

Third Year B.A

Paper IV: History of Indian Media

Unit –I

Evolution of newspapers in India – First Indian newspaper, Press during Pre and post - independent era, news agencies in India, Language press in India, Kannada Press - development and trends, Contemporary Kannada dailies and Magazines, Karnataka Media academy

Unit –II

Evolution of magazines in India, types of Magazines – Women, Children, Sports, News magazines, Film, Business magazines

Unit –III

Growth and development of radio in India, All India Radio, Vividh Bharathi Service, Prasar Bharathi Corporation, FM and Community Radios in India

Unit –IV

Evolution of TV in India, Doordarshan programmes, Satellite TV channels, 24x7 news channels, Cable TV

Unit –V

Evolution of cinema in India, New Cinema, Regional cinema, eminent film directors in Hindi and Kannada Film Industry

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