



BHARATI VIDYAPEETH'S

INSTITUTE OF COMPUTER APPLICATIONS & MANAGEMENT (BVICAM)
 (Affiliated to Guru Gobind Singh Indraprastha University, Approved by AICTE, New Delhi)
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Lesson Plan Version 10.0

Course: BA (JMC) 304 - GLOBAL MEDIA: AN OVERVIEW		
BA (JMC) 6th Semester	No. of Theory Hours per Week: 04	No. of Practical Hours per Week: 0

Course Outcome (CO):

COs for Theory (BA (JMC) 210):	
CO1	Explore global communication system and information flow. (BTL4)
CO2	Function as an effective media professional in changing ecosystem of global media. (BTL4)
CO3	Elaborate global satellite system and the role of Indian news agencies. (BTL6)
CO4	Analyse major media concerns in the contemporay environment. (BTL4)
CO5	Demonstrate communication aspects of journalism in new information age. (BTL3)

Recommended Books:

Books	S. N.	Details of the Books
Text Books	1.	Artz.L.,&Kamalipour, Y. R. (2003). The Globalization of Corporate Media Hegemony. Albany: State University of New York Press.
	2.	Kumar.K.J (2019)Mass Communication In India, Kindle Edition
	3.	Herman, E. S., &McChesney, R. W. (1997). The Global Media: The New Missionaries of Corporate Capitalism. London: Cassell.
	4.	Merrill, J. C., & S., D. B. (2003). Global Journalism: Topical issues and Media Systems. Stellenbosch: US Printers.
Reference Books	1.	P. Ghosh (2013). International Relation, PHI Learning Pvt Limited

Lecture No.	Topics / Concepts to be Covered	Reference of the Book and its Chapter
UNIT – I		
1.	Global Communication: North-South Divide	TB 2 [Chapter 8]
2.	Domination of Transnational News Agencies	TB 2 [Chapter 8]
3.	Barriers to the flow of News and Information	TB 2 [Chapter 2,3]
4.	MacBride Commission: Recommendations for NWICO	TB 2 [Chapter 9]
5.	Media and Cultural Hegemony	TB 1 [Chapter 1]
6.	Globalization and Localization of Media	TB 1 TB2 [Chapter 12, 11]
7.	Media Ownership and Concentration	TB 2 [Chapter 1]

Lecture No.	Topics / Concepts to be Covered	Reference of the Book and its Chapter
8.	Impact of Social Media on Information Flow	TB 2 [Chapter 5]
9.	Media Literacy and Information Verification	TB 2 [Chapter 12]
10.	Media Literacy and Information Verification	TB 1 [Chapter 12]
11.	Digital Divide: Access to Information in the Global South	TB 1 , 2[Chapter 13]
12.	Citizen Journalism and its Role in Information Dissemination	TB 3 [Chapter 4]
13.	Ethics in Global Communication	TB 1 [Chapter 1, 2,3]
14.	Buffer Reserved for Revision	
UNIT – II		
15.	Media Imperialism & Localisation of Global Media	TB 1 [Chapter 3]
16.	Media Imperialism & Localisation of Global Media	TB 1 [Chapter 3]
17.	Media Imperialism & Localisation of Global Media	TB 1 [Chapter 3]
18.	NEWSCORP	TB 2 [Chapter 7]
19.	DISNEY AOL-TIME WARNER	TB 2 [Chapter 7]
20.	VIACOM	TB 2 [Chapter 7]
21.	Star Network	TB 2 [Chapter 7]
22.	Global Television and Cultural Imperialism: CNN and MTV	TB 1 [Chapter 8]
23.	Global Television and Cultural Imperialism: CNN and MTV	TB 1 [Chapter 8]
24.	Global Television and Cultural Imperialism: CNN and MTV	TB 1 [Chapter 11]
25.	International Practices on Visual Coverage and Regulations in Media Exchange	TB 1 [Chapter 11]
26.	International Practices on Visual Coverage and Regulations in Media Exchange	TB 1 [Chapter 11]
27.	International Practices on Visual Coverage and Regulations in Media Exchange	TB 1 [Chapter 11]
28.	Buffer Reserved for Revision	
UNIT – III		
29.	News Agencies in India: PTI, UNI, IANS, ANI, Hindustan	TB 2 [Chapter 5]
30.	Developing a Communication Strategy	TB 2 [Chapter 9]

Lecture No.	Topics / Concepts to be Covered	Reference of the Book and its Chapter
31.	Evolution of Indian Print Media	TB 2 [Chapter 1]
32.	Growth of Broadcast Media in India	TB 2 [Chapter 10]
33.	Rise of Digital Media in India	TB 2 [Chapter 13,14]
34.	Regional Media and Cultural Diversity	TB 2 [Chapter 12]
35.	Indian Media Ethics and Regulations	TB 2 [Chapter 12]
36.	Impact of Social Media on Indian Society	TB 2 [Chapter 10,11,12]
37.	Regional Media and Cultural Diversity	TB 1 [Chapter 10,11,12]
38.	Buffer Reserved for Revision	
UNIT - IV		
39.	Reporting International Issues and Conflicts	TB 1 TB 2 [Chapter 1. 13]
40.	Media Conglomerates and Monopolies	TB 1 [Chapter 5]
41.	Media Consolidation and its Effects	TB 1 [Chapter 5]
42.	Media Ownership and Political Influence	TB 1 TB 2 [Chapter 1, 12]
43.	Social Media, Fake News, and Misinformation	TB 2 [Chapter 8]
44.	Challenges of Media Regulation in a Global Context	TB 1 TB 2 [Chapter 1, 12]
45.	Media Literacy and Digital Citizenship	TB 2 [Chapter 9]
46.	Bollywood and its Global Influence	TB 1 [Chapter 8, 11, 12]
47.	Media and Social Movements	TB 1 TB 2 [Chapter 19,10 13]
48.	The Role of Media in Addressing Global Challenges	TB 1 [Chapter 11]
49.	Media's Responsibility in Promoting a Sustainable Future	TB 1 TB 2 [Chapter 1,9, 10 13]
50.	Buffer Reserved for Revision	

Testing Schedule:

Nature of Test	August	September	October	November
Surprise Test (ST)	ST in any of the Weeks	-	-	-

Nature of Test	August	September	October	November
Mid Term Test (MT)	-	MT in 2nd / 3 rd Week	-	-
Class Test (CT)	-	-	CT in any of the Weeks	-
Supplementary Test (Sp.T)	-	-	-	Sp. T in 1 st week
Assignment Submission Schedule	<p>Assignment-1 is to be submitted One Week after completion of Unit-1 and Unit-2.</p> <p>Assignment-2 is to be submitted One Week after completion of Unit-3.</p> <p>Assignment-3 is to be submitted One Week after completion of Unit-4.</p>			

Suggested Topics for Presentation:

S. No.	Suggested Topics for Presentation
1.	The North-South Divide in Global Communication: Historical Perspectives and Current Implications.
2.	Overcoming Barriers to the Flow of News and Information: Challenges and Solutions.
3.	Globalization vs. Localization of Media: Balancing Global and Local Perspectives.
4.	Bridging the Digital Divide: Addressing Information Access Disparities in Developing Countries.
5.	The Rise of Citizen Journalism: Its Impact on News Reporting and Democratic Discourse.
6.	Global Television and Cultural Imperialism: The Influence of CNN and MTV on Global Audiences.
7.	Media, Advertising, and Consumerism: How Advertisements Influence Global Consumer Behavior.
8.	The Rise of Digital Media in India: The Impact of the Internet and Social Media Platforms.
9.	The Impact of Social Media on Indian Society: Opportunities and Challenges.
10.	Challenges of Media Regulation in a Global Context: Balancing Freedom of Expression and Responsible Media.

Suggested Topics for Group Discussion:

S. No.	Suggested Topics for Group Discussion
1.	Social Media and Its Impact on Mental Health
2.	Ethical Dilemmas in Journalism
3.	Media Censorship: Balancing Freedom of Expression and Responsible Reporting
4.	Globalization vs. Cultural Preservation
5.	Media Literacy: Navigating the Age of Misinformation
6.	The Future of Traditional Media in the Digital Age
7.	The Influence of Celebrity Culture on Society
8.	Media Literacy in Education: Integrating Critical Thinking Skills