

Course: Discipline Specific Elective

Option _____ (1/2/3/4/5/6 - according to how many options have been finalised by the dept.)

Semester _____	5
Paper Number	HMVDS5011T
Paper Title	Television Studies
No. of Credits	6
Theory/Composite	Theory
No. of periods assigned	Th: 5+1 Pr:
Name of Faculty member(s)	
Course description/objective	To introduce the key ideas of television studies and provide a historical overview of Television. The course will present a historical overview of Television in India, different television genres will be discussed, post globalisation television will be scrutinised, and new streaming platforms will also be addressed.
Syllabus	<p>Module A (39 classes)</p> <ul style="list-style-type: none"> • Key ideas of Television Studies ‘Transmission’ and ‘Ritual’ view of communication. The notion of ‘flow’. Communication technologies and medium theories. Message, meaning and discourse. Communication and the question of postmodernity. Emerging modes of inter-personal communication. • Television Genres One genre to be chosen for detailed study from news, features, sports, advertisement, film-based programs, serial drama, interactive programs etc. • Television and pedagogy (early years, SITE, the Emergency etc.). The 1982 Asian Games and the commercialization of Indian television. Media Policy—a brief history of the major legislations. <p>Module B (39 classes)</p> <ul style="list-style-type: none"> • Television and Globalisation Television institutions in the new global order (Hollywood, STAR, SONY, Microsoft, BBC, TV Globo, Doordarshan, etc.) • New platforms of viewership • Narrative forms in global television - web series, anthology series, streaming videos.
Texts	N/A
Reading/Reference Lists	<ul style="list-style-type: none"> • Benjamin, Walter. <i>The Work of Art in the Age of Mechanical Reproduction</i>. Penguin UK. 2008. • Horkheimer, Max, and Theodor W. Adorno. "The Culture Industry: Enlightenment as Mass Deception." <i>Media and Cultural Studies: Keywords</i>. 2001. • Adorno, Theodore. "Culture Industry Reconsidered." <i>Media Studies</i>. 2000. • Habermas, Jürgen, Sara Lennox, and Frank Lennox. "The Public Sphere: An Encyclopaedia Article (1964)." <i>New German Critique</i> 3. 1974. • McLuhan, Marshall, and Quentin Fiore. "The Medium is the Message." <i>New York</i> 123. 1967. • Baudrillard, Jean, and Marie Maclean. "The Masses: The Implosion of the Social in the Media." <i>New Literary History</i> 16.3. 1985. • Hall, Stuart. "Encoding/decoding." <i>Media and Cultural Studies: Keywords</i>. 2001. • Ellis, John. "Broadcast TV as Sound and Image." 1999. • Ellis, John. "Broadcast TV Narration." <i>Media Studies: A Reader</i>. 1996. • Williams, Raymond. <i>Programming as Sequence or Flow</i>. 1989. • Nichols, Bill. "Reality TV and Social Perversion." <i>Media studies: A Reader</i>. 2000. • Collins, Jim. "Television and Postmodernism." <i>Media Studies: A Reader</i>. 2000.
Evaluation	CIA: 20 End-Sem: 80 T