

Title: Media History  
Code: DMC-302  
Semester: 5<sup>th</sup>  
Rating: 3 Credit Hours

## **DMC-302: Media History**

**3 Cr. Hrs**

### **Course Description:**

The student will study the history of print and electronic media, special focus will be laid on the development of digital media. The subject would deal with the historical evolution of different types of media and major events led to social change.

### **Learning Outcomes:**

#### **The student will be able to**

- Develop understanding of students in historical evolution of different media
- Critically analyze the role of media evolution with society and culture.
- Understand the role of press in Pakistan movement
- Trace the history of media in Pakistan and its effects.

### **Course Contents:**

1. The Printing Revolution
  - 1.1 Printing press story
  - 1.2 Telegraph and Telephone technology
  - 1.3 Penny press
  - 1.4 The Commercial and Industrial Media Revolution 1814–1900
  - 1.5 Press in Indian sub-continent and 1857 war
  - 1.6 Role of Press & Vetren Journalists in Pakistan Movement
  - 1.7 Photography: Giving Vision to History
  - 1.8 Cinema: The Image Comes Alive
  - 1.9 Motion pictures; evolution and impact
  - 1.10 Advertising, Public Relations, and the Crafted Image
2. The Electronic Revolution:
  - 2.1 From “National Neighborhoods” to the Global Village
  - 2.2 The New World of Radio
  - 2.3 Television: A New Window on the World Part I
  - 2.4 Media in WWI and WWII
3. Print Media in the Twentieth and Twenty-first Centuries
4. The Digital Revolution
  - 4.1 Computer
    - 4.1.1 The "Mother" of All Digital Devices
    - 4.1.2 The Mechanical Computer Age and the Social Need for Calculation
    - 4.1.3 The Birth of the Computer and the Mainframe Age
    - 4.1.4 The Age of Personal Computers
    - 4.1.5 The post-PC Age from a Global Perspective
  - 4.2 Internet
    - 4.2.1 What We Mean by the Internet
    - 4.2.2 Influence of Internet
    - 4.2.3 Academic Influence
    - 4.2.4 Counter-cultural Influence
    - 4.2.5 Public Service Influence
    - 4.2.6 The Commercial Influence
    - 4.2.7 The Social Influence
    - 4.2.8 Re-reading the Internet in Historical Perspective
5. The Mobile Phone
  - 5.1 The Origins of the Mobile Phone
  - 5.2 Digital Rebirth and Growing up

- 5.3 The European Digital-Bureaucratic Miracle
- 5.4 The Power of Routine. A Concise History of Text Messaging
- 5.5 A New Mobile Phone Paradigm: 3G, Smartphones and Mobile Internet
- 5.6 The Global Mobile Phone Fever
- 5.7 Sociocultural Implications of Mobile Connectivity
- 6. The Digitization of Analog Media
  - 6.1 Intermediality and the Digital Media Pattern
  - 6.2 Music
  - 6.3 Publishing: Books and News making
  - 6.4 Cinema and Video
  - 6.5 Photography
  - 6.6 Television
  - 6.7 Radio
- 7. Digitization and the Interweaving of Different Media
- 8. Media in Pakistan
  - 8.1 PTV and private TV channels; History, development & challenges
  - 8.2 Media in democratic eras
  - 8.3 Media and dictatorship

**Suggested Readings:**

- Straubhaar, J. D. & LaRose, R. (2012). Media Now: Communications Media in the Information Age. London: Wadsworth/Thomson Learning.
- Kortti, J. (2018). Media in History: An Introduction to the Meanings and Transformations of Communication Over Time. NY: McMillan

**Teaching Learning Strategies:**

1. Class Discussion
2. Projects/Assignments
3. Group Presentations
4. Students LED Presentation
5. Thought Provoking Question

**Assignments:**

Assignments may include special reports, projects, class presentations, field work. The nature of assignments will be decided by the teacher as per the requirements of the course.

**Assessment and Examinations:**

Sr. No.	Elements	Weightage	Details
1	Midterm Assessment	35%	It takes place at the mid-point of the semester.
2	Formative Assessment	25%	It is continuous assessment. It includes: classroom participation, attendance, assignments and presentations, homework, attitude and behavior, hands-on-activities, short tests, quizzes etc.
3	Final Assessment	40%	It takes place at the end of the semester. It is mostly in the form of a test, but owing to the nature of the course the teacher may assess their students based on term paper, research proposal development, field work and report writing etc.