



CLUSTER UNIVERSITY OF SRINAGAR

SYLLABUS (FYUP UNDER NEP 2020)

UG- 5th Semester (NEP)

Subject: Journalism and Mass Communication

Course Title: History of Media (Minor Course)

Course Code: UGJOR22N501

Total Credits: 04 :(Theory: 03; Tutorial/Practical = 01)

Contact Hrs: 60 (Theory: 45, Tutorial: 15)

Max. Marks: 100

Theory External: 75

Tutorial (Internal): 25 Marks

Learning Objectives:

1. To acquaint students with the glorious journey of mass media in India.
2. To inculcate the knowledge of growth of print and electronic media.
3. To acquaint learners with evolution of cinema in India.

Learning Outcomes:

1. Students would be able to enhance understanding of the evolution of media in India
2. Students will gain knowledge about watershed moments in Indian media and cinema
3. Students would understand differences between different genres

Unit I.	Evolution of Press in India
	a) Origin and development of press in India b) Press and freedom movement c) Post-independence journalism
Unit II.	Growth of Radio and TV in India
	a) History of Radio in India b) Public service, Commercial service c) History of TV in India d) Public service and commercial TV broadcasting, SITE
Unit III.	Journey of Cinema in India
	a) Evolution of Cinema b) Introduction to major Film Genres c) Silent Era of Indian Cinema, Talkies, Popular Cinema d) New Wave and 'Middle' Cinema
Tutorials	
	Assignment/Group Discussions/Presentation/Quiz/Book Review/Field Survey(Followed by Viva-Voce)
Unit IV.	a)

Suggested Readings:

- Kumar, Keval J., Mass Communication in India. Jaico, Mumbai.
- B.D. Garga, So Many Cinemas-The Motion Picture in India
- Erik Barnouw and S. Krishnaswamy: Indian Films, New Delhi, Oxford.
- Luthra, H.R., Indian Broadcasting, Publication Division, New Delhi.
- Baruah, U.L., This is All India Radio, Publication Division, New Delhi.
- Jeffrey, Robin, India's Newspaper REvolution, Oxford University Press, Delhi.