

# SEMESTER KV

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## **PAPER IX – HISTORY AND GROWTH OF MEDIA IN INDIA**

**Rationale:** The paper provides a social, political, economic and technological history of different mass media. The students will learn about print, radio, television, photography, film and the internet as it originated and as changing systems globally as well as in the Indian context. In addition each of these media is also historically analyzed in vast historical landscape and against historical events. They will be encouraged to apply this historical knowledge to the changing media contexts.

**Background:** This paper is appearing in Semester V after the first exit point. It is meant to give a historical perspective in media to students who want to pursue higher learning in the field of Journalism and Mass Communication

**Expectation:** The student learns to understand the evolution of different media forms in the course of a historical trajectory that is simultaneously global and national.

### **Unit I – Historical Context of the Emergence of**

#### **Mass Media Technologies**

5 Lectures

Media and Modernity: Print Revolution – Different stages, Emergence of technologies  
Emergence of Mass Media in the Colonial Era with a Focus on India

### **Unit II Print Media**

20 Lectures

History of the Press in India:

Colonial Period

National Freedom Movement

Post Independence Era

Emergency and Post Emergency Era

Changing Readership, Print Cultures, Language Press

### **Unit III Sound Media**

12 Lectures

The coming of Gramophone

Early history of Radio in India

History of AIR: Evolution of AIR Programming

Penetration of radio in rural India-Case studies

Patterns of State Control; the Demand for Autonomy

FM: Radio Privatization

Music: Cassettes to the Internet

Unit IV Visual Media

16 Lectures

The early years of Photography, Lithography and Cinema

From Silent Era to the talkies

Cinema in later decades

The coming of Television and the State's Development Agenda

Commercialization of Programming (1980s)

Invasion from the Skies: The Coming of Transnational Television (1990s)

Formation of PrasarBharati

**Suggested Readings:**

Briggs, A and Burke, P, *Social History of Media: From Gutenberg to the Internet*, (Polity Press , 2010) (Chapter 2 and Chapter 5)

Parthasarthy Rangaswami, *Journalism in India from the Earliest to the Present Day*, (Sterling Publishers, 1989).

Jeffrey, Robin, *India's News Paper Revolution: Capitalism, Politics and the Indian Language Press*, (New Delhi, Oxford 2003)

Manuel, Peter *Cassette Culture* page, (Chicago, University of Chicago Press, 1993), 1- 32

Chatterjee, P.C, *Broadcasting in India* page (New Delhi, Sage, 1991) -39-57

Neurath P. "Radio Farm Forum as a Tool of Change in Indian Villages," *Economic Development of Cultural Change*, vol 10, No. 3 (pp 275-283)

David Page and William Crawley, *Satellites Over South Asia*, (Sage, 2001) Chapter 2, chapter 8 and Chapter 9.

Das, Biswajit, "Mediating Modernity: Colonial Discourse and Radio Broadcasting in India," *Communication Processes Vol 1: Media and Mediation*, B. Bel, B. Das, J. Brower, Vibhodh Parthasarthi, G. Poitevin (Ed.) (Sage 2005)

Parthasarthi, Vibhodh, "Constructing a 'New Media Market: Merchandising the Talking Machine" in *Communication Processes Vol 1: Media and Mediation*, B. Bel, B. Das, J. Brower, Vibhodh Parthasarthi, G. Poitevin (Ed.) (Sage 2005)

Eric Barnouw and Krishnaswamy, *Indian Film*, (New York, Oxford University press, 1980), 2<sup>nd</sup> Edition, Chapters "Beginnings," & "Three Get Started,"

John V. Vilanilam, "The Socio Cultural dynamics of Indian Television: From SITE to Insight to Privatisation," in *Television in Contemporary Asia* by David French and Michael Richards (Ed) (Sage, 2000).

**Additional Reading:**

Elen McDonald "The modernizing of communication: Vernacular Publishing in Nineteenth Century Maharashtra" *Asian Survey*, 8-7, (1968) pp 589-606

Francis Robinson (1993) *Technology and Religious change: Islam and the impact of Print*; *Modern Asian Studies*, Vol 27, No. 1 (Feb) pp. 229-251.

*Seminar Issue* October 1997, Indian Language Press

G.N.S Raghavan, *Early years of PTI, PTI story: Origin and Growth of Indian Press*, (Bombay, Press Trust of India, (1987), 92-119

Melissa Butcher *Transnational Television, Cultural Identity and Change*, (New Delhi, Sage, 2003) 49-77

**Topics for Student Presentations**

1. A comparative study of a Community Radio project and any of AIR's Local Radio stations.
2. A case study of radio programmes like *Faujibhaiyonkeliye* and *behnokakaryakram* and *kutchmahila radio*
3. Trace the transformation of certain traditional musical genres like devotional music, ghazals and folk songs with the advent of cassette technology.
3. Compare the history of Cinema with the history of other visual media.
4. Do a visual presentation on cartoons that appeared in Indian Newspapers during the period of Emergency and the debate around censorship of media by the Indian state.
5. Presentations on the importance of archiving. The state of archives of Indian cinema, News papers, music and photographs.
6. A discussion on digital archives.