



Elective (DCE)
MCJ-21209-DCE

Semester 2nd
MEDIA HISTORY (JAMMU & KASHMIR)

Course Objectives

- To explore historical development of the Media in J&K
- To make students aware about the growth and development of Media in J&K

Learning Outcomes

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

Unit-I

Jammu & Kashmir: History and Geography
Literary Traditions in Jammu & Kashmir
Relations with Central & South Asia
Local Culture and Foreign Influences

Unit-II

Mass-communicators in Kashmir: Saints and Sages
Press in Jammu & Kashmir: Early Period
Development of Press during Dogra Rule
Pioneers

Unit-III

Press Post 1947
Modern Trends Setters
Radio and Television
Case Studies

Unit- IV

English Press in Jammu and Kashmir
Developments in regional Press
Modernization of Vernacular Press
Status of Electronic Media, New Media in Jammu and Kashmir

Suggested Readings

- *Bamzai, P N K. (2016)., A History of Kashmir: Political-Social- Cultural from the earliest times to Present day*
- *Bazaz, Prem Nath. (2009). The History of Struggle for Freedom in Kashmir. Srinagar*
- *Saraf, Mulk Raj. (1967). Fifty Years as a Journalist*
- *Taseer, Rasheed. (1989). Naqoosh-e-Sahafat: Tareekh-e-Sahafat Jammu and Kashmir*
- *Zutshi, Chitralekha. (2015). Languages of Belonging: Islam, Regional Identity, and the Making of Kashmir*
- *Rai, Mridu. (2004). Hindu Rulers, Muslim Subjects: Islam, rights, and the History of Kashmir*

MCJ-21209DCE: Kashmir History