

**CORE COURSE II  
CONTEMPORARY MEDIA SCENARIO**

**Unit 1**

Brief history of press in India. Legal limitations on press freedom. The role of press in society. Trends in contemporary journalism. Press council. Press in society. Trends in contemporary journalism. Press council. Press codes and ethics of journalism. Globalization and news flow.

**Unit 2**

The story of television. Department of television in India. Cable and satellite television. Cable television act. Prasar bharathi. Western impact on Indian television. Current trends in Indian television. Consumerism and television.

**Unit 3**

Origin development of Indian cinema. Film industry. Film censorship. Hollywood and Indian film trends. National film development corporation. Documentary films. Parallel cinema in India.

**Unit 4**

Development of Radio Broadcasting in India. Popular radio genres. Satellite radio. Community radio. Privatization and Indian radio. Radio for social change. Future of radio.

**Books for study and reference:**

1. Mass Communication in India. Keval J.Kumar. Jaico Books. India. 1998
2. The Global Media. Edward S.Herman and Robert N. Mcchesney. Madhyam books, India, 1998.
3. Broadcasting in India.P.C. Chatterjee, sage publications, India, 1987.
4. Laws of the press in India. Durga dass Basu, Prentice hall, New Delhi, 1998.