GIR 3607: Media and Politics

Course Description

This course explores the dynamic role of media in politics, particularly as it works to mould public opinion around socio-cultural debates, political institutions, and systems of power. It contextualizes key issues raised by the intersection between media and politics, focusing on the evolution of media forms, their impact on political strategies, and the transformations of political/media practices through this confluence. Through detailed readings, class discussions, seminars and written assignments, students would gain a deep understanding of the course. This course examines how media and political institutions interact to shape public thinking and debates around social and political problems, cultural norms, policies, and both media and politics themselves. The course is designed to impart training pertaining to media, to compose various media formats and to network with media organizations. Students are encouraged to take up internships in the print media, and electronic media.

Course Outcomes

On completion of the course students would be able to achieve the following course outcome;

> ➢ Develop the critical ability to analyse media politics and narratives.
> ➢ Equip students with hands-on skills needed to engage in professional journalism.
> ➢ This programme is ideal preparation for research work and employment in media, politics, communication and related fields.
> ➢ The course also empowers students to critically place and analyse media texts across a variety of spaces such as newspaper, radio, television, and social media platforms, It would help develop student competency in journalistic writing and job opportunities in media houses.

I. Introduction to Media and Politics

Role of media in politics; Media narratives & representation; Transformations in media and impact on politics; Media and State; Globalization and Media; Rise of digital activism; Online civic/political engagement.

II. Mass Media: An Overview

Historical Development of Mass Media: Functions, Advantages, and Characteristics of Mass Media.

Types of Mass Media: Traditional Media, Print Media, Electronic / Broadcasting Media, Outdoor Media, and Digital Media; Social Media.

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III. Media and Politics

Media and Democracy: Role of Media in Democracy, and Media as Fourth Estate.

Media and Election: Political Communication, Political Campaigns, Political Debates, Public Voice and Discussion, and Media as Public Educator

 Media and Anti-corruption efforts.

IV. Media Critique & Analysis

Introduction to Media Critique

Basics of Media Analysis: Regulation of Media; Gender in Media; Issues of New Media; Right to Privacy; Media Ethics, evaluation of media.

V. Journalistic Practices

Introduction to Journalistic Practices: Article Writing; Editorial Writing; Opinion Essay; Blog Writing; Infotainment News; Investigative journalism.

Suggested Readings:

1) Gabriel S.Lene, Chappel Lawson (2011). *Looking at the part Television leads to less informal citizens to vote based on candidates' appearance*, American Journal of Political Science.
2) David A Graham (2015). *Political pollingsunfavorable are on the rise*.The Atlantic.
3) Kaid, L.L&Stromback, J (2009).*The Handbook of Election News Coverage Around the World*. New York: Routledge.
4) Branston , G, & Stafford, R (2010). *The Media Student's Book*. (Vol.5th ed). Routledge.
5) Altheide, David and Robert Snow (1979). *Media Logic*. Beverly Hills, CA: Sage.
6) Cook, Timothy (1998). *Governing with the News: The News Media as a Political Institution*.Chicago: University of Chicago Press.
7) Ditchev, Ivaylo (2009). *Money Can't Buy Me Love*. Sofia: Foundation Media Democracy.
8) Morley, David (2006). *What's Home Got to Do with It*. In: Berker, T. et al. (eds.) Domestication of Media and Technology. Berkshire: Open University Press, pp. 21-39.
9) De Fleur, Melvin and Dennis, Everett (3rd Edition) (1988). *Understanding Mass Communication*, Houghton Mifflin Company.

10) Dr.Baldev Raj (1997). *Mass Communication and Development*, VishwavidylayaPrakashan.

11) Keval J Kumar (Fifth Edition) (1994). *Mass Communication in India*. Jaico Publishing House.

12) Fourie , Peter .J (2008). *Media Studies: Media History,* Media and Society Journal.

13) Ross , Corey (2010). *Mass Communications, Society, and politics from the Empire to the Third Reich*. Oxford University Press.

14) Jones, Nicholas (1995). Soundbites and Spin Doctors: How Politicians Manipulate the Media – and Vice Versa. London: Cassell.

15) Mancini, Paolo and David Swanson (1996). Politics, Media, and Modern Democracy: Introduction. In: Swanson, D. and P. Mancini (eds.) Politics, Media and Modern Democracy:An International Study of Innovations in Electoral Campaigning and Their Consequences.Westport, Conn: Praeger.

16) Pinkleton, Bruce, Erica Austin and Kristine Fortman (1998). Relationships of Media Use and Political Disaffection to Political Efficacy and Voting Behaviour. Journal of Broadcasting & Electronic Media, 42: 34-49.

17) Maarek, Phillip J. and GadiWolfsfeld. "Introduction." *Political Communication in a New Era: A cross-national perspective.* Routledge, 2003, pp. i-iv.

18) Lacey, Nick. "Chapter 1." *Image and Representation: Key Concepts in Media Studies.* Palgrave Macmillan, 2009. pp.5-54.

19) Ouellete, Laurie and Jonathan Grey. Editors. *Keywords in Media Studies.* New York UP, 2017.

20) McChesney, Robert. "Rich Media, Poor Democracy." *The Political Economy of Media.* Monthly Review Press, 2008, pp. 425-443.

21) Romero, Leocadia Diaz. "On the Web and Contemporary Social Movements: An Introduction." *Social Media in Politics: Case Studies on the Political Power of Social Media.* Edited by Bogdan Patrut and Monica Patrut, Springer, 2014, pp. 19-34.

22) Rudin, Richard and Trevor Ibbotson. *Introduction to Journalism: Essential Techniques and Background Knowledge.* Taylor and Francis, 2013.

23) Nuenendorf, Kimberly. "Chapter 1." *The Content Analysis Guidebook.* Sage, 2017. pp.1-31.

24) Berger, Arthur Asa. *Media Analysis Techniques.* Sage, 2017.