

GENERIC ELECTIVES (GE-4): Media in History

Credit distribution, Eligibility and Pre-requisites of the Course

Course title & Code	Credits	Credit distribution of the course			Eligibility criteria	Pre-requisite of the course
		Lecture	Tutorial	Practical/Practice		
Media in History	4	3	1	0	XII Pass	Nil

Print media – Radio Transmission – The Cinematic Turn – Television and Digital Media

Learning Objectives:

The course will apprise the students with the elementary outlines of the history of media in India, from its beginnings to contemporary times. The different forms of media – Print, Audio-Visual and Electronic – the modes and methods will be discussed, and the potent ways in which technology and larger socio-political and economic trends intersected will be highlighted.

Learning Outcomes:

Upon successful completion of the course, students will be able to:

- Delineate the historical context within which the beginnings of each media platform can be understood.
- Analyze the state's attempts to control and organize media output through laws and policies.
- Explain the conjunctures of technological breakthroughs, advances and larger socio-economic and political matrices.
- Better appreciate the trends in media production, and its efforts in engaging with current ideological and socio-political issues.

Course Content

Unit I: Forms and Contexts

1. Introduction – Types of media to be studied and their unique Indian context and adaptation
2. Significance and impact of media in history

Unit II: Press/Print media

1. Press censorship in British India; Vernacular Press Act
2. Role of the Indian press in the freedom movement; views of Leaders,
3. Press in India after independence: The Press Commissions, Contemporary Opportunities and Challenges

Unit III: Radio Transmission

1. Radio Transmission in Colonial India – Foundation, Inter-war years; AIR Programming, Expansion and broadening of listenership base
2. Establishment and Expansion of Akashvani after 1947 – The Keskar years; Classical vs. Popular; Radio Ceylon and Vividh Bharati
3. Government Policies and Bandwidth matters since the 1970s – end of License Raj; FM Radio Wave; Community Radio; Podcasts

Unit IV: The Cinematic Turn

1. Cinema during Colonial Period - Silent Era, Genres and Censorship
2. Post-Independence Cinema till 1980s- Nation Building, Mainstream cinema and Parallel Cinema
3. Era of Liberalization, Globalization and Privatization- Changes in Production, Distribution and Exhibition, Experimental Cinema

Unit V: Studying Television and Digital Media

1. Television in India-The Doordarshan era- Entertainment, Infotainment
2. Rise of the Satellite TV – Soap Operas and 24x7 News, Changes and Effects.
3. Digital Media - Effects of Digital Media-Privacy and Surveillance, Misinformation and Disinformation

Essential Readings and Unit-Wise Teaching Outcomes:

Unit I: As the introductory unit, the focus will be on types of media to be studied and their unique Indian context and adaptations. The cross-fertilization between the terrains of technology, circulation of ideas, means and methods of propagation, and patterns of patronage, production and consumption can be elucidated. **(Teaching time: 2 week approx.)**

- Sarkar, S. 2015. Modern Times: India 1880s to 1950s: Environment, Economy, Culture. New Delhi: Orient Blackswan.
- Khanna, A. 2019. Words. Sounds. Images: A History of Media and Entertainment in India. New Delhi: Harper Collins.
- Chatterjee, K, 2020. Media and Nation Building in Twentieth-Century India: Life and Times of Ramananda Chatterjee. New Delhi: Routledge.

Unit II This unit will give a broad historical overview of the coming of the printing press in the Indian Subcontinent, and discuss aspects of book production under colonial conditions. It aims to make a historical assessment of how Indian readers consume printed contents through well-chosen case studies. **(Teaching time: 3 weeks approx.)**

- Robert Darnton (2002) “Book Production in British India, 1850-1900” Book History, vol. 5, pp. 239-262.
- A.R. Venkatachalapathy (2012) The Province of the Book, Ranikhet: Permanent Black, “Readers, Reading practices, modes of reading” (chapter 7).
- Krishna Murthy, Nadig (1966) Journalism - Origin Growth and Development of Indian Journalism from Ashoka to Nehru, Prasaranga, University of Mysore.
- Rao, M. Chalapathi (1974) The Press. National Book Trust, New Delhi.
- Devika Sethi. 2016. War over Words : Censorship in India, 1930-1960. Cambridge: Cambridge University Press.
- रामशरण जोशी (2012), मीडिया, मिथ और समाज, Shilpayan; First edition.
- रत्नाकर पाण्डेय, हिंदी पत्रकारिता और समाचारों की दुनिया.

- बिपिन चंद्र, मृदुला मुखर्जी, आदित्य मुखर्जी, के एन पन्नीकर, सुचेता महाजन: भारत का स्वतंत्रता संघर्ष, अध्याय आठ- प्रेस की आज़ादी के लिए संघर्ष।

Unit III: The section on Radio will help the students to understand the complex trajectories of the beginnings and development of Radio transmission in India. With its establishment in the colonial period, radio has expanded its reach and remains the most widespread popular medium of entertainment, infotainment and news across the country. The shifts in government policies, technical and programming/content related matters reflect the changing socio-political and economic milieu, and this section will acquaint the students with the same. (**Teaching Time: 3 weeks approx.**)

- Malik, K.K. Mixed Signals: Radio Broadcasting Policy in India.
- Chatterjee, P.C. Broadcasting in India
- Bandopadhyay, P.K. 2015. The Genesis and Growth of Broadcasting in India: From Lionel Fielden to the Present Day. New Delhi: B.R.Publishing Corporation Ld
- Gupta, P.S. 2001. “Radio and the Raj.” Power, Politics and the People: Studies in British Imperialism and Indian Nationalism. New Delhi: Permanent Black, pp 447-80.
- Pinkerton, A. 2008. “Radio and the Raj: Broadcasting in British India, 1920- 1940.” Journal of the Royal Asiatic Society, Vol. 18, No. 2, pp 167-91.

Unit IV: The unit will focus on the development of Indian cinema during the colonial period and afterwards. The post-independence cinema and the changes brought about in 1990s and after will also be studied. (**Teaching time: 4 weeks approx.**)

- Rangoonwala, Firoze, 75 years of Indian Cinema, Indian Book Company, Delhi, 1975
- Rangoonwala, Firoze, Bhartiya Chalchitra Ka Itihas, Rajpal & Sons, Delhi, 1975
- Kaul, Gautam, Cinema and the Indian Freedom Struggle, Sterling Publishers Pvt. Ltd., Delhi, 1999
- Vasudev, Aruna, Liberty and Licence in the Indian Cinema, Vikas Publishing House Pvt. Ltd., Delhi, 1978
- Sharma, Manoj, National Movement and Currents of Social Reform in Hindi Cinema: 1931-1947, Proceedings of Indian History Congress, Vol. 66, (2005-2006), pp.492-498, JSTOR
- Chatterji, Shoma A. Subject: Cinema, Object: Women: A Study of the Portrayal of Women in Indian Cinema, Parumita Publications, Calcutta, 1998

Unit V: The unit will focus on the development of television and spread of its programming. It will also look into the arrival of 24x7 televisions programming and viewing. Digital media will also be discussed and analyzed. (**Teaching time: 3 weeks approx**)

- Conrad, P. (2016). Television: The medium and its manners. Routledge.
- Devi, S. (2022) Media Discourse in Contemporary India: A study of select news channels. Routledge.
- Fiske, J. (2004) Reading Television. Routledge.
- Ghose, B. (2005). Doordarshan Days. Penguin/Viking
- Gray, J., & Lotz, A. D. (2019). Television Studies. John Wiley & Sons

Suggested Readings:

- Finkelstein, D. & Peers, D.M. 2000. Negotiating India in Nineteenth Century Media. London: Palgrave Macmillan

- AS Iyengar. Role of Press and Indian Freedom Struggle
- Madan Gopal. Freedom Movement & The Press : The Role of Hindi Newspapers
- Mann, M. 2017. Wiring the Nation: Telecommunication, Newspaper-Reportage, and Nation Building in British India, 1850–1930. New Delhi: Oxford University Press
- Robert Darnton (2001) “Literary Surveillance in the British Raj: The Contradictions of Liberal Imperialism”, Book History, Volume 4, 2001, pp. 133-176.
- Lelyveld, D. 1995. “Upon the Subdominant: Administering Music on All India Radio.” Social Text, Vol. 39, pp 111-27
- Kripalani, C. 2018. “All India Radio’s Glory Days and Its Search for Autonomy” in Economic and Political Weekly, Vol. 53, No. 37, pp 42-50.
- Jhingan, S. 2011. “Re-embodying the Classical: The Bombay Film Song in the 1950s” in Bioscope, Vol 2, No. 2, pp 157-79
- Vasudev, Aruna, New Indian Cinema, Delhi, MacMillan, 1986
- Thoravel, Yves, The Cinemas of India, Macmillan, Delhi, 2000
- Rini Bhattacharya Mehta & Rajeshwari V. Pandharipande ed, Bollywood and Globalisation; Indian Popular cinema: Nation and Diaspora, Anthem Press, London, 2010
- डॉ. परमवीर सिंह , भारतीय टेलिविज़न का इतिहास। एडुक्रीएशन पब्लिशिंग, (२०१७)

Note: Examination scheme and mode shall be as prescribed by the Examination Branch, University of Delhi, from time to time.