XM 9101 EVOLUTION OF MEDIA L T P C 3 0 0 3

AIM
To introduce the facts, history and theories about the various forms of mass media.

OBJECTIVES
• To know how different types of media evolved from the ancient period.
• To know the facts, history, developments about important media like print, radio, TV and new media.
• To understand the importance of the mass media.

UNIT I TRADITIONAL MEDIA
Definitions of Media and Mass Media; Traditional Forms of Media – signs, wood carving, Sound, drawings, sculptures; Folk Media – Songs, Drama, Puppet Shows, Story Telling etc.

UNIT II PRINT MEDIA
History of the print media and evolution and development of printing technology in India and World; various types of print media, nature, concepts, scope; Content making for print media, reach, advantages and importance.

UNIT III RADIO
Invention and Development of Radio medium, Radio Broadcasting since its inception in world and India, Radio Technology, Establishment of radio stations, growth and development of the medium, AM and FM transmission, Satellite Radio, Programmes, Audience and reach, role in the development.

UNIT IV TELEVISION
Television – origin and development, nature, scope, audience, genre, functions of television; Ownership pattern, debate on autonomy; BBC model of ownership, control and programming – commercial and public service, state and private sectors’ expansion; potential for future development, Prasar Bharati Broadcasting Corporation; Satellite television, DTH, Video on Demand, latest developments.

UNIT V NEW MEDIA
New Media – origin and development of Internet and web, Growth and development of Internet communication, Nature and Scope of the new media, content generation, reach, online journalism, web TV, Podcasting, e-Publishing.

TEXT BOOK:

REFERENCES: