



**Bharati College**  
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## Lesson Plan (CORE, Semester I, July to November 2022)

<b>Name of Teacher</b>	Kunal Anand	<b>Department</b>	_English_
<b>Course</b>	BA (Hons) Journalism	<b>Semester</b>	FIFTH
<b>Paper</b>	Global Media and Politics UPC: 11011502	<b>Academic Year</b>	2023-24

### Learning Objectives

Through this course, the students will understand the interplay of various socio-political factors in news dissemination in international media. The contents of this paper also focus on the role of contemporary international media conglomerates on global culture.

### Learning Outcomes

#### On successful completion of this course:

1. The student will get an overview of the politics of news dissemination and the dynamics of reporting international issues and events.
2. They will also be able to comprehend the impact of globalization on media and cultural implications.

## Lesson Plan

Week No.	Theme/Curriculum	Any Additional Information
Week 1	Unit 1: Media and International Communication <ul style="list-style-type: none"><li>• The advent of popular media- a brief overview</li></ul>	Group Discussion 1 scheduled (In August)

Week 2	<ul style="list-style-type: none"> <li>Propaganda in the inter-war years: Nazi Propaganda</li> </ul>	
Week 3	<ul style="list-style-type: none"> <li>Radio and international communication</li> </ul>	
Week 4	<p>Unit 2 : Media and Superpower Rivalry</p> <ul style="list-style-type: none"> <li>Media during the Cold War, Vietnam War, Disintegration of USSR; Radio Free Europe, Radio Liberty and Voice of America</li> </ul>	Allocation of Assignment 1 (In September)
Week 5-6	<ul style="list-style-type: none"> <li>Communication debates: NWICO, McBride Commission and UNESCO , Unequal development and Third World concerns: North-South, Rich-Poor</li> </ul>	
Week 7	<p>Unit 3 : Global Conflict and Global Media</p> <ul style="list-style-type: none"> <li>World Wars and Media Coverage post-1990: Rise of Al Jazeera</li> </ul>	Allocation of Assignment 2 (In September)
Week 8 - 9	<ul style="list-style-type: none"> <li>The Gulf Wars: CNN's satellite transmission, embedded Journalism, 9/11 and implications for the media</li> </ul>	
Week 9 - 11	<p>Unit 4 : Media and Cultural Globalization</p> <ul style="list-style-type: none"> <li>Cultural Imperialism, Cultural politics: media hegemony and Global cultures, homogenization, the English language</li> </ul>	Test 1 Scheduled (In October)
Week 11	<ul style="list-style-type: none"> <li>Local/Global, Local/Hybrid</li> </ul>	
Week 12 – 13	<p>Unit 5 : Media and the Global Market</p> <ul style="list-style-type: none"> <li>Discourses of globalization: barrier-free economy, multinationals, digital divide</li> </ul>	Test 2 Scheduled (In October)
Week 13 – 14	<ul style="list-style-type: none"> <li>Media conglomerates and monopolies: Ted Turner/Rupert Murdoch</li> </ul>	
Week 14 - 15	<ul style="list-style-type: none"> <li>Global and regional integrations: Zee TV as a Pan-Indian Channel; Bollywood, Entertainment: Local adaptations of global programs: KBC/Big Boss etc.</li> </ul>	

**References**

1. Yahya R. Kamalipour and Nancy Snow. War, Media and Propaganda-A Global Perspective, Rowman and Littlefield Publishing Group, 2004.
2. Communication and Society, Today and Tomorrow“ Many Voices One World” Unesco Publication, Rowman and Littlefield publishers, 2004.
3. Barbie Zelizer and Stuart Allan. Journalism after 9/11, Taylor and Francis Publication, 2012.
4. Stuart Allan and Barbie Zelizer. Reporting war : Journalism in war time, Routledge Publication, 2004.
5. Lee Artz and Yahya R. Kamalipor. The Globalization of Corporate Media Hegemony, New York Press, 2003.
6. Zahida Hussain and Vanita Ray. Media and communications in the third world countries, Gyan Publications, 2007.
- 7.
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- 11.

**Additional Resources**

1.

**Online Resources (If Any)**

**Assignment and Class Test Schedule for Semester**

Link the assignment and Test (optional)

