

ST. JOSEPH'S COLLEGE FOR WOMEN (AUTONOMOUS)  
VISAKHAPATNAM  
II SEMESTER JOURNALISM & MASS COMMUNICATION TIME: 7  
HRS/WEEK  
JMC \_\_\_\_\_(4) HISTORY OF MASS MEDIA MARKS: 100  
w.e.f. 2021-2022) 21AI BATCH SYLLABUS

OBJECTIVES: To enable the students to

- Know the role of the mass media and its limitations
- Analyze the role of mass media in portraying gender roles
- Understand the types of mass media and the various formats

LEARNING OUTCOMES:

- Express a critical understanding of the contextual factors that shape the media message in a diverse, globalized media landscape.
- Analysing and interpreting various media forms (physical and online)
- Undertaking small studies on the impact of media on people
- Create a report on the findings and discuss the implications.

### Unit 1

Origin of the Press and news books: The origin of the Press- Role and functions of the Press

Evolution of printing and books: The evolution of printing- The early books printed with multiple printing machines

Early newspapers in India and Hicky's Gazette- The evolution of early newspapers- The history of Bengal Gazette- James Augustus Hicky and his contributions as father of Indian journalism.

Growth of early newspapers in India: The growth of early newspapers in India

Early journalism in Madras: The early journalism and growth of newspapers in Madras Presidency

### Unit 2

Early newspapers in Bombay presidency: The early newspapers in Bombay presidency  
Bengal Journal and William Duane: The early journalism in Calcutta- Launching of Bengal journal- William Duane, one of the greatest editors of those times

Press in 19th century and growth of national Press: The growth of English as well as Vernacular newspapers in India- Contributions of James Silk Buckingham as editor

Growth of language journalism and Raja Ram Mohan Roy: The growth of language newspapers- The contributions of Raja Ram Mohan Roy

The role of press during the first war of independence: The role of newspapers during First war of Independence-The Gagging Act, Editors room, and the first Press Commissioner

### **Unit 3**

Bal Gangadhar Tilak and the Indian Press: Bal Gangadhar Tilak as Editor and his contributions to language journalism and freedom movement- Indian National Congress and Swadeshi movement- The growth of Indian Press

Indian press in 20th century: The birth of the Associated Press of India- The Swadeshi Movement and the Press

Mahatma Gandhi and Indian journalism: Contributions of Mahatma Gandhi to Indian journalism

Role of press during freedom movement: Major newspapers during the freedom movement- The Press and the freedom movement

The All India Newspaper Editors' Conference: The All India Newspaper Editors' Conference- August revolution of 1942

Indian Press during Nehru era: The evolution of Press after independence

Press in the modern era

### **Unit 4**

M. Chalapathi Rau and the National Herald: The contributions of M. Chalapathi Rau

Language journalism: The growth of vernacular press- Characteristics of the language Press

Origin and development of Telugu Press: The growth of the Telugu Press-New era in Telugu Press

### **Unit 5**

History of radio in India-origin and growth- Commercial radio-growth of private radio station in radio

History of television in India- origin and growth-Doordarsan-different phases of growth- Emergence of cable TV in India

Origin of Indian cinema-Different phases of its growth, Telugu cinema and its growth

### **Reference books:**

Nadig Krishna Murthy (1966). Indian journalism. Mysore: Mysore University Press

S. Natarajan. Indian journalism

R. Parthasarathi.(1991) Modern journalism in India. New Delhi: Sterling Publishers

J V Seshagiri Rao. Studies in the history of journalism

R. Anand Sekhar. Journalism charithra vyavastha

S. C. Bhatt (1999): Indian press since 1955. New Delhi, Publication Division

Ramakrishna Challa (2002). Historical perspective of press freedom in India

Visakhapatnam: Andhra University of Press and Publications

Murthy DVR (2010). Gandhian journalism, New Delhi, Kanishka Publishers.

Keval J Kumar. Mass communication in India. New Delhi: Jaico publications



