

GLOBAL MEDIA: AN OVERVIEW

COURSE CODE: BA (JMC) 304	L: 4	T/P:0	CREDITS: 4
External Evaluation: 75 Marks	Internal Evaluation: 25		Total Marks: 100

Objectives of the Course

On completion of this course, the student should be able to:

1. describe the global communication system post World War II
2. explain the changing trends in global information flow
3. utilize knowledge gained to analyse major media concerns for India

Course Outcomes:

1. Explore global communication system and information flow.
2. Function as an effective media professional in changing ecosystem of global media.
3. Elaborate global satellite system and the role of Indian news agencies.
4. Analyse major media concerns in the contemporary environment.
5. Demonstrate communication aspects of journalism in new information age.

Unit I: [Global Communication: Struggle for Balance of Information Flow]

L: 12

1. Global Communication: North-South Divide
2. Domination of Transnational News Agencies: BBC, AP, AFP, Reuters, ITAR-TASS & UPI
3. Barriers to the flow of News and Information
4. MacBride Commission: Recommendations for NWICO

Unit II: [Global Communication Giants]

L: 12

1. Media Imperialism & Localisation of Global Media
2. International Multimedia Giants: NEWSORP, DISNEY, AOL-TIMEWARNER, VIACOM, Star Network
3. Global Television and Cultural Imperialism: CNN and MTV
4. International Practices on Visual Coverage and Regulations in Media Exchange

Unit III: [Indian Media]

L: 12

1. News Agencies: PTI, UNI, IANS, ANI, Hindustan Samachar
2. Government & Private Sector Media Conglomerates
3. Entertainment: Local, Global and Hybrid
4. Global Satellite System: Cable & Satellite TV (C&S), Direct-To- Home (DTH), Internet Protocol TV (IPTV)
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Unit IV: [Global Media & Market Forces]

L: 12

1. Reporting International Issues and Conflicts
2. Media Conglomerates and Monopolies
3. Democratizing Communication; Vertical to Horizontal Communication through Internet Journalism
4. Global Challenges in the New Information Age

Suggested Readings:

1. Artz, L., &Kamalipour, Y. R. (2003). The Globalization of Corporate Media Hegemony. Albany: State University of New York Press.
2. Herman, E. S., &McChesney, R. W. (1997). The Global Media: The New Missionaries of Corporate Capitalism. London: Cassell.
3. Merrill, J. C., & S., D. B. (2003). Global Journalism: Topical issues and Media Systems. Stellenbosch: US Printers.
1. P. Ghosh (2013). International Relation, PHI Learning Pvt Limited