PSS 504: MEDIA, POLITICAL COMMUNICATION AND POLITICS

Course objectives:

1. To introduce students to concepts and dynamics of Media, Political Communication and Politics
   Skill 2. To enable students to comprehend the changing trends in Media, Political Communication and its impact on society and politics
   skill 3. To enable the students to grasp the linkages between democratic and political Communication
   mployability 4. To arouse interest among students on Media as a Career option

Course outcome:

The course will equip students to-

1. Develop a nuanced understanding of the importance, operation and impact of Political communication
   skill 2. Develop a capacity to critically evaluate the uses and effects of media on societal and political processes.
   Skill 3. Develops a keen understanding of the political, legal and ethical issues involved in Media –Society– Politics interaction.
   mployability 4. Intellectually handle the responsibilities as a Journalist/ Media person or in Press or information related tasks

UNIT 1:   **Framework**

1.1   Media, Political Communication and Politics: Introduction and Importance

1.2   Contending theories - System, Authoritarian, Libertarian, Media Development, Normative and Social responsibility

1.3   Kinds of Communication - Intra-personal, Interpersonal and Mass Mediated

1.4   Media and Political Communication - Changing Social and Political context

UNIT 2:   **Media and Politics**

2.1   Media, Political Communication and Agenda Setting, Priming, Framing

2.2   Media, Political Communication, Society - Interface

2.3   Media and politics: Print and Electronic; Blogs and Social networks, Digital Communication

2.4   Factors in Political Communication- Transmission, Medium, Reception

UNIT 3:   **Democracy and Media**

3.1   Freedom of speech and Expression and Media; PCI Act (1978); Public sphere, Public opinion and Political participation

3.2   Political Communication, Political Socialization and Political Behaviour

3.3   Media and policy making - Process and Impact; RTI

3.4   Democracy and Media - A critique

UNIT 4:   **Media, Political Communication and Socio-political process**

4.1   Interest articulation and Media - Social movement's; Farmers, Women, SC/ST's, LGBT

4.2   Political Communication and Political Parties, Elections

4.3   Media and Ethics, Free and paid News, Freedom of Press vs. National Security, Cyber Crime

4.4   Challenges to Political Communication