PSS 504: MEDIA, POLITICAL COMMUNICATION AND POLITICS

Course objectives:
1. *To introduce students to concepts and dynamics of Media, Political Communication and Politics*
2. *To enable students to comprehend the changing trends in Media, Political Communication and its impact on society and politics*
3. *To enable the students to grasp the linkages between democratic and political Communication*
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*
2. *Develop a capacity to critically evaluate the uses and effects of media on societal and political processes.*
3. *Develops a keen understanding of the political, legal and ethical issues involved in Media –Society – Politics interaction.*
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

Basic Readings:

1. Black and Bryant.,*Introduction to Mass Communication*, New York: William Brown publication 1992.
2. Chaturvedi B. K*., Media Management*, New Delhi: Global Vision Pub House., 2009
3. Davis, Aeron., *Political Communication: A New introduction for Crisis Times,* Cambridge: Polity Press, 2019
4. Lilleker G. Darren., *Key Concepts in Political Communication*, New Delhi: Sage 2006
5. Foster, Steven.,*Political Communication- Politics Study Guides*, Edinburgh: Edinburgh University Press, 2010.
6. Mcnair, Brian., *An introduction to Political Communication*, London: Routledge, 1995
7. Watts, Duncan.,*Political Communication today*, New York: Manchester University Press, 1997.
8. Narula, Uma.,*Communication Models* , New Delhi: Atlantic Publishers, 2006.
9. Savigny, Heather., Political *Communication: A Critical Introduction,* London: Macmillan, 2017.

Suggested Readings:

1. Ahuja B. N., *History of Indian Press – Growth of Newspaper in India*, New Delhi: Surjith Publications, 1988
2. Bhargava, Motilal.,*Role of Press in the Freedom Movement*, New Delhi: Reliance, 1987.
3. Burton, Graeme.,*Media and Society – Critical perspectives*, New York: McGraw-Hill, 2010.
4. Curran, James*., Mass Media and Society(5th Ed*), London: Hodder Education, 2010.
5. DeSouza, Peter., and Sridharan, E*., India's political parties*, New Delhi: Sage, 2012
6. Denis, McQuail., MassCommunicationTheory, New Delhi: Sage, 2004
7. Flew, Terry., *New Media: An Introduction*, Oxford: Oxford Higher Education, 3rd, 2007
8. GuhaThakurta, Paranjoy.,*Media Ethics: Truth, Fairness and Objectivity*, $2^{nd}ed,$ New Delhi: OUP, 2011.
9. Hague,B&Loader.B., *Digital Democracy, Discourse and Decision making in the information age*, New York: Routledge, 1999.
10. Iyengar,S., *Is any one responsible? How Television frames political issues,* Chicago: University of
11. Chicago Press, 1991.
12. Jacobs, Norman., *Mass Media in Modern Society*, New Jersey: Transaction Publishers,1992
13. Kumar, J. Keval., *Mass communication in India*, New Delhi: Jaico Publishing House, 2004.
14. Louw, Eric., *Media and Political Process*, New Delhi: Sage, 2010
15. McQuail, D.,ed., Mass *Communication. Vol. I, II, III & IV*. New Delhi: Sage Publications, 2007.
16. Rao. M Chalapati., *The Press in India*, New Delhi: National Book Trust, 1974
17. Rajgopal, Arvind., (ed). *Indian Public Sphere: Readings in Media History,* New Delhi: Oxford University Press, 2009.
18. Singhal, A. & Rogers, E M. *India's Communication Revolution: From Bullock Carts to Cyber Marts,* New Delhi: Sage Publications,2001
19. Sarangi, Asha.,*language and politics in India*, New Delhi: Oxford, 2009.
20. Trottier, Daniel., and Fuchs, Christian., (Ed), *Social Media, Politics and the State, Protests, Revolutions, Riots, Crime and Policing in the Age of Facebook, Twitter and YouTube*, New York: Routledge Research in Information Technology and Society, 2015