## COURSE DESCRIPTION
Students analyse the development of media in The Bahamas, explore its role in the Bahamian society and its effect on social development and politics. They assess current challenges and trends in mass media.

## SPECIFIC OBJECTIVES
Upon successful completion of this course, students will be able to
1) Identify specific periods in Bahamian journalistic history;
2) Critique the media’s role in the development of Bahamian society and politics;
3) Discuss the social impact of media coverage of significant historic events;
4) Analyse past and current challenges in the Bahamian media; and
5) Assess the impact of emerging trends in the media.

## COURSE CONTENT
I. Overview of the History of Journalism in The Bahamas
   A. Newspapers
   B. Radio
   C. Television and Cable
   D. Internet

II. Effect of Media in The Bahamas During Major Historic Events
   A. Abolition
   B. American Civil War
   C. World Wars I & II
   D. Burma Road Riot
   E. Murder of Sir Harry Oakes
   F. Formation of political parties
   G. General strike of 1958
   H. Women’s Suffrage Movement
   I. Self-governance and 1962 General Election
   J. Black Tuesday
   K. Majority Rule
   L. Independence
   M. 1992 General Election
   N. Post 1990s
Course Outline

Title: Bahamas Media History
Abbreviation and Number: JRNT330

III. Media Coverage and Literacy
   A. Early print media geared towards educated elite
   B. Effect of radio in educating the masses
   C. Change in media coverage with increasing literacy

IV. Control and Liberalisation of the Media
   A. The Free Press
   B. Broadcasting Corporation of The Bahamas, State Controlled
   C. Private radio and television

V. Trends and Challenges
   A. Impact of Foreign News
   B. Conglomeration
   C. Convergence

ASSESSMENT
Assignments........................................ 20%
Mid-semester examination..................... 15%
Research paper................................... 25%
Final project........................................ 40%
Total..................................................100%

REQUIRED TEXT
Course Packet.

SUPPLEMENTARY READINGS/MATERIALS

RESOURCES
The College of The Bahamas Special Collections Bahamian/Caribbean.
The Archives Department of the Ministry of Education.
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WEBSITE
www.bahamasmedia.com