



## MANIPAL UNIVERSITY JAIPUR

School of Media & Communication

Department of Journalism and Mass Communication

Course Hand-out

History of Media | JC 1212 | 4 Credits | 3 | 0 4

Session: Jan 18 – May 18 | Faculty: Dr Subhash Kumar | Class: BA(J&MC) - II Sem

**Course Outcomes:** At the end of the course, students will be able to:

- [1212.1]. Describe the growth and development of various forms of media
- [1212.2]. Evaluate the basic features of different medium of communication
- [1212.3]. Interpret the role of media in development.
- [1212.4]. Analyse the contemporary media issues and scenario
- [1212.5]. Interpret the basic functions and challenges of regulatory bodies necessary for Industry and therefore increase employability.

### SYLLABUS

**Pre- Print Era & Print Media:** Characteristics of oral cultures and communication. Brief history of printing; Growth and development of press in India. Newspaper-types of newspaper-contents. Magazines- characteristics and types. Book as a medium of communication. **Radio:** Radio as a medium of mass communication- Early years of sound recording industry, telegraphy and wireless. AIR, FM radio, community radio. Contemporary trends in broadcasting. **Television:** History and development of television in India, Education TV channel in India. Emergence of foreign satellite channels and cable network. Current issues of autonomy, deregulation and DTH. **Internet & Media Organizations:** The internet and future of mass media, Historical background, Issues of convergence and new media, Introduction of Press Commission, Press Council, DAVP, INS, ABC, PIB, RNI, Prasar Bharti, Central Board for Certification.

### TEXT BOOK

Keval J Kumar, Mass communication in India. Mumbai, Jaico publishing

### REFERENCE BOOKS

Joshi Uma, Mass Communication and Media, Anmol Prakashan.

Melvin L, Theories of Mass Communication, Rokeach Longman publication.

Black Jay & Bryant, Jennings. Introduction to Mass Communication. USA; WC Brown Publishers.

