political Violence*. London & Michigan: Pluto Press.
17. Mahoney, I. (2010). Diverging frames: A comparison of Indonesian and Australian press portrayals of terrorism and Islamic groups in Indonesia. *International Communication Gazette*, 72(8), 739-758.
18. Malešević, Siniša (2010). *The Sociology of War and Violence*. Cambridge, UK: Cambridge University Press
19. McLaughlin, Greg. 2002. *The War Correspondent*. London and Sterling: Pluto Press.
20. Payne, Kenneth. 2005. The Media as an Instrument of War. *Parameters: The Journal of the US Army War College*, Vol. 35 No. 1.
21. Peleg, Samuel. 2007. In Defense of Peace Journalism: A Rejoinder. *Conflict & Communication Online*, Vol. 6, No. 2. Peri, Yoram. 2007. Intractable Conflict and the Media. *Israel Studies*, Vol. 12, No. 1, pp. 79-102.
22. Rid, Thomas. 2007. *War and Media Operations: The US Military and the Press from Vietnam to Iraq*. London and New York: Routledge.
23. Romanucci-Ross, L. & Vos George. A. De (1995). (Eds.), *Ethnic identity: Creation, conflict, and accommodation* (pp. 15-47). Walnut Creek, CA: AltaMira Press.
24. Ross, M.H. (1993). *The management of conflict: Interpretations and interests in comparative perspective*. New Haven, CT: Yale University Press.
25. Scott, Ann, Barbara. 1997. From Panama to the Persian Gulf: U.S. War Crimes and the Mass Media. *Peace Research*, Vol. 29, No. 2, pp. 25-41.
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29. Thussu, Daya K., & Des Freedman. 2003. *War and Media: Reporting Conflict 24x7*. London, Thousand Oaks & New Delhi: Sage Publications.

MPHMG 106 - POST MEDIA: TECHNICITY, FOLDS AND ASSEMBLAGES

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

Module I: From the Philosophy of Machine to the Machinic Philosophy

- Technogenesis
- Cyborg Theory
- Machinic Assemblage

Module II: Monadic Media and Its Folds: On the Assemblage of Post-Media

- Machinic Assemblage
- Deleuze and Fold
- Post Media Ecology

Module III: Postmedia Flows: Cinema, Streams, Video and New Media

- Video Philosophy
- Deleuze and Cinema
- Technics and Time

Internal Assessment: (25 Marks)

End Semester Exam: (75 Marks)

Reading List

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

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

MPHMG-107: MEDIA, CITIZEN MOVEMENTS & SOCIAL JUSTICE

(Seminar Paper)

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

The course is structured in three thematic modules:

Module 1: Media, Citizenship and Democracy

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

Module 2: New Media and Publics

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

Module 3: Media Reform and Social Justice

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

Course Evaluation

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

Reading List

1. Anderson, Benedict (1991) *Imagined Community: Reflections on the Origin and Spread of Nationalism*. (Revised ed.). London: Verso
2. Atkinson, Joshua D. (2010). *Alternative Media and Politics of Resistance: A Communicative Perspective*. New York: Peter Lang. Chapter 1.
3. Bennett, W. Lance (2003). New Media Power: The Internet and Global Activism. In N. Couldry and Curran J. (Ed.). *Contesting Media Power: Alternative Media in a Networked World* (pp.17-38). Lanham, Maryland: Rowman & Littlefield.
4. Bhargava, R. and Reifeld, H (2005) *Civil Society, Public Sphere and Citizenship: Dialogues and Reflections*. New Delhi: Sage.
5. Bohman, James F. (1990). Communication, Ideology, and Democratic Theory. *The American Political Science Review*, Vol. 84. No. 1. 93-109.
6. Cammaerts, Bart. (2007). Citizenship, the public sphere and media. In Cammaerts, Bart and Carpentier, Nico, (eds.). *Reclaiming the media: communication rights and democratic media roles* (pp. 1-8), European communication research and education association series, 3, Bristol, UK : Intellect.
7. Castells, Manuel. (2007) Communication, power and counter-power in the network society. *International Journal of Communication* 1(1): 238–266.
8. Curran, J. (2011) *Media and Democracy*. London: Routledge. Chapters 4 and 11.
9. Dahlgren, Peter (2009) *Media and Political Engagement: Citizens, Communication and Democracy*. Cambridge: Cambridge University Press
10. Davis, Aeron. 2009. New Media and Fat Democracy: The Paradox of Online Participation,” *New Media and Society*, 12 (5): 745-761.
11. Della Porta, Donatella (2013). [‘Bridging research on democracy social movements and communication’](#). In Bart Cammaerts, *Alice Mattoni and Patrick McCurd* (eds), *Mediation and Protest Movements*, (pp. 21-38) Chicago: University of Chicago Press.
12. Fraser, Nancy. (1990). Rethinking the Public Sphere: A Contribution to the Critique of Actually Existing Democracy. *Social Text*, No. 25/26: 56-80.
13. Fuch, Christian (2010). Alternative Media as Critical Media. *European Journal of Social Theory* 13(2): 173-192.
14. Fuchs, Christian. (2015). Social Media Surveillance, In *Handbook of Digital Politics*, Stephen Coleman and Deen Freelon (eds), Cheltenham: Edward Elgar.
15. Gamson, William A. & Wolfsfeld, G. (1993). Movements and Media as Interacting Systems. *Annals of the American Academy of Political and Social Science*. Vol. 528. 114-125.
16. Greer, Chris and Jewkes, Yvonne Jewkes (2005). Extremes of Otherness: Media Images of Social Exclusion. *Social Justice*, 32 (1), 20-31
17. Hackett, R. & Carroll, W. (2006) ‘Challenges for media activism: obstacles and opponents’, *Remaking Media: The struggle to democratize public communication*, Routledge, New York, (pp.128-142)
18. Hackett, R. A. & Carroll, W. K. (2006). Democratic Media Activism Through the Lens of Social Movement Theory. *Media, Culture & Society*. Vol. 28, No. 1.83-104.
19. Hans-Jorg Trenez (2009). Digital Media and the Return of the Representative Public Sphere, *ARENA Working Paper*, No. 6.
20. Harlow, Summer and Johnson, Thomas J, (2011). Overthrowing the Protest Paradigm? How *The New York Times*, Global Voices and Twitter Covered the Egyptian Revolution. *International Journal of Communication*. Vol. 5. 1359–1374.
21. Herman, Edward S. & Chomsky, N. (1988). *Manufacturing Consent: The Political Economy of the Mass Media*. New York: Pantheon Books. Chapter 1.
22. Howard, Philip N. & Muzammil M. Hussain. 2013. *Democracy’s Fourth Wave? Digital Media and the Arab Spring*. Oxford; Oxford University Press.
23. Keane, J. (1991). *The Media and Democracy*. Cambridge, United Kingdom: Polity Press & Blackwell. Chapter 1

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