

GE - History

MEDIA IN HISTORY

Credit distribution, Eligibility and Pre-requisites of the Course

Course title & Code	Credits	Credit distribution of the course			Eligibility criteria	Pre-requisite of the course
		Lecture	Tutorial	Practical/ Practice		
Media in History	4	3	1	0		

Print media – Radio Transmission – The Cinematic Turn – Television and Digital Media

Learning Objectives:

The course will apprise the students with the elementary outlines of the history of media in India, from its beginnings to contemporary times. The different forms of media – Print, Audio-Visual and Electronic – the modes and methods will be discussed, and the potent ways in which technology and larger socio-political and economic trends intersected will be highlighted.

Learning Outcomes:

Upon successful completion of the course, students will be able to:

- Delineate the historical context within which the beginnings of each media platform can be understood.
- Analyze the state's attempts to control and organize media output through laws and policies.
- Explain the conjunctures of technological breakthroughs, advances and larger socio-economic and political matrices.
- Better appreciate the trends in media production, and its efforts in engaging with current ideological and socio-political issues.

Course Content

Unit I: Forms and Contexts

1. Introduction – Types of media to be studied and their unique Indian context and adaptation
2. Significance and impact of media in history

Unit II: Press/Print media

1. Press censorship in British India; Vernacular Press Act

2. Role of the Indian press in the freedom movement; views of Leaders,
3. Press in India after independence: The Press Commissions, Contemporary Opportunities and Challenges

Unit III: Radio Transmission

1. Radio Transmission in Colonial India – Foundation, Inter-war years; AIR Programming, Expansion and broadening of listenership base
2. Establishment and Expansion of Akashvani after 1947 – The Keskar years; Classical vs. Popular; Radio Ceylon and Vividh Bharati
3. Government Policies and Bandwidth matters since the 1970s – end of License Raj; FM Radio Wave; Community Radio; Podcasts

Unit IV: The Cinematic Turn

1. Cinema during Colonial Period - Silent Era, Genres and Censorship
2. Post-Independence Cinema till 1980s- Nation Building, Mainstream cinema and Parallel Cinema
3. Era of Liberalization, Globalization and Privatization- Changes in Production, Distribution and Exhibition, Experimental Cinema

Unit V: Studying Television and Digital Media

1. Television in India-The Doordarshan era- Entertainment, Infotainment
2. Rise of the Satellite TV – Soap Operas and 24x7 News, Changes and Effects.
3. Digital Media - Effects of Digital Media-Privacy and Surveillance, Misinformation and Disinformation

Essential Readings and Unit-Wise Teaching Outcomes:

Unit I: As the introductory unit, the focus will be on types of media to be studied and their unique Indian context and adaptations. The cross-fertilization between the terrains of technology, circulation of ideas, means and methods of propagation, and patterns of patronage, production and consumption can be elucidated.

- Sarkar, S. 2015. Modern Times: India 1880s to 1950s: Environment, Economy, Culture. New Delhi: Orient Blackswan.
- Khanna, A. 2019. Words. Sounds. Images: A History of Media and Entertainment in India. New Delhi: Harper Collins.
- Chatterjee, K, 2020. Media and Nation Building in Twentieth-Century India: Life and Times of Ramananda Chatterjee. New Delhi: Routledge.

Unit II This unit will give a broad historical overview of the coming of the printing press in the Indian Subcontinent, and discuss aspects of book production under colonial conditions. It aims to make a historical assessment of how Indian readers consume printed contents through well-chosen case studies.

- Robert Darnton (2002) “Book Production in British India, 1850-1900” Book History, vol. 5, pp. 239-262.
- A.R. Venkatachalapathy (2012) The Province of the Book, Ranikhet: Permanent Black, “Readers, Reading practices, modes of reading” (chapter 7).