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

CENTRE FOR CULTURE, MEDIA & GOVERNANCE

SYLLABUS

SEMESTER 1ST & 3RD, SESSION JULY-DECEMBER, 2015

M. A. IN MEDIA GOVERNANCE
# LIST OF PAPERS

FOR

M.A. IN MEDIA GOVERNANCE

<table>
<thead>
<tr>
<th>YEAR</th>
<th>SEMESTER</th>
<th>PAPER CODE</th>
<th>PAPER NAME</th>
</tr>
</thead>
<tbody>
<tr>
<td>I</td>
<td>1ST</td>
<td>CCMG-101</td>
<td>MEDIA AND POLITICS</td>
</tr>
<tr>
<td></td>
<td></td>
<td>CCMG-102</td>
<td>EVOLUTION OF MEDIA POLICY IN INDIA</td>
</tr>
<tr>
<td></td>
<td></td>
<td>CCMG-103</td>
<td>INTELLECTUAL HISTORY OF COMMUNICATION</td>
</tr>
<tr>
<td></td>
<td></td>
<td>CCMG-104</td>
<td>PUBLICS AND GOVERNANCE</td>
</tr>
<tr>
<td></td>
<td></td>
<td>CCMG-105</td>
<td>CULTURE, MEDIA AND SOCIETY*</td>
</tr>
<tr>
<td>II</td>
<td>3RD</td>
<td>CCMG-301</td>
<td>DIGITAL MEDIA AND POLITICAL PARTICIPATION</td>
</tr>
<tr>
<td></td>
<td></td>
<td>CCMG-303</td>
<td>SOCIAL CONSTRUCTION OF NEWS</td>
</tr>
<tr>
<td></td>
<td></td>
<td>CCMG-304</td>
<td>MEDIA AND MOVEMENTS**</td>
</tr>
<tr>
<td></td>
<td></td>
<td>CCMG-306</td>
<td>MEDIA ADVOCACY</td>
</tr>
</tbody>
</table>

* Paper is available for credit transfer for 1st semester students at JMI and other universities.

** Papers are offered as options and will be available for credit transfer to 3rd semester students at JMI.
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: Term Paper (40 Marks)
Final Exam: (60 Marks)

Reading List
Different regimes have different reasons to administer and manage the media; these reasons, and their underlying aims, can be grasped through a systematic study of media policy. Keeping these two observations in mind, the principal learning objective of our paper is to realise the ways in which the ‘media’ has become an object of policymaking and a subject of policy study. Students will develop skills to decipher decisions that shape media content and those that shape media infrastructure. Building on this dual emphasis, students will be exposed to 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 begins by looking at the peculiarities of managing technologies of transmission, taking the case of radio before and after Independence. We then move to tracing the contesting values shaping newspaper policy in the 1960s and 1970s. In the last module, we track the shifts in TV policy, during the mid-1970s to the mid-1980s, from a welfare-orientation to a commercial-orientation—a theme which remains at the heart of policy debates across many media sectors even today.

Module 1: Policy Aims & Media Interests
1.2 Regulating the Press
1.3 Business of Entertainment
1.4 Contexts of Propaganda

Module 2: Instrumentality in Media Policy
2.1 Radio & Informatisation
2.1 Informing the Nation
2.3 Press as Infrastructure

Module 3: Materiality and Policy Options
3.1 Models of Broadcasting
3.2 Planning for Television
3.3 State, Public, National TV

Internal Assessment: Term Paper based on Pre-Policy Documents and/or Secondary Literature (40 Marks)
Final Exam: (60 Marks)

Reading List

17. Parthasarathi, V. (2014) ‘On the Constituted Contexts of Public Communication: Early policy debates on the press in India’, Media International Australia (Themed Issue on Media and the Public Spheres in India) No.152, August
Recognising that ‘media studies’ lacks a cannon, and thus any grand theory, this paper traces the formulation of various positions and sub-positions over the years, as indicated in what scholars have deemed worthy of study. The paper will show how the subject of communication attracted the attention of scholars across disciplines, and received critical gaze by Marxists, existentialists, political economists and behavioral and cognitive scientists. Amidst these developments, communication has been obsessed with the perpetual question of its own legitimacy before it can make any disciplinary claims. Consequently, this paper is concerned with making students understand these various shifts in the transition of communication into a well defined area of inquiry. Besides the role of critical approach and political economy, the cultural turn in social sciences and humanities has played a key role in the understandings the entire notion of communication as culture. Lastly the paper studies, at length, the various approaches of meaning making in detail and therefore the idea of communication production as generation of meaning.

Module 1: Communication and Ideas
1.1 Ideas and metaphors
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: Written exam (40 Marks)
Final Exam: (60 Marks)

Reading List
1. Bayly, Chris 1993 “ Knowing the country: Empire and Information in India, Modern South Asian Studies, Vol.27,No.1, Feb., pp.3-43.
March, 43-60.
21. Smythe, William Dallas Ecumenical nature of Communication as a Science
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. Historicizing the public sphere
1.2. Subaltern counterpublics and vernacular publics
1.3. Publics, crowd and citizen

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 counterpublics

Module 3: Governing Publics
3.1. Understanding governance
3.2. Clientalism and corruption/Accountability
3.3. Civil society, NGOs and development

Internal Assessment: Response papers (40 Marks)
Final Exam: (60 Marks)

Reading List

CCMG-105: CULTURE, MEDIA AND SOCIETY

Making Sense of Culture and Communication

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

Culture, Representation and Contestations

2.1 Class, Culture and Consumption
2.2 Identity, Culture and Nation
2.3 Gender, Image and Representation

Culture, Media and Power

3.1 Cultural Exception and Diversity
3.2 Cultural Rights
3.3 Cultural Citizenship

Internal Assessment: Written exam (40 Marks)
Final Exam: (60 Marks)

Reading List

5. Divina Frau-Meigs “Cultural exception”, national policies and globalisation: Imperatives in democratisation and promotion of contemporary culture, Quaderns del CAC: Issue 14: 3-16.
CCMG 301: DIGITAL MEDIA AND POLITICAL PARTICIPATION

This course co-taught by Comcult, York University and see CCMG Jamia faculty introduces students to the way digital media have an impact on political participation and precipitated change in the character of citizenship. We will particularly examine the internet, and mobile phones and look at their both direct and indirect impact on political participation, protest movements and citizenship. 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 American 2008 and 2012 presidential elections, the six months 2012 Québec student strike, the anticorruption movements in India, Indonesia and the Ukraine, the surprising win of India's Aam Admi Party (translated as common man party) are examples to draw on. As well the role of whistle-blowers such as Edward Snowden and Julian Assange raise many questions about access to information, citizen rights and national security. The first part of the course will analyze 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. The video course will be run as a seminar with optimal participation and collaboration between York and Jamia grads. For further information please contact Daniel Drache Drache@yorku.ca or Taberez A. Neyazi tneyazi@yahoo.com

Module 1: Networking democracy
1.1. Introduction: Digital political participation
1.2. Political participation and civic engagement
1.3. Political consumerism
1.4. Digital media and counter-publics

Module 2. Politics in new media environment
2.1. Mediated politics and the crises in media: 2008 US Presidential election
2.2. New media, and unexpected outcomes at election time
2.3. Journalists, publics, citizens
2.4. Internet surveillance and net neutrality

Module 3: Reinventing collective action
3.1. Actors on digitalspace: Youth, middle classes and activists
3.2. Activism versus clicktivism
3.3. Clicktivism and public action
3.4. Mobile technology and participation

Internal Assessment: Term paper (25 Marks)
Final Exam: (75 Marks)
Reading List


28. Patrick J. Conge. 1988. The Concept of Political Participation: Toward a Definition *Comparative Politics*, (20) 2 , pp. 241-249


30. Pranesh Prakash. 2012. India’s Internet Jam. *Index on Censorship*, 41: 72-80


32. Rebecca MacKinnon and Ethan Zuckerman.2012. Don't Feed the Trolls, Index on Censorship, 41: 14-24


37. 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.


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 and the social world
1.2 News & Democracy
1.3 Social Production of News
1.4 Language in the Press

Module 2- Production and reproduction of News
2.1 Ownership patterns in the Press
2.2 Organisation and Work
2.3 News and advertising
2.4 News in the Age of Technology

Module 3- News as Ideology
3.1 News and power
3.2 Representation and Social Conflict
3.3 News and War
3.4 Internationalization of News

Internal Assessment: (25 Marks) Workshop on ‘News and Minorities’

Final Exam: (75 Marks)

Reading List


Whether defined around human rights, environmental, ethnic or national interests, social movements have long been the carriers of liberatory 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
1.4 Agency

Module 2: Media and Art of Resistance
2.1 Media and Movement Relationship
2.2 Participation & Communication
2.3 Protests Paradigm
2.4 New Social Movements

Module 3: Media as Movement
3.1 Alternative Media
3.2 Media & Community
3.3 Media Reforms
3.4 Media Rights

Internal Assessment: Term paper (25 Marks)
Final Exam: (75 Marks)

Readings List
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 level, as most readily reflected in the advocacy activities spawned by the Internet Governance Forum. The first module in this course will introduce the twin dimensions of media advocacy i.e. the role & use of media in advocacy by civil society groups, and the scope of advocacy on the media by both trade bodies & NGOs. The second module will focus on grasping the techniques adopted in conducting advocacy, and will be taught together by a Research Fellow from the Department of Communication& Information Science, Universite Libre De Brussels in a Video Conference mode. The third module will be taught in a workshop mode wherein students will undertake conduct fieldwork/interviews and desk research pertaining to advocacy practices of select non-state groups in India.

Module 1: Framing Advocacy
1.1 Actors and Modes of Advocacy
1.2 Plotting Power-Interests
1.3 Advocacy on the media
1.4 Advocacy using media

Module 2: Perspectives and Practices
2.1 Differentiating Influence and Lobbying
2.2 Influence and Lobbying in Europe and India
2.3 Methods & Communication tools
2.4 Competitive Intelligence

Module 3: Mapping Advocacy Processes
3.1 Unpacking cases
3.2 Networks of Stakeholders
3.3 Media and Modes
3.4 Critical Assessment

Internal Assessment: Workshop on ‘Advocacy Actors & Strategies: Case of NREGA and Net Neutrality’ (25 marks)
Final Exam: (75 Marks)

Reading List


