
SEMESTER V

PAPER 11 – GLOBAL POLITICS AND THE MEDIA

Rationale: This module envisages globalisation as a site of contestation and conflict to touch upon some key terms and ideas - economic, technological, programmatic, political and regulatory - that influence the global media environment. It enables an understanding of how media negotiate and leverage space in the global market place. The focus is also on the ways in which historically, media are globalised in environments and situations of conflict. Emphasis is given to the interaction between global and local/national/regional concerns affecting the operation of mass media in contemporary society across case studies. The cultural implications of the role that mass media, global capitalism and local institutions play in shaping and re-shaping culture are introduced, as well as some ways in which resistance has been organized to globalisation itself.

Background: This module examines key stages of development in the media and communications associated with the logic of globalisation. The focus will also be on the complex nature of globalisation process and explore the relationship between new contexts of production and questions of collective culture and identity. Issues related to media and its relationship with public institutions within national/regional/international context.

Expectation: The student should be able to be oriented towards an understanding of media operations in the global market place and the polemics of culture and identity that accompany them.

Unit 1: Media and Globalisation: Themes and Issues

24 Lectures

Globalisation : barrier-free economy, multinationals and development, technological advances, telecommunication, globalization of TV formats

Global networks: information society, network service economy, movement of intangibles

The Cold War, Vietnam war/USSR ; communication debates: NWICO, McBride Commission and UNESCO

Unequal development and Third World concerns : North-South, Rich – Poor, Us-Them, Digital Divide

Deterritorialisation and issues of identity; decolonization, neo-colonisation; cultural imperialism

Unit II : Media and the Global Market -

10 Lectures

Trans-world production chains and BPOs /Call Centres

Media conglomerates and monopolies: Ted Turner/Rupert Murdoch

Global and regional integrations: Zee TV as a Pan-Indian Channel; Bollywood

Entertainment : Local adaptations of global programmes KBC/Big Boss/Others?

Unit III : Global Conflict and Global Media

10 Lectures

World Wars and Media Coverage: the rise of Radio-propaganda and persuasion
The Gulf Wars: CNN's satellite transmission, embedded Journalism
9/11 and implications for the media

Unit IV: Ideology, Culture and Globalisation

12 Lectures

Cultural politics: media hegemony and legitimation of media driven global cultures,
homogenization, the English language
Local/Global, Local/Hybrid,
Rise of Regionalism: Al-Jazeera; Regional initiatives
Hacking ; WikiLeaks

Suggestive Projects:

- Presentation on the advent of Satellite television in India
- Presentation on trans-world chains-BPO's/call centres
- Presentation on case studies- Rupert Murdoch, Ted Turner
- Project on global programmes and the Indian Diaspora
- Project on issues of identity and cultural imperialism
- Presentation on gulf wars and their implications for the media

Suggested readings:

- Daya KishanThussu. *International Communication: Continuity and Change*, Oxford University Press ,2003.
- Yahya R. Kamalipour and Nancy Snow. *War, Media and Propaganda-A Global Perspective*, Rowman and Littlefield Publishing Group, 2004.
- Communication and Society, Today and Tomorrow “ *Many Voices One World*” Unesco Publication, Rowman and Littlefield publishers, 2004.
- Barbie Zelizer and Stuart Allan. *Journalism after 9/11*, Taylor and Francis Publication, 2012.
- Daya KishanThussu .*War and the media : Reporting conflict 24x7*, Sage Publications,2003.
- Stuart Allan and Barbie Zelizer. *Reporting war : Journalism in war time*, Routledge Publication, 2004.
- Lee Artz and Yahya R. Kamalipor. *The Globalization of Corporate Media Hegemony*, New York Press,2003.

- Yadava, J.S, *Politics of news*, Concept Publishing and Co.1984.
- Zahida Hussain and Vanita Ray. *Media and communications in the third world countries*, Gyan Publications,2007.

Additional Readings:

- Choudhary, Kameswar (ed) *Globalisation, Governance Reforms and Development in India*, Sage, New Delhi, 2007.
- Patnaik, B.N &ImtiazHasnain(ed). *Globalisation: language, Culture and Media*, Indian Institute of Advanced Studies, Shimla,2006.
- Monroe, Price. *Media Globalisation' Media and Sovereignty*, MIT press, Cambridge,2002.
- Singh, Yogendra. *Culture Change in India: Identity and Globalisation*, Rawat Publication, New Delhi, 2000.
- Lyn Gorman and David McLean. *Media and Society into the 21st Century: A Historical Introduction*. (2nd Edition) Wiley-Blackwell, 2009. pp.82-135, 208-283.
- **Suggestive Resources and Documentaries;**
Libraries, newspaper and magazine articles and short films and television serials.