

Department of Mass Communication & Journalism

TEZPUR UNIVERSITY, 2014

COURSE PLAN

MC522 Evolution of Media

(L2+T1+P0= CH3) 3 credits

Course Instructor: PJ Daimari

Course Summary

The course is designed for giving the student an overview of growth and development of different communication forms and media developing over the years, resulting in the present-day mosaic. This understanding will enable students to realize media's dynamics in the context of their origin and evolution which would in turn allow newer insights towards exploring innovative angles for practicing the same.

Marks Distribution:

There will be four tests which will carry 25 marks each. The mid-term (Major I) will carry 40 marks and the end-term (Major II) will be for 60 marks. The total mark for the course is 200.

Unit I

Early communication modes, the Oral tradition, Written language. Development of printing, newspapers, books, short history of newspapers and other periodicals.

Unit II

Origin and growth of press in India. Pioneers in Indian journalism, Growth of Indian language media, Media and social reforms, Media facilitating freedom struggle and mass awakening.

Unit III

Role of media in the society, Growth of media conglomerates, Contribution of media towards literacy, social and cultural development. Information and Broadcasting Ministry, The McBride Commission Report.

Unit IV

Radio: Radio as a mass medium, Public Service Broadcasting, The Indian Radio scenario – All India Radio to Private FM broadcasting, Campus Radio, Community Radio, Issue of News and current affairs in private radio.

Television: Growth of Television as a mass medium, SITE, Kheda Experiments, Doordarshan , Entry of satellite TV, DTH to Digital broadcasting service, HDTV.

New Media: Development of New Media, Recent developments in the new media and its implications in the society.

Class Schedule

SL No.	Dates of Classes	Units/Topic	Teacher	Tests Schedule
1	January 24 February 5 February 7 February 12 February 19 April 23 April 26 April 29 April 30 May 6	Unit: I/II Content: Early communication modes, the Oral tradition, Written language. Development of printing, newspapers, books, short history of newspapers and other periodicals. Origin and growth of press in India. Pioneers in Indian journalism, Growth of Indian language media, Media and social reforms, Media facilitating freedom struggle and mass awakening.	Teacher: Ankan Rajkumar	TEST I February 7
2	January 22 January 28 February 4 February 11 February 18 February 25	Unit III/IV Content: Role of media in the society, Growth of media conglomerates, Contribution of media towards literacy, social and cultural development. Information and Broadcasting Ministry,	Teacher : Perosh Jimmy Daimari	TEST II February 19

	February 26 May 2 May 7 May 9	The McBride Commission Report. Recent developments in the new media and its implications in the society.		
3	March 11 March 12 March 14 March 18 March 19 March 21 March 25 March 26 March 28 April 1	Unit IV Content: Growth of Television as a mass medium, SITE, Kheda Experiments, Doordarshan , Prasar Bharati, Entry of satellite TV, Cable Television, DTH to Digital broadcasting service, Conditional Access System, HDTV.	Teacher: Ms. Anjuman Borah	TEST III April 11 (Assignment)
4	January 29 January 31 March 4 March 5 March 7 April 2 April 4 April 8 April 9 April 22	Unit IV Content: Radio as a mass medium, Public Service Broadcasting, The Indian Radio scenario – All India Radio to Private FM broadcasting, Campus Radio, Community Radio, Issue of News and current affairs in private radio	Teacher Dr. Bala Lakhendra	TEST IV April 22

Textbooks

1. Parthasarathi, R. (1989). *Journalism in India*. Sterling Publishers.
2. Singhal, Arvind & Roger, Everett M. (2001). *India's Communication Revolution: From Bullock Carts to Cyber Marts*. Sage Publications.

References

1. Poe, Marshal T. (2011). *History of Communications: Media, society from evolution of speech to the Internet*. Cambridge University Press.

2. Kovarik, B. (2011). *Revolutions in Communication: Media History from Gutenberg to the Digital Age*, The Continuum International Publishing Group, New York.
3. Brigs, A. (2008). *Social history of the Media: From Gutenberg to Internet*, Third Edition. Polity press.

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- **Students are requested to submit their assignments directly to the concerned faculty after the CBCT class hours.**
- **Students are required to maintain a minimum of 90% attendance.**
- **Mid- term and End- term examination dates will be declared later.**