

Curriculum Plan: Mamta, Assistant Professor, Department of Journalism
Year 2022 (Odd Semester)
B.A. (H) Journalism (Semester V)

Name of Paper and Code	Allocation of Lectures	Month wise Schedule followed by Department	Tutorial/ Assignment/Presentation, etc
C11 Global Media and Politics			
Unit 1: 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, Voice of America Communication debates: NWICO, McBride Commission and UNESCO Unequal development and Third World concerns: North-South, Rich – Poor	30	20 July - August	1. Screening of documentaries on propaganda, Cold War and Vietnam War 2. Assignments and presentations on Nazi propaganda and its techniques 3. Quiz on Nazi & Cold war propaganda 4. Screening of documentaries on NWICO and MacBride Commission
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	20	September	1. Assignment on the domination of world news agencies and demand for NWICO 2. Screening of documentaries on Gulf Wars
Unit IV: Media and Cultural Globalization Cultural Imperialism, Cultural politics: media hegemony and Global cultures, homogenization, the English language Local/Global, Local/Hybrid	17	October	1. Assignments on role of media in Gulf war 2. Presentations on Globalization and Glocalization
Unit V: Media and the Global market Discourses of Globalisation: barrier-free economy, multinationals, technological developments, 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/Others	20	November	Case Studies of Conglomerates, political economy and flow of international news