

B.A (H) Journalism

Category I

DISCIPLINE SPECIFIC CORE COURSE -1 (DSC-1) Introduction to Journalism

CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

Course title & Code	Credits	Credit distribution of the course			Eligibility criteria	Pre-requisite of the course (if any)
		Lecture	Tutorial	Practical/ Practice		
DSC 1: Introduction to Journalism	4	3	1	0	Passed Class XII with English from List A in CUET	NIL

Learning Objectives

The Learning Objectives of this course are as follows:

- To understand what it takes to be a competent reporter and the problems that journalists face in the media industry.
- To equip students to work as a cub-reporter in any news media organisation.

Learning outcomes

The Learning Outcomes of this course are as follows:

- By studying this course, students will be able to understand the nature of news and the process of news transmission to the readers.
- Students will be able to write news stories and comprehend the role of the press in a democratic society.

SYLLABUS OF DSC-1

UNIT – I

(20 hours)

Understanding News

- Meaning and definition of Journalism
- Ingredients of news

- News: meaning, definition, nature
- The news process: from the event to the reader (how news is carried from event to reader)
- Hard news vs. Soft news
- Basic components of a news story
- Attribution, on-record, off-the record, embargo,
- Verification, balance, fairness, brevity, dateline, credit line and byline.
- Criteria for news worthiness, principles of news selection

UNIT – II

(20 hours)

Historical Perspective and News Writing Skills

- Yellow journalism
- Penny press, tabloid press
- Language of news- Robert Gunning: Principles of clear writing
- Rudolf Flesch formula- skills to write news
- Organizing a news story, 5W's and 1H, Inverted pyramid
- Use of archives, sources of news, use of internet

UNIT – III

(20 hours)

Different mediums-a comparison

- Language and principles of writing on different media platforms
- Basic differences between print, electronic and online journalism
- Citizen Journalism

Practical component (if any) - Writing stories in the inverted pyramid format, identifying the news values in news stories of different newspapers, identifying the 5W's and 1 H in news stories, writing soft-news stories.

Essential/recommended readings-

1. Bruce D. Itule and Douglas A. Anderson. *News writing and reporting for today's media*. McGraw Hill Publication, 2000.
2. George Rodmann. *Mass Media in a Changing World*. McGraw Hill Publication, 2007.
3. Carole Flemming and Emma Hemmingway. *An Introduction to Journalism*. Vistaar Publications, 2006.
4. Richard Keeble. *The Newspaper's Handbook*. Routledge Publication, 2006.

Suggestive readings-

1. M.L. Stein, Susan Paterno & R. Christopher Burnett. *News writer's Handbook: An Introduction to Journalism*. Blackwell Publishing, 2006.
2. Michael Ryan and James W. Tankard. *Writing For Print And Digital Media*. Mcgraw-Hill College, 2004.
3. Helmut Kipphan. *Handbook of Print Media*. Springer, 2001.
4. Paranjy Guha Thakurta. *Media Ethics: Truth, Fairness and Objectivity*. Oxford University Press, 2011.
5. Vincent F. Filak. *Dynamics of News Reporting and Writing Foundational Skills for a Digital Age*. Sage Publications, Inc, 2021.
6. Robert Gunning. *Techniques of Clear Writing*. McGraw Hill Higher Education, 1968.
7. W. Richard Whitaker & Janet E. Ramsey & Ronald D. Smith. *Media Writing: Print, Broadcast, and Public Relations*. Routledge, 2019.
8. Wynford Hicks, Adams Sally, Harriett Gilbert, Tim Holmes, Jane Bentley. *Writing for Journalists*. Routledge, London, 2016.
9. John Hohenberg. *The professional journalist: a guide to the practices and principles of the news media*. Holt, Rinehart and Winston, New York, 1973.
10. M. V. Kamath. *The Journalists Handbook*. Vikas Publishing, New Delhi, 2009.

Note: Examination scheme and mode shall be as prescribed by the Examination Branch, University of Delhi, from time to time.

**DISCIPLINE SPECIFIC CORE COURSE – 2 (DSC-2):
Introduction to Media and Communication**

CREDIT DISTRIBUTION, ELIGIBILITY AND PREREQUISITES OF THE COURSE

Course title & Code	Credits	Credit distribution of the course			Eligibility criteria	Pre-requisite of the course (if any)
		Lecture	Tutorial	Practical/ Practice		
DSC-2 Introduction to Media and Communication	4	3	1	0	Passed Class XII with English from List A in CUET	NIL

Learning Objectives

The Learning Objectives of this course are as follows:

- To facilitate a deep understanding of the role and influence of the media in an individual's life. It will help the student to critically perceive the effects of the media use.
- To hone the communication skills.
- To help identify media's communicative potential through everyday examples such as mobile phone, television shows and other media use.
- To think retrospectively of media use and its effects through live and vibrant examples from everyday experience.

Learning outcomes

The Learning Outcomes of this course are as follows:

- By studying this course, students will be able to understand the important aspects of communication to help them get their messages across to public, essential in all sectors of media.
- Students will be enabled to work in any sector/media organisation as a content writer/communication consultant.

SYLLABUS OF DSC- 2

UNIT – I

(20 hours)

Communication and Mass Communication

- Media and Everyday life
- Forms of Communication, Levels of Communication
- Mass Communication and its Process
- Normative Theories of the Press
- Media and the Public Sphere
- Four Models of Communication: transmission models, ritual or expressive models, publicity model, reception model

UNIT – II

(20 hours)

Mass Communication and Effects Paradigm

- Direct Effects; Mass Society Theory, Propaganda
- Limited Effects; Individual Difference Theory, Personal Influence Theory
- Digital influencers in the contemporary world

UNIT – III

(20 hours)

Cultural Effects and the Emergence of an Alternative Paradigm

- Cultural Effects: Agenda Setting
- Spiral of Silence, Cultivation Analysis
- Critique of the effects paradigm and emergence of alternative paradigm

Practical component (if any) - NIL

Essential/recommended readings-

1. Michael Ruffner and Michael Burgoon. *Interpersonal Communication*. New York, Holt, Rinehart and Winston, 1981. 21-34; 59-72
2. John Fiske. *Introduction to Communication Studies*. Routledge 1982. pp 138
3. Dennis Mc Quail. *Mass Communication Theory*. London, Sage, 2000. pp 111; 41-54; 121-133(fourth Edition)
4. Baran and Davis. *Mass Communication Theory*. Indian Edition, South West Coengate Learning, 2006. pp 42-64; 7184; 148-153; 236-298
5. Kevin Williams. *Understanding Media Theory*. 2003. pp 168-188

Suggestive readings (if any)-

1. Robin Jeffrey. *Cell Phone Nation: How Mobile Phones have Revolutionized Business, Politics and Ordinary Life in India*. New Delhi: Hachette, 2013.
2. Ravi Sundaram. 'The Art of Rumour in the Age of Digital Reproduction', *The Hindu*. Posted 19 August, 2012, Updated 16 November 2021
<https://www.thehindu.com/news/national//article60457070.ece>
3. Maya Ranganathan. 'Commercial FM radio takes over Indian cities', *Indian Media In A Globalised World*. ed. Ranganathan, Maya, and Usha M. Rodrigues, SAGE Publications India, 2010.
4. Sreya Mitra (2012) 'The show of the millennium': screening the big-money quiz show and the Bollywood superstar, *South Asian History and Culture*, 3:4. 20 Sep 2012. pp 566-582
DOI: 10.1080/19472498.2012.720071
5. Little John, Stephen, W and Foss, Karen, A. *Encyclopedia of Communication Theory*. Sage Publications, Inc. 2009.
6. Narula, Uma. *Communication Models*. Atlantic Publishers and Distributors (P) Ltd., New Delhi. 2022.
7. Neumann, Elisabeth Noelle. *Spiral of Silence: Public Opinion--Our Social Skin*. University of Chicago Press; 2nd edition. 1993.
8. Perse, Elizabeth M.and Lambe, Jennifer. *Media Effects and Society*. Routledge. 2016.
9. Watson, James. *Media Communication: An Introduction to Theory and Process*. Palgrave Macmillan. 2003.
10. Endo, Kaoru, Kurihara, Santoshi and Kamihigashi, Takashi (eds.) *Reconstruction of the Public Sphere in the Socially Mediated Age*. Springer, Singapore. 2017.
11. Shohini Ghosh, "Inner and Outer Worlds of Emergent Television Cultures," in *No Limits: Media Studies from India*, Ed. Ravi Sundaram. New Delhi: Oxford (2013).

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DISCIPLINE SPECIFIC CORE COURSE– 3 (DSC-3): History of the Media

CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

Course title & Code	Credits	Credit distribution of the course			Eligibility criteria	Pre-requisite of the course (if any)
		Lecture	Tutorial	Practical/ Practice		
DSC-3 History of the Media	4	3	0	1	Passed Class XII with English from List A in CUET	NIL

Learning Objectives

The Learning Objectives of this course are as follows:

- To help students attain familiarity with the historical evolution of the media.
- To contextualize the developments of the media and its role through political and economic changes across the world.

Learning outcomes

The Learning Outcomes of this course are as follows:

- By studying this course, students will be able to assist any organisation in writing historical aspects in an efficient manner.
- students will also get an opportunity to work as a researcher and place key developments in media technologies across history.

SYLLABUS OF DSC-3

UNIT – I

(20 hours)

History of Print Media

- Print revolution and telegraph
- Yellow Journalism, Evolution of Press in United States and Great Britain
- History of the Press in India: Colonial Period, National Freedom Movement
- Gandhi and Ambedkar as Journalists and Communicators
- Emergency and Post Emergency Era

UNIT – II

(20 hours)

Beginnings of Sound Media

- The coming of Gramophone
- Early history of Radio in India
- Evolution of AIR Programming
- Patterns of State Control; the Demand for Autonomy
- FM: Radio Privatization

UNIT – III

(20 hours)

Visual Media

- The early years of Photography and Cinema
- The coming of Television and the State's Development Agenda
- Commercialization of Programming (1980s)
- Invasion from the Skies: The coming of transnational television (1990s)
- Formation of Prasar Bharati

Practical component (if any) –

A comparative study of a Community Radio project and any of AIR's Local Radio stations. Projects such as case studies of radio programmes, tracing the transformation of certain traditional musical genres like devotional music, ghazals and folk songs with the advent of cassette technology, presentations on the importance of archiving and archives of films, newspapers, music and photographs as well as projects on digital archives of sound and visual media.

Essential/recommended readings-

1. Briggs, A and Burke, P. *Social History of Media: From Gutenberg to the Internet*. Polity Press, 2010. Chapter 2 and Chapter 5
2. Jeffrey, Robin. *India's News Paper Revolution: Capitalism, Politics and the Indian Language Press*. New Delhi: Oxford, 2003.
3. David Page and William Crawley. *Satellites Over South Asia*. Sage, 2001. Chapter 2, chapter 8 and Chapter 9
4. Erik Barnouw and Krishnaswamy. "Beginnings," & "Three Get Started", *Indian Film*. New York: Oxford University press, 192nd Edition, 1980
Early communication system in India (part - I) - YouTube
<https://www.youtube.com/watch?v:9WocwNyyo8g>

Suggestive readings-

1. Jeffrey, Robin. "Communications and capitalism in India, 1750–2010." *South Asia: Journal of South Asian Studies* 25, no. 2 (2002): 61-75.

2. V. Ratnamala, *Ambedkar and media*, 2012
http://roundtableindia.co.in/index.php?option=com_content&view:article&id:4992:ambedkar-and-media&catid:119:feature&Itemid:132
3. Manuel, Peter. *Cassette Culture*. Chicago: University of Chicago Press, 1993, Pages 1- 32
4. *Satellite Television: An Impact on Social Participation*, Sabharwal, Tarjeet, ISBN 978-81-8457-064-9, Kanishka Publishers, 2008
5. Chatterjee, P.C, *Broadcasting in India page* (New Delhi, Sage, 1991) pp 39-57
6. Neurath P. "Radio Farm Forum as a Tool of Change in Indian Villages," *Economic Development of Cultural Change*, vol 10, No. 3 (pp 275-283), 1962
7. Das, Biswajit, "Mediating Modernity: Colonial Discourse and Radio Broadcasting in India", *Communication Processes Vol 1: Media and Mediation*, B. Bel, B. Das, J. Brower, Vibhodh Parthasarathi, G. Poitevin (Ed.) (Sage 2005)
8. Parthasarathi, Vibhodh, "Constructing a New Media Market: Merchandising the Talking Machine", *Communication Processes Vol 1: Media and Mediation*, B. Bel, B. Das, J. Brower, Vibhodh Parthasarathi, G. Poitevin (Ed.), Sage 2005
9. Thirumal, P., and C. Lalrozami. *Modern Mizoram: History, Culture, Poetics*. Taylor & Francis, 2018. Chapter 1
10. Francis Robinson. "Technology and Religious change: Islam and the impact of Print", *Modern Asian Studies*. Vol 27, No. 1 (Feb 1993) pp. 229-251.
11. *Seminar* Issue October 1997, Indian Language Press
12. Neyazi, Taberez Ahmed, and Akio Tanabe. "Introduction: democratic transformation and the vernacular public arena in India", *Democratic Transformation and the Vernacular Public Arena in India*, pp. 17-40. Routledge, 2014.
13. Maya Ranganathan, "The Pan Tamil rhetoric in regional media", *Indian Media In A Globalised World*. ed. Ranganathan, Maya, and Usha M. Rodrigues, SAGE Publications India, 2010. pp 83-105
14. G.N.S Raghavan, Early years of PTI, PTI story: Origin and Growth of Indian Press (Bombay, Press Trust of India, 1987. pp 92-119
15. Melissa Butcher. *Transnational Television, Cultural Identity and Change*. New Delhi, Sage, 2003. 49-77
16. Cappon, Rene, J. *The Associated Press Guide to News Writing*, 4th Edition. Peterson's; 4th edition, 2019.
17. Sheridan, Lynette Burns. *Understanding Journalism*. SAGE Publications Ltd; Second edition, 2012.
18. Rudin, Richard and Ibbotson, Trevor. *Introduction to Journalism: Essential techniques and background knowledge*. Routledge, 1st Edition, 2002.

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B.A (PROG) WITH JOURNALISM AS MAJOR:

Category II

DISCIPLINE SPECIFIC CORE COURSE (DSC-1): Introduction to Journalism

CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

Course title & Code	Credits	Credit distribution of the course			Eligibility criteria	Pre-requisite of the course (if any)
		Lecture	Tutorial	Practical/ Practice		
DSC 1: Introduction to Journalism	4	3	0	1	Passed Class XII with English from List A in CUET	NIL

Learning Objectives

The Learning Objectives of this course are as follows:

- To understand what it takes to be a competent reporter and the problems that journalists face in the media industry.
- To equip students to work as a cub-reporter in any news media organisation.

Learning outcomes

The Learning Outcomes of this course are as follows:

- By studying this course, students will be able to understand the nature of news and the process of news transmission to the readers.
- Students will be able to write news stories and comprehend the role of the press in a democratic society.

SYLLABUS OF DSC-1

UNIT – I

(20 hours)

Understanding News

- Meaning and definition of Journalism
- Ingredients of news
- News: meaning, definition, nature

- The news process: from the event to the reader (how news is carried from event to reader)
- Hard news vs. Soft news
- Basic components of a news story
- Attribution, on-record, off-the record, embargo,
- Verification, balance, fairness, brevity, dateline, credit line and byline.
- Criteria for news worthiness, principles of news selection

UNIT – II

(20 hours)

Historical Perspective and News Writing Skills

- Yellow journalism
- Penny press, tabloid press
- Language of news- Robert Gunning: Principles of clear writing
- Rudolf Flesch formula- skills to write news
- Organizing a news story, 5W's and 1H, Inverted pyramid
- Use of archives, sources of news, use of internet

UNIT – III

(20 hours)

Different mediums-a comparison

- Language and principles of writing on different media platforms
- Basic differences between print, electronic and online journalism
- Citizen Journalism

Practical component (if any) - Writing stories in the inverted pyramid format, identifying the news values in news stories of different newspapers, identifying the 5W's and 1 H in news stories, writing soft-news stories.

Essential/recommended readings-

1. Bruce D. Itule and Douglas A. Anderson. *News writing and reporting for today's media*. McGraw Hill Publication, 2000.
2. George Rodmann. *Mass Media in a Changing World*. McGraw Hill Publication, 2007.
3. Carole Flemming and Emma Hemmingway. *An Introduction to Journalism*. Vistaar Publications, 2006.
4. Richard Keeble. *The Newspaper's Handbook*. Routledge Publication, 2006.

Suggestive readings-

1. M.L. Stein, Susan Paterno & R. Christopher Burnett. *News writer's Handbook: An Introduction to Journalism*. Blackwell Publishing, 2006.
2. Michael Ryan and James W. Tankard. *Writing For Print And Digital Media*. Mcgraw-Hill College, 2004.
3. Helmut Kipphan. *Handbook of Print Media*. Springer, 2001.
4. Paranjy Guha Thakurta. *Media Ethics: Truth, Fairness and Objectivity*. Oxford University Press, 2011.
5. Vincent F. Filak. *Dynamics of News Reporting and Writing Foundational Skills for a Digital Age*. Sage Publications, Inc, 2021.
6. Robert Gunning. *Techniques of Clear Writing*. McGraw Hill Higher Education, 1968.
7. W. Richard Whitaker & Janet E. Ramsey & Ronald D. Smith. *Media Writing: Print, Broadcast, and Public Relations*. Routledge, 2019.
8. Wynford Hicks, Adams Sally, Harriett Gilbert, Tim Holmes, Jane Bentley. *Writing for Journalists*. Routledge, London, 2016.
9. John Hohenberg. *The professional journalist: a guide to the practices and principles of the news media*. Holt, Rinehart and Winston, New York, 1973.
10. M. V. Kamath. *The Journalists Handbook*. Vikas Publishing, New Delhi, 2009.

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CREDIT DISTRIBUTION, ELIGIBILITY AND PREREQUISITES OF THE COURSE

DISCIPLINE SPECIFIC CORE COURSE – 2 (DSC-2): Introduction to Media and Communication

Course title & Code	Credits	Credit distribution of the course			Eligibility criteria	Pre-requisite of the course (if any)
		Lecture	Tutorial	Practical/ Practice		
DSC-2 Introduction to Media and Communication	4	3	1	0	Passed Class XII with English from List A in CUET	NIL

Learning Objectives

The Learning Objectives of this course are as follows:

- To facilitate a deep understanding of the role and influence of the media in an individual's life. It will help the student to critically perceive the effects of the media use.
- To hone the communication skills.
- To help identify media's communicative potential through everyday examples such as mobile phone, television shows and other media use.
- To think retrospectively of media use and its effects through live and vibrant examples from everyday experience.

Learning outcomes

The Learning Outcomes of this course are as follows:

- By studying this course, students will be able to understand the important aspects of communication to help them get their messages across to public, essential in all sectors of media.
- Students will be enabled to work in any sector/media organisation as a content writer/communication consultant.

SYLLABUS OF DSC- 2

UNIT – I

(20 hours)

Communication and Mass Communication

- Media and Everyday life
- Forms of Communication, Levels of Communication
- Mass Communication and its Process
- Normative Theories of the Press
- Media and the Public Sphere
- Four Models of Communication: transmission models, ritual or expressive models, publicity model, reception model

UNIT – II

(20 hours)

Mass Communication and Effects Paradigm

- Direct Effects; Mass Society Theory, Propaganda
- Limited Effects; Individual Difference Theory, Personal Influence Theory
- Digital influencers in the contemporary world

UNIT – III

(20 hours)

Cultural Effects and the Emergence of an Alternative Paradigm

- Cultural Effects: Agenda Setting

- Spiral of Silence, Cultivation Analysis
- Critique of the effects paradigm and emergence of alternative paradigm

Practical component (if any) - NIL

Essential/recommended readings-

1. Michael Ruffner and Michael Burgoon. *Interpersonal Communication*. New York, Holt, Rinehart and Winston, 1981. 21-34; 59-72
2. John Fiske. *Introduction to Communication Studies*. Routledge 1982. pp 138
3. Dennis Mc Quail. *Mass Communication Theory*. London, Sage, 2000. pp 111; 41-54; 121-133(fourth Edition)
4. Baran and Davis. *Mass Communication Theory*. Indian Edition, South West Coengate Learning, 2006. pp 42-64; 7184; 148-153; 236-298
5. Kevin Williams. *Understanding Media Theory*. 2003. pp 168-188

Suggestive readings (if any)-

1. Robin Jeffrey. *Cell Phone Nation: How Mobile Phones have Revolutionized Business, Politics and Ordinary Life in India*. New Delhi: Hachette, 2013.
2. Ravi Sundaram. 'The Art of Rumour in the Age of Digital Reproduction', *The Hindu*. Posted 19 August, 2012, Updated 16 November 2021
<https://www.thehindu.com/news/national//article60457070.ece>
3. Maya Ranganathan. 'Commercial FM radio takes over Indian cities', *Indian Media In A Globalised World*. ed. Ranganathan, Maya, and Usha M. Rodrigues, SAGE Publications India, 2010.
4. Sreya Mitra (2012) 'The show of the millennium': screening the big-money quiz show and the Bollywood superstar, *South Asian History and Culture*, 3:4. 20 Sep 2012. pp 566-582
DOI: 10.1080/19472498.2012.720071
5. Little John, Stepehen, W and Foss, Karen, A. *Encyclopedia of Communication Theory*. Sage Publications, Inc. 2009.
6. Narula, Uma. *Communication Models*. Atlantic Publishers and Distributors (P) Ltd., New Delhi. 2022.
7. Neumann, Elisabeth Noelle. *Spiral of Silence: Public Opinion--Our Social Skin*. University of Chicago Press; 2nd edition. 1993.
8. Perse, Elizabeth M.and Lambe, Jennifer. *Media Effects and Society*. Routledge. 2016.
9. Watson, James. *Media Communication: An Introduction to Theory and Process*. Palgrave Macmillan. 2003.
10. Endo, Kaoru, Kurihara, Santoshi and Kamihigashi, Takashi (eds.) *Reconstruction of the Public Sphere in the Socially Mediated Age*. Springer, Singapore. 2017.
11. Shohini Ghosh, "Inner and Outer Worlds of Emergent Television Cultures," in *No Limits: Media Studies from India*, Ed. Ravi Sundaram. New Delhi: Oxford (2013).

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B.A (PROG) WITH JOURNALISM AS MINOR:

Category III

Discipline Specific Courses for Undergraduate Programme of study with Journalism(MINOR) as one of the Core Disciplines

DISCIPLINE SPECIFIC CORE COURSE (DSC-1): Introduction to Journalism

CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

Course title & Code	Credits	Credit distribution of the course			Eligibility criteria	Pre-requisite of the course (if any)
		Lecture	Tutorial	Practical/ Practice		
DSC 1: Introduction to Journalism	4	3	0	1	Passed Class XII with English from List A in CUET	NIL

Learning Objectives

The Learning Objectives of this course are as follows:

- To understand what it takes to be a competent reporter and the problems that journalists face in the media industry.
- To equip students to work as a cub-reporter in any news media organisation.

Learning outcomes

The Learning Outcomes of this course are as follows:

- By studying this course, students will be able to understand the nature of news and the process of news transmission to the readers.
- Students will be able to write news stories and comprehend the role of the press in a democratic society.

SYLLABUS OF DSC-1

UNIT – I

(20 hours)

Understanding News

- Meaning and definition of Journalism
- Ingredients of news

- News: meaning, definition, nature
- The news process: from the event to the reader (how news is carried from event to reader)
- Hard news vs. Soft news
- Basic components of a news story
- Attribution, on-record, off-the record, embargo,
- Verification, balance, fairness, brevity, dateline, credit line and byline.
- Criteria for news worthiness, principles of news selection

UNIT – II

(20 hours)

Historical Perspective and News Writing Skills

- Yellow journalism
- Penny press, tabloid press
- Language of news- Robert Gunning: Principles of clear writing
- Rudolf Flesch formula- skills to write news
- Organizing a news story, 5W's and 1H, Inverted pyramid
- Use of archives, sources of news, use of internet

UNIT – III

(20 hours)

Different mediums-a comparison

- Language and principles of writing on different media platforms
- Basic differences between print, electronic and online journalism
- Citizen Journalism

Practical component (if any) - Writing stories in the inverted pyramid format, identifying the news values in news stories of different newspapers, identifying the 5W's and 1 H in news stories, writing soft-news stories.

Essential/recommended readings-

1. Bruce D. Itule and Douglas A. Anderson. *News writing and reporting for today's media*. McGraw Hill Publication, 2000.
2. George Rodmann. *Mass Media in a Changing World*. McGraw Hill Publication, 2007.
3. Carole Flemming and Emma Hemmingway. *An Introduction to Journalism*. Vistaar Publications, 2006.
4. Richard Keeble. *The Newspaper's Handbook*. Routledge Publication, 2006.

Suggestive readings-

1. M.L. Stein, Susan Paterno & R. Christopher Burnett. *News writer's Handbook: An Introduction to Journalism*. Blackwell Publishing, 2006.
2. Michael Ryan and James W. Tankard. *Writing For Print And Digital Media*. Mcgraw-Hill College, 2004.
3. Helmut Kipphan. *Handbook of Print Media*. Springer, 2001.
4. Paranjoy Guha Thakurta. *Media Ethics: Truth, Fairness and Objectivity*. Oxford University Press, 2011.
5. Vincent F. Filak. *Dynamics of News Reporting and Writing Foundational Skills for a Digital Age*. Sage Publications, Inc, 2021.
6. Robert Gunning. *Techniques of Clear Writing*. McGraw Hill Higher Education, 1968.
7. W. Richard Whitaker & Janet E. Ramsey & Ronald D. Smith. *Media Writing: Print, Broadcast, and Public Relations*. Routledge, 2019.
8. Wynford Hicks, Adams Sally, Harriett Gilbert, Tim Holmes, Jane Bentley. *Writing for Journalists*. Routledge, London, 2016.
9. John Hohenberg. *The professional journalist: a guide to the practices and principles of the news media*. Holt, Rinehart and Winston, New York, 1973.
10. M. V. Kamath. *The Journalists Handbook*. Vikas Publishing, New Delhi, 2009.

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**Common Pool of Generic Electives (GE) Courses
Offered by Department of English in Journalism
Category - IV**

CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

Course title & Code	Credits	Credit distribution of the course			Eligibility criteria	Pre-requisite of the course
		Lecture	Tutorial	Practical/ Practice		
GE-1 Basics of Journalism	4	3	0	1	Passed Class XII	NIL

Learning Objectives

The Learning Objectives of this course are as follows:

- To learn the process of structuring news formation for print publications as print journalists.

Learning outcomes

The Learning Outcomes of this course are as follows:

- By studying this course, students will be able to understand the notion of Journalism and grasp the underlying factors that define the news.

SYLLABUS OF GE-1

UNIT – I

(20 hours)

Understanding News

- Meaning and definition of Journalism; news and reportage
- News: meaning, definition, nature
- Hard news versus. Soft news, basic components of a news story- dateline, credit line and byline.
- Attribution, embargo, verification, balance and fairness, brevity
- Different forms of print-A historical perspective (Yellow journalism, Penny press, tabloid press)

UNIT – II

(20 hours)

Understanding the structure and construction of news

- Organizing a news story- 5W's and 1H, Inverted pyramid
- Criteria for news worthiness
- Principles of clear writing
- Basic differences between the print, electronic and online journalism

UNIT – III

(20 hours)

Role of media in a democracy

- Citizen Journalism
- Responsibility to Society
- Contemporary debates and issues relating to media
- Ethics in Journalism

Practical component (if any) - Prepare a presentation on difference between Soft news and Hard news from the newspapers.

Essential/recommended readings-

1. Bruce D. Itule and Douglas A. Anderson. News writing and reporting for today's media; McGraw Hill Publication, 2000.
2. M.L. Stein, Susan Paterno & R. Christopher Burnett. News writer's Handbook: An Introduction to Journalism; Blackwell Publishing, 2006.
3. George Rodmann. Mass Media in a Changing World; McGraw Hill Publication, 2007.
4. Carole Flemming and Emma Hemmingway. An Introduction to Journalism; Vistaar Publications, 2006.

Suggestive readings-

1. Richard Keeble. The Newspaper's Handbook; Routledge Publication, 2006.
2. The Golden Age of the Newspaper. George H. Douglas. Greenwood Publishing Group, 1999 - Language Arts & Disciplines - 300 pages.
3. Media Ethics: Truth, Fairness, and Objectively 2nd Edition (English, Paperback, Paranjay Guha Thakurta), Oxford, 2015.
4. Media, the State and Marginalisation: Tackling Challenges: Rachna Sharma: UK, Cambridge Scholars Publishing, (2018) (ed.)

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GENERIC ELECTIVES (GE-2): Introduction to Media Studies

CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

Course title & Code	Credits	Credit distribution of the course			Eligibility criteria	Pre-requisite of the course
		Lecture	Tutorial	Practical/ Practice		
GE-2 Introduction to Media Studies	4	3	1	0	Passed Class XII	NIL

Learning Objectives

The Learning Objectives of this course are as follows:

- To identify media's communicative potential through everyday examples such as mobile phone, television shows and other media use.
- To think retrospectively of media use and its effects through live and vibrant examples from everyday experience.

Learning outcomes

The Learning Outcomes of this course are as follows:

- By studying this course, students will be able to identify communication practices, their formative role in society, understand the relationship between media and democracy.
- This course will help students in reporting on political issues and democratic concerns as journalists.

SYLLABUS OF GE-2

UNIT – I

(20 hours)

Communication, Mass Communication and Models

- Levels of Communication
- Mass Communication and its Process
- Forms of Communication
- Transmission models
- Ritual or Expressive models
- Publicity Model, Reception Model

UNIT – II

(20 hours)

Mass Communication and Effects Paradigm

- Direct Effects: Mass Society Theory, Propaganda
- Limited Effects: Individual Difference Theory, Personal Influence Theory
- Public Opinion
- Cultural Effects and the Emergence of an Alternative Paradigm
- Critique of the effects Paradigm and emergence of alternative paradigm
- Cultural Effects: Agenda Setting, Spiral of Silence
- Cultivation Analysis

UNIT – III

(20 hours)

Media and the Everyday

- Media technologies and the everyday
- Media and Modernity
- Normative Theories of the Press
- Media and the Public Sphere

Practical component (if any) - NIL

Essential/recommended readings-

1. Michael Ruffner and Michael Burgoon, Interpersonal Communication (New York, Holt, Rinehart and Winston 1981, 2134; 5972
2. John Fiske, Introduction to Communication Studies, (Routledge 1982), pp 138
3. Dennis McQuail, Mass Communication Theory, (London, Sage, 2000), pp 111; 4154; 121133 (fourth Edition)
4. Baran and Davis, Mass Communication Theory, Indian Edition, (South West Coengate Learning, 2006) pages 4264; 7184; 148153; 298236
5. Kevin Williams, Understanding Media Theory, (2003), pp.168188

Suggestive readings – NIL

Note: Examination scheme and mode shall be as prescribed by the Examination Branch, University of Delhi, from time to time.

GENERIC ELECTIVES (GE-3) Basics of Photography

CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

Course title & Code	Credits	Credit distribution of the course			Eligibility criteria	Pre-requisite of the course
		Lecture	Tutorial	Practical/ Practice		
GE-3 Basics of Photography	4	3	1	0	Passed Class XII	NIL

Learning Objectives

The Learning Objectives of this course are as follows:

- To use technological tools of photography in journalism.

Learning outcomes

The Learning Outcomes of this course are as follows:

- By studying this course, students will be able to utilize the technology and the tools of the photography in the production of photographic images, to include the operation of the camera, exposure, lenses etc required to work as a photojournalists and photographers.

SYLLABUS OF GE-3

UNIT – I

(20 hours)

Beginning & Types of Photography

- The birth of Camera and its evolution
- Invention of Digital Photography

- Photojournalism- News Photography, Sports Photography, Nature Photography, Portrait Photography, Travel Photography, Fashion Photography and Advertisement Photography

UNIT – II

(20 hours)

Camera Equipment & Lighting

- Camera Lenses, Aperture, Shutter
- Digital Storage
- Different types of Lighting-Natural lighting and Artificial Lighting
- Three-Point Lighting

UNIT – III

(20 hours)

Photo Editing Software

- Microsoft Office Picture manager, CorelDraw, Adobe Photoshop Elements, Photoshop CC (Creative Cloud)
- Correcting imperfect images: Picture orientation, Cropping, Levels, Altering brightness and contrast, Red eye

Practical component (if any) - NIL

Essential/recommended readings-

1. The Photography Book by Editors of Phaidon Press, 30 April 2000.
2. Communication Technology for Development, Pannu. P, Tomar A Yuki, IK international publishing House, 2011
3. All about Photography by Ashok Dilwali, National Book Trust, Year of Publication:2010 New Delhi.

4. Practical photography by O.P. SHARMA Hindi Pocket Books,2003.
5. The Photographer's Guide to Light by Freeman John Collins & Brown, 2005.
6. Lonely Planet's Best Ever Photography Tips by Richard I'Anson published by Lonely Planet, 2013.

Suggestive readings- NIL

Note: Examination scheme and mode shall be as prescribed by the Examination Branch, University of Delhi, from time to time.

GENERIC ELECTIVES (GE-4) Advertising and Corporate Communication

CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

Course title & Code	Credits	Credit distribution of the course			Eligibility criteria	Pre-requisite of the course
		Lecture	Tutorial	Practical/ Practice		
GE-4 Advertising and Corporate Communication	4	3	1	0	Passed Class XII	NIL

Learning Objectives

The Learning Objectives of this course are as follows:

- To develop an understanding of corporate communications and the tools available to build the corporate identity for organizations.

Learning outcomes

The Learning Outcomes of this course are as follows:

- By studying this course, students will be able to plan, execute and evaluate advertising and public relations campaigns for brands, advertising agencies and other related organisations.

SYLLABUS OF GE-4

UNIT – I

(20 hours)

Advertising: Concepts, Functions and Process

- Meaning, Evolution and Functions of Advertising, Concept of Marketing Mix, Promotional Mix: Advertising, Publicity, Events, Sales Promotion, Personal Selling and PR, Role of Advertising in the Marketing Mix
- Advertising Objectives, Segmentation, Positioning, Targeting and Branding
- Media Selection, Planning, Scheduling
- Advertising Department vs. Agency - Structure, and Functions
- Creativity and Copy Writing
- Campaign Planning, Creation and Production
- Ethical & Regulatory Aspects of Advertising - Apex Bodies in Advertising - AAI, ASCI and their codes

UNIT – II

(20 hours)

Corporate Communication

- Corporate Communication - Concept and Meaning
- Facets of Corporate Communication - Organizational Communication, Marketing Communication, Management Communication
- Functions of Corporate Communication - Employee Relations (ER) Investor Relations (IR), Media Relations (MR), Government Relations (GR), Customer Relations (CR) and
- Public Relations (PR)
- Principles and Tools of communication in ER, IR, MR, GR, CR and PR
- Role of Communication in building Corporate Reputation: Corporate Identity, Corporate Image and Corporate Brands
- Corporate Social Responsibility, Case Studies in CSR

UNIT – III

(20 hours)

Public Relations: Concept, Principles and Practice

- Public Relations: Concept and Practice
- Importance, Role and Functions of PR
- Publics in PR
- Principles and Tools of Public Relations
- PR Strategies for social media
- Organization of Public relations: In House Department versus Consultancy
- PR Campaign - Planning, Execution, Evaluation
- Role of PR in Crisis Management
- Ethical issues in PR, Apex bodies in PR - IPRA and PRSI Code

Practical component (if any) - NIL

Essential/recommended readings-

1. Jethwaney and Jain, Advertising Management, Oxford University Press Jethwaney Jaishri, Advertising, Phoenix Publishing House, 2012.
2. Philip Kotler and Lane Keller, Marketing Management (Designing and Managing Integrated Marketing Communication), Upper Saddle River, N.J. : Pearson Prentice Hall, 2009.
3. Pickton D& Broderick A, Integrated marketing communications 2ND ED., Pearsons, 2009
Heath Robert L, Handbook of Public Relations, Sage Publications.

Suggestive readings-

1. Dennis L. Wilcoxe & Glen T, Public Relations, Pearson, 2014.
2. Cutlip S.M and Center A.H., Effective Public Relations, Prentice Hall Kaul J.M., Noya Prakash, Public Relation in India, Calcutta, 2006.

3. Social Media Marketing: Strategies for engaging on Facebook, Twitter and other social media, Liana Evans, Que Publishing, 2010.
4. Social Media Marketing: Tracy L. Tuten, Michael R. Solomon, Sage, 2017.
5. The power of corporate communication; Argenti, Paul A.& Forman, Janis, McGraw Hill, 2002.
6. Van Riel, C. B., & Fombrun, C. J. (2007). Essentials of Corporate Communication: Implementing practices for effective reputation Management, Routledge.

Note: Examination scheme and mode shall be as prescribed by the Examination Branch, University of Delhi, from time to time.

GENERIC ELECTIVES (GE-5) Television Journalism

CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

Course title & Code	Credits	Credit distribution of the course			Eligibility criteria	Pre-requisite of the course
		Lecture	Tutorial	Practical/ Practice		
GE-5 Television Journalism	4	3	1	0	Passed Class XII	NIL

Learning Objectives

The Learning Objectives of this course are as follows:

- To train students for television Journalism.

Learning outcomes

The Learning Outcomes of this course are as follows:

- By studying this course, students will be able to create TV News bulletins, documentaries and other programs as Television journalists.

SYLLABUS OF GE-5

UNIT – I

(20 hours)

Understanding TV Journalism

- Organizational structure of TV news channels
- TV Reporters Tools and techniques
- Structuring a TV news report, V/O's, packages & story formats.
- PTC: Opening, Bridge and closing.
- Introduction to the equipment: Shooting, recording and editing.
- Understanding the pitfalls of broadcast punctuation and presentation

UNIT – II

(20 hours)

TV News Production

- The production team and the process: Line producers, field producers and their role
- The production process, Gate keeping and the run downs
- Back timing and going on air,
- News analysis and experts
- Commercials and promo breaks,
- Headlines
- Discussion and talk shows & organizing studio for TV news programs

UNIT – III

(20 hours)

The Changing Newsroom

- Live reporting: organizing thoughts and adlibbing, DSNG, Multiple OB locations and Split screen, V/O from field and technical challenges.
- Satellite link for News reporting: Satellite bookings & co-ordination with local TV channels, booking local editing facilities
- Planning news stories of cultural and social interest on the sidelines
- Satellite phones, broadband, optical fiber and internet & 4G based solutions

Practical component (if any) - NIL

Essential/recommended readings-

1. Bignell, Jonathan, Jeremy, Orlebar, and Patrica Holland, *The Television Handbook*, London: Routledge, 2005.
2. Chatterji, P.C., *Broadcasting in India*. New Delhi: Sage,1987.
3. Fleming, Carole, and Pete Wilby, *The Radio Handbook*, London: Routledge, 2002.
4. Orlebar, Jeremy, *The Practical Media Dictionary*, London: Arnold, 2003.
5. Page, David, and William Crawley, *Satellites over South Asia*, (1st edition), New Delhi: Sage Publications, 2001.

Suggestive readings-

1. Rajagopal, Arvind, *Politics after Television*, (1st Edition), Cambridge UK: Cambridge University Press,2001.
2. Saksena, Gopal, *Television in India*, (1st Edition), New Delhi: Vikas Publication House, 1996.
3. Starkey, Guy, and Andrew Crisell, *Radio Journalism*, (1st edition), Los Angeles: Sage, 2009.
4. Thussu, Daya Kishan, *News as Entertainment*, (1st edition), Thousand Oaks California: Sage, 2007.
5. Verma, and Adarsh Kumar, *Advanced Journalism*, (1st edition), New Delhi: Har- Anand Publications,1993.
6. Baruah, U.L., *This is All India Radio*. (1st Edition), New Delhi: Publication Division, Ministry of Information and Broadcasting, Govt. of India,1983.
7. Bhatt, S.C., *Satellite Invasion of India*, (1st Edition), New Delhi: Gyan Publication House, 1994.

8. Sabharwal, Tarjeet, Satellite Television: An Impact on Social Participation, Kanishka Publishers,2008

Note: Examination scheme and mode shall be as prescribed by the Examination Branch, University of Delhi, from time to time.

GENERIC ELECTIVES (GE-6) Web Journalism

CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

Course title & Code	Credits	Credit distribution of the course			Eligibility criteria	Pre-requisite of the course
		Lecture	Tutorial	Practical/ Practice		
GE-6 Web Journalism	4	3	1	0	Passed Class XII	NIL

Learning Objectives

The Learning Objectives of this course are as follows:

- To acquire web journalism skills.

Learning outcomes

The Learning Outcomes of this course are as follows:

- By studying this course, students will be able to creatively and meaningfully engage in the cyberspace as web journalists.

SYLLABUS OF GE-6

UNIT – I

(20 hours)

Basics of Web Journalism

- The origin and development of web journalism – historicizing web journalism
- Web journalism - Redefining journalism concepts and practices
- Convergence: Impact & new forms, Changes due to convergence
- Web journalism and its distinct characteristics, Functions of Web Journalism

- The structure and formation of new media industry, the distinct structure and workflow of news room for web journalism
- New media Economics

UNIT – II

(20 hours)

Forms and Formats of Web Journalism

- Writing for web journalism Photo, audio and video for web – their different narrative forms and techniques
- Info-graphics and data visualization, multimedia package and multi-media documentary
- New forms of journalism and latest narrative devices – blogs, social media and beyond
- News website and its different production stages
- Researching online, online news sources, news gathering process, verification and fact check
Editing for web
- Packaging and distribution of online news, online advertising and marketing

UNIT – III

(20 hours)

Ethical and Legal Issues in Journalism

- Cyber laws and regulatory Framework, IT Act
- Cyber Crime, Cyber Terrorism, Cyber Security, Cyber defense, Cyber-attack,
- Surveillance
- Community Informatics, Open-Source Approaches, Activism in Cyberspace

Practical component (if any) - NIL

Essential/recommended readings-

1. Blaine, M., The Digital Reporter's Notebook. London: Routledge, 2013.
2. Bradshaw, P., and L. Rohumaa, Online Journalism Handbook. New York: Pearson, 2011.
3. Brigg, M., Entrepreneurial Journalism- How to build what is next for news. Washington DC: CQ Press, 2011.
4. Brigg, M. Journalism Next. Washington DC: CQ Press, 2016.
5. Curran et.al. Misunderstanding the Internet. New York: Routledge, 2012.
6. Doctor, Ken, Newsonomics, USA: Martin's Press, 2010.
7. Friend and Singer. Online Journalism ethics, New York: ME Sharpe, 2007.

Suggestive readings-

1. Hill, S., and P. Lashmar, Online Journalism -The Essential Guide, 2013.
2. Jim, H., Online Journalism: A critical Primer. London: Pluto Press, 2001.
3. Jones, and Lee, Digital Journalism. London: Sage, 2011.
4. Ray, T. Online Journalism: A basic text. Cambridge: Cambridge University press, 2006.

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GENERIC ELECTIVES (GE-7) Print Journalism

CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

Course title & Code	Credits	Credit distribution of the course			Eligibility criteria	Pre-requisite of the course
		Lecture	Tutorial	Practical/ Practice		
GE-7 Print Journalism	4	3	0	1	Passed Class XII	NIL

Learning Objectives

The Learning Objectives of this course are as follows:

- To equip students with the skills required for working as a print journalist.

Learning outcomes

The Learning Outcomes of this course are as follows:

- By studying this course, students will be able to increase their understanding of print media.

SYLLABUS OF GE-7

UNIT – I

(20 hours)

Introduction to Print Journalism

- News-Definition; types of news
- Brief on various types of publications- Newspapers, Magazines
- Types of newspapers-Based on size, periodicity & content, tabloid, broadsheet etc.
- Departments/Sections of a Newspaper Organization Functions and responsibilities of the Editor Functions, duties and responsibilities of News Editor, Chief Sub-Editor, Sub- Editors and Reporters
- Types of magazines – based on format, periodicity and content

UNIT – II

(20 hours)

Genesis of the Press and Basics of Journalistic Writing

- Press in India–Before and after Independence
- Emergency Era and the contemporary issues
- Inverted pyramid style
- Leads- significance and types; Headlines- functions and types Sources of news, elements of news
- Editorial page-structure and content
- Features and article writing, Column Writing
- Writing for niche magazines and audiences
- Book reviews and Film reviews

UNIT – III

(20 hours)

Contemporary Issues in Print Media

- Editorial Freedom, Media Trial, Sting Operations
- Ethics of Journalism; Regulatory Body –PCI
- Objectivity, agenda setting, fake news

Practical component (if any) - Students will undertake assignments based on writing variety of stories for print media. They will also be required to create their own newsletter comprising of all the crucial elements of print journalism.

Essential/recommended readings

1. Editing: A Handbook for Journalists, T.J.S. George, IIMC, New Delhi, 1989
2. Professional Journalism: M.V. Kamath, Vikas Publications, 1980.
3. Groping for Ethics in Journalism: Eugene H.Goodwin, Iowa State Press, 1983.
4. Journalism: Critical Issues: Stuart Allan, Open University Press, 2005.
5. Modern Newspapers Practice: Hodgson F.W.Heinemann London, 1984.

Suggestive readings-

1. News Writing and Reporting: Bruce D.Itule and Douglas A.Anderson, McGraw Hill Publication, 2000.
2. News Writer's Handbook: An Introduction to Journalism: M.L.Stein, Susan Paterno & R. Christopher Burnett. Blackwell Publishing, 2006.
3. An Introduction to Journalism: Carole Flemming and Emma Hemmingway.Vistaar Publications, 2006.
4. The Newspaper's Handbook: Richard Keeble, Routledge Publication, 2006

Note: Examination scheme and mode shall be as prescribed by the Examination Branch, University of Delhi, from time to time.

GENERIC ELECTIVES (GE-8) Media Management

CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

Course title & Code	Credits	Credit distribution of the course			Eligibility criteria	Pre-requisite of the course
		Lecture	Tutorial	Practical/ Practice		
GE-8 Media Management	4	3	1	0	Passed Class XII	NIL

Learning Objectives

The Learning Objectives of this course are as follows:

- To understand the Media Economics, problems of finance, personnel, land, machinery etc. as business managers working in media organisations.

Learning outcomes

The Learning Outcomes of this course are as follows:

- By studying this course, students will be able to various wings of media organization and role and responsibilities of people heading different sections.

SYLLABUS OF GE-8

UNIT – I

(20 hours)

Media Management Concepts and Issues

- Concept, origin and growth of media management, fundamentals of management, management school of thought
- Changing phases of media management
- Challenges and issues: finance, personnel, land, machinery etc.
- Media industry as manufacturers- Manufacturing Consent, news and content management.
- Market Forces, performance evaluation (TAM, TRP, BARC and HITS) and Market shifts
Changing Ownership patterns

UNIT – II

(20 hours)

Media Economics

- Media Economics, Strategic Management and Marketing, Government-Media Interface Policies and regulations, FDI (policies & Practices)
- Issues of Paid news, lobbying, pressure group influence,
- Corporatization and Politicization of Media Capital inflow, Budgeting, Financial management, and personnel Management, Market forces

UNIT – III

(20 hours)

Media Market: Contemporary Scenario

- Ethico–legal perspectives in Media management
- Regional media industry
- Alternative media forums and their management
- Case Studies -Indian and International Media Giants

Practical component (if any) - NIL

Essential/recommended readings-

1. Vinita Kohli Khandekar, *Indian Media Business*, Sage, 2010.
2. Pradip Ninan Thomas, *Political Economy of Communications in India*, Sage, 2010.
3. Lucy Kung, *Strategic management in media*, SAGE, 2008.
4. Dennis F. Herrick, *Media Management in the age of Giants*, Surjeet Publications, 2012.
5. Jennifer Holt and Alisa Perren, (Edited) *Media Industries-History, Theory and Method*, Wiley-Blackwel, 2009.

Suggestive readings-

1. John M. lavine and Daniel B. Wackman, *Managing Media Organisations*, Longman Pub Group, 1988.
2. Robin Jeffrey, *India's Newspaper Revolution*, Oxford University Press, New Delhi, 2000

Note: Examination scheme and mode shall be as prescribed by the Examination Branch, University of Delhi, from time to time.

GENERIC ELECTIVES (GE-9) Documentary Production

CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

Course title & Code	Credits	Credit distribution of the course			Eligibility criteria	Pre-requisite of the course
		Lecture	Tutorial	Practical/ Practice		
GE-9 Documentary Production	4	3	1	0	Passed Class XII	NIL

Learning Objectives

The Learning Objectives of this course are as follows:

- To develop skills in documentary form; improve knowledge about language of documentary film, including shots composition and editing.
- To gain a better understanding of storytelling in documentary production.

Learning outcomes

The Learning Outcomes of this course are as follows:

- By studying this course, students will be able to work as filmmakers/ documentary filmmakers.
- Students would be able to conceptualize and ideate through workshops and peer-review and use sound and visuals in film.

SYLLABUS OF GE-9

UNIT – I

(20 hours)

Understanding the Documentary

- Introduction to the debate on realism
- Modes of Documentaries
- Camcorder Cults, Mocumentary.
- Ethical Debates in the Documentary Encounter

UNIT – II

(20 hours)

Documentary Production

- Research for the Documentary
- Writing a Treatment, Proposal and Budgeting
- Structure and scripting the documentary
- Documentary Sound
- Documentary Cinematography
- Grammar of editing
- Use of editing in Transitions: Scenic Realism & Sound Effects and Visual Effects

UNIT – III

(20 hours)

Historical Context

- Documentary Movement of India: History, Evolution, Growth.
- Distribution and Exhibition Spaces (Traditional and Online)
- Funding of a documentary- Sponsors, Public service funding, Crowd funding

Practical component (if any) - NIL

Essential/recommended readings-

1. Charles Musser “Documentary” in Geoffrey Nowell Smith ed The Oxford History of World Cinema Oxford University Press: 1996, 322-333
2. Michael Renov “The Truth about Non-Fiction” and “Towards a Poetics of Documentary” in Michael Renov ed. Theorizing Documentary AFI Film Readers, New York and London: Routledge: 1993, 1-36
3. Trisha Das, How to Write a Documentary, Public Service Broadcasting Trust, 2007
4. A History of the Indian Documentary Film, Sanjit Narwekar, 1996.

5. Double Take by PSBT
6. DOX: Documentary Film Magazine
7. Nichols, Bill (2001) Introduction to Documentary, Indiana University Press: Bloomington.
8. Lancaster, Kurt (2010) DSLR Cinema Crafting the Film Look with Video, Focal Press
9. Hampe, Barry (2007) Making Documentary Films and Videos, Holt Paperbacks
10. Fitzgerald, Jon (2017) Film making for Change, Michael Wiese Productions

Suggestive readings(screenings)-

1. Nanook of the North by Robert J Flaherty
2. Michael Moore: Roger and Me
3. Standard Operating Procedure by Errol Morris
4. I am 20 by SNS Sastry
5. Ram Ke Naam by Anand Patwardhan
6. Season Outside by Amar Kanwar
7. In The Forest Hangs A Bridge by Sanjay Kak
8. Q2P by Paromita Vohra
9. Gulabi Gang by Nishtha Jain
10. Pinch Of Skin by Priya Goswami
11. We Have Not Come Here to Die by Deepa Dhanraj
12. Films by PSBT
13. Human Flow by Ai Weiwei

14. Born Into Brothels by Zana Briski
15. Fire In the Blood by MSF
16. Dying laughing by Gravitas Ventures
17. The Out List by HBO
18. Celluloid Man by PK Nair
19. One representative film of each documentary mode as an example.

Note: Examination scheme and mode shall be as prescribed by the Examination Branch, University of Delhi, from time to time.

CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

GENERIC ELECTIVES (GE-10) Research Methodology for Media

Course title & Code	Credits	Credit distribution of the course			Eligibility criteria	Pre-requisite of the course
		Lecture	Tutorial	Practical/ Practice		
DSC-10 Research Methodology for Media	4	3	0	1	Passed Class XII	NIL

Learning Objectives

The Learning Objectives of this course are as follows:

- To write a research paper and a research report.

Learning outcomes

The Learning Outcomes of this course are as follows:

- By studying this course, students will be able to write a research proposal and undertake research. T
- Students will be equipped to work as researchers independently as well as for various organisations.

SYLLABUS OF GE-10

UNIT – I

(20 hours)

Introduction to Research and Basic Elements

- Definition, basic and applied research,
- scientific approach,
- theoretical framework,
- Steps of research: selection of the problem, review of literature, statement of hypothesis and research question, methodology and methods, research design, sampling, data analysis and interpretation, presentation of results,
- replication and ethical perspectives of mass media research
- Concepts and constructs,
- Independent and dependent variables,
- Nature of Measurement, levels of measurement, measurement scales, Specialized Rating Scales, Reliability and Validity, Research question and Hypothesis

UNIT – II

(20 hours)

Sampling and Methods

- Universe, population, need for sampling, sampling methods: probability and non-probability, representativeness of the samples, sampling error, sample size
- Quantitative and Qualitative Techniques: content analysis, survey method, audience and readership surveys, designing questionnaires, observation methods, experimental research, case studies, field experiments, focus groups, intensive interviews, longitudinal research, Historical research, Ethnographies, Textual analysis, Discourse analysis

UNIT – III

(20 hours)

Media Research Approaches

- Representational approach
- Media and the senses
- Academic writing, Citations, Bibliography

Practical component (if any) - The students will present and submit a research proposal in his/her area of interest under the guidance of the faculty.

Essential/recommended readings-

1. Wimmer, Roger, D and Dominick, Joseph,R. *Mass Media Research*, Thomson Wadsworth, 2006, pgs1-60; 65-81;83-98.
2. Arthur Asa Berger. *Media Research Techniques*, Sage Publications, 1998.
3. John Fiske. *Introduction to Communication Studies*, Routledge Publications,1982.
4. David Croteau and William Hoynes. *Media/Society: Industries, Images and Audiences*, Forge Press (For Case Studies) Amazon,2002.
5. Hall, Stuart. *Representation: Cultural Representations and Signifying Practices*. New Delhi, Sage Publications, 1997.
6. Mankekar, Purnima. *Screening Culture, Viewing Politics*. Duke; 1999.
7. Buck-Morss, Susan. 1994. "The Cinema Screen as Prosthesis of Perception: A Historical Account." In *The Senses Still*, ed. Nadia Seremetakis, Chicago: University of Chicago Press (Chapter 4).
8. Hirschkind, Charles. 2006. *The Ethical Soundscape: Cassette Sermons and Islamic Counterpublics*. New York: Columbia University Press.

Suggestive readings-

1. Kothari, C.R. *Research Methodology: Methods and Techniques*, New Age International Ltd. Publishers, 2004, pgs1-55; pgs95-120.
2. Bertrand, Ina and Hughes, Peter. 2005. *Media Research Methods; Audiences, institutions, Texts*. New York; Palgrave

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