

CORE COURSE XI - CONTEMPORARY MEDIA TRENDS

Unit 1

Power of the media, quality of the media content, media objectivity, ethical codes and propaganda and media.

Unit 2

Advertising censorship, violence & sex in media and marginalized people & media.

Unit 3

Politics and media, freedom of the press, media and government relationship, media and public trust, peoples right and access to media.

Unit 4

Religion and media.

Unit 5

Media and national/international crisis and global communication dominance.

References

1. Everett E. Dennis & John C. Merrill, Media Debates, Longman, London, 199
2. J.S.Yadava & Pradeep Mathur, Ed., Issues in Mass Communication Vol. I & II, HMC, New Delhi, 1998.
3. Bernard Rubin Ed., When Information Counts, Lexington Books, Toronto, 1985.