

## **Semester V**

### **Global Media and Politics**

**Objective:** Through this course the students will understand the interplay of various sociopolitical factors in news dissemination in international media. The contents of this paper also

focus on the role of contemporary international media conglomerates on global culture.

#### **Unit I-Media and international communication**

The advent of popular media- a brief overview

Propaganda in the inter-war years: Nazi Propaganda

Radio and international communication

#### **Unit II-Media and super power rivalry**

Media during the Cold War, Vietnam War, Disintegration of USSR;

Radio free Europe, Radio Liberty and Voice of America

Communication debates: NWICO, McBride Commission and UNESCO

Unequal development and Third World concerns: North-South, Rich – Poor

#### **Unit III-Global Conflict and Global Media**

World Wars and Media Coverage post 1990: Rise of Al Jazeera

The Gulf Wars: CNN's satellite transmission, embedded Journalism

9/11 and implications for the media

#### **Unit IV: Media and Cultural Globalization**

Cultural Imperialism, Cultural politics: media hegemony and

Global cultures, homogenization, the English language

Local/Global, Local/Hybrid

#### **Unit V: Media and the Global Market**

Discourses of globalization: barrier-free economy, multinationals, digital divide

Media conglomerates and monopolies: Ted Turner/Rupert Murdoch

Global and regional integrations: Zee TV as a Pan-Indian Channel; Bollywood

Entertainment:

Local adaptations of global programmes: KBC/Big Boss etc.