

Semester	VI
Course	Minor
Paper Title	Media Society Relationship and Electronic Media
No. of Credits	4
Theory / Practical / Composite	Theory
Minimum No. of preparatory hours per week a student has to devote	4
Number of Units	3
Course Objective	The students are introduced to the role that the globalized mass media plays in controlling the flow of information in a society and thus shaping public opinion. Since Television is a major medium of such controlled mediation, students are now introduced to the concept of television as a medium of mass communication. They are also introduced to Radio and its significance in a third world country like India.
Syllabus	Unit I: Media Society Relationship • Normative theories of the press. • Understanding Public • Agenda setting and gate-keeping • Spiral of Silence • Propaganda model of communication • Diffusion of innovation. Unit II: Television • Evolution of TV • Characteristics of TV as a medium of mass communication • Influence of TV in the Indian society • Storytelling and content generation for television: From social reality to stereotypes Unit III: Radio • Evolution of Radio • Characteristics of Radio as a medium of mass communication • Role of radio in development communication

Learning Outcomes	• Students will have an understanding on the control of mass media by power groups and identify the relationship between mass media and opinion leaders • Students will be able to critically analyze television as a medium of mass communication • Students will be able to understand the significance of radio in a third world country
Reading/Reference Lists	Texts Selected excerpts, chapters, and essays from the reading list. Reading/ reference List • Agarwal, V.B, Gupta, V.S. (2012), <i>Handbook of Journalism and Mass Communication</i>, Concept Publishing Co. Pvt. Ltd. • Athawale P. (2017). <i>Stay Tuned : The Story Of Radio in India</i>. Indus Source Books. • Jeffrey, R. (2010) <i>India's Newspaper Revolution: Capitalism, Politics and the Indian language Press, 1977-99</i>. C. Hurst & Co. Publishers • McQuail D. & Deuze M. (2020). <i>Mcquail's Media and Mass Communication Theory</i> (Seventh). SAGE Publications. • Mehta N. (2008). <i>Television in India : Satellites, Politics and Cultural Change</i>. Routledge. • Mehta N. (2008). <i>India On Television : How Satellite News Channels Have Changed The Way We Think and Act</i>. HarperCollins Publishers India a joint venture with the India Today Group. • Moitra, M. (1969). <i>A History of Indian Journalism</i>. National Book Agency, New Delhi. • Nandā Vartikā. (2017). <i>Radio journalism in india</i>. Kanishka Publishers Distributors. • Kumar, K. J. (2000) <i>Mass Communication in India</i>. Jaico Pub. House. Mumbai • Singhal, A, and Everett M. R. (2001). <i>India's Communication Revolution: From Bullock Carts to Cyber Marts</i>. Sage. New Delhi.

	• Stevenson, N. (2002). <i>Understanding Media Cultures: Social Theory and Mass Communication</i>. Sage Publications Ltd. • Williams K. (2003). <i>Understanding media theory</i>. Oxford University Press.	
Evaluation	Theory – 100 marks Attendance: 5 Seminar/Assignments: 5 Mid Semester: 20 End Semester Exam: 70 marks	Practical (if applicable) CA: Semester Exam:
Paper Structure for Theory Semester Exam	• 3 long answers of 15 marks each from an option of five questions. (3X5=45 marks) • 10 objective type questions of 2 mark each from an option of fifteen questions (10X2=20 marks) • 5 objective type questions 1 mark each from an option of seven questions (5X1 = 5) OR 1 short note of 5 marks from an option of two questions.	