

**UN) ERGRADUATE PR\ GRAMME IN  
JOURNALISM AND MASS COMMUNICATION**

**PAPER 18- MEDIA TRENDS: CHALLENGES AND ISSUES**

**Rationale:** The aim of this paper is to review some of the historical and theoretical debates in media studies in detail and analyse the landscape of the fast changing field. Thus part of this module will revisit set of key issues in connection with long standing debates on media in India.

**Background:** Building on earlier courses in Media and Society, Development Communication, New Media Technologies and Convergence, it will also look at emerging areas.

**Expectation:** The course is expected to produce a sophisticated understanding of some of the continuing debates in media studies around debatable issues.

**Unit I Religion and Media**

**12 LECTURES**

Mediatization of Religion

Transformation of Religious Authority

Contemporary media and Religious genres

(Reality TV, Spiritual TV, mythological, e portals of religious institutions)

Religion, Spirituality and Consumer Culture

**Presentations:** a) Classroom Presentations on the websites of religious events like Kumbhmela, Tirupati Darshan etc. b) Analysis of religious media like mythological, devotionals etc c) class viewing and analysis of promotional ads on religious nature

**Unit II Gendered Spaces and Media**

**16 LECTURES**

Analysing gender in media texts ( advertising, news genre, TV)

Media and Modern Masculinities

Queer Identities

News, gender and Journalism

Public spaces, gender and media

**Presentations:** a) Field visits to different parts of the city and group discussion with social groups on city spaces and gender, bring it back to class b) Analysis of Men's magazines and construction of masculinities c) analysis of queer blogs and websites

**Unit-III Issues of Media Ownership - 16 LECTURES**

Concentration of Media Ownership: Debates and Issues

Mergers and acquisitions

Politicians and media control

Ownership and its impact on editorial independence/ news content and pluralism

Advertising revenue vs editorial policies

**Presentations:** a). Class presentations on the profile of various advertisement agencies b) Put together a dossier of editor's on record on advertisement and editorial policies.

#### **Unit IV National Security, Democracy and the Media**

**9Lectures**

National Security and Role of Media

Terrorism and Challenges before Media

Parliament, Democracy and Role of Media

Political reforms and Media Coverage

**Presentations:** a) Kargil War, Mumbai attack of 26/11, Delhi Bomb blast, parliament attack, etc. for the issues related to national security/terrorism b) Cash for vote case, the case of Introduction and passage of Lokpal Bill, etc. for the issues related to the topic on Parliament and democracy.) Case study of Anna Hazare Movement, agitation of youth on crime against women, commissioning of Justice Verma Committee and other contemporary cases where civil societies and people's participation in democratic process has been witnessed, for the topic on political reforms and media coverage

#### **Essential Readings**

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1. Lynch, Gordon, Jolyon P. Mitchell, and Anna Strhan. *Religion, Media and Culture: A Reader*. Routledge, 2012. 1-7, 59-71, 71-75, 159-171.
2. Gill, Ross. *Gender And The Media*. Polity.2007. 42-73, 113-150, 180-218
3. Thomas, Pradip Ninan. *Political economy of communications in India: The good, the bad and the ugly*. Sage Publications, 2010.(Pg-60-100)
4. Herrick, Dennis F. *Media management in the age of giants: Business dynamics of journalism*. UNM Press, 2012.(Pg 303-329)
5. Freedman, Des, and Daya Kishan Thussu, eds. *Media and Terrorism: Global Perspectives*. SAGE Publications Limited, 2011.

#### **Suggested Readings**

1. Athique, Adrian. *Indian media*. Polity, 2012.
2. Gauntlett, D.. *Media, Gender And Identity: An Introduction*. Routledge.2008. 145-190
3. Buikema, R., & Van Der Tuin, I. (Eds.). (2009). *Doing Gender In Media, Art And Culture*. Routledge. 70-85
4. Geetha,V (2002). *Gender*. Stree Publications: Calcutta.
5. Joseph, A., & Sharma, K. (2006). *Whose News?: The Media And Women's Issues*. Sage Publications Pvt. Limited.
6. Joseph, A., & Sharma, K. (Eds.). (2003). *Terror, Counter-Terror: Women Speak Out*. London: Zed Books.
7. Shohini Ghosh, "Looking In Horror And Fear: Sexuality Gender And Violence In India" In Gitanjali Mishra and Radhika Chandiramany, *Sexuality, Gender and Rights, exploring theory and practice in South and Southeast Asia*. sage

8. Birgitte Meyer & Annelia Moors, 2006, Religion, Media and Public Sphere, indiana university press 1-29, 251-290.
9. Media Studies –The Essential Introduction For Aqa, Philip Rayner And Peter Wall (Pg 151-163)
10. Effects Of Mass Media Ownership On Serving Public Interest, Ekaterina Shmykova, University Of Georgia
11. Editorial, New Stories On Ownership Issues In Hindu, Hoot, News Laundry And Other Websites.
12. P.N. Kehra, Defence Reporting Calls For Crucial Choice Between Dream And Doom, Pp 21-28
13. P.R. Rao, Parliament Democracy And Role Of Media, Pp.29-36
14. Ramji Tripathi, A Pro-Active Media Enriches Parliamentary Democracy, Pp.37-42
  - a. (The Above Mentioned Articles Are Compiled And Edited In Mass Media In India, 2004 By Research, Reference And Training Division, Ministry Of Information And Broadcasting)
15. Prabhakaran Paleri, National Security: Imperatives And Challenges, Tata Mcgraw Hill, New Delhi, 2008. Pp 16-41.(The Book Is Also Available Online)
16. Daya Kishan Thussu, South Asia And The Frontline Of The 'War On Terror', In Media And Terrorism: Global Perspectives, Edited By Des Freedman And Daya Kishan Thussu, Sage Publications, 2012. Pp 167-183
17. Adrian Athique, Indian Media, Polity Press, Usa, 2012.
18. 2. Ashutosh, Anna: 13 Days That Awakened India, Harpercollins Publishers India, A Joint Venture With The India Today Group, 2012.
19. P.N. Kehra, Defence Reporting Calls For Crucial Choice Between Dream And Doom, Pg 21-282. P.R. Rao, Parliament Democracy And Role Of Media, Pp.29-363. Ramji Tripathi, A Pro-Active Media Enriches Parliamentary Democracy, Pp.37-42 (The Above Mentioned Articles Are Compiled And Edited In Mass Media In India, 2004 By Research, Reference And Training Division, Ministry Of Information And Broadcasting.

### **STUDENT PRESENTATIONS**

- Access the e portal of any important religious centre from Hindu and Muslim religions and do a comparative analysis.
- Analyse the Amul advertisement series to understand how they reflect the gendered vision of their times.
- Comparative Case Studies related to news content of different news media organizations.
- Make a list of different TV Channels and newspapers owned by Indian Politicians.
- Create elaborate list of the media coverage of a particular issue in various media organization and analyse their visual codes, narrative strategies, content etc to delineate the patterns of bias.

The presentations would cover the case studies (with emphasis on the role played by media) based on:

Kargil War, Mumbai attack of 26/11, Delhi Bomb blast, parliament attack, etc. for the issues related to national security/terrorism

Cash for vote case, the case of Introduction and passage of Lokpal Bill, etc. for the issues related to the topic on Parliament and democracy.

Case study of Anna Hazare Movement, agitation of youth on crime against women, commissioning of Justice Verma Committee and other contemporary cases where civil societies and people's participation in democratic process has been witnessed, for the topic on political reforms and media coverage