

Teaching Manual
Department of Mass Communication & New Media
Central University of Jammu

Course No: MCNM-104

Title: Contemporary Issues and Concerns in Media

Total Credits: 4

Total Lectures- 55

	Day/ Week	Title of Topic to be taught	No. of Hours/ Days per topic	Suggestive Readings
Ist Week	I	Public Opinion and Democracy: James Bryce and Walter Lippmann Media Culture and Cultural Product	4 Lectures	Kumar, J Keval (2015),Mass Communication in India, Jaico Publication, New Delhi
	II			
	III			
	IV			
	V	Contemporary Issues Discussion	1 Hour	
IInd Week	I	Media Organization, Media Content and Effect of Market Cultural Integration and Cultural Pollution	4 Lectures	McQuail, Dennis ed.2000,McQuail's Mass Communication Theory, Sage,N Delhi Debord, G. 1967. The Society of the Spectacle. Black and Red: Detroit
	II			
	III			
	IV			
	V	Seminar/ Assessment	1 Hour	
IIIrd Week	I	Media Ownership patterns Concentration in Media: Duopoly, Oligopoly and Monopoly	4 Lectures	Raghavan, G.N.S(1994) The Press in India :A New History, Gyan Publishing, New Delhi Kumar ,J Keval (2015),Mass Communication in India, Jaico Publication, New Delhi
	II			
	III			
	IV			
	V	Contemporary Issues Discussion	1 Hour	

	Day/ Week	Title of Topic to be taught	No. of Hours/ Days per topic	Suggestive Readings
IVth Week	I	Cross Media Holding and its Regulation	4 Lectures	Natrajan .J, History of Indian Journalism , Publication Division,N.Delhi Durham, Meenakshi G and Douglas M. Kellner. 2001, Media and Cultural Studies: Keywords , Blackwell: Oxford
	II			
	III			
	IV	Political Alliance of Media		
	V	Seminar or Discussion	1 Hour	
Vth Week	I	Politics, Economics and Sociology of News	4 Lectures	Garnham, Nicholas. 1990, Capitalism and Communication : Global Culture and the Economics of Information, Sage: New Delhi
	II			
	III			
	IV	Making sense of News, Paid news syndrome		
	V	Seminars/Presentati on	1 Hour	
VIth Week	I	Fragmentation of Audience	4 Lectures	Kumar ,J Keval (2015),Mass Communication in India, Jaico Publication, New Delhi
	II			
	III			
	IV	Journalism: Issues and Contemporary Debates		
	V	Seminar/ Assessment	1 Hour	
VIIth Week	I	Future of News and Journalism	4 Lectures	M.V. Kamath, The Journalists Handbook, Vikas Publishing House, New Delhi, 1995 Media and Conflict: Framing Issues, Making Policy, Shaping Opinions Hardcover by Eytan Gilboa
	II			
	III			
	IV	Media, War and Conflict		
	V	Seminar/ Assessment	1 Hour	

VIIIth Week	I	Conflict: External and Internal Local, National and International Media during Conflict	4 Lectures	Media and Conflict: Framing Issues, Making Policy, Shaping Opinions Hardcover by Eytan Gilboa
	II			
	III			
	IV			
	V	Seminar/ Assessment	1 Hour	
IXth Week	I	National Media and Challenges of Conflict Reporting Peace Journalism	4 Lectures	Kumar, J Keval (2015), Mass Communication in India, Jaico Publication, New Delhi Lynch, Jake, Peace Journalism, Hawthorn Press, 2005
	II			
	III			
	IV			
	V	Seminar/ Assessment	1 Hour	
Xth Week	I	Media and Society Human Rights and Media	4 Lectures	Aggarwal, Vir Bala, Media and Society: Challenges and Opportunities, Concept Publishing, 2002, New Delhi
	II			
	III			
	IV			
	V	Presentation	1 Hour	
XIth Week	I	Media and Gender, Religion, Culture Media and Ecology	4 Lectures	Aggarwal, Vir Bala, Media and Society: Challenges and Opportunities, Concept Publishing, 2002, New Delhi
	II			
	III			
	IV			
	V	Seminar/ Assessment	1 Hour	

❖ One tutorial per week will be taken by concerned faculty as per the availability of classes.