



**Elective (DCE)-
MCJ-21107DCE**

**Semester 1st
Media History (World & India)**

Course Objectives

- To explore historical development of the Media in India & World
- To make students aware about the growth and development of Media in India & World.

Learning Outcomes

- Students shall be historically aware about the major landmark events, which led proliferation of media and shaping the media scenario in India.
- Students shall be able to trace the historical growth and development of Media milestones in India & Abroad

UNIT I

Traditional Media: An Intro
History of Printing
History of News and Newspapers
Modern Newspapers

UNIT II

Press in India: Origins and Growth
Indian Press And Freedom Movement
English Press and Language Press, Pioneers
Press after the Independence

Unit III

Radio and Television in India
Liberalisation, Privatisation and Media Growth
Broadcast Journalism in India
New Media: Growth and Challenges

UNIT IV

Films in India: Arrival and Pioneers
Development of Bollywood
Parallel and Commercial Cinema
Contemporary Trends and Future



Suggested Readings

- *Parthasarathy, R. (2005). Journalism in India: From the earliest times to the present day. New Delhi: Sterling Publishers.*
- *Natarajan, J., & India. (2017). History of Indian journalism: Part II of the report of the Press Commission.*
- *Melkote, S. R., Shields, P., & Agrawal, B. C. (1998). International satellite broadcasting in South Asia: Political, economic, and cultural implications. Lanham [Md.: University Press of America.*
- *Page, D., & Crawley, W. (2001). Satellites over South Asia: Broadcasting, culture and the public interest. New Delhi: Sage Publ.*
- *Mehrota, R. K., & Indian Institute of Mass Communication. (1976). Mass communication in India: An annotated bibliography. Singapore: Asian Mass Communication Research and Information Centre.*
- *Mukhopadhyay, D., & India. (1994). Folk arts and social communication. New Delhi: Publications Division, Ministry of Information and Broadcasting, Government of India.*

MCJ-21107DCE: Media History (World & India)
Total Marks: 100 (Term Examination: 80, Continuous Internal Assessment: 20)