



# Communication Arts

## CMAT 399 International Communication

### INDIA: Bollywood and Beyond

Winter Semester

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**Catalogue Description:** On site study of human communication, media, journalism and culture of selected countries. Field study is preceded by pre-tour lectures. Better understand the culture and communication of a foreign country through immersion and experiential learning. May be taken twice under different subtitles. May be used only once in the CMAT major. Prerequisite: Permission of instructor. Three hours per week with enhancement. This course does not satisfy any General Education requirements.

**Course Description:** This course will explore India through the lens of its films and interpret its culture and communication. Largely, by analysis of the films and other media, we will study how it relates to the culture of India, how it communicates with the masses and how it weaves itself into all cultural aspects of India. We will also learn and explore the rich history of India through on site visits to places of cultural and historical significance.

#### **Text**

A course reading packet will be provided by the instructor

#### **Course Requirements**

This course will place you in an environment that cannot be taught just in the classroom. Coursework includes in-class lectures, readings, writing and visits to sites throughout India. Attendance and participation at all class lectures and educational field excursions are mandatory. Failure to comply with this will result in significant penalty.

#### **Grading and Assignments**

A = 1000 – 900      B = 899 – 800      C = 799 – 700      D = 699 – 600      F = < 600

Journal (30%)      Classroom/Field trip participation (40%)      Paper/Project (30%)

### **Class Schedule**

**We will have at least 10 classes which will meet for 4 hours each.**

**We will also supplement this with an additional 1 hour of conversational Hindi Class.**

- Class 1      Historical introduction to India and Indian media from 1896 to 1950, when India becomes a Republic with a Democratic Constitution. The Partition of British India into Pakistan & India is a key part of this story.
- Class 2/3     A look at how two Hindi films articulated this new identity in the 1950s. Regional media and its impact: Style, Content and aesthetics.
- Class 4/5     How Hindi cinema created a distinctive Aesthetic, which has enabled it to continue to grow and change over the last 60 years. This section will also look at the Influence of Hollywood, of a free Press, of Urbanization & Industrialization on the stories that the new nation told itself to that it could recognize itself. Self-recognition is a key factor in the making of a national cinema.
- Class 6       Issue of Music in Hindi cinema, and its role in articulating changing images & sounds of an Indian Utopia.
- Class 7/8     Brings the story up to date by exploring the impact of Globalization & Liberalization on the look of contemporary India.
- Class 9       Advertising, Journalism and other forms of media: its forms, styles and impact.
- Class 10      Current state of Mass Media in India and its reflections of culture. Individual Presentations. Wrap up.

#### ***Assignments:***

***Journal:*** Keep a log of your day-to-day activities. Entries should deal with some aspect of culture/media/communication in India. Refer to the assignment handout for specific details.

***Classroom Discussions and Writings:*** Participation in classroom discussion is integral. Instructor will also assign you essays that you will write in or out of the classroom in India.

***Educational Excursions/Field Trips:*** Participation is mandatory. Readings will be assigned before and after the trip to maximize your understanding.

***Paper/Project:*** Select a topic about communication and culture in India and write a traditional 8 – 10 page analysis using course readings and concepts covered in class. Alternatively you may also do the analysis in a project form such as a video or audio documentary, journalistic piece, creative narrative, etc. On the basis of your experiences and encounters, compare and contrast aspects of “worldview” and cultural values as they relate to everyday living in India.

Journal Assignment

Keep a log of your day-to-day activities. Start a day prior to departure and stop a day after you return. The observation should deal with some aspect of culture/media/ communication in India. Each entry should identify at least ONE aspect of India that you found “different” or “similar” to the USA, according to your opinion.

In addition to your freeform thoughts and entries, I require you to write three entries with the prompts provided below:

Journal Entry #1: What do you expect India to look like? What do you think the people you meet there will be like? How do you think they will react to you and our group? (Due no later than the end of the flight)

Journal Entry #2: What are your first impressions of India? Describe the neighborhood where you live: Sights, sounds and smells you experience. Are there any similarities with the U.S. or are there any differences that you have noticed? (Due at the beginning of class in India)

Journal Entry #3: Now that you have spent close to a month in India, use the prompts below to describe your experience. (Due a week after we return to the USA)

What did you learn about the country?  
Did anything surprise / shock / worry you?  
How did you respond?  
Were there miscommunications? If so, how did you overcome them?  
Did you feel welcomed? Why or why not?  
What was your biggest challenge?  
How did you overcome it?

What skills did you acquire?  
What did you learn?  
How did you learn it?  
Why does it matter?  
What will you do in light of it?