

AC – 20.04.2024
Item No. – 5.5 (N) Sem II (15a)

As Per NEP 2020

University of Mumbai



Syllabus for Basket of Minor	
Board of Studies in Mass Media	
UG First Year Programme	
Semester II	
Title of Paper	Credits
HISTORY OF MEDIA	02
From the Academic Year	2024-2025

HISTORY OF MEDIA

Sr. No.	Heading	Particulars
1	Description the course: Including but Not limited to:	History of Media is an introductory paper that provides learners with an outlook on the evolution of different types of mass media, its formats and its relevance.
2	Vertical:	Minor
3	Type:	Theory
4	Credit:	2
5	Hours Allotted:	30 Hours
6	Marks Allotted:	50 Marks
7	Course Objectives: (List some of the course objectives) <ol style="list-style-type: none"> 1. To trace the chronological development of various forms of Media 2. To understand key technological innovations in media history and their impact 3. To evaluate the impact of media on society, politics, and culture at different points in history. 	
8	Course Outcomes: (List some of the course outcomes) <ol style="list-style-type: none"> 4. Learner will be able to understand Media history through key events in the cultural history 5. To enable the learner to understand the major developments in media history. 6. To understand the history and role of professionals in shaping communications. 7. To understand the values that shaped and continues to influence Indian mass media. 8. Learner will develop the ability to think and analyze about media. 9. To sharpen the reading, writing, speaking and listening skills that will help the students to understand the development of Media 	

9	Modules:- Per credit One module can be created
	Module 1: EVOLUTION OF PRESS IN INDIA
	<ul style="list-style-type: none"> a. Newspaper – the rise of the voice of India during British rule b. India’s Freedom Struggle and Role of Media c. Independence and rise of Newspapers, Newspapers – a social aspect for freedom struggle, PRESS ACTS of India d. Press during the Emergency Period e. Rise of Hindi Language newspapers f. Regional Press and its popularity of Indian regional languages in various regions
	Module 2: MARKETING COMMUNICATION AND ADVERTISING
	<ul style="list-style-type: none"> a. Introduction to marketing communication in India b. Social norms, values, and traditions influencing advertising and branding c. Advertising in pre-independence era d. Emergence of advertising agencies e. Impact of Liberalization and Globalization f. Emergence of Indian brands
	Module 3: HISTORY OF DOCUMENTARIES AND FILMS
	<ul style="list-style-type: none"> a. Genesis of documentaries and short films, (screening of few documentaries is essential- like Hindustan Hamara, Zalzalaa, The Vanishing Tribe) Role of Documentarians - P V Pathy, D G Tendulkar ,H S Hirlekar, Paul Zils and FaliBillimoria Anandpatwardhan, b. Evolution of film making in India -brief history, Photography to moving films c. Origin of Hindi cinema d. Origin of Short films to what it is today, role of you tube and WhatsApp e. Great masters of world cinema
	Module 4: HISTORY OF RADIO AND TELEVISION IN INDIA
	<ul style="list-style-type: none"> a. Radio & Television as Mass Media b. Radio and Television Broadcasting c. The beginning of Radio and Television Shows <ul style="list-style-type: none"> ● A New Era in Broadcasting in India ● Satellite Television & Privatization in Broadcasting ● Advertising in India d. Internet Protocol Television

10	<p>Text Books:</p> <ol style="list-style-type: none"> 1. MASS COMMUNICATION IN INDIA PAPERBACK – BY KEVAL J. KUMAR 2. JOURNALISM IN INDIA: HISTORY, GROWTH, DEVELOPMENT BY K. C. SHARMA 3. MEDIA’S SHIFTING TERRAIN: FIVE YEARS THAT TRANSFORMED THE WAY INDIA COMMUNICATES BY PAMELA PHILIPOSE 4. INDIAN NEWS MEDIA: FROM OBSERVER TO PARTICIPANT BY USHA M. RODRIGUES & MAYA RANGANATHAN 5. <u>DOCUMENTARY FILMS AND INDIAN AWAKEN</u> BY JAGMOHAN, PUBLICATIONS DIVISIONS MINISTRY OF BROADCASTING AND INFORMATION, GOVERNMENT OF INDIA 6. HISTORY OF INDIAN CINEMA PAPERBACK – 1 JAN 2012 BY RENU SARAN 7. HISTORY OF BROADCASTING IN INDIA BY DR. P. THANGAMANI 8. INDIA ON TELEVISION BY NALIN MEHTA(HARPER COLLINS PUBLISHERS) 9. PRESS IN INDIA: NEW HISTORY HARDCOVER – 1 AUG 1995 BY G.S.C. RAGUAVAN 10. COMMUNICATION IN HISTORY: STONE AGE SYMBOLS TO SOCIAL MEDIA BY DAVID CROWLEY (AUTHOR), PETER URQUHART (AUTHOR), PAUL HEYER (AUTHOR) 	
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12	<p>Internal Continuous Assessment: 40%</p>	<p>External, Semester End Examination 60% Individual Passing in Internal and External Examination</p>

13	<p>Continuous Evaluation through:</p> <p>Quizzes, Class Tests, presentation, project, role play, creative writing, assignment etc. (at least 3)</p>	<ol style="list-style-type: none"> 1. PROJECTS/ ASSIGNMENTS 2. ORAL & PRACTICAL PRESENTATIONS 3. GROUP INTERACTIONS 4. DEBATES & DISCUSSIONS 5. QUIZ <p>(Screening of Short Films and Documentaries are to done in the classroom with history being discussed)</p>															
14	<p>Format of Question Paper: for the final examination</p> <p>Question.1 is compulsory. Attempt any 1 from Q2. And Q3. Each question carries 15 Marks</p> <table border="1" data-bbox="224 877 1414 1150"> <thead> <tr> <th>Question No</th> <th>Questions</th> <th>Marks</th> </tr> </thead> <tbody> <tr> <td>Q 1</td> <td>Practical/ Case study</td> <td>15</td> </tr> <tr> <td>Q 2</td> <td>Practical/ Theory</td> <td>15</td> </tr> <tr> <td>Q 3</td> <td>Practical/ Theory</td> <td>15</td> </tr> <tr> <td></td> <td>TOTAL</td> <td>30</td> </tr> </tbody> </table> <p>Note:</p> <ol style="list-style-type: none"> 1. Equal Weightage is to be given to all the modules. 2. Internal option shall be given in Q1. 3. 15 marks question may subdivide into 7.5 marks each. Internal option shall be given, i.e attempt any two out of three. For direct 15 Marks question option should be given. Attempt any one out of two. 4. Use of simple calculator is allowed in the examination. <p>Wherever possible more importance is to be given to the practical problems.</p>		Question No	Questions	Marks	Q 1	Practical/ Case study	15	Q 2	Practical/ Theory	15	Q 3	Practical/ Theory	15		TOTAL	30
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Sign of the BOS Chairman
Dr. Navita Kulkarni
BoS in Mass Media

Sign of the
Offg. Associate Dean
Prof. Suchitra Naik
Humanities

Sign of the Offg. Dean
Dr. Anil Singh
Humanities