**List of Courses offered as Electives and Allied to SEAS**

**JOU001** – **Media Through the Ages: From Print to Social Media**

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| **JOU 001** | **Media Through the Ages: From Print to Social Media** | **L** | **T** | **P** | **C** |
| **3** | **0** | **0** | **3** |
| *Co-requisite:*  | NIL |
| *Prerequisite:* | NIL |
| *Data Book / Codes/Standards* | NIL |
| *Course Category*  | C | CORE  |  |
| *Course designed by*  | Department of Journalism  |
| *Approval*  |  |

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| **PURPOSE** | The course equips the students with the knowledge of transition and development of media in India. Newspapers during colonial period. Television during post-colonial era. Internet and social media in present (our) times. |
| **LEARNING OBJECTIVES**  | **STUDENT OUTCOMES** |
| At the end of the course, student will be able to  |  |  |  |  |  |  |  |
|  | To explore the complex phenomena which shaped the Media in India | a |  |  |  |  |  |  |
|  | To analyse and understand the external social forces that influenced the process of media production. | a |  |  |  |  |  |  |
|  | To address the issue of media and its role in Indian democracy  | a |  |  |  |  |  |  |
|  | To identify the causes for the emergence of new media and it social implications.  | a |  |  |  |  |  |  |

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| **Session** | **Description of Topic** | **Contact hours** | **C-D-I-O** | **IOs** | **Reference** |
|  | **UNIT I –**  | **12** |  |  |  |
| 1. | Introduction to Communication, Definition of Communication, Types: Intra-personal, Inter-personal, Group, Public and Mass Communication.  | 5 | D,O | 1-4 | 1,2 |
| 2. | Means of Communication, Process of Communication, Functions of Communications. | 5 | C | 1 | 1,2,3 |
| 3. | Seven C’s of Communication.  | 2 | C | 1 | 1 |
|  | **UNIT II** –  | 10 |  |  |  |
| 6. | Definition of Mass Communication – Nature and process, Functions and types. | 4 | C | 2 | 1,2,3 |
| 7. | Print, Electronic and Digital. | 3 | C | 2 | 1,2,3 |
| 8. | Communication and Public Opinion: Nature, Meaning and Process | 3 | C | 2 | 1,2,3 |
|  | **UNIT III** – | **7** |  |  |  |
| 14. |  Newspapers and Freedom Struggle | 3 | C,D | 3 | 4 |
| 15. | Colonial Rule and the Struggle for Press Freedom | 2 | C,D | 3 | 4,5 |
| 16. | Press and the Civil Liberties | 2 | C | 3 | 4 |
|  | **UNIT IV:**  | **8** |  |  |  |
| 18. | Evolution of television.  | 3 | C,D,O | 4 | 6 |
| 19. | Prasar Bharati and Public Service Broadcasting.  | 3 | C,D,O | 4 | 6,7 |
| 20. | Growth of Satellite channels, 24x7 News channels.  | 2 | C,D,O | 4 | 6,7 |
|  | **UNIT V** | **8** |  |  |  |
| 22. | Characteristics of New Media. | 2 | C | 5 | 1,2,3 |
| 23. | New media as a form of communication.  | 2 | C | 5 | 1,2,3 |
| 24. | Evolution of Internet in India. | 2 | C | 5 | 1,2,3 |
| 25. | Web Blogs, Online News Streaming | 2 | C | 5 | 1,2,3 |
|  | Total contact hours  | 45 |

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| **LEARNING RESOURCES**  |
|  | **TEXT BOOKS/REFERENCE BOOKS/OTHER READING MATERIAL**  |
| 1. | Hasan Seema., (2010), *Mass Communication: Principles and Concepts*. Chennai, India: CBS Publisher.  |
| 2. | Mcquail Denis, (2010) *Mass Communication Theory* (Sixth Edition). London, England: Sage Publications.  |
| 3. | Narula Uma, (2009),*Mass Communication Theory and practice*. New Delhi, India: Her-Anand Publication.  |
| 4. | .Chandra Bipan (2016) *India's Struggle for Independence: 1857-1947* (reprint). New Delhi, India: Penguin Random House.  |
| 5. | Desai A.R, (2016) *Social Background of Indian Nationalism* (reprint). India: Sage Publication.  |
| 6. | Mehta Nalin (2015) *Behind a Billion Screens: What Television Tells Us About Modern India* (2015 edition): HarperCollins.  |
| 7. | Mehta Nalin (2008) *India on Television*. New Delhi, India: HarperCollins.  |

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| **Course nature** | **Theory** |
| **Assessment Method (Weightage 100%)** |
| **In-semester** | **Assessment tool** | Mid Semester I | Mid Semester II |  Assignment III | Tutorials | Class Test | **Total** |
| **Weightage** | **15%** | **15%** | **10%** | **0%** | **10%** | **50%** |
| **End semester examination Weightage :** | **50%** |