



INSTITUTE OF DISTANCE EDUCATION  
**JIWAJI UNIVERSITY**  
Gwalior, MP

PAPER-II

# **DEVELOPMENT OF MEDIA**



# DEVELOPMENT OF MEDIA

Paper II



SCHOOL OF STUDIES IN DISTANCE EDUCATION

**JIWAJI UNIVERSITY**

Gwalior, MP

INDIA

# Syllabus

## Development of Media

|               |  |
|---------------|--|
| <b>UNIT 1</b> | <ul style="list-style-type: none"><li>● Print: Language and society development of language as a vehicle of communication invention of printing press and paper pioneer publications in Europe and USA</li><li>● Early communication systems in India- development of printing – early efforts to publish newspapers in different parts of India.</li><li>● Newspapers and magazines in the nineteenth century – first war of Indian Independence and the press – issues of freedom, both political freedom and press freedom.</li><li>● Birth of the Indian language press – contribution of Raja Ram Mohan Roy; birth of the Indian news agencies.</li><li>● The Indian press and freedom movement – Mahatma Gandhi and his journalism; social, political and economic issues before Independence and the Indian press; historical development of important newspapers and magazines in English; important personalities of Indian journalism.</li></ul> |
| <b>UNIT 2</b> | <ul style="list-style-type: none"><li>● Radio: Development of radio as a medium of mass communication – technology innovations; history of radio in India – radio as an instrument of propaganda during the World War II.</li><li>● Emergence of AIR – commercial broadcasting – FM radio – state and private initiatives.</li></ul>   |
| <b>UNIT 3</b> | <ul style="list-style-type: none"><li>● Television: Development of television as a medium of mass communication – historical perspective of television in India – satellite and cable television in India.</li></ul>   |
| <b>UNIT 4</b> | <ul style="list-style-type: none"><li>● Films: Early efforts – film as a mass medium; historical development of Indian films – silent era – talkies Indian cinema after Independence; parallel cinema – commercial cinema documentaries – issues and problems of Indian cinema.</li></ul>  |
| <b>UNIT 5</b> | <ul style="list-style-type: none"><li>● Folk media: Traditional media in India – regional diversity – content – form – character – utility – evaluation – future.</li><li>● New Media: Development of new media; convergence – Internet – On line.</li></ul>   |



# Contents

- UNIT 1 The Print and Press Media
- UNIT 2 Radio, its Technology and Mass Communication
- UNIT 3 Satellite and Cable Television in India
- UNIT 4 Independent and Parallel Cinema
- UNIT 5 Future of traditional media in India





## **Jiwaji University, Gwalior**

(Established in 1964)

जीवाजी विश्वविद्यालय, ग्वालियर (स्थापना वर्ष 1964)

***NAAC Accredited 'A' Grade University***