

SARDAR PATEL UNIVERSITY
Programme & Subject: M.A (Communication & Media Studies)
Semester: I
Syllabus with Effect from: June – 2010/2011

Paper Code: CMS - 402	Total Credit:
Title Of Paper: Development of Media	

Unit	Description in detail	Weightage (%)
I	Language and society; development of language as a vehicle of communication; invention of printing press and paper; pioneer publications in Europe and USA. Early communication systems in India; development of printing; early efforts to publish newspapers in different parts of India.	15%
II	Newspapers and magazines in the nineteenth century; first war of Indian Independence and the press; issues of freedom, both political freedom and press freedom.	10%
III	Birth of the Indian language press; contribution of Raja Ram Mohan Roy; birth of the Indian news agencies. The Indian press and freedom movement; Mahatma Gandhi and his journalism; social, political and economic issues before Independence and the Indian press; historical development of important newspapers and magazines in English; important personalities of Indian journalism.	10%
IV	Journalism in Indian languages (a brief historical perspective of important newspapers to be selected by the concerned university); history of the language journalism of the region. The press in India after Independence; social, political and economic issues and the role of the Indian press problems and prospects. (Issues like backward class movement; Dalit movement; green revolution; agitation for and against reservation; nationalization; privatization; globalisation; WTO; land reforms; social issues of the region; political events; other relevant issues to be added by the concerned university).	15%
V	Radio Development of radio as a medium of mass communication; technology innovations; history of radio in India; radio as an instrument of propaganda during the World War II. Emergence of AIR; commercial broadcasting; FM radio; state and private initiatives.	10%
VI	Television Development of television as a medium of mass communication; historical perspective of television in India; satellite and cable television in India.	10%
VII	Films Early efforts; film as a mass medium; historical development of Indian films; silent era; talkies; Indian cinema after Independence; parallel cinema; commercial cinema; documentaries; issues and problems of Indian cinema.	10%
VIII	Folk media Traditional media in India; regional diversity; content; form; character; utility; evaluation; future	10%
IX	New Media Development of new media; convergence; internet; on line.	10%

