

Government General Degree College, Mangalkote

Department of Political Science

ADD ON COURSE:

MEDIA AND POLITICS IN THE GLOBALIZING WORLD

(ACADEMIC SESSION: 2021-2022)



Dr. Pradipta Kumar Basu
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COURSE BACKGROUND

Democracy refers to a way of governing in which the power of decision-making lies with the public. It involves the ideas of individual autonomy and equality. In this age of globalization there are as many variants of democracy as the number of democratic governments. Politics, thus has to be understood as democratic politics as distinguished from non/un democratic methods of conducting the business of the states. But a functioning democracy exists only where the citizens are able to make informed decisions about their political and economic future. This very aspect of information is impossible without the inclusion of media in governance.

This course will enable the students to understand the relationship between politics and the “fourth pillar of democracy” i.e., media. It will enhance their understanding of e-democracy which facilitates more accountability on part of the government and more participation of the masses.

COURSE REQUIREMENTS

- Student participation and Interaction: Internal. For B.A. (H) & (G) programme students.
- Teachers: Faculty members of the Department of Political Science. External faculty members and research scholars may be invited to conduct some classes depending on their willingness and availability.
- Course Fee: Nil
- Intake Capacity: **50**
- Contact Hours: **30 hrs**
- Class Duration: 1 Hour

COURSE OBJECTIVES

Media gives political parties more and more scope to reach a large number of audiences and informs the public on key issues ranging from public policies to elections. Thus, civic engagement is something that the students must know as responsible citizens and not just students of political science.



Development communication or communication for development is a vital aspect of democratic politics that thrives to include grassroots participation in the developmental programmes.

- The study of this course will make students more aware about their democratic rights and duties.
- The role of media in realization of their rights.
- Create awareness about the importance of media in dealing with societal issues related to corruption, malpractice, wrongful use of human and social resources.

CAREER PROSPECTS

The course will help students to develop a comprehensive understanding of the relationship between media and society and media and politics. It will also create awareness about the fourth pillar of democracy i.e., media and its indispensable role in shaping public opinion and public policies. The course will also deal with the various types of media and people's right to information. It will make the students ready to venture into the fields of journalism and mass communication studies as choices for further education. Media and politics are also a major topic in almost every competitive examination syllabus. Further, media studies now form a trending field in higher education and the students could benefit much as future scholars, researchers and teachers.

CORRELATION TO THE SITUATEDNESS OF THE INSTITUTION

The Institution is located at a remote rural belt of Purba Bardhaman and students here are largely unaware about the importance of media in our socio-politico-economic system. They mainly visualize politics as the interplay between political parties and the general public. Though they are highly involved in the various social media platforms, they fail to distinguish between real news and manufactured news and consider social media as platforms for entertainment. Hence it is imperative to make them aware about their Right to Information through various media platforms and the role played by the media in shaping our political, economic and social future.



MODERN PEDAGOGY

The course will be based on descriptive teaching and the completion of each topic will be followed by interactive sessions where the students will be given specific tasks related to the particular topic.

EXPECTED OUTCOMES OF THE COURSE

After the completion of the course, the students are expected to have a clear understanding of:

- The correlation between media and society on one hand and politics on the other.
- An understanding of why the media has been termed as the fourth dimension of a democratic government.
- The role of media as an important platform of communication between the public and the government.
- It will also provide the students with a detailed analysis of how the media is being constantly used and misused in the digital era by some vested interests.
- They will also know about their Right to Information as a basic right and how that right is being fostered by the media.
- The course will also deal with social media as an important platform that can be responsibly used to create awareness and public opinion.

COURSE OUTLINE

UNIT S	COURSE CONTENT	CLASS/LECTURES
1	What is media: A brief history, Types of media and their role in politics.	05
2	The dynamics of communication: media and politics in the digital era	05
3	Freedom of Media and the Right to Information	05

4	Effect of news media on the public	05
5	Changing media environment and its consequences	05
6	Social media: uses and misuses	05
Total no. of Lectures		30

EXAMINATION PATTERN

1. Multiple Choice Questions- 20 marks
2. Viva voce - 10 marks

Full Marks: 30

GRADATION PATTERN

Percentage of marks obtained	Grade
90-100	Excellent - A
70-89	Good – B
50-69	Fair – C
40-49	Not Eligible for Certificate - D

CERTIFICATE WILL BE PROVIDED AFTER COMPLETION OF COURSE

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Department of Political Science

GOVERNMENT GENERAL DEGREE COLLEGE MANGALKOTE

(Affiliated to The University of Burdwan)

Certificate of Completion

This certificate is awarded to Mr./Missbearing Roll No.....of Semester.....of the session 2021-2022 of the Department of...**Political Science**....,G.G.D.C.Mangalkote, for successfully completing Add-on Course entitled “**MEDIA AND POLITICS IN A GLOBALIZING WORLD**” during his/her.....Semester study.

The candidate has fulfilled all requirements and specifications set by the institute.

Grade:

Madhumita Chakraborty
(Head, Department of Political Sc.)
G.G.D.C.Mangalkote

Dr.Debraj Biswal
(IQAC Coordinator)
G.G.D.C. Mangalkote

Dr.Pradipta Kumar Basu
(Officer In Charge)
G.G.D.C. Mangalkote

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Grade for the certificate, 90-100% ‘A’, 70-89% ‘B’, 50-69% ‘C’ and 40-49% ‘D’

Date of issue: