

Course Planner

DSC 3: History of the Media

Teachers: Dr Manisha Tomar, Ms Mamta and Ms Bharti

Unit	Lecture	Activity
UNIT I: History of Print Media <ul style="list-style-type: none">• Print revolution and telegraph• Yellow Journalism, Evolution of Press in United States and Great Britain• History of the Press in India: Colonial Period, National Freedom Movement• Gandhi and Ambedkar as Journalists and Communicators• Emergency and Post Emergency Era	15	Discussion in Print media and historical Perspective
UNIT II: Beginnings of Sound Media <ul style="list-style-type: none">• The coming of Gramophone• Early history of Radio in India• Evolution of AIR Programming• Patterns of State Control; the Demand for Autonomy• FM: Radio Privatization	15	Presentation on Sound Media
UNIT III: Visual Media <ul style="list-style-type: none">• The early years of Photography and Cinema• The coming of Television and the State's Development Agenda• Commercialization of Programming (1980s)• Invasion from the Skies: The coming of transnational television (1990s)• Formation of Prasar Bharati	18	Expert Lecture on Visual Media