

BACHELOR IN MULTI MEDIA AND MASS COMMUNICATION (HONOURS)

5th SEMESTER

DISCIPLINE SPECIFIC COURSE-11 (CORE – 11)

MCH520C1: GLOBAL POLITICS AND MEDIA

CREDITS: THEORY: 4; PRACTICAL: 2
MAXIMUM MARKS: THEORY: 60; PRACTICAL: 30
MINIMUM MARKS: THEORY: 24; PRACTICAL: 12

Objectives/Expected Learning Objectives:

- *This course aims to familiarize with functional knowledge of the underlying principles and recent emerging trends in global politics and media industry.*

THEORY (4 CREDITS: 60 HOURS)

Unit I: Media and Globalisation (15 HOURS)

- Globalisation : Barrier-free economy, multinationals and development
- Globalization of TV formats
- Global networks: Information society, Network service economy, Movement of intangibles

Unit II: Media and the Global Market (15 HOURS)

- Trans-world production chains and BPOs /Call Centres
- Media conglomerates and monopolies: Ted Turner/Rupert Murdoch
- Entertainment: Local/ Global/Hybrid - KBC/Big Boss/Others?

Unit III: Global Conflict and Global Media (15 HOURS)

- The Gulf Wars: CNN's satellite transmission, Embedded Journalism
- 9/11 and implications for the media
- 26/11 and implications for the media

Unit IV: Ideology, Culture and Globalisation (15 HOURS)

- Rise of Regional Initiatives: Al-Jazeera
- Hacking, WikiLeaks, Media Executions
- Freedom of Expression debates

PRACTICALS (2 CREDITS: 60 HOURS) MAXIMUM MARKS: 30 MINIMUM MARKS 12

Practicals: Based on Theory Course

SUGGESTED READINGS:

- ✓ Choudhary, Kameswar (ed) Globalisation, Governance Reforms and Development in India, Sage, New Delhi.
- ✓ Kamalipor, Yahya R. Globalization of Corporate Hegemony, New York Press.
- ✓ Monroe, Price. Media Globalisation' Media and Sovereignty, MIT press, Cambridge, 2002.
- ✓ Kamalipor, Yahya R and Snow Nancy, War, Media and Propaganda, Rowman and Littlefield Publication.
- ✓ Patnaik, B.N &ImtiazHasnain(ed) Globalisation: language, Culture and Media, Indian Institute of Advanced Studies, Shimla, 2006.
- ✓ Singh, Yogendra . Culture Change in India: Identity and Globalisation, Rawat Publication, New Delhi, 2000.
- ✓ Thussu, DayaKishan Continuity and Change , Oxford University Press
- ✓ Unesco Publication, Communication and Society, Today and Tomorrow "Many Voices One World".
- ✓ Yadava, J.S. Politics of news, Concept Publishing and Co.
- ✓ Zelizer Barbie and Allan Stuart, Journalism after 9/11, Routledge Publication