Message from the Vice Chancellor

In order to make the University of Delhi truly global and to commemorate 95 years of its existence, we introduce the Five Year Integrated Course in Journalism through the Delhi School of Journalism.

World has become a 'Global Village', thanks to all pervasive Information and Communication Technology (ICT). Media, the largest information dissemination system, assumes an axial role in transforming the dynamics of the socio-cultural, political, and economic aspects of human life. It also sustains and strengthens the democratic and social Institutions. Indeed, the quality of the 'Public Sphere' depends on the quality of Media - the watchdog and the fourth pillar of Democracy.

The University has created the School of Journalism to cater to the needs of thousands of media enterprises across the world by providing them well-trained journalists. The syllabus of the School of Journalism has been drafted in tune with the guidelines of University Grants Commission (UGC) and the model of United Nations Educational, Scientific and Cultural Organization (UNESCO), by eminent journalists and faculty members of the University of Delhi.

We urge everyone to join us, in fostering a healthy, peaceful and engrossing atmosphere at the School of Journalism.

Yogesh K. Tyagi
Vice-Chancellor,
University of Delhi
Core Courses
(CC)

CC 01
Introduction to Media and Communication

Scope
The course introduces the students to communication theories and models, and use of different types of media.

Unit 1 – Basics of Communication (12 Lectures)
1. Communication: Definition, Purpose, Elements, Principles, Processes
2. Types of Communication: Verbal and Non-Verbal; Formal and Informal; Mediated and Non-Mediated
3. Forms of Communication: Intrapersonal, Interpersonal, Group, Public and Mass Communication
4. Communication Models: Linear – Aristotle, Shannon and Weaver, Berlo, Wilbur Schramm, Harold and Lasswell; and Non Linear – Osgood and Schramm, Westley and McLean, Interactive and Transactional Models

Unit 2 – Understanding Media (12 Lectures)
1. Functions of Media – Inform, Educate and Entertain
2. Types of Media – Folk, Print, Broadcast, Film, and New Media – A Brief Sketch
3. Alternative and Community Media – Community Radio, Participatory Video and Community Newspapers
4. Critical Media Literacy - Douglas Kellner

Unit 3 – Mass Communication Theories and Models (12 Lectures)
1. Normative Theories of the Press
2. Communication Models– Transmission, Ritual, Publicity and Reception Models
3. Media and the Public Sphere – Jurgen Habermas

Unit 4 - Mass Communication and Effects Paradigm (12 Lectures)
2. Limited Effects – Individual Difference, Cognitive Dissonance and Two Step Flow of Communication - Personal Influence Theory,
3. Cultural Effects: Agenda Setting Theory, Spiral of Silence and Cultivation Analysis
4. Critique of the Effects Paradigm and Emergence of Alternative Paradigms – Uses and Gratification Theory

**Unit 5 - Communication, Media and Society (12 Lectures)**

1. Media in Everyday Life – News and Entertainment Media, Mobile Phone and Applications, Social Media
2. Media and Communities (Real and Virtual)
3. Role of Media in Democracy – Media as the Watchdog and the Fourth Estate/Pillar of Democracy

**Outcome**
Students will understand the elements and processes of communication and thereby improving their own communication skills. This will help them to explore myriad career options in communication and journalism.

**Suggested Readings**

CC 02
Basics of Reporting and Editing
Scope
The course will enable the students to understand various aspects of print journalism, and organizational structure of print media enterprises.

Unit 1 – Understanding News (12 Lectures)
1. Ingredients of news
2. News: meaning, definition, nature
3. News as a 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
4. Attribution, objectivity, embargo, verification, balance and fairness, brevity, dateline, credit line, byline.

Unit 2 – Understanding the structure and construction of news (12 Lectures)
1. Organizing a news story, 5W's and 1H, Inverted pyramid
2. Criteria for news worthiness, principles of news selection
3. Use of archives, sources of news, use of internet
4. Language and principles of writing: Basic differences between the print, electronic and online journalism

Unit 3 – Covering news (12 Lectures)
1. Role and responsibilities of a Reporter
2. General assignment reporting/ working on a beat
3. Covering of beats- crime, courts, health, human rights, legislature, education, sports reporting
Unit 4 – Newsroom (10 Lectures)
1. Organizational setup of a newspaper, Editorial department
2. Introduction to editing: Functions, headlines, role of sub-editor, news editor, Editor

Unit 5 – Role of Media in a Democracy (14 Lectures)
1. Responsibility to Society
2. Press and Democracy
3. Contemporary debates and issues relating to media
4. Ethics in journalism
5. Covering the beats and writing reports/interviewing personalities. Exercises on copy-editing. Discussions on current affairs

Suggested Projects
1. Presentation on the genesis of Journalism
2. Presentation on the era of Yellow Journalism
3. Presentation of the basic terminology used in news organisations
4. Presentation of a news story identifying the 5W’s and 1 H
5. Covering an event and presenting how it travels across different media forms
6. Presentation on the differences between print, broadcast and online journalism
7. Presentation on the current debates and issues related to the media
8. Presentation on the relationship between media and democracy

Outcome
The course will enhance the reporting and editing skills of the students and they will become proficient in news gathering techniques.

Suggested Readings
CC 03

Media and Society

Scope
The course explores the impact of media in society, the patterns of media representations, constructions and stereotypes, and media as a social institution.

Unit 1 – Introduction to Society and Media (12 Lectures)
1. Basic concepts
2. Relationship between media and society
3. Media in socio-cultural context

Text
2. Introduction to Sociology (ninth edition) Chapter-3 Part Two-Anthony Giddens by Mitchell Duneier
3. Pandey, Vinita, 2016, Indian society and culture, Rawat Publications

Unit 2 – Media and Power (12 Lectures)
1. Communication and social order
2. Democracy and Internet

Text
1. Communications, power and social order by James Curran, chapter 2
2. New media and Power in James Curran’s Media and Power by Routledge 2002, chapter 8 Young people, the internet and civic participation - Ted Talk

Unit 3 – Media Content and Representation (12 Lectures)
1. What is representation?
2. Construction
3. Stereotypes

Text
1. Epic Contents: Television and Religious Identity in India (134-151) Chapter 6 by Purnima
4. Slippery Subjects-Gender, meaning, and the Bollywood audience- eprints.lse.ac.uk

Unit 4 – Mapping the Field and Rethinking Audience (12 Lectures)

Text
3. Sonia Livingstone, 2008, Relationships between Media and Audiences: prospects for audience reception studies, LSE Research online (http://eprints.lse.ac.uk/1005/)

Unit 5 – Media Analysis Paper (12 Lectures)

Students will produce a 2000 word paper analyzing the media representation through any soap, film, news coverage on a particular issue of their choice. This would be combined with their exposure to some interactions with functionaries in the media who would acquaint them with challenges of negotiating between the needs of news making and presenting social issues or events.

Outcome
The course will impart a sociological understanding of media representations to the students, which may help them to balance the news process and the information needs of the public.

Suggested Readings

CC 04
ICT and New Media

Scope
The course intends to improve students' knowledge and skills in Information and Media Technology – including both hardware and software.

Unit 1 – ICT: Basic Concepts (12 Lectures)
1. Hardware and Software Components of Computer Systems – A Brief Sketch
2. Different File Formats and Media Codecs
3. Computer Networks – Internet, Intranet and www
4. Telecommunications – 3G and 4G
5. Digitization and Media Convergence
6. Social Construction of Technology

Unit 2 – New and Social Media (12 Lectures)
1. New Media: Definition and Features (Lev Manovich); User and the Screen
3. Identity, Fandom and Narratives in New/Social Media
4. Economy of New Media
5. Internet as a Convergent Media Platform
6. Social Media and the Post Modern Public Sphere
Unit 3 – Applications of ICT and New Media (12 Lectures)
1. Community Informatics - Cyber Mohalla and Akshaya Projects
2. Virtual Reality – 2D/3D Modeling and Simulation; Videogames
3. E-Governance – Digital India Initiative
4. Cyber Space Activism
5. New Media as an Economic Arena: Digital Marketing, E-Commerce and e-Banking
6. ICT and Social Inclusion – Gender, Human Rights and Subaltern Issues

Unit 4 – ICT and New Media: Ethical Concerns (12 Lectures)
1. Globalization & Emerging Cyber cultures, Netiquette
2. Information Rights and Intellectual Property Rights – Copyright and Copy Left, Plagiarism, Open Source Approach and Creative Commons
3. Facets of Cybercrime
4. Electronic Documents and Digital Signature
5. Internet Governance and Regulatory Frameworks

Unit 5 – ICT Literacy and Skills – (Practical Based - 12 Lectures)
1. Microsoft Word
   Creating and Formatting Documents (2 Lectures)
   Create New Blank Documents, Open A Word/PDF file In Word for Editing, Saving documents, Font Formatting (Font, Size, Color, Style), Paragraph Formatting (Alignment, Paragraph Spacing, Line Spacing), Multicolumn text (as in Newspapers and magazines), Format Painter, Word Art
   Use of Commands (2 Lectures)
   Find and Replace commands, Create Bookmarks, Insert Hyperlinks, Go To command, Modify Page Setup, Insert Headers and Footers, Insert Watermarks, Record and Run Macros, Assign Shortcut Keys to Macros Autocorrect and autocomplete features, Insert Built-In Fields, Insert Special Characters (like ©, ™, £), Page Breaks/Section Breaks
   Tables and Lists (1 Lecture)
   Create Tables, Convert Text to Tables, Convert Tables to Text, Table Title, Sort Table Data, Apply formulae in A Table, Merge/Split Cells
   Create a numbered and bulleted list, Create Custom Bullets, Increase and Decrease List Levels, Modify Numbering.
   Insert Shapes/Images (1 Lecture)
   Insert Simple Shapes, Modify Shape Properties (Color, Size, Line, Fill)
Insert Images, Apply Artistic Effects, Apply Picture Effects, Modify Image Properties (Color, Size, Shape), Wrap Text around Shapes/Images

**Create and Manage Indexes/Table of Contents (1 Lecture)**
Create Indexes, Update Indexes, Mark Index Entries Create and format Table of Contents
Create and format Table of Figures

**Mail Merge Operations (1 Lecture)**
Perform Mail Merge, Manage Recipient Lists, and customize mail merge

2. Microsoft Power Point

**Create Presentations and Slideshows (2 Lectures)**
Create Blank Presentations, Create Presentations Use Templates, Apply a Slide Master, Slide Layouts, Add Background Images, Insert Headers and Footers, Insert Charts, Modify Chart Type
Create Custom Slideshows, Configure Slideshow Options, Rehearse Timing, Modify Slide Order

**Insert and Format Media (1 Lecture)**
Adjust Media Window Size, Set Start/Stop Times, Link to External Media

**Apply Transitions and Animations (1 Lecture)**
Apply Transitions between Slides, Apply Animations to Shapes and Text, Set Timing for Transitions and Animations, Use the Animation Pane.

**Outcome**
Through this course, students will become capable of creatively using various ICT devices and digital platforms.

**Suggested Readings**

CC 05
Introduction to Broadcast Media

Scope
The course will introduce the basics of broadcast media – Radio and Television, and broadcast news production techniques.

Unit 1 – Basics of Sound (12 Lectures)
1. Concepts of sound-scape, sound culture
2. Types of sound
3. Sound Design-Its Meaning with examples from different forms
4. Introduction to microphones
5. Characteristics of Radio as a medium
6. Acoustics

Unit 2 – Basics of Visual (12 Lectures)
1. What is an image, electronic image, television image
2. Digital image, Edited Image- politics of an image
3. Changing ecology of images
4. Characteristics of Television as a medium
5. Visual Culture

Unit 3 – Radio (12 Lectures)
1. Elements of a Radio Story
2. Elements of a Radio programming
3. Working in a Radio studio
4. Introduction to Recording and Editing Sound.

Unit 4 – Television (12 Lectures)
1. Basics of a Camera- (Lens & accessories)
2. Electronic News Gathering (ENG) & Electronic field Production (EFP)
3. Visual Grammar – Camera Movement, Types of Shots, Focus, etc.
4. Elements of a Television News Story
5. Basics of Editing for TV- Basic Soft-ware and Techniques (for editing a news capsule)

Unit 5 – Broadcast Media: Critical Issues and Debates (12 Lectures)
1. Public Service Broadcasters - AIR and DD News
2. Changing Character of Television News - 24 Hours news format, News Production cycle, etc.

Outcome
Students will acquire hands-on training in Radio and Television News Production, which may enable them to pursue internships with Television Channels.

Suggested Readings
1. Chatterjee, P.C., Broadcasting in India, New Delhi, Sage 1987 (Page nos. 25-78)
3. Glen, A. Creeber, Toby Miller and John Tulloch, The Television Genre Book (London: British Film Institute, 2009)
5. Mc Leash G., Robert, Radio Production (US: Taylor & Francis)
7. Robert c Allen and Annette Hill (Ed- 2004), The Television Reader, Routledge

CC 06
Print Journalism and Production

Scope
Students will acquire advanced print media skills like, editing, design, layout and production.

Unit 1 – Print Journalism: An Overview (10 Lectures)
   1. Introduction to Newspapers (major international, national and regional)
   2. Kinds of print publications- tabloid, broadsheet;

Unit 2 – Newspaper content (14 Lectures)
   1. Headlines; importance, functions of headlines, typography and style, language, types of headline, style sheet
   2. Features: writing style, different types of features; article, special articles, article versus features
   3. Editorial: Significance, types of editorials, edit page, op-ed, opinion column,
Unit 3 – Specialized Reporting (10 Lectures)
1. Parliamentary
2. Development
3. International Affairs
4. Science and Technology
5. Elections
6. Agriculture

Unit 4 – Trends in Print Journalism (14 Lectures)
1. Citizen Journalism
2. Technology and Magazine boom, Magazine types: news, special interest, general, lifestyle; Magazine Formats and unique features that have developed.
3. Editorial policy and ethical debates in print journalism. (Advertorial trend), paid news, agenda setting, pressures in the newsroom, trial by media, gatekeepers.

Unit 5 – Production of Newspaper (12 Lectures)
1. Principles of Layout and Design: Layout and format, Typography
2. Copy preparation, Design process (size, anatomy, grid, design)
3. Handling text matter (headlines, pictures, advertisements)
4. Page make-up (Front page, Editorial page and Supplements)
5. Production of a newspaper

Outcome
Students’ skills in writing news and feature stories, OP-ED articles and editorials will be fine-tuned.

Suggested Readings
CC 07
Media Laws and Ethics

Scope
The course will introduce media laws and ethical frameworks for media practitioners in the Indian and the global contexts.

Unit 1 – Laws regulating the Media (12 Lectures)
1. Laws - Bills and Acts, Ordinance, Regulations, Statute, Code, Norms, Conventions
2. Freedom of the press and the Constitution-need for a free press in a democracy
3. Article 19(1) (a) of the Indian Constitution-Freedom of speech and expression and its reasonable restrictions Article 19(1)2

Unit 2 – Media laws pertaining to the State, Citizens, Judiciary, Legislature and Parliament (14 Lectures)
1. The State: Sedition-incitement to violence (section 121 IPC) IPC 121 read with 511 Inflammatory writing IPC (353)
2. Citizens: Defamation IPC (499) 500) civil and criminal defamation-libel, slander
3. Legislature: Parliamentary privileges / Articles 105 (Parliament) Article 194 (State Legislation)
4. Judiciary: Contempt of Court, Covering and reporting court proceedings (Article 361A)

Unit 3 – Acts and Laws: India (12 Lectures)
1. Press Registration of Books Act. 1867/1955 role of RNI
2. Copyright Act 1957
3. Official Secrets Act 1923
4. Code of conduct for journalists
5. Issues of privacy and Right to Information Act 2005

Unit 4 – Regulation and Regulatory Bodies (10 Lectures)
1. Regulation, Self-Regulation and Deregulation
2. Regulatory Bodies – PCI, TRAI, CBFC, NBSA, BCCC, ASCI, ICANN

Unit 5 – Cyber Media and New Media Laws (12 Lectures)
1. Cyber Crime regulated by Cyber Laws or Internet Laws
2. The Computer as a Target: Hacking, Virus/Worm attacks, DOS attack etc.
3. The computer as a weapon: Cyber Terrorism, IPR violations, Credit card frauds, EFT frauds, Pornography etc.

Assignment / Project
Students’ visit to the Parliament (Session Total Credits 6)

Outcome
A thorough understanding of media laws and ethical issues will convince the budding journalists to engage in their career assignments without compromising the professional and ethical standards.

Suggested Readings
3. Kamath, Nandan (Ed.), Law Relating to COMPUTERS, Internet and E-Commerce
11. Guide to CYBER LAWS & THE IT Act, with Rules, Regulations, Notifications and
Photography

Scope
The course will introduce the students to the fundamentals of photography, camera operations, lighting techniques and visual grammar.

Unit 1 – Photography History (12 Lectures)
1. Brief History of Photography
2. How Camera works? Camera Obscura
3. The role & importance of photography

Unit 2 – Camera (12 Lectures)
1. Camera, Elements, Camera formats & Accessories
2. Camera Design & Lenses
3. Principles & various types of Photography

Unit 3 – Lighting and Composition (12 Lectures)
1. Principles of Lighting, Sources and devices of light
2. Principles of Photographic composition
3. Exposure and Measurement of light

Unit 4 – Approach to printing of Photography (12 Lectures)
1. Printing of Digital Photographs
2. Converting develop photograph into digital photograph
3. Photo magic and appreciations

Unit 5 – Photo Journalism (12 Lectures)
1. Ethics and Photography

Practical - Project/ Photo Album – Students may be taken outdoors for a Photo shoot. (Total Credits – 6)

Outcome
This course will open an avenue for the students to explore career options and individual ventures in Photojournalism, which is a specialized and developing area in the media landscape.

Suggested Readings


CC 09

Integrated Marketing Communication

Scope

The course will introduce the students to the basics of Advertising, Public Relations, Marketing and Corporate Communications.

Unit 1 – An Introduction to IMC (12 Lectures)

1. Defining marketing communication in the context of corporate organizations
2. Evolution of IMC – factors contributing to its growing importance
3. Various stakeholders of IMC: Defining internal & external public’s

Unit 2 – Promotional Tools: Promotional Mix (12 Lectures)

1. Personal Selling
2. Advertising
3. Public Relations
4. Direct and Database marketing
5. Sales Promotion
6. Online marketing

Unit 3 – Advertising Theories and Effects (12 Lectures)

1. Advertising Theories and Models- AIDA, DAGMAR and Maslow’s Hierarchy Model
2. Advertising and development, Functions of advertising, positive and negative aspects of advertising.

Unit 4 – Marketing Communication (12 Lectures)
1. Situation analysis, Market Research and formulating objectives
2. Media planning, budgeting, Scheduling, Media buying and selling for a campaign

Unit 5 – IMC Campaign (12 Lectures)
1. Developing IMC campaign
2. Methods of measuring effectiveness of campaign - pre testing and post testing
3. Interface of media and clients with ad agencies, functions and types of ad agencies

Students can be taken for a visit to Advertising companies and PR companies for students to see the actual working E.g. Ogilvy & Mather Ltd, DDB Mudra Group, JWT, Lowe Lintas & Partners.

Project/ Practical - develop an IMC Campaign based on their learning after the visit. (Total Credits – 6)

Outcome
Students will get essential Advertising and Public Relations skills, which will help them to devise marketing mix and promotional strategies independently and pursue internships.

Suggested Readings
CC 10

Media and Cultural Studies

Scope
The course will introduce the students to the different cultural and ideological contexts in which media operate.

Unit 1 – The Politics of Culture (10 Lectures)
1. Understanding Culture
2. Mass Culture, Popular Culture and Folk Culture
3. Media and Culture

Unit 2 – Culture and Power (12 Lectures)
1. Ideology and Hegemony
2. Frankfurt School, Media as Culture Industries
3. Political Economy

Unit 3 – Representation (12 Lectures)
1. Image Analysis – Media as texts, Signs and codes in Media
2. Barthes Codes
3. Narrative
4. Genre Theory
5. Media intertextuality, Social construction of reality
6. Representation of class, caste, gender issues in media

Unit 4 – Theories of Media Effects and Audiences (14 Lectures)
1. Uses and Gratification Approach, Cultivation Effects
2. Encoding and Decoding, Reception studies
3. Active audiences
4. Gendered reception
5. Subcultures, Music and the popular, Fandom

Unit 5 – Media and Technologies (12 Lectures)
1. Folk Media as a form of Mass Culture
2. Live Performances and Audiences
3. Media technologies, Technological determinism
4. New Media and Cultural Forms

Suggested Projects
1. Present an analysis of the feedback on YouTube or any other websites on popular videos and discuss the audience activity
2. Do a small discussion with a small group of women on contemporary women’s magazines/soap operas/advertisements targeting women and analyse it in class
3. Present a brief description of fan activities for various sports and film stars on the net/print, narrate and analyse the content in class

Outcome
The course will generate a thorough understanding of the cultural contexts, which may enable the students to critically analyze the ideological patterns of the production, distribution and consumption of media narratives.

Suggested Readings
CC 11
Radio Journalism and Production

Scope
The course will introduce the students to the core features of radio as a mass medium, radio production and broadcast techniques and audience analysis.

Unit 1 – Introduction to Radio Broadcasting (12 Lectures)
1. Radio as a Medium – Characteristics
3. Radio Clock – Public, Private, Community Radio Station
4. Radio Transmission – SW, AM and FM
5. Types of Radio Broadcasting - HAM Radio; Satellite Radio; Digital Audio Broadcasting; and Online Radio
6. Criteria for good Sound – Clarity, Intelligibility and Fidelity

Unit 2 – Radio Journalism (12 Lectures)
1. Radio as News Medium - Features
2. Reporting for Radio – News gathering Techniques and Tools, Using Sound Bites (Vox Populi)
3. Scripting for Radio News

Unit 3 – Pre Production (12 Lectures)
1. Ideation and Research
2. Writing for Radio – Characteristics and Principles ,
3. Scripting for Different Radio Formats – For Example: Radio Features (Using Narrations/commentary), Radio Drama; and Writing Audio Cues
4. Planning – Time and Resource Budgeting; Hiring Key Personnel (Creative and Technical)
5. Roles and Responsibilities of Key Personnel in Radio Production

Unit 4 – Production (12 Lectures)
1. Recording Programs - Creative Use of Sound and Voice
2. Working of a Radio Studio and Production Control Room – Studio Layout; Acoustics; Input and Output Chain – Microphones, Cables and Speakers; Studio Console for Recording and Mixing, Talk Back System

Unit 5 – Post Production (12 Lectures)
1. Sound Editing – Principles of Sound Editing, Audio Editing Softwares
2. Use of Archived Sounds, Music and Sound Effects (sfx)
3. Marketing Radio Programs
4. Audience Feedback and Analysis
5. Archiving, Podcasting, Monetization of Radio Programs (CDs & DVDs), Sharing Via Social Media (Sound Cloud)

Outcome
After this course, students will become capable of producing various radio programs individually.

Suggested Readings
CC 12
Basic Mathematical Statistics

Scope
The course will introduce the students to basic mathematical and statistical tools for data collection and analysis.

Unit 1 – Collection and Presentation of Data
1. Meaning and Scope of Statistics
2. Collection of Statistical Data: Census and Sample survey.
3. Types of Data: Primary and Secondary, Cross-section and Time Series, Univariate and Bivariate.
4. Graphical Presentation of Data: Pie charts and Bar graphs Frequency distribution, Histogram and Ogive. Bivariate frequency distribution

Unit 2 – Descriptive Summary Measures of Univariate Data
1. Measures of Central Tendency: Mean Median and Mode.
3. Coefficients of Skewness and Kurtosis.

Unit 3 – Descriptive Analysis of Bivariate Data
1. Methods and measures of studying relationship between two variables: Scatter Diagrams, Simple correlation coefficient, Rank correlation coefficient, Linear Regression, Coefficient of determination.
2. Estimation of simple and exponential trends for Time Series.

Unit 4 – Elements of Probability Theory
1. Random experiments, Sample Space and events.
2. Different Approaches to Probability: Classical, Frequency interpretation and Axiomatic approach,
Projects and Assignments

1. Forming a frequency distribution (discrete as well as continuous) for a given raw data.
2. Graphical presentation of data with proper labeling: Pie charts, bar graphs, histogram and ogive.
3. Obtaining measures of central tendency: mean, median, mode, quartiles, deciles and percentiles – for data in the raw form or as a frequency distribution.
4. Obtaining measures of dispersion – standard deviation, coefficient of variation, – for data in the raw form or as a frequency distribution.
5. Calculating coefficient of skewness and kurtosis.
6. Calculating correlation as well as rank correlation coefficient.
7. Drawing scatter diagram.

Note

1. Laboratory Work / Practical and Projects highlighting applications to various Social sciences and advice of the teacher will be a significant part of the course.
2. Every student has to do a project related to actual data and learn how to use available software.

Outcome

Students will acquire essential skills for quantitative data collection and analysis.

Suggested Readings

CC 13
Development Communication

Scope
The course will introduce the students to the concepts of development, development communication and strategies, and ICT for Development.

Unit 1 – Development: Concept, Concerns, Paradigms (12 Lectures)
1. Concept of development
2. Models of development
3. Basic needs model
4. Nehruvian model
5. Gandhian model
6. Panchayati raj
7. Developing countries versus developed countries

Unit 2 – Development communications: Approaches (12 Lectures)
1. Paradigms of development: Dominant, dependency & alternative paradigm
2. Development communication approaches – diffusion of innovation, empathy, magic multiplier
3. Alternative Development communication approaches:
   - Sustainable Development
   - Participatory Development
   - Inclusive Development
   - Gender and development

Unit 3 – Role of Media in Development (10 Lectures)
1. Mass Media as a tool for development
2. 'Critical Appraisal of Development Communication Programs and Government Schemes in India: Traditional Media, Print, Radio, TV and Video - Case Studies': SITE, Krishi Darshan, Kheda, Jhabua, MNREGA;
3. Role of development agencies and NGOs in development communication
5. Narrowcasting
Unit 4 – Practicing Development Communication (10 Lectures)
1. Strategies for designing messages for print
2. Community radio and development
3. Television programs for rural India
4. Participatory Video

Unit 5 – Rural Journalism (8 Lectures)
1. Information needs in rural areas
2. Use of traditional media for development in rural areas: Rural newspapers
3. Critical appraisal of mainstream media’s reportage on rural problems and issues;
4. Specific features of tribal society;
5. Critical appraisal of mainstream media’s reportage on tribal problems and issues.

Practical (8 Lectures – 6 Credits)
1. Project on any development issue;
2. Reporting on the development communication strategy of any NGO;
3. Designing effective communication material for development;
4. Preparing a multi-media campaign on a social issue.

Outcome
Development communication will enable the students in understanding development policies, and assessing the risks and opportunities to bring about positive social change through sustainable development.

Suggested Readings
2. Dharmarajan, Shivani. NGOs as Prime Movers. 2007 New Delhi.
6. Quebral, Nora C. What Do We Mean By Development, in International


CC 14

Research Methodology I

Scope
The course will introduce the students to the basic concepts in research in social sciences and research methods.

Unit 1 – Introduction to Research: Definition and Steps (14 Lectures)
1. Definition, Role and Purpose of Scientific Research
2. Academic and Private Research (e.g. online polls, opinion polls
3. Steps in Research (Research Question, Hypothesis, Review of Literature)
4. The place of theory in Research-theoretical framework

Unit 2 – Elements of Research (12 Lectures)
1. Concepts and Constructs
2. Independent and Dependent Variables
3. The Nature of Measurement, Levels of Measurement,
4. Measurement Scales, Specialized Rating Scales, Reliability and Validity

Unit 3 – Approaches, Techniques and Framework for a Research Approach (12 Lectures)
1. Choosing a Research Design
2. Qualitative and Quantitative Research Approaches -Survey,
3. Content Analysis, Observational methods, Focus Groups, Intensive Interviews
4. Designing and using a Questionnaire

**Unit 4 – Sampling and Data Analysis (14 Lectures)**
1. Population and Sample, Need for Sampling,
2. Sampling Procedures, Sample Size, Sampling Error
3. Data collection: Primary and Secondary data
4. Data Analysis Techniques, Coding and Tabulation, Interpretation, Non - Statistical Methods, Working with Archives; Internet-based Research.

**Unit 5 – Project Report Writing (8 Lectures)**
1. The content of a Research proposal
2. Writing the Research Report – Citations, Bibliography

**Projects**
1. Students need to conduct an applied research and make the presentation of the findings in the form of a research paper.

**Outcome**
The course will make the students capable of designing and conducting minor research projects.

**Suggested Readings**
5. Kothari, C.R., Research Methodology: Methods and Techniques, New Age International: New Delhi, 2004

**CC 15**

**Global Media and Politics**

**Scope**
The course will introduce key stages of development in the media and communication arenas associated with the logic of globalization and global conflicts.

**Unit 1 – Media and Global Communication - A Brief Overview (12 Lectures)**
1. A short history of political propaganda, Nazi propaganda, Media and propaganda, Radio and International Communication, Media during WWII
2. Radio Free Europe, Radio Liberty, Voice of America

**Unit 2 – Emergence of the Politics of Global Communication (10 Lectures)**
1. Flaws in the flow of communication
2. Role of UNESCO - NIO and NWICO – The MacBride Round Table
3. Role of NANAP and NAMEDIA

**Unit 3 – Global Communication and Conflict (14 Lectures)**
1. Vietnam War, Pentagon papers
2. The Cold War, Diplomacy and Media, Media and espionage
3. Reporting the first televised War-Gulf war 1
4. Persian Gulf War of 2003- Embedded Journalism
5. Mapping the Al Jazeera phenomenon

**Unit 4 – New Dimensions post 9/11 (12 Lectures)**
1. Reportage of 9/11
2. Journalism after 9/11 –Discourses and implications
3. Arab spring and its aftermath

**Unit 5 – Flows of Global Content (12 Lectures)**
1. Cultural imperialism
2. Contra flows – media exports in television, films, music
3. Media hegemony and homogenization
4. Glocalization and global cultures
5. Media conglomerates

**Suggested Projects**
1. Presentation on the advent of Satellite television in India
2. Presentation on trans-world chains-BPO’s/call centres
3. Presentation on case studies—Rupert Murdoch, Ted Turner
4. Project on global programs and the Indian Diaspora
5. Project on issues of identity and cultural imperialism
6. Presentation on gulf wars and their implications for the media

**Outcome**

Through this course, students will have a detailed understanding of socio-political issues of national and international importance, and transactions in the global market place and the polemics of culture and identity that accompany them.

**Suggested Readings**


**Additional Readings**

CC 16
Television Journalism and Production

Scope
The course will introduce the students to the basics of TV journalism, electronic news gathering techniques, and production of TV programs.

Unit 1 – Understanding TV Journalism (14 Lectures)
1. Organizational structure of TV news channels
2. Modern TV newsroom: Input/output and Assignment Desks
3. Visual sources for TV: servers, graphics, archives, MSR and OB
4. TV Reporters Tools and techniques
5. Locating TV stories, Developing TV stories
6. Structuring a TV news report, V/O’s, packages & story formats.
7. PTC: Opening, Bridge and closing.
8. Introduction to The equipment: Shooting, recording and editing.

Unit 2 – Writing for TV (10 Lectures)
1. The writing process- Thinking audio - video
2. Planning and structuring the copy for various audio visual inputs
3. Editing bytes, procuring & editing visuals – archives, graphics & other sources
4. Writing Anchor Leads
5. Writing for Astons, subtitles, scrawls and other TV screen value addition instruments.
6. Broadcast styles and techniques of writing, Rewriting agency copy, Writing for Bytes and Outside Broadcast (OB) copy
7. Understanding the pitfalls of broadcast punctuation and presentation

Unit 3 – TV News Production (12 Lectures)
1. The production team and the process : Line producers, field producers and their role
2. The production process, Gate keeping, the run downs, leads, bunching, kickers, Rhythm and flow.
3. Back timing and going on air, News analysis and experts, Commercials and promo breaks, Headlines
4. Discussions and talk shows & Organizing studio for TV news programs

Unit 4 – Broadcast Techniques (12 Lectures)
1. Live reporting: organizing thoughts and adlibbing, DSNG, Multiple OB locations and Split screen, V/O from field and technical challenges.
2. Major International events and TV coverage
3. Satellite link for News reporting: Satellite bookings & co-ordination with local TV channels, booking local editing facilities
4. Planning news stories of cultural and social interest on the side lines
5. Satellite phones, broadband, optical fiber and internet & 3G based solutions

Unit 5 – Exercises (12 Lectures)
1. TV writing for different types of visuals
2. Structuring TV news reports
3. Reporting TV news stories
4. Different types of PTC
5. Interactive OB exercises
6. Facing the camera and voice training
7. Studio anchoring and Use of Teleprompter
8. Voice over, sound track for features.
9. Moderating studio news programs

Outcome
The students will become capable of making TV News bulletins, documentaries and other programs.

Suggested Readings
Scope
This paper will acquaint the students with different aspects of science reporting and writing.

Unit 1 – Introduction to Science Communication (12 Lectures)
1. Definition, History of science journalism in India, Skill of Science writing, Scientific temperament.
2. Role of media in public awareness of Science.
3. Growth of science journalism, Obstacles in the field of Science journalism and public attitude about science.

Unit 2 – Communicating Science and Technology (5 Lectures)
2. Reporting of Seminars, Lectures, Science fairs, Exhibition, Workshops, Scientific tour, Conferences.

Unit 3 – Media and Agriculture Extension (8 Lectures)
1. Agricultural media reporting, Analytical stories in advanced agricultural techniques: Horticulture, Apiculture, Sericulture, Fisheries etc.
2. Government initiatives, scope and importance of Agro-journalism.

Unit 4 – Discovery Science (20 Lectures)
1. Astronomy: Discovery of Solar System objects and their properties, development of Telescope technology – from Galileo’s first telescope to modern large and space telescopes
2. Environmental reporting- e-waste management, 3-R policy, Green chemistry, Organic farming, Extreme weather patterns and phenomena, Climate change and health, influence of climate change on extinction of species.
4. Geoscience- Role of plate tectonic, Anatomy of mountain belt etc.
6. Science Mystery-Bermuda triangle, Eye of Sahara, Life on Antarctica etc.
Unit 5 – Health Reporting/Communication (15 Lectures)

1. Advancement in health science
2. Statistical analysis in health reporting
4. Media health and everyday life, Skill of medical writing, Tangible impact of insensible health reporting, Ethics in science reporting.

Lab/Presentation/Projects
Scientist interview/ Script on recent Nobel laureates of Science/ Script of any epidemic disease/ Visit to agriculture research centre or science research institute/Article for a science magazine/Preparation of program on science issues for radio/Create a Science blog.

Outcome
After the course, students will be able to contribute to Science and Technology section of newspapers and magazines, radio, television and web portals.

Suggested Readings

10. Robert, C. Environmental Communication and the Public Sphere.

Online Resources/Journals
2. Journal of Krishi Vigyan, ISSN: 2319-6432
3. Science and Technology, Print ISSN: 2394-3750, Online ISSN: 2394-3769

CC 18
Cinema Studies I

Scope
This course will introduce the students to the elements of Cinema, its narrative techniques, and cinema movements in India.

Unit 1 – Cinema as a Form (10 Lectures)
1. Elements of a film- shot, scene, sequence, lighting, composition,
cinematography, screenplay, editing, mise-en-scene, deep focus

2. Vocabulary of visuals
3. Sound and Cinema - diegetic and non-diegetic sounds

Unit 2 – Cinema as a narrative (10 Lectures)
1. Linear vs non-linear storytelling
2. Story, plot, character
3. Continuity editing and illusion of reality
4. Film Genres

Unit 3 – Popular Hindi Cinema (10 Lectures)
1. From Silent to talkies
2. Studio Era
3. Noted Directors and styles
   - Raj Kapoor
   - Bimal Roy
   - Guru Dutt
   - Anurag Kashyap
   - Vishal Bhardwaj

Unit 4 – Cinema movements in India (10 Lectures)
1. Indian Parallel Cinema/Indian New Wave - noted directors and styles
   - Satyajit Ray
   - Ritwik Ghatak
   - Mrinal Sen,
   - G Arvindan
   - Adoor Gopalkrishnan
   - Shyam Benegal

Unit 5 – Cinema and Identities (6 Lectures)
1. Cinema and Nation
2. Diasporic Cinema

Films to be screened and discussed (14 Lectures)
1. Sahib Biwi aur Ghulam
2. Pyaasa
3. Jagte Raho
4. Black Friday
5. Pather Panchali
6. Swayavaram
7. Uttaryanam
8. Bhuvan Shome
9. Nishant

Project/Assignment – (Total Credits-6)

Outcome
Cinema studies will allow the students to explore the interconnectedness of personal visions, artistic and technological developments, social changes, as well as the audio visual means through which cultures and nations are defined.

Suggested Readings
CC 19

Business Journalism

Scope
The course will introduce the students to the basics of business reporting, and its tools.

Unit 1 – Business Journalism: Basics (10 Lectures)
1. Business Journalism definition and scope;
2. Principles of business reporting;
3. Functions of a business reporter;
4. Sources of business reporting.
Unit 2 – Business Journalism Types (16 Lectures)
1. Types of business reporting:
2. Financial reporting
3. Budget reporting
4. Market reporting
5. Demonetization
6. Chamber of commerce
7. Foreign direct investment
8. Stock market
9. Real estate
10. CSR and business
11. Reporting of business scams, mergers and acquisitions

Unit 3 – Business Journalism: Tools (10 Lectures)
1. Tools of business communication
2. Video and web conferencing
3. Social networking sites
4. Preparing business letters, house journals, trade journals, annual reports and business journals
5. Editing business communication, meetings of business organizations.

Unit 4 – Business Journalism: Various Media Platforms (12 Lectures)
1. Overview of Business Journalism in India,
4. Business pages and supplements of major Newspapers
6. Business TV channels in India.

Unit 5 – Business Journalism: New Trends (12 Lectures)
1. Ethics in Business Reporting
2. Regulatory agencies of business in the government
3. New trends in Business Journalism
**Suggested Projects**

1. Students will write news analyses of issues raised by attempted or ongoing reform across key sectors of the economy and discuss the problems of regulating a liberalized financial sector.
2. Students will be asked to cover corporate and business conferences and write news reports.
3. They will make power point presentations on the Union Budget and the Economic Survey.

**Outcome**

Students will acquire the necessary knowledge and skills of reporting various business happenings for different media platforms.

**Suggested Readings**

8. Wadia, Angela. Successful Communication for Business Development.
CC 20
Data Journalism

Scope
The course will introduce the students to data journalism, the recent trend in journalism and its tools and methods.

Unit 1 – Data Journalism: An introduction (12 Lectures)
1. Concept and nature
2. History – National and International perspective
3. Relevance and Critique

Unit 2 – Finding and understanding Data (12 Lectures)
1. Resources of data for stories
2. Analyzing Data – Compile, Clean, Context, Combine, Communicate
3. Data journalism – Newsroom team
Unit 3 – Interpreting Data (14 Lectures)
  1. Sorting Data – Tools and Techniques
  2. Ethics and Concerns
  3. Writing stories based on Data
  4. Visualization of Data – Infographics, Bubble plots, interactive visualization

Unit 4 – Data Journalism: Case studies (10 Lectures)
  1. Contemporary examples - Wikileaks (Afghan war logs), Panama papers
  2. Collaborations – Media organizations and individuals

Unit V – Project work (12 Lectures)
  1. Writing a data driven news story
  2. Publishing it online

Outcome
The course will enable the students to make news reports based on analyzing, investigating and interpreting data and impart data management skills.

Suggested Readings
  7. Rajsekar, P. India's Media: Missing the Data Journalism Revolution.
CC 21
Documentary Production

Scope
The course will introduce the students to the history of documentary and its various narratives and production techniques.

Unit 1 – Understanding the Documentary (12 Lectures)
1. Origin & Growth
2. Defining documentary
3. Modes of Documentary films
4. Different genres, present scenario
5. Relevance and Importance of Documentary films

Unit 2 – Pre-Production (12 Lectures)
1. Documentary storytelling,
2. Researching and writing scripts for documentaries
3. Writing a proposal and budgeting

Unit 3 – Techniques (12 Lectures)
1. The Documentary Crew
2. Equipment
3. Sound for Documentary
Unit 4 – Video Documentary Production (10 Lectures)
1. The Documentary Camera
2. Shooting styles
3. Production details and logistics
4. Editing styles

Unit 5 – Screening and Shooting the Documentary (14 Lectures)
(Students will make a 10 minutes duration Documentary film)
Films screening of the following Directors-
1. D.W Griffith- Birth of a Nation
2. John Grierson- The Battleship Potemkin
3. Robert Flaherty- Moana
4. Dziga Vertov – Man with a Movie Camera
5. Karuppan Chettiar- Mahatma Gandhi: Twentieth Century Prophet
6. Anand Patwardhan- Bombay Our City
7. Rajesh K. Jala- The Children of Pyre

Practical + Viva
Total Credits – 6

Outcome
Students will be able to undertake documentary projects on different socio-cultural and development themes.

Suggested Readings
CC 22
Social Media and Communication

Scope
The course will introduce the students to the basics of social media and its networked, decentralized and participatory dynamics.

Unit 1 – Social Media: Basic Concepts (12 Lectures)
1. Definition of social media, social, para-social and asocial nature of social media
2. Social media concepts and theories
3. Computer-mediated communication theories
4. Social media-Impersonal, interpersonal, hyper-personal
5. Virtual Identity

Unit 2 – Brief History of Network Sites (14 Lectures)
1. Rise of social media-history and evolution
2. Social network site definitions
3. Interaction, community
4. Platforms-blogs, twitter, face-book, Pinterest, LinkedIn, Google+, Flickr, Instagram, YouTube, Skype, Google Hangout, Snapchat etc.
5. Applications-politics, government, social support, democracy

Unit 3 – Social media and Journalism (12 Lectures)
1. Sources of news, writing styles on various platforms
2. News aggregators
3. News Consumption cultures-feedback and sharing
4. Crowd sourcing, micro blogging, trolling, addiction
5. Social Media Activism
6. Social Media Integration

**Unit 4 – Social Media Marketing (12 Lectures)**
1. Social Media Marketing – Introduction
2. Social Media Management – Strategies, Tools and Technologies
3. Social Media Audience Measurement
4. Case studies of successful social media marketing campaigns

**Unit 5 – Social Media and Contemporary concerns (10 Lectures)**
1. Trolling and counter-communities
2. Small Media platforms
3. Social media ethics and its limitations
4. Future of social media

**Suggested Projects**
1. Group project on the phenomenon of trolling online and its impact on social media as a platform of communication
2. Prepare case studies on successful social media marketing campaigns and current trends
3. Discussions on social media as a public sphere and holding public personalities accountable
4. Present a paper on the impact of social media on news production and consumption

**Outcome**
The course will enable the students to pursue new avenues of internet mediated communication like blogging and social media campaigns.

**Suggested Readings**

CC 23
Research Methodology II

Scope
The course will introduce the students to the advanced research methods, with an emphasis on communication research.

Unit 1 – The Research Process (12 Lectures)
1. Brief history of the development of Mass Media Research
2. Paradigms and nature of research
3. Hypotheses, Concepts, Link between Theory and Research

Unit 2 – Research Approaches (12 Lectures)
1. Experimental research, Cross-sectional and longitudinal research
2. Post-hoc analysis, quasi-experiments, Multi-strategy (mixed methods)
3. Explanation, Causation, Correlation and Association Measures

Unit 3 – Ethnography and Other Methods (12 Lectures)
1. Readership and Audience Surveys, Case studies
2. Ethnographic Studies, Textual Analysis
3. Grounded Theory Method, Critical Discourse Analysis, Semiotics

Unit 4 – Statistical Tools and Dealing with Data (12 Lectures)
1. Introduction to Statistics, Hypothesis Testing
2. Basic Statistical Procedures, Non-Parametric and Parametric Statistics
3. Exploring relationships between variables,
4. Analyzing and interpreting data, Thematic coding analysis,
5. Quantitative and Qualitative Data-and their integration in multi-strategy designs SPSS

SPSS
Unit 5 – Research Applications and Writing (12 Lectures)

1. Research in Print Media, Electronic Media
2. Market Research
4. Writing for Non – academic Audiences
5. Project Report

Suggested Assignments

1. The student will carry out an experimental research and present the results by writing a research paper/report.
2. The student will analyse a media text based on the techniques of a textual analysis.

Outcome

Students will be able to design and conduct communication research projects independently.

Suggested Readings

CC 24
Investigative Journalism

Scope
The course will introduce the students to the history, growth, functioning and significance of investigative journalism.

Unit 1 – Introduction to Journalism and News (10 Lectures)
1. Investigative Reporting: History, Concept, Process & News values
2. Investigative reporting and crime reporting
3. Regional, National and Global Perspectives

Unit 2 – Working with Sources (14 Lectures)
1. News Sources – Traditional and new media
2. Field Reporting
3. Confidentiality (On/Off the record)
4. Finding Story in Figures
5. Attribution and its types; Credibility and Quotations
6. Fact Checking Process

Unit 3 – Ethical Issues and Concerns (16 Lectures)
1. Ethico-legal Coefficient
2. Right to Privacy
3. Accuracy & Conflict of Interest
4. Variables of Information: Sources; Social media feeds, eye witness, over hearing, propaganda, whistle blowers
5. Challenges to facts and fairness: Conflict of interest
6. Plagiarism
7. Using Right to information

Unit 4 – Reporting / Editing Story (12 Lectures)
1. Organizing, writing & editing the story
2. Making story Interactive
3. Case Studies of significance
4. Risk factors
5. Presentation and Peer Review

**Unit 5 – Practical Approaches (8 Lectures)**

1. Sting Operations
2. Using Internet / Social media for Investigative Reporting
3. Contemporary debates

**Practical/ Project**
Teacher to give stories to students to investigate and file a project report

**Outcome**
The course will help the students to develop the art of investigative reporting.

**Suggested Readings**

1. Emergence of Investigative Journalism.
3. Mazzett’s, Mark. The way of the Knife: The CIA, a secret Army, and a war at the Ends of the Earth. Penguin Press.
CC 25
Communication and Public Policy

Scope
The course intends to explore media’s influence in public policy.

Unit 1 – Introduction to Public Policy (14 Lectures)
1. Nature, Scope and Importance of Public Policy
2. Evolution of Public Policy and Policy Sciences
3. Public Policy and Public Administration
4. Institutions of Policy Making

Unit 2 – Civil Society & Public Policy (12 Lectures)
1. Media Advocacy & Public Policy
2. Role of Civil Society & Institution in Policy making

Unit 3 – Media & Public Policy Discourse (12 Lectures)
1. Social Reforms & Media
2. Political Reforms & Media
3. Democratization: Participatory Media

Unit 4 – Media & Public Policy Institutions (12 Lectures)
1. Right to Information and Citizen Participation in administration
2. Public Interest Litigation & Judicial Activism
3. Information and Internal Accountability – Central Vigilance Commission, Central Information Commission

Unit 5 – Public Policy Practices (10 Lectures)
1. Papers & Case Studies

Outcome
Students will have a comprehensive understanding of the role of media and communication systems in framing public policy.
Suggested Readings

Cinema Studies II

Scope
The course will introduce the students to the international film movements and genres.

Unit 1 – Introduction to Narrative Cinema (12 Lectures)
1. Origin & History of Narrative film
2. Soviet Cinema: Montage Theory
3. German Expressionism

Unit 2 – Film Movements – I (10 Lectures)
1. Italian Neorealism
2. French new wave
3. Film Noir

Unit 3 – Film Theory- I (10 Lectures)
1. Auteur Theory
2. Alfred Hitchcock
3. Agnes Varda
4. Satyajit Ray
5. Akira Kurosawa

Unit 4 – Film Theory – II (10 Lectures)
1. Feminist Film Theory
2. Queer Cinema

Unit 5 – Changing Paradigms (8 Lectures)
1. Globalization & Cinema
2. Changing Technology and its Impact on World Cinema

Project/Assignment

Films to be screened and discussed (10 Lectures)
1. Alfred Hitchcock- Rear Window
2. Agnes Varda- The Creatures
3. Satyajit Ray- Pather Panchali
4. Akira Kurosawa- Rashomon
5. Vittoria De Sica- Bicycle Thieves
6. Jean-Luc Godard- Breathless
7. Billy Wilder- Double Indemnity
   (Total Credits – 6)

Outcome
Through this course, student will understand the society through films, in the respective socio cultural and economic contexts. This advanced course may encourage students to take up a career in film making.

Suggested Readings

CC 27
Media and National Security
**Scope**
The course will introduce the students to the fundamentals of national security and related issues, and the role and responsibility of media with respect to national security.

**Unit 1 – National Security: Theory and Development (12 Lectures)**
1. Idea of a Nation state
2. Origin of the concept of National Security
3. Elements of National Security - Political, Military, Economic, Environmental and Cyber
4. National Security Doctrines

**Unit 2 – National Security Institutions (12 Lectures)**
1. National Security Agency
2. Role of Intelligence Agencies - CIA, Mossad, RAW, IB and ISI
3. National Security Think Tanks
4. ICWA, Centre for Land Warfare Studies, Centre for Air Pollution Studies and National Maritime Foundation

**Unit 3 – National Security and International Diplomacy (12 Lectures)**
1. National Security as a Determinant of Foreign Policy
2. National Security Issues in Multilateral Fora - Cuban Missile Crisis, Indo Pak Conflicts - Chinese Interests in South China Sea
3. International peace processes

**Unit 4 – National Security and Media (12 Lectures)**
1. Coverage of National Security Issues
2. National Security: Propaganda and Counter Propaganda
3. Security Threats in Social Media - Case Study - IS Indoctrination and Recruitment

**Unit 5 – Media Surveillance (12 Lectures)**
1. Media Technology and Surveillance
2. Intercepting Communication
3. Issues of Encryption and Decryption in Telecommunications
4. Case studies - Wikileaks, Watergate, Edward Snowden leaks, etc.

Outcome
After studying this paper, the students will get an overview of national security issues, especially in the context of the Press. It will enable the future journalists to be cautious and sensitive while reporting national security issues.

Suggested Readings
Students need to submit a 100 page dissertation having 12 credits, at the end of the Tenth Semester. Each student needs to identify a research topic in consultation with the allotted faculty guide/mentor.

Ability Enhancement
Compulsory Course
(AECC)
AECC 01
Option A – English Communication

Unit 1 – Introduction
1. Theory of Communication,
2. Types and modes of Communication

Unit 2 – Language of Communication
1. Verbal and Non-verbal (Spoken and Written)
2. Intra-personal, Inter-personal and Group communication
3. Personal, Social and Business Barriers and Strategies

Unit 3 – Speaking Skills
1. Monologue
2. Dialogue
3. Group Discussion
4. Effective Communication/Mis-Communication
5. Interview
6. Public Speech

Unit 4 – Reading and Understanding
1. Close Reading
2. Comprehension
3. Summary Paraphrasing
4. Analysis and Interpretation
5. Translation (from Indian language to English and vice-versa) Literary/Knowledge
Texts

Unit 5 – Writing Skills
1. Documenting
2. Report Writing
3. Making notes
4. Letter writing

Suggested Readings
AECC 01
Option B - MIL Communication Hindi

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AECC 02
Environment Studies

Unit 1 – Introduction to Environmental Studies   (2 lectures)
1. Multidisciplinary nature of environmental studies;
2. Scope and importance; Concept of sustainability and sustainable development

Unit 2 – Ecosystems   (6 lectures)
1. What is an ecosystem? Structure and function of ecosystem; Energy flow in an ecosystem: food chains, food webs and ecological succession.
2. Case studies of the following eco systems
   - Forest ecosystem
   - Grassland ecosystem
   - Desert ecosystem
   - Aquatic ecosystems (ponds, streams, lakes, rivers, oceans, estuaries)
Unit 3 – Natural Resources: Renewable and Non-renewable (8 lectures)
1. Land resources and land use change; Land degradation, soil erosion and desertification.
2. Deforestation: Causes and impacts due to mining, dam building on environment, forests, biodiversity and tribal populations.
3. Water: Use and over-exploitation of surface and ground water, floods, droughts, conflicts over water (international & inter-state).
4. Energy resources: Renewable and non-renewable energy sources, use of alternate energy sources, growing energy needs, case studies.

Unit 4 – Biodiversity Band Conservation (8 lectures)
1. Levels of biological diversity: genetic, species and ecosystem diversity; Biogeographic zones of India; Biodiversity patterns and global biodiversity hot spots
2. India as a mega-biodiversity nation; Endangered and endemic species of India
   Threats to biodiversity: Habitat loss, poaching of wildlife, man-wildlife conflicts, biological invasions; Conservation of biodiversity: In-situ and Ex-situ conservation of biodiversity.
3. Ecosystem and biodiversity services: Ecological, economic, social, ethical, aesthetic and Informational value.

Unit 5 – Environmental Pollution (8 lectures)
1. Environmental pollution: types, causes, effects and controls; Air, water, soil and noise pollution
2. Nuclear hazards and human health risks
3. Solid waste management: Control measures of urban and industrial waste.
4. Pollution case studies

Unit 6 – Environmental Policies & Practices (7 lectures)
1. Climate change, global warming, ozone layer depletion, acid rain and impacts on human communities and agriculture 2/2
3. Nature reserves, tribal populations and rights, and human wildlife conflicts in
Indian context.

**Unit 7 – Human Communities and the Environment  (6 lectures)**
1. Human population growth: Impacts on environment, human health and welfare
2. Resettlement and rehabilitation of project affected persons; case studies.
3. Disaster Management: floods, earthquake, cyclones and landslides.
5. Environmental ethics: Role of Indian and other religions and cultures in environmental conservation.
6. Environmental communication and public awareness, case studies (e.g., CNG vehicles in Delhi)

**Unit 8 – Field Work  (Equal to 5 lectures)**
1. Visit to an area to document environmental assets: river/ forest/ flora/fauna, etc.
2. Visit to a local polluted site-Urban/Rural/Industrial/Agricultural.
3. Study of common plants, insects, birds and basic principles of identification
4. Study of simple ecosystems-pond, river, Delhi Ridge, etc.

**Suggested Readings**
Ability Enhancement Elective Course (AEEC)

AEEC 01
Design and Layout Software

Scope
The course will introduce the students to design software – Adobe Photoshop and InDesign; video editing software – Adobe Premiere Pro and audio recording and editing software – Adobe Audition.

Unit 1 – Adobe Photoshop (12 Lectures)
1. File formats
2. Image Correction - Healing Brush, Spot Healing Brush and Patch Tools
3. Cropping and Transformations
4. Ruler Tool
5. Use of Red Eye, Dodge/burn and selection tools
6. Layers and the Adjustment Panel
7. Image Correction with Curves
8. Color Correction
9. Masking
10. Filters for image manipulation
11. Blending Modes
12. Creating text and shape layers
13. Transformation of Smart Objects; Liquify
14. Combining Multiple Images

Unit 2 – Adobe InDesign (12 Lectures)
1. Master Pages, Rulers and Guides
2. Tracking kerning and leading
3. Placing text and graphics on the document pages
4. Developing paragraph, character and object styles
5. Wrapping text around a graphic
6. Transparency effects to images and text
7. Animation and Interactivity
8. Exporting to a Flash Player or an Adobe PDF (interactive)

Unit 3 – Adobe Premiere Pro (12 Lectures)
1. Importing video, audio and still – images
2. Creating sequences and choosing correct sequence preset
3. Changing audio levels and using audio clip mixer
4. Marking and moving clips, linked clips
5. Using the trim monitor, slip and slide trims, Ripple and rolling trims
6. Working with track lock and sync lock
7. Working with markers panel and sub-clips
8. Automation: sequencing Speech analysis and Adobe story integration
9. Working with stills and video formats
10. Audio editing and mixing
11. Adding Effects like video transitions, rendering, real time effects etc.
12. Colour correction

Unit 4 – Adobe Audition (12 Lectures)
1. Audio editing and sound effects
2. Exporting video and audio to different mediums and formats
3. File types and the need for the various formats

**Outcome**
Through this course, students will acquire basic design and lay-out, video editing and audio recording and editing skills.

**Suggested Readings**

**AEEC 02**  
**Multimedia Animation**

**Scope**
Through this course, students will be introduced to basic animation principles and techniques using Adobe After Effects and Macromedia Flash.

**Unit 1 – Adobe After Effects**  
(24 Lectures)
1. Importing Footage and Editing
2. Key-framing, Tweening and Basic Effects
3. File Formats
4. Masks and Layers
5. Pre-comping and Nesting
6. Text Effects
7. Kinetic Typography
8. Color Correction
9. Manipulating Footage

**Unit 2 – Macromedia Flash**  
(24 Lectures)
1. Inserting Shapes
2. Use of pen, pencil, brush and lasso tools
3. Inserting and Formatting text
4. Use of free transform tool
5. Use of Eraser, Hand, Ink Bottle, Paint bucket, Eyedropper tool
6. Inserting and Deleting Guides and Masks
7. Keyframe and Blank Keyframe
8. Motion and Shape Tweening in a Movie
9. Adding sound and animation to a movie

**Outcome**
Students will acquire multimedia animation skills

**Suggested Readings**
DSE Semester V
Option A – Media Industry and Governance

Scope
The course will introduce the students to the management and organizational aspects of media enterprises.

Unit 1 - (14 Lectures)
1. Concept, perspective, origin and growth of Media Management
2. Fundamentals of management
3. Changing phases of Indian journalism after independence, origin and growth

Unit 2 - (10 Lectures)
1. Media Industry: Issues & Challenges (finance, HR, Machinery, Policy)
2. Media industry as manufacturers- News and content management. Market
Forces, performance evaluation (TAM, TRP, IRS and HITS) and Market shifts
3. Changing Ownership patterns and Capital Inflow

Unit 3 - (12 Lectures)
1. Structure of news media organizations in India.- Role responsibilities & Hierarchy
2. Media Entrepreneurs, Qualities and Functions of media managers
4. Media audiences and credibility

Unit 4 - (12 Lectures)
1. Media Economics, Strategic Management and Marketing
3. Ethical and legal perspectives in Media management - Issues related to Paid news, lobbying, pressure group influence, Corporatization and Politicization of Media
4. Budgeting, Financial management, and personnel Management

Unit 5 - (12 Lectures)
1. Case Studies -Indian and International Media Giants,
2. Cross media platforms: issues & impediments.
3. Corporate Ties & Audience Centric approaches

Outcome
A clear understanding of the management and ownership patterns of media houses will enable the students to undertake managerial tasks apart from the core journalistic roles.

Suggested Readings

DSE Semester V
Option B – Media Trends and Current Affairs

Teachers will have to decide and discuss on the contemporary relevant topics every week and ask students to prepare reports and seminar papers on them. Students may organize panel discussions and conduct lecture series by inviting eminent journalists to enrich themselves on the significant topics.

The aim of the paper is to engage students in the discussion of significant developments affecting at the national and international level. This will keep them well informed and open a plethora of perspectives to analyze the latest happenings.
DSE Semester V  
Option C – Media and Geography

Scope  
The course will introduce the students to basic concepts in physical and human Geography.

Unit 1 – Introduction (6 Lectures)  
1. Nature, Scope and Concept of Media Geography  
2. News and Geography  
3. Reporter and Geography  
4. Geographical reach of News

Unit 2 - World Geography (15 Lectures)  
2. Geography through Map: Mountain, river, desert, forest, sea, Climatic Region  
3. Geographically disadvantage countries: Landlocked Countries, Island Countries  
5. Population: Distribution, Density and Growth

Unit 3 - Geography of India (15 Lectures)
1. Physical: Physical region, Climate; Indian Monsoon and rainfall
2. Geography through Map: Mountain, River, Desert, Forest, National Park
3. Economic: Agriculture, Minerals, Industries and transport
4. Population: distribution, density, growth, literacy
5. Settlement: Urban and rural

**Unit 4 - Electoral Geography (10 Lectures)**
1. Geography of Voting, Geographic Influences on Voting Pattern,
2. Geography of Representation.
3. Delimitation of Constituency
4. Election Survey

**Unit 5 - Geopolitical Issues and Media (14 Lectures)**
1. Concept of geopolitics
2. Geopolitics of South China Sea, Indian Ocean, Gilgit and Baltistan,
3. Resource Dispute: River Water (Indus, Cauvery), Natural Oil and Gas

**Outcome**
The course will help the students to cultivate an interdisciplinary approach in their journalistic pursuits.

**Suggested Readings**
DSE Semester V
Option D - Media Representation of Gender

Scope
The course will introduce the students to the core issues of representation of women, masculinity and gender minorities in media.

Unit 1 – Understanding Gender (12 Lectures)
1. Theoretical Approaches
2. Feminisms and theories
3. Introduction to Queer Theory and Identity
4. Intersectionality - class, caste, religion

Unit 2 – Mapping Media Masculinity (12 Lectures)
1. Masculinities in Masculinity Studies
2. Hegemonic Masculinity
3. Modern Masculinities and Popular Culture

Unit 3 – Issues and Representation (12 Lectures)
1. The idea of the ‘Feminine’
2. Women’s and Men’s Magazines
3. Sexuality and Identity (LGBT)

Unit 4 – Gender, Media and Culture: Contemporary Issues (12 Lectures)
1. Self-help discourses and stereotypes
2. Body image and issues
3. Mansplaining, online shaming of ‘Feminazi’ Contemporary Case studies
Unit 5 – Ethics in Gender Reporting (12 Lectures)

1. Reporting on violence
2. Voyeurism, sensationalism and privacy
3. Gender & Political reporting
4. Code of ethics

Suggested Projects

1. Present in class a personal understanding of feminism in their life
2. Critically analyze and present men and women’s representation in magazines
3. Discuss social media and contemporary gender issues
4. Group project on voyeurism and reporting by the media

Outcome

A critical understanding of gender issues will help the students to become more responsible, fair and humane in their journalistic pursuits.

Suggested Readings

DSE Semester VI

Option A - Web Journalism

Scope
The course will introduce the students to web journalism and its tools.

Unit 1 – Basics of Web Journalism (12 Lectures)
1. The origin and development of web journalism – historicizing web journalism
2. Critical cultural perspective of web journalism - its role in changing society and culture
3. Web journalism - Redefining journalism concepts and practices
4. Web journalism ethics and rise of humanitarian code of ethics

Unit 2 – Convergence: Issues & Perspectives (12 Lectures)
1. Convergence: impact & new forms, Changes due to convergence
2. Web journalism and its distinct characteristics, Functions of web Journalism
3. The structure and formation of new media industry, The distinct structure and workflow of news room for web journalism
4. New media economics

Unit 3 – Forms and Formats of Web Journalism (16 Lectures)
1. Writing for web journalism Photo, audio and video for web – their different narrative forms and techniques
2. Info-graphics and data visualization, multimedia package and multimedia documentary
3. New forms of journalism and latest narrative devices – blogs, social media and beyond
4. News website and its different production stages
5. Researching online, online newssources, news gathering process, verification and fact check Editing for web
6. Packaging and distribution of online news, online advertising and marketing

Unit 4 – Ethical and Legal Issues in Journalism (12 Lectures)
1. Cyber laws and regulatory Framework, IT Act,
2. Cyber Crime, Cyber Terrorism, Cyber Security, Cyber defense, Cyber-attack,
3. Surveillance
4. Community Informatics, Open Source Approaches, Activism in Cyber space

Unit 5 – Practicing Web Journalism (08 Lectures)
1. Critical analyses of latest case studies
2. Producing multimedia documentary
3. Blogging: Content creation & Circulation practices

Outcome
The course will help the students to acquire web journalism skills and enable them to creatively and meaningfully engage in the cyberspace.

Suggested Readings
DSE Semester VI

Option B - Media and Psychology

Scope
The course will introduce the students to the basic concepts in Psychology and media's impact on human behavior.

Unit 1 – Introduction (12 Lectures)
1. Relationship between Media and Psychology
2. Understanding Media Psychology
3. Media issues and role of Media Psychologists

Unit 2 – Media Motivation and Adoption (12 Lectures)
1. Cognitive, Affective, motivational effects on behaviour
2. Media Addiction and its implications
3. Media and pro-social behaviour

Unit 3 – Processing Mediated Messages (12 Lectures)
1. Attention and Exposure
2. Comprehension and Memory
3. Persuasion and Behaviour Change
4. Fantasy, reality, hyper-reality
5. Construction, deconstruction and dissemination of reality

Unit 4 – Psychology of Digital Media (12 Lectures)
1. Digital Media and contemporary technogenesis
2. Social Influence in virtual environments
3. Active Video Games, Impact, Attention and Aggression
4. Issues of internet addiction

Unit 5 – Applied Theory: Contemporary Research (12 Lectures)
1. Classical and Operant conditioning and advertising
2. Mass Media and Health Communication Campaigns
3. Reality TV, Voyeurism
4. Media and violence, aggression, sexuality, racism etc.
Suggested Projects

1. Conduct a pilot study with young adults on violent video games and their reception and impact
2. Conduct a pilot study on social media addiction among young adults
3. Write a paper on how the media and ICTs have been used for disseminating Health-related messages
4. Discuss the impact of advertising on consumer buying behaviour and demand

Outcome

Knowledge of psychology and the impact of media on human behavior, will help the students to qualitatively improve the media narratives that they create.

Suggested Readings

5. Giles, D. What is the Media psychology and why do we need it?
14. Taylor, P. The Next America: Boomers, Millennials and the looming generational

DSE Semester VI

Option C - Media Entertainment and Fashion Trends

Scope
The course will introduce the students to the most recent trends in media, entertainment and fashion.

**Unit 1 – Music (14 Lectures)**
1. Music and Concert Copyrights and Publishing,
2. Record Label development,
3. Future of the Music Business due to new streaming and place shifting technologies,
4. Indian Music Label companies,
5. Music Royalty

**Unit 2 – Film and TV Business (12 Lectures)**
1. Laws and Copyrights involves with the Film and TV Business in India
2. Distribution of Content for Film and TV,
3. Business structures relating to development, production, programming of content,
4. Theatres and Distributors, Technology and Legal Aspects surrounding Film and TV Business

**Unit 3 – Animation and Video Games Business (12 Lectures)**
1. Growth of the Animation and Gaming Industry
2. Business structures relating to development
3. Production and programming of content
4. Distribution Rights of video games and content

**Unit 4 – Events and Live Media Management (10 Lectures)**
1. Researching of Product and Company brand,
2. Identifying target audience,
3. Developing Management plan and hiring people, procuring venues and entertainment licenses to stage events

**Unit 5 – Fashion Journalism (12 Lectures)**
1. Health, Beauty and fitness
2. Food and Interiors
3. Impact of social media on Fashion journalism’s popularity
4. Impact on audiences’ identities and consumption behaviours

Projects/Assignments (Total Credits - 6)

Outcome
The course will enable the students to explore career options in the entertainment and fashion industry.

Suggested Readings

DSE Semester VI

Option D - Sports Journalism
Scope
The course will introduce the students to sports journalism, its features and styles.

Unit 1 – Introduction to Sports Journalism (10 Lectures)
2. Historical development & role of print and electronic media in sports promotion.
3. Sources of Sports journalism and sports bodies and their Rule & Regulation

Unit 2 – Major Sports Channels/Magazines (10 Lectures)
1. Sports TV Channels, Zee, New X, India Today, NDTVAND Times Now

Unit 3 – Globalization and Sports Journalism (10 Lectures)
1. Sports scenario and the politics
2. Ethics and social responsibilities of a Sports Journalist
3. Research Tools for developing a Sports story

Unit 4 – Branding in Sports (10 Lectures)
1. Advertising/ promotional practices in sports.
3. Sponsorship & capital inflow

Unit 5 – Characteristics of Sports Journal (10 Lectures)
1. Editing and designing of Sports Journal
2. Qualities of effective Sports articles
3. Sports photo journalism

Practical (10 Lectures)
1. Writing and editing reports on Sports events / current affairs on sports.
2. Design a Sports page.
Presentation of Project/Assignment
(Total Credits -4)

Outcome
The course will enable the students to undertake sports reporting and explore career options in sports journalism.

Suggested Readings

DSE Semester VI

Option E - Architects of Journalism

Scope
Through this course, students will critically study the working style of journalists of national and international repute.

The concerned faculty is advised to identify four eminent journalists from the following eras.

**Unit 1 – Reformist Era in India**

**Unit 2 – Indian National Movement**

**Unit 3 – Post Independence Era**

**Unit 4 – Post Liberalization Era**

**Unit 5 – Global Architects of Journalism**

**Outcome**

The students will acquire in-depth knowledge of the architects of journalism that will enhance their journalistic aptitude and inspire them to be committed to their profession.
General Elective Course (GEC)

GEC 01
Option A - Information Literacy and Techniques

Scope
The course will introduce the students to Information systems, knowledge management and certain aspects of Intellectual Property Rights.

Unit 1 - Information: Nature, Properties and Scope (10 Lectures)
1. Data: Definition, Types, Nature, Properties and Scope
2. Information: Definition, Types, Nature, Properties and Scope
4. Information gathering: Prospects & impediments
5. Information Literacy (IL): concept, need, purpose & tools of IL. Latest trends & development in IL. Challenges: Fact vs. Myth

Unit 2 - Knowledge Management (KM): Concepts and Tools (15 Lectures)
1. Components of KM
2. Characteristics of knowledge & knowledge sharing
3. Knowledge Management Process
4. Knowledge Management Framework for skill development
5. Knowledge Management Tools

Unit 3 - Sources of Information & Reference Sources (12 Lectures)
1. Types of Information sources
   a. Information sources by type
   b. Information sources by content
   c. Information sources by media
      - Printed sources of Information
      - Digital Resources (Open access & Licensed) and their usage
2. Accessibility & Penetration
3. Transparency

Unit 4 - Search Techniques and Information Retrieval (09 Lectures)
1. Search Strategies, Processes and Techniques
2. Boolean Operators (and, or, not), Keywords and Subject searches
3. Storage of Information/ Retrieval of Information
4. Indexing Techniques

Unit 5 - Plagiarism – Key Terms (14 Lectures)
1. Copyright, “fair use,” and intellectual property rights (IPR), Copyright licenses – GNU, Creative commons.
2. Types of plagiarism
3. Why does plagiarism matter and why should you avoid plagiarism?
4. Plagiarism Tools
5. The importance of referencing
6. Referencing systems
7. Citations and references
8. Referencing tools and Formats (Chicago Manual style 15th Ed. /APA)
9. Strategies for avoiding plagiarism (Tips)

Outcome
Through this course, students will acquire information processing skills.
Practical

1. Searching on Internet, WEB-OPAC of DULS and other Universities
2. Access and searching of E-Resources, Database subscribed by DU and Public domain e-resources.
3. Case Studies for Understand the economic, legal, and social issues surrounding the use of information, and access and use information ethically and legally

Suggested Readings

225-234.
GEC 01
Option B – History of Media

Scope
The course intends to familiarize the students with milestone events in media history.

Unit 1 - Media and Modernity (10 Lectures)
1. Print Revolution
2. Evolution of Press in United States, Great Britain and France
3. Concept of Penny Press and Yellow Journalism

Unit 2 - Press in India (12 Lectures)
1. Colonial Period, National Freedom Movement
2. Gandhi and Ambedkar as Journalists and Communicators
3. Nation building and media
4. Emergency and Post Emergency Era
5. Coming of new media technologies, Post liberalization- changing market and audience
Unit 3 - Sound Media (16 Lectures)
1. Emergence of Radio
2. Early history of Radio in India
3. History of AIR: Evolution of AIR Programming
4. Penetration of radio in rural India - Case studies
5. Patterns of State Control; the Demand for Autonomy
6. FM: Radio Privatization
7. Community Radio

Unit 4 - Visual Media (12 Lectures)
1. The early years of Photography and Cinema
2. The coming of Television and the State’s Development Agenda
3. Commercialization of Programming
4. The Coming of Transnational Television
5. Formation of Prasar Bharati – Joshi, Sam Pitroda, Chanda Committees

Unit 5 - Tradition of Language Media in India (10 Lectures)
1. Hindi/Urdu
2. Bangla
3. Malayalam
4. Tamil
5. Marathi

Outcome
The course will help the students to understand the historical roots of the contemporary media phenomenon and its post-modern features.

Suggested Readings


GEC 02
Option A – Media, Polity and Legal Systems in India

Scope
The course will introduce the students to the polity, constitution and legal systems in India.

Unit 1 - Indian Constitution and Governance (12 Lectures)
3. Centre-State Relations: Federal v/s Unitary Debates, Federal Issues in Indian Politics, Governor: Power and Functions

Unit 2 - Indian Democracy (12 Lectures)
1. Legislature: Lok Sabha and Rajya Sabha: Relative Roles and Functions, Issues in Functioning of the Parliament
2. Executive: President, Prime Minister and Council of Ministers
3. Judiciary: High Court and Supreme Court, Judicial Review and Judicial Activism, Public Interest Litigation, Controversies and Issues related to Independence of Judiciary
4. Panchayati Raj Institutions and Grassroots Democracy in India
Unit 3 - Parties, Party System and Electoral Politics in India (12 Lectures)

1. Party System in India and the Rise of Coalitions
2. Types of Parties – National and State level
3. Election Commission and Electoral Reforms
4. Law Commission and National Committee for Review of the Constitution
5. Identity Politics: Gender, Caste, Class and Religion in Indian Politics

Unit 4 - Media and Democracy (12 Lectures)

1. Democracy and Freedom of the Press
2. Media as a Watchdog
3. Freedom of Expression and responsibility of the Journalists
4. Power and responsibility of the media
5. Role of the media in semi-democratic regimes and authoritarian regimes
6. Media as promoter of democracy in non-democratic regimes

Unit 5 - Media and Politics (12 Lectures)

1. Media – Government relationship (Media-Legislature, Media-Judiciary)
2. Government supported censorship
3. Covering Campaigns, Elections and Governance
4. E-Media and Governance
6. Future of the News Media: Issues and Concerns

Suggested Projects

1. Group project on the success of e-governance and the role of the media
2. Present and analyze on any one aspect (class, caste, gender) and contemporary politics in India
3. Discussions on the independence of the judiciary and the recent controversies around judicial activism
4. Write a paper on the Uniform Civil Code arguing on the merits and demerits of the same

Outcome
Knowledge of the constitution and legal systems in India will help the students to be responsible and disciplined in their journalistic endeavors and enable them to report the political and governance issues, with larger perspectives.

**Suggested Readings**

GEC 02
Option B – History and Media

Scope
The course explores the communication and media systems and traditions in human history, in the cultural contexts.

Unit 1 - Rock paintings (12 Lectures)
1. Paleolithic, Mesolithic and Neolithic cultures
2. Ajanta and other caves
3. Importance of writing in the Harappan context

Unit 2 - Oral tradition (22 Lectures)
1. Vedic Bardic tradition charan sutas and evolution of epics like Mahabharata and Ramayana
2. Jatakas
3. Kautilya’s Arthashastra
4. Ashoka’s edicts
5. People informing each other through assembly as alternate means of communication
6. Megasthenes and notes by Greek historians during Alexander’s campaign

Unit 3 - Foreign accounts on trade, trade routes fauna and flora (12 Lectures)
1. Periplus Erythrae,
2. Ptolemy’s geography
3. Pliny’s Natural History

Unit 4 - Inscriptions, prashistis land grants and plays, fables (12 Lectures)
1. Use of Sanskrit by elite
2. Prakrit by masses as in Kalidasas *Abhijnanashakuntalam*
3. Panchatantra

**Unit 5 - Foreign Travelers (02 Lectures)**

1. Fa Hien
2. HiuenTsiang

**Outcome**

The course will help the students to understand media traditions and their cultural, historical, aesthetic and archeological values.

**Suggested Readings**

3. Lahiri Nayanjot 2015, Ashoka in Ancient India, Permanent Black.
4. Mc Crindle,J.W.1877, *Ancient India as described by Megasthenes* collected by Dr. Schwanbeck
GEC 02
Option C - Writing for the Media

Scope
The course will introduce the students to the principles of writing and translation for the media.

Unit 1 – Essentials for Good Writing (12 Lectures)
1. Art and Craft of Writing
2. Writing for Media
   - To Inform
   - To Describe
   - To Persuade
   - To Criticize
   - To Analyze
3. Fundamentals of Media Writing
   - Accuracy
   - Clarity
   - Concision
   - Discernment
   - Simplicity
   - Comprehension
4. Grammar and Punctuation
   - Choosing appropriate Words
   - Vocabulary Building: - Using Dictionary, Thesaurus and Glossary
   - Understanding Rules: Punctuation, Grammar and Spelling
   - Misunderstood Words

Unit 2 – Sentencing the Words (12 Lectures)
1. Concision and Clarity in a Sentence
2. Emphasis: Total (That applies to whole Sentence) and Partial (That applies to a word or group of words)
3. Rhythm: Words and how they Sounds
4. Adding Variety
5. Avoiding Repetition and Monotony
6. Modifying Sentence length and Pattern

Unit 3 – The Art of Story writing (12 Lectures)
1. Choosing an appropriate Title
2. The Paragraph - It’s Elements/Theme
   - Sub Paragraphs
   - Logical Sequencing
3. Revise and Edit
4. Writing Formats
   - Letters
   - Journals
   - Features
   - Report
   - Editorial

Unit 4 – Translation: A Conceptual Frame Work (12 Lectures)
1. Introducing translation: brief history and significance in India
2. Exercise in different modules/ types of translation
   - Literal/Semantic Translation
   - Word to word Translation
   - Free/sense/literary Translation
   - Functional/Communicative Translation
   - Technical/Official Translation

Unit 5 – Translation in Journalism (12 Lectures)
1. Need and importance of translation in journalism
2. Introducing and defining the basic concepts and the process of translation
   (analysis, transference, restructuring) through critical examination of
   standard translated literary/Non Literary text.

Practical
1. Using tools of technology for translation: Machine/Mobile
   translation, Softwares etc.
2. Discussion on issues of translating and attempting translation for media, film,
The course intends to improve the writing and translation skills of the students.

Suggested Readings
GEC 03

Option A - Media and Economics

Scope
The course will introduce the students to basic economic concepts and principles and media economics.

Unit 1 - Introduction to Economics (12 Lectures)
1. Definition of Economics
2. Introduction to Economic theories: Classical and Keynesian
3. Economy - Consumer’s Behaviour: Demand, Supply and Consumer’s Equilibrium
5. Introduction to Capitalism, Socialism and Mixed Economic systems.

Unit 2 - Indian Economy (12 Lectures)
1. Understanding Indian Economy: Historical and Policy Perspectives since Independence (Plans and discussion of sectoral growth), Liberalization and Privatization.
2. Taxation System In India- Discussion of GST
3. Union Budget and Economic Survey
4. Fiscal and Monetary Policy

Unit 3 - International Economics (12 Lectures)
1. International Trade
2. Role of WTO and International Trade Agreements
5. Foreign Investment Routes- FDI, FPI, FII and Technology Transfer.
6. International Political Economy: Economic Conflicts, Sanctions - Determinants in
International Economic Cooperation - Case Studies: BRICS, CPEC, String of Pearls, EU, ASEAN.

Unit 4 - Understanding Media Economics (12 Lectures)
1. Development of Media Economics: Theory and Practice
2. Media: A Dual Market Place - Audience and Advertisers; Advertising Market
3. Production, Distribution and Consumption of Media Products
4. Media Market-Competitive, Oligopolistic and Monopolistic
5. Media Industry and Change - Technology, Regulation, Globalization and Socio-Cultural Developments

Unit 5 - Impact of Economics/Business in Media (12 Lectures)
2. Entrepreneurship in Media Industry - Online Start Ups
3. Emergence of Cultural Industry and Economics - Monetization of Media (Cultural) Products - Music, Movies and FM & TV programs
4. Conflict between Business and Audience Interests - News and Entertainment Industry
5. TRP and Circulation Wars - Deterioration of Journalism Ethics and Standards

Outcome
Through this course, the students will have a comprehensive understanding of the Indian and International economic scenarios.

Projects
On current economic affairs: GST and its revenue generation aspects and Demonetization and Black Economy

Suggested Readings
4. Compaine, Benjamin M. Who Own the Media: Competition and Concentration in the

GEC 03
Option B - Disaster Management and Communication

Scope
The course will introduce the students to communication strategies and practices for disaster management.

**Unit 1 - Introduction of Disaster (12 Lectures)**

1. Natural disasters: Earthquake, tsunami, cyclones, volcanoes, flood, drought, cloud burst, forest fire, Landslides and Avalanches.
2. Man-made disasters: Nuclear reactor meltdown, Industrial accidents, Oil slicks and spills, Outbreaks of disease and epidemics.

**Unit 2 - ICT in Disaster Management (12 Lectures)**

1. Emergency response system, HAM Radio, Community Radio
2. Social Media, Blogging, Mobile applications
3. Geo informatics Technology (GIT), GIS, GPS

**Unit 3 - Role of Media in Disaster communication (12 Lectures)**

1. Information education and communication (IEC)
2. Disaster reporting, Impact of media on policy
3. Weather forecasting, Disaster communication System (Early Warning and its dissemination)

**Unit 4 - Media coverage of Disasters (16 Lectures)**

1. Disaster management agencies, Developing networks and co-ordinations
2. Effective media communication in disaster and health emergencies
3. Ethics of disaster journalism, preparedness and handling trauma

**Unit 5 - Disaster Coverage (Case Studies) (8 Lectures)**

4. Japan Tsunami (2011)

**Lab/Presentation/Project**

Report on any one disaster/Article on disaster crisis/Visit to any Disaster management institute or agency

**Outcome**
The course will enable the students to devise Information, Education and Communication (IEC) Campaigns for disaster management.

**Suggested Readings**

2. Communities. Sage.

**GEC 03**

**Option C - Media and Consumer Education**

**Scope**
The course explores the role of media in protecting consumer rights and educating the public in this regard.

**Unit 1 – Concept of Consumer and Consumer Welfare (12 Lectures)**
1. Characteristics of Consumer Buying and Consumer Decision Making Process
2. Consumer Awareness and Consumer Problems – Urban Consumer and Rural Consumer

**Unit 2 – Consumer Grievances and Redressal Mechanism under Consumer Protection Act -1986 (16 Lectures)**
2. Grievance Redressal Mechanism under the CPA-1986, Advisory Bodies, Adjudicatory Bodies (District Forum, State Commission, National Commission); Role of Supreme Court under CPA -1986

**Unit 3 – Media and Consumer Protection (12 Lectures)**
1. Media explosion and impact on Consumer Buying Behaviour
2. Role of Media as watchdog on consumer protection
3. Advertisements and their regulation: Social, Ethical and Legal Aspects of Advertising and Sales Promotion; Regulation of misleading and deceptive advertising

**Unit 4 – Competition Policy and Law (12 Lectures)**
1. Competition Act 2002: Objectives, Purpose and Salient Features
2. How competition policy and law protect consumer interest

**Unit 5 – Project Submission (8 Lectures)**
Every student must submit one project based on empirical work on any of the following topics equivalent to 8 lectures:
1. Role of Media in Protecting Consumer Interests
2. Procedure for Filing and Hearing of a complaint under CPA-1986
3. Two case studies on Consumer Protection decided by Supreme Court of India
4. Consumer Organizations and their role in the Consumer Movement in India

**Outcome**
The students will be equipped with certain pedagogical skills that enables them to educate the public on consumer rights and other issues, through different media platforms.

**Suggested Readings**

**GEC 04**
Option A - Media and Human Rights
Scope
The course will introduce the students to the basic themes in Human Rights and media's role in promoting and protecting them.

Unit 1 – Understanding Human Rights (17 Lectures)
1. Concept and Meaning: UN Declaration; Human Rights and Indian Constitution
2. Human Rights of Domestic workers, Minorities, Refugees, Construction workers, Armed Forces, Child Labour
3. Human Rights Violation and Activism; Court Interventions; Recent Policy Formulation and Welfare Schemes.

Unit 2 – Gender and Human Rights (17 Lectures)
1. Concept and definition of Gender (Men, Women, Other) and social structures
2. Determinants of Gender equity in India
3. Laws and Institutions related to Women’s Rights; Uniform Civil Code
4. Government Programs and Policies for women empowerment

Unit 3 – Environment and Human Rights (16 Lectures)
1. Concept and definitions; Indian philosophical views on Environment
2. Climate Change and Global Warming- Concepts, challenges, various Agreements and Conventions
3. Biodiversity: Concept; Flora-fauna conservation- UN Programs and Policies, Acts, Programs and Policies in India
4. Sustainable Development- Meaning, challenges, success stories

Unit 4 – Project Work (10 Lectures)
Students are required to undertake projects on current issues/topics of their choice from the broad area of Human Rights, Gender or Environment. For example RTE, Human Trafficking, Climate Refugees/Migrants, etc...

Outcome
The course will enable the students to inculcate human rights approach in their journalistic pursuits.

**Suggested Readings**


**GEC 04**

**Option B - International Relations**

**Scope**
The course will introduce the students to global politics and conflicts, and international institutions.

**Unit 1 – How to Understand and Interpret International Politics (20 Lectures)**
1. Realism, Liberalism, Marxism
2. Post-Modern and Feminist Perspective
3. Non-Western Traditions

**Unit 2 – International Politics in Last One Century (12 Lectures)**
1. World War Politics - World War I, World War II
2. Cold War and Post-Cold War Developments
3. Decolonization and Emergence of Third World, NAM

**Unit 3 – Conflict, Peace and Governance (10 Lectures)**
1. Conflict and Peace
2. Contemporary Conflicts: Syria, Israel-Palestine, Afghanistan.
4. Regional Organizations: EU, BRICS, G-20, ASEAN, BIMSTEC, IBSA

**Unit 4 – India and International Politics (12 Lectures)**
1. India’s foreign Policy: USA, Russia and China
2. India and SAARC
3. India and Disarmament: Issues in NPT, CTBT
4. India as a Global Power: Changing Direction of Foreign Policy

**Unit 5 – Contemporary Issues in Global Politics (06 Lectures)**
1. Global Terrorism
2. Free Trade
3. Human Rights
4. Migration

**Outcome**
The course will enable the students to connect the global and local issues and make fair and in-depth reports on such issues.

**Suggested Readings**
7. Chenoy, Anuradha. "India, Russia Forging Ahead in Changing Times."
Compulsory Language (CL)

French

Semester-1

CL-1 Developing reading and writing skills 1 (Total Credits -6)
Reading simple texts and answering questions on them. Guided writing will include subjects concerning the learners and their immediate environment.

Texts:

Semester-2

CL-2 Developing Listening and Speaking Skills (Total Credits 6)
Listening to simple texts and answering questions on them. Monologues and/or dialogues will be on subjects concerning the learners and their immediate environment.

**Texts:**

**Semester - 3**

**CL-3 Language in Context: Developing Speaking and Listening Skills – 2 (Total Credits 6)**
Describing past events, reading, writing and understanding short texts including news items, instructions for use, emails, logs, classified advertisements, biographies, invitations, Internet forums.

**Texts:**

**Semester - 4**

**CL-4 Intermediate level reading and writing skills (Total Credits 6)**
Asking for and giving instructions, narrating past events and future plans, commenting on and presenting simple texts, describing visual materials (photos, pictures, etc.), reading, understanding and preparing posters (theatre, film, books).

**Texts:**

**Semester-5**

**CL-5 Developing Intermediate Level Speaking and Listening Skills (3) (Total Credits 6)**
Students require to summarize a film, conduct opinion polls, and interviews, and work with songs.
Texts:

Semester - 6
CL-6 Studying Different Text Types (Total Credits 6)
Studying different text types to familiarize oneself with different kinds of language usages and styles including reading and understanding instructions for use, classified advertisements, biographies informative texts, short scientific texts, writing a film critique, summarizing a press article, analysing and writing a summary of opinion poll results, reading a comic strip, writing a dialogue for a comic strip. Different language registers, understanding word formation. Preparing a slam.

Texts:

Semester-7
CL-7 Advanced Reading and Writing skills (1) (Total Credits 6)
Comparing headlines and presentation of news in different newspapers, analysing an editorial, writing a short story, reading and analysing texts/articles on different social issues. Preparing a blog, analysing and writing a summary of opinion poll results.

Texts:

Semester-8
CL-8 Developing Advanced Reading and Writing Skills (2)
(Total Credits 6)
Describing and comparing education systems, reading and analysing texts/articles on various social issues, writing an open letter to the authorities, writing a petition, describing and analysing cultural representations, writing a short story, writing blogs.

Texts:

Semester-9
CL-9 Debating on Various Social Issues (Total Credits 6)
Preparing, conducting and presenting results of opinion polls on various social issues, preparing and presenting a skit. Debates, oral presentations on various social issues, narrating one’s experiences of foreign language learning.

Texts:

Semester-10
CL-10 Media Skills* (Total Credits 6)
3. New or Narrative “Gonzo” Journalism. Embedded Journalism. study of examples of Travel and Environmental Journalism, Sports, Cultural and Economic journalism
4. Comparison of news items on different channels. Ideological Differences in news presentations.
5. Censorship laws in various countries. Yellow Journalism. Internet and journalism.
7. Comparing headlines and presentation of news in various newspapers. Summarizing
an article. Analyzing an editorial. Reading and analyzing texts/articles on social issues (generation gap, racial discrimination etc.). Writing a report on an opinion poll. Preparing a flyer. Analyzing & writing blogs. Reporting crime.

8. Preparing a weather report. Writing a small report on a given topic for the wall-newspaper. Preparing a forum on Internet; (TV/University life); managing interactions.


10. Project Work

**Suggested Readings**

1. [www.totallygonzo.org](http://www.totallygonzo.org)
2. GUÉRY Louis, Visages de la presse. La présentation des journaux des origines à nos jours, CFPJ (1997).
7. [http://TV5.org](http://TV5.org)

**Note:** Teachers are free to recommend supplementary language text books.
Compulsory Language (CL)
Spanish

Semester-1
CL-1 Developing reading and writing skills 1 (Total Credits 6)
Reading simple texts and answering questions on them. Guided writing will include subjects concerning the learner and his immediate environment.

Texts:

Suggested Readings

Semester-2
CL-2 Developing listening and speaking skills -1 (Total Credits 6)
Listening to simple texts and answering questions on them. Monologues and/or dialogues will be on subjects concerning the learner and his immediate environment.

Texts:

Semester-3
CL-3 Language in Context: Developing speaking and listening skills – 2 (Total Credits 6)
Describing past events, reading, writing and understanding short texts including news items, instructions for use, emails, logs, classified
advertisements, biographies, invitations, Internet forums.

Texts:

Suggested Reading
Español sin Fronteras 1, SGEL, Madrid(1998).
Planet @ 1 & 2, Editorial Edelsa, Madrid (2001).

Semester-4
CL-4 Intermediate level reading and writing skills (Total Credits 6)
Asking for and giving instructions, narrating past events and future plans, commenting on and presenting simple texts, describing visual materials (photos, pictures, etc.), reading, understanding and preparing posters (theatre, film, books).

Texts:

Semester-5
CL-5 Developing intermediate level speaking and listening skills (3) (Total Credits 6)
Summarizing a film, preparing and conducting an opinion poll, conducting an interview, working with songs.

Texts:

Suggested Readings

Semester -6
CL-6 Studying Different text types (Total Credits 6)
Studying different text types to familiarize oneself with different kinds of language usages and styles including reading and understanding instructions for use, classified advertisements, biographies informative texts, short scientific texts, writing a film critique, summarising a press article,
analysing and writing a summary of opinion poll results, reading a comic strip, writing a dialogue for a comic strip. Different language registers, understanding word formation. Preparing a slam.

**Texts:**

**Suggested Readings**

**Semester-7**

**CL-7 Advanced reading and writing skills (1) (Total Credits 6)**
Comparing headlines and presentation of news in different newspapers, analysing an editorial, writing a short story, reading and analysing texts/articles on different social issues. Preparing a blog, analysing and writing a summary of opinion poll results.

**Texts:**

**Suggested Readings**

**Semester-8**

**CL-8 Developing advanced reading and writing skills (2) (Total Credits 6)**
Describing and comparing education systems, reading and analysing texts/articles on various social issues, writing an open letter to the authorities, writing a petition, describing and analysing cultural representations, writing a short story, writing blogs.

**Texts:**
Suggested Readings

Semester-9
CL-9 Debating on various social issues (Total Credits 6)
Preparing, conducting and presenting results of opinion polls on various social issues, preparing and presenting a skit. Debates, oral presentations on various social issues, narrating one’s experiences of foreign language learning.

Texts:

Suggested Readings

Semester-10
CL-10 Media Skills* (Total Credits 6)
*To be complemented with demonstrations and hands on training.
Brief History of journalism in the Hispanic world. Famous Spanish and Latin American newspapers. (El País, Spain; Clarin Argentina, La Jornada Mexico etc) Bilingual Regional Press. (Gara, El Norte de Castilla).

2. New or Narrative “Gonzo” Journalism, (Periodismo gonzo) Embedded Journalism.
3. Study of examples of Travel and Environmental Journalism, Sports, Cultural and Economic journalism.
4. Comparison of news items on different channels. Ideological Differences in news presentations.
5. Censorship laws in various countries. Yellow Journalism.

Project Works

2. Editing Skills.

Suggested Readings

1. www.totallygonzo.org
2. www.periodismogonzoargentina.blogspot.in

Note: Teachers are free to recommend supplementary language manuals.
Compulsory Language (CL)

CHINESE

Semester 1

CL-1 – Beginners Chinese 1 (Total Credits 6)
Training for Spoken skill, Writing, Grammar, and Listening
Number of Characters: Phonetic script and 200 Chinese Characters
Text:
Worksheets prepared by the Class Teacher.

Semester 2

CL-2 – Beginners’ Chinese 2 (Total Credits 6)

Training for Spoken skill, Writing, Grammar, Listening and reading comprehension
Number of Characters: 200 Chinese Characters
Text:
Worksheets prepared by the Class Teacher.

Semester 3

CL-3 – Intermediate Chinese 1 (Total Credits 6)
Training for Spoken skill, Writing, Grammar, Listening, reading comprehension and short essays
Number of Characters: 300 Chinese Characters

Text:
Teaching material prepared by the Class Teacher.
**Semester 4**

**CL-4 – Intermediate Chinese 2 (Total Credits 6)**

Training for Spoken skill and Writing to improve the ability to analyse and discuss various issues in simple Chinese

**Number of Characters:** 400 Chinese Characters

**Text:**
Teaching material prepared by the Class Teacher.

**Semester 5**

**CL-5 – Advanced Chinese 1 (Total Credits 6)**

Training in written and oral skills in Chinese through extensive reading, colloquial Chinese, formal Chinese and audio visual exercises to improve listening skills

**Suggested Readings**


Teaching material prepared by the Class Teacher.

**Semester 6**

**CL-6 – Advanced Chinese 2 (Total Credits 6)**

Advanced training in written and oral skills in Chinese through extensive reading, colloquial Chinese, formal Chinese and audio visual exercises to improve listening skills

**Suggested Readings**


Teaching material prepared by the Class Teacher.

**Semester 7**

**CL-7 – Introduction to Chinese Culture (Total Credits 6)**

Introduction to Chinese culture through Fables, Folktales, Festivals, and Proverbs

**Suggested Readings**

1. 中国文化教材， 作者：陈雄勋 编著, 世界书局， 1965.
5. 成语故事 选《基础 汉语课本》阅读材料 Annotated Chinese Proverbs
6. (Supplementary Readings for Elementary Chinese Readers); 北京语言学院 编；北京，外文出版社， 1982 ， Foreign Language Press, Beijing; First published in 1982.

Teaching material prepared by the Class Teacher.

**Semester 8**

**CL-8 – Translation (Total Credits 6)**

Study of syntactic structures used in Chinese with contrastive comparison with English; techniques of translation from Chinese to English and vice versa. Texts will be selected from Chinese newspapers, magazines and important speeches of leaders.

**Suggested Readings**

1. Wu Tong et. al., (eds.) Gaoji Hanyu Baokan Yuedu Jiaocheng (Advance Chinese

Teaching material prepared by the Class Teacher.

Semester 9
CL-9 – Newspaper Chinese (Total Credits 6)
An advanced course in reading Chinese Newspaper

Suggested Readings
1. Wu Tong et al. (eds.), 高级汉语报刊阅读教程 (An Advanced Course in
2. Pan Zhaomin & Chen Ru (eds.), 读报刊看中国 (Understanding China through
4. 光明日报。 Guangming Daily [A daily newspaper of Chinese intellectuals], Beijing.
5. 青年日报。 Youth Daily [A Daily of Chinese Youth League], Beijing.
6. 解放日报。 Liberation Daily [A Daily of the Chinese Army], Beijing.

Teaching material prepared by the Class Teacher.

Semester 10
CL-10 – Interpretation (Total Credits 6)
An advanced course in Spoken Chinese and simultaneous interpretation

Suggested Readings
1. Pan Zhaoming (ed.), Hanyu Gaoji Tingli Jiaocheng (An Advanced Audio Course in
2. Zu Renzhi & Ren Xuemei, Gaoji Hanyu Kouyu (An Advanced Course in Spoken
3. Liu Yuanman et al, Gaoji Hanyu Kouyu (An Advanced Course in Spoken Chinese),
Teaching material prepared by the Class Teacher.

Compulsory Language (CL)

ARABIC

Semester 1

CL 1 Arabic
Objective
A regular student, after completing this semester would be able to read Arabic texts printed with vowel points and copy a text.

Reading
Arabic alphabets, Shapes of Arabic alphabets, Vowel signs and other ortho-graphic signs. Joining letters: two, three, four or more letters. Pronouncing Arabic words with different vowel signs. Definite article and Indefinite article. Moon letters and Sun letters. Reading simple texts printed with vowel points. Masculine and Feminine nouns and symbols of feminine nouns.

Speaking
- Arabic phrases of greetings and expressions of thanks, welcome, excuse and apology etc.
- Pronouncing moon and sun letters prefixed with the definite article
- 50 Arabic origin words frequently used in India
- Frequently used vocabulary under the following heads: Number 1-10, Ordinal numbers 1-10, Names of days, Colour, Fruit & Journalism

Writing
- Practice writing Arabic alphabets (isolated form)
- Practice writing 2-lettered, 3-lettered and 4-lettered words etc.
- Copying simple short texts from books or newspapers
- Taking dictation of the vocabulary memorized

Listening
Listening and pronouncing peculiar Arabic letters.

Text
Objective: A regular student after completing this semester would be able to form simple nominal and verbal sentences using the vocabulary he/she has memorised.

Grammar: Demonstrative Pronoun (masc. and fem. only). Detached personal pronoun. Attached personal pronoun (stressed to be given on the singular only in exercises). Following frequently used six prepositions i.e. بـ، لـ، على، إلى، في، من.
14-mood conjugation of the Perfect verb (active, passive and negative): فعل، يفعل، فعل، ما فعل، ما فعل، ما فعل، 14-mood conjugation of the Imperfect verb (active, passive and negative): فعل، يفعل، لا يفعل، لا يفعل، يفعل، 6-mood conjugation of the Imperative, Prohibitive, Active Participle and Passive Participle: مفعل، يفعل، لا يفعل، أفعل.
Introduction to 6-patterns of Primitive Trilateral verbs. Explanation of nominal sentence. Explanation of verbal sentence.

Writing:
- Practice of 2-word simple nominal sentences:
  - Demonstrative/Detached personal pronoun/Proper noun /Nouns prefixed with definite article used as subject.
  - Preposition as predicate
  - Practice of verbal sentences: Verb + doer & Verb + doer + object

Reading:
- Al-Qira'atul Rasheedah, Part-1, Darul Maarif, Egypt Lessons: الصبي، المطر، الكتاب، يوم العطلة، الأسد والقار، والفيل

Speaking:
- Oral exercise of forming nominal sentences:
  - Demonstrative noun/Detached personal pronoun/Proper noun/Nouns prefixed with definite article used as subject.
  - Preposition used as predicate
- Oral practice of forming verbal sentences:
  - Verb + doer & Verb + doer + object
  - Use of time, day and month in a sentence
  - Forming question by using هذه، ما، من

Listening:
- Listening to children stories downloaded from YouTube and other websites.
- Use of Flash cards
Semester-3
C.I.L - 3 (6 Credits)

Objective: A regular student after completing this semester would be able to read simple sentences based on the grammar he/she has studied.

Grammar: Formation of demonstrative, genitive and adjectival phrases. Complete conjugation of all the four kinds of the Perfect Verb (active, passive): قد فعل فعل كان فعل فعل. Conjugation of Imperfect Verb prefixed with من (active & passive). Conjugation of Imperfect Verb prefixed with لم (active & passive). Complete conjugation of frequently used Derived Trilateral verb patterns (perfect, imperfect & passive): أستفعل، أفعل، إنفعال، إنفعال. Use of Demonstrative, Adjectival and Genitive phrases as subject, predicate or both in compound Nominal sentences.

Writing:
- Use of Demonstrative, Adjectival and Genitive phrases as subject, predicate or both in compound Nominal sentences.
- Use of Demonstrative, Adjectival and Genitive phrases as doer, object or both in Verbal sentences.

Text:
- Al-Qira‘atul Wazihah, Book-2, Maulana Wahiduz Zaman Al-Kairanwi, Maktaba Husainiya Deoband, Lessons: 4, 5, 7, 18, 20, 21, 27 & 33

Speaking:
- To practice and form sentences using لـ & عند
- To practice and form question using هل - A - كيف - ما - من - لنما - من - أي - كم - أي

Listening:
- Oral exercise of recognizing different moods of a given verb.
- Listening to children stories downloaded from YouTube and other websites.
Objective: A regular student after completing this semester would be able to understand simple news items with the help of dictionaries.

Grammar:
Classification of noun as singular, dual and plural. Use of exceptional three nouns i.e. لَام، أَح، ذُو. Use of exceptional proper names and adjectives i.e. لا يعرف المفترف. Case and usage of Dual of noun; independently and in a genitive phrase. Case and usage of Broken plural. Case and usage of Sound Masculine plural; independent and in genitive. Case and usage of Feminine Sound plural. Case and usage of the following Incomplete verbs only: وليس كان كان كان. Case and usage of the following: ليس، ليس كان. Conjugation of the following irregular verb patterns in detail i.e. 14-mood conjugations of Perfect, Imperfect (active & passive), 6-mood conjugation of Imperative, Prohibitive, Active Participle and Passive Participle each.

Writing:
- Practice of using singular, dual and plural in different forms. Exceptional three nouns, proper nouns, adjectives and defective noun.
- Oral exercise of recognizing different mood of a given weak verb.

Speaking:
- Short conversation based on the vocabulary and group discussion.

Listening:
- Small down loaded news stories from BBC, Aljazeera, You Tube and other children TVs.

Text:
Semester-5

Objective: A regular student after completing this semester would be able to comprehend children stories.


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Writing: Exercises based on the above-mentioned grammar.
Speaking: Classroom interaction in Arabic, short speeches and group discussions.
Listening: To make students get familiarized with Arabic multi-media.
Text:  
- Two children stories by Mohammad Atia al-Abrashi, from the collection Majmooatul-Qisas al-Adabiah, Kutub Khana Husainia, Deoband.
- Selected and edited news items.

Semester-6

Objective: A regular student after completing this semester would be able to comprehend news items.

Grammar: Conditional sentence, Elative. Specification of a sentence. Emphasis, How to address others. Prepositions (complete), Incomplete verbs (complete), Numerals, Exception

Writing: Exercises based on the above-mentioned grammar.
Speaking: Classroom interaction in Arabic, short speeches and group discussions.
Listening: To listen Arabic online and off-line.
Text: Two Stories from Kaledlah wa Dimnah: Ibnul Muqaffa.
- Al-Qira'atur Rashidah, Abdul Fattah As-Sabri & Ali Umar, Book-4 Lessons: من سفرات سلديان البحري (1, 2 & 3)
- Selected news items.
Semester-7

(6 Credits)

- Reading and comprehension of news items.
- Summarizing of news items.
- Reproduction of news in one's own words.
- Transcription of news items.
- Arabic newspapers specific vocabulary & abbreviations.

Lessons:

- اللغة العربية بلا معلم، الأدب للشعب، جيلنا وجيلكم، الحقيقة

Semester-8

(6 Credits)

- Introduction to the Arab world and culture.
- Introduction to Indo-Arab relations.
- Analysing Arabic newspapers & editorials.
- Reading articles and columns on focused issues.
- Analysing news channels.
- Editorials and articles as text.
Semester-9
CL 3 (6 Credits)

- Introduction to the Arabic language
- Reading biographies, blogs, short stories
- Letter writing
- Arabic feature films/Documentary films
- Reading of selected lessons:
  a) "A reader in modern literary Arabic" by Farhat J. Ziadeh, University of Washington Press.
  b) حمار والسياسة by Taufiq Al-Hakim

Semester-10
CL 10 (6 Credits)

- Brief history of Arabic journalism in Middle East & North Africa (MENA)
- Brief history of Arabic journalism in India
- Famous Arabic newspapers and magazines
- Famous Arabic radio & T.V. news channels
- Press by-laws in the Arab world.

Project Work:

- Summarizing an article
- Analyzing an editorial
- Reading & analyzing texts/articles on social issues
Compulsory Language (CL)

Tamil

Semester 1

CL 1 - Tamil Basic Grammar & Script Learning Phase-I (Total 6 Credits)
The primary objective of this semester course is to understand the basic features of forms and structures of words (morphology) with their customary arrangement in phrases and sentences; and, to serve as a reference for consolidating the grasp of the language.
- Introducing basic simple Tamil sentence formation e.g. : Noun Phrase- Noun Phrase construction (NP – NP structure) Subject, object, verb construction (SOV structure)
- Script introduction
- Introduction of Numerals (up to 100)

Semester 2

CL 2 - Tamil Basic Grammar & Script Learning Phase-II (Total 6 Credits)
This semester course tries to introduce defective verb constructions.
- Conjugation of verbs
- Script writing and their occurrences in words
- Introduction of Numerals (100 and above)

Semester 3

CL 3 - Dynamics of Tamil words: Aspects, Models & Auxiliaries (Total 6 Credits)
This semester course aims at creating an awareness of Dynamics of Tamil words and introducing classification weak & strong verbs- Infinitive forms of Verbs- Auxiliaries and Tamil script learning.
Practical
- Studying the rudiments of framing news headlines of Tamil on reading.
- Reading and writing of News Headlines from different Tamil Dailies (Dina-t-thanthi, Dinakaran, Dinamani, Tamizh Hindu, etc.)
Semester 4

CL 4 - Tense and Negative formations: (Total 6 Credits)
The purpose of this paper is to throw light on various aspects of tense and train the students to construct sentences, affirmative and negative.

Practical
- Reading News captions & News items
- Writing news captions
- News reading & writing
- Preparation of News captions & News items

Semester 5

CL 5 - Complex sentences in Tamil (Total 6 Credits)
The primary objective of this semester course is to introduce the students, progressive & perfect tense formation-Continuous tense formation, active and passive voice formation & Comparative Clause, etc.

Practical
- Listening Radio News
- Reading various News items such as political, social, entertainment, sports, etc.
- Writing Synopsis & Headlines for the News listened through Radio & TV

Semester 6

CL 6 - Aspects of Language styles & their application in Media
(Total 6 Credits)
This semester course aims at introducing the students various syntactic constructions such as relative clause, comparative clause, conditional clause, traditional phrases, synonyms, antonyms, complex and ambiguous sentences etc.

Practical
- Drama script reading & script preparation
- Drama Listening in Radio & in Theater & synopsis writing, commentaries, etc.
Semester 7
CL 7 - Literary Trends in Tamil (Total 6 Credits)
This semester course intends to furnish a comprehensive account of the origin and development of Literary Heritage of Tamils and Tamil Literature with various language movements such as Dravidian movement, Pure Tamil Movement, etc. Provide readings through Tamil Poetry (Modern to Ancient), Cinema & Mass Media Language style, General & Literary Magazine Reading, etc.
Practical
Watching video programs of Tamil serial plays in TV, etc. and group discussions about them.

Semester 8
CL 8 - Electronic application in Tamil usage & Status of Tamil language & society abroad (Total 6 Credits)
This course aims to introduce electronic applications in Tamil Language & writings and Conversational situations. It also introduces the Status of Tamil language, literature & Tamil society in foreign countries such as Sri Lanka, Singapore, Malaysia, Europe, etc.
Practical
- Computational applications of Tamil Language
- Use of Tamil keyboards, webpage making etc
- Students play role & converse freely among them.
- Group Discussion
- Data collection about Tamil studies abroad & group discussions

Semester 9
CL 9 - Rural Culture of Tamil society (Total 6 Credits)
This course offers a glimpse into the rural cultural life of Tamils from early times and the changes that have taken place until recent times.
- Tamil Folklore (Songs, Stories, Proverbs, etc.)
- Religious Practices & Social festivals
- Social & Cultural values of Tamil society.
- Interview with different persons of various social strata.
- Provide drama script on selected topics and enact the play.

Practical
- Arrange interactions with scholars and conduct lectures, seminars, etc. on selected topics.

Semester 10
CL 10 - Free creative writing in Tamil Media (Total 6 Credits)
The purpose of the course is to train students to write a good Tamil essay, report news items, etc. in any focused subject of discussion in a comprehensive manner, presenting a coherent set of ideas in an acceptable logical way, analyzing the facts and figures of data collected, raising counter arguments and arriving at a conclusion are some of the best writings of celebrated authors, journalist, academicians, etc.

- Brief History of Journalism & Mass Communication activities in the Tamil society.
- Different Language styles used for different programs such as News Reading, interviews,
- Drama & sports news, etc.

Practical
- Viewing films & Dramas
- Listening Radio Programs.
- Writing scripts-Drama Scripts- News items
- Reporting an incident in news style.
- Interviewing Personalities (Academicians, Sports Persons, Politicians, Industrialists, business entrepreneurs, etc.)

Projects
- Comparative study of Headlines & News items in various News papers
- Summarizing articles & analyzing editorials
- Reading, analyzing and report writing about Tamil Nadu Tour (Social activities, social issues, cultural values, religious customs and festivals, historical places, etc.)
- Writing an article/report (about 100 pages) on any given topic.
- Writing Blogs, Crime reporting, live commentaries on functions, sports, etc.
Suggested Reading/Reference Books

In English

1. Annamalai, E. Adjectival Clauses in Tamil, Institute for the study of Languages and Cultures of Asian and Africa, Tokyo University of Foreign Studies, Tokyo. 1997
16. Nataraja Pillai, N. A Guide for Advanced Learners of Tamil, Central Institute of Indian
Languages (CIIL), Mysore, 1986.

In Tamil
4. Subramanian, Dr. P.R., & Dr. V. Gnanasundaram, (Eds.), 2009, Tamil Nadai-k-Kaiyedu, Puthanaththam: Adaiyalam.

Online References
1. www.orelhadelivro.com.br/livros/582557/tamil-for-beginners/
Compulsory Language (CL)

Bengali

Semester 1
CL 1 – Bengali (6 Credits)
The first semester envisages familiarizing with the alphabets, learning small sentences, developing elementary reading and writing skills, reading simple words and sentences and answering questions on them.

**Text**
1. Vichitra Path Pathamala, Book 1
2. Vichitra Path Anusilani, Book 1 (By Mahasweta Devi and Ajay Gupta. Published by Oxford University Press Sahaj Bangla Shiksha)
3. Published by South Point School, Calcutta

**Suggested Reading**
Sahaj Path - Viswa Bharati Publication

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**Semester 2**

**CL 2 – Bengali (6 Credits)**
This semester will emphasis the Listening to simple texts, and answering questions. The question-answer will be in conversation format, introducing simple grammar and parts of speech through every-day-used words and subjects concerning the learners and their immediate environment.

**Texts**
1. Vichitra Path Pathamala, Book 2
2. Vichitra Path Pathamala Anusilani, Book 2 By Mahasweta Devi and Ajay Gupta. Published by Oxford University Press.
3. Bengali Desk Work (Grammar and Composition, Part 1) By Anupama Khatgin. Published by Scholar India Ltd

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**Semester 3**

**CL 3 – Bengali (6 Credits)**
Along with the reading of the text, a student will slowly developing his/her own style of writing and understanding short texts including news items, instruction for using emails, blogs, and classified advertisement.

**Texts**
1. Vichitra Path Pathamala, Book 3
2. Vichitra Path Pathamala Anusilani, Book 3 By Mahasweta Devi and Ajay Gupta. Published by Oxford University Press.
3. Sahaj Path 3 Vishwa Bharati publication
4. Bangla Lekha Shekhar, Book 3-4 Sisu Sahity Sansad
**Semester – 4**  
**CL 4 – Bengali (6 Credits)**  
The course in this semester intends to develop intermediate level speaking and writing skills. Teachers may encourage the students to converse in Bengali in the class.  
**Text**  
1. Vichitra Path Pathamala, Book 4  
2. Vichitra Path Pathamala Anusilani, 4

**Semester – 5**  
**CL 5 – Bengali (6 Credits)**  
The course consists of asking for and giving instructions, narrating past events and future plans, commenting on and presenting simple texts, describing visual materials (photos, pictures etc.) reading, understanding and preparing posters (theatre, film and books)  
**Text**  
1. Vichitra Path Pathamala, Book 5  
3. Natun Sahitya, Part 3 Atreyi Roy Choudhary and Devamalya Bandopadhyay by the Orchid Book, Kolkata  
Apart from these, teachers may select other eminent authors like Rabindranath Tagore, Upendra Kishor Roy Choudhary and Sukumar Roy.

**Semester – 6**  
**CL 6 – Bengali (6 Credits)**  
In this semester, students may be introduced to different kinds of language usages and styles including reading and understanding instructions for use of classified advertisement and Bengali grammar.  
**Text**  
1. Vichitra Path Pathamala, Book 6  
Semester – 7
CL 7 – Bengali (6 Credits)
In this semester, students may be trained in advanced reading and writing skills and translation of passages from Bengali into English (large passage) and vice versa.

Text
Any Bengali story book in simple language from the authors like Rabindranata Tagore, Bibhutibhusan Mukhopadhyay, Bibhuti Bhusan Bondopadhyay, and Sarat Chandra Chattopadlyay may be used for enhancing comprehension skills.

Semester – 8
CL 8 – Bengali (6 Credits)
In this semester, students may be introduced to advanced grammar, essay and letter writing, newspaper reading, presentation of news, and writing stories from daily life.

Text
1. Sahitya Sanchayan Bangla (Pratham Bhasa) Nabam shreni Paschim Banga Madhya Sikhsha Parishad
2. Patha Sankalan (Class IX) Pashchim Banga Madlya Shiksha Praishad
3. Bangla Byakaran and Nirmiti by Dr. Ram Roy and Dr. Dayamay Roy, Santra publications Ltd.

Beside the texts, teachers should encourage students to read newspapers and different types of journals in Bengali.

Semester – 9
CL 9 – Bengali (6 Credits)
In this semester students will involve in describing and comparing education systems, reading and analysing texts/articles on various social issues, writing an open letter to the authorities, describing and analyzing cultural representations, and writing a short story and blogs.

Text
1. Pathasakalan (Class X) Paschim Banga Madhya Shiksha Parshad.
2. Bengali Grammar- Bangla Byakaran, Anada Publishers

**Semester – 10**

**CL 10 Media Skills (6 Credits)**

1. Preparing, conducting and presenting results of opinion polls on various social issues, preparing and presenting a skit, debates, oral presentation on various social issues, narrating one’s experience of learning a new language.
2. Writing for Print, radio and TV
3. Editing skills
4. Exploring various shades of journalism – Yellow Journalism, online journalism, New or narrative ‘GONZO’ journalism, embedded journalism, travel and environmental journalism, sports, cultural and business journalism.
5. Comparison of news items in different Channels. Ideological differences in news presentations.
6. Censorship laws in various countries.

**Projects**

Students may undertake projects like comparing headlines and presentation of news in various newspapers, summarizing news articles, analyzing editorials, reading and analyzing texts/articles on social issues (generation gap, racial discrimination etc.), writing reports of opinion polls and crime reporting. Students also may make weather reports, wall newspapers, and internet forums.

**Note:** No text is prescribed for this semester. Teachers are free to suggest supplementary readings.

**Annexure - I**

**The Syllabus Framing Committee**

1. Dr. Savita Datta, Principal, Maitreyi College **(Chairperson)**
2. Dr. Manasvini. M. Yogi, Indraprastha College for Women
3. Ms. Geetanjai Kala, Cluster Innovation Centre
4. Dr. Tarjeet Sabharwal, Delhi College of Arts and Commerce
5. Dr. Albert Abraham, Kamla Nehru College
6. Ms. Komita Dhanda, Kalindi College
7. Dr. Harpreet Bhatia, Jesus and Mary College
8. Dr. Vartika Nanda, Lady Shriram College
9. Mr. Sudhir K. Rinten, Maharaja Agrasen College
10. Dr. Jyoti Raghavan, Kamla Nehru College
11. Ms. Mamta, Kalindi College
12. Mr. Brahm Prakash, Delhi College of Arts and Commerce
14. Dr. Pinki Sharma, Faculty of Law
15. Dr. Rachna Sharma, Lady Shriram College
16. Ms. Aakriti Kohli, Delhi College of Arts and Commerce
17. Dr. Deep Narayan Pandey, Dyal Singh College
18. Dr. Suruchi Shirish, Lady Shriram College
19. Mr. Inderjeet Singh, Lady Shriram College
20. Ms. M. Khyothunglo Humtsoe, Cluster Innovation Centre
21. Dr. Achla Tandon, Hindu College
22. Ms. Anubha Yadav, Kamla Nehru College
23. Prof. John Varghese, Principal, St. Stephens College
24. Dr. Mala K. Shankardass, Maitreyi College
25. Ms. Rachna Jain, Maitreyi College
26. Dr. Manju Bhardwaj, Maitreyi College
27. Dr. Ranjana Bhattacharya, Maitreyi College
28. Ms. Aruna Saluja, Maitreyi College
29. Dr. Pardeep Rai, Maitreyi College
30. Dr. Rakhi Gupta, Maitreyi College
31. Dr. Mithila Bagai, Maitreyi College
32. Ms. N. Shradha Varma, Maitreyi College
33. Ms. Shipra Verma, Maitreyi College
34. Mr. Abhishek Khurana, Maitreyi College

The university acknowledges and appreciates the efforts of all the members of the Committee or Sub-Committees listed above and extends gratitude to all the principals who spared their faculty for this gigantic task.

The syllabus of foreign languages was designed by Prof. Mini Sawhney, Prof. Anita Sharma, Prof. Wali Akhtar and Prof. N. Kamala from Jawaharlal Nehru University. Eminent Professors from Ashoka University, NIIT, Jawaharlal Nehru University, Indira Gandhi National Open University, Confederation of Indian Industry and Delhi University reviewed the syllabus.
The list of senior academician and journalists consulted.

1. Prof. Dipankar Gupta
2. Prof. Sidhartha Wardhrajan
3. Dr. Y. C. Halan
4. Dr. Iqbal Singh Sachdeva
5. Mr. Avanish Ojha, IBN 7
6. Mr. Sanjiv Prakash, ANI News
7. Mr. N. Ram, The Hindu
8. Mr. Amitabh Srivastava, Sahara Times
9. Mr. K. V. Prasad
10. Mr. Rajat Sharma, India TV News
11. Mr. Sultan Shahin
12. Mr. Prafulla Ketkar, The Organiser
13. Mr. Sumit Chakravarty
14. Mr. Manoj Mitta
15. Deep Shikha Singh (Prayas)

Annexure - II

Peer Reviewers
On the recommendation of the Faculty of Social Sciences, it was decided to peer review and do the corrections in the organization and presentation of the course - Five Year Integrated Program in Bachelor’s and Master’s in Journalism. The course was designed and developed by a group of teachers
and professionals under the Chairpersonship of Dr. Savita Datta (Principal Maitreyi College, University of Delhi) and approved by the Committee of Courses of the Department of Adult Continuing Education and Extension. The peer reviewers mentioned below, both individually as well as in groups came to the Department/Faculty office to do the corrections. Following are the members who were associated in the peer review and preparing an approved draft to be submitted to the Academic Council, University of Delhi.

1. Dr. Manasvini M. Yogi (Indraprastha College for Women)
2. Dr. Albert Abraham (Kamala Nehru College)
3. Dr. Jayshree Pillai (Miranda House)
4. Dr. Tarjeet Sabharwal (Delhi College of Arts and Commerce)
5. Dr. Mithila Bagai (Maitreyi College)
6. Prof. Dr. V. K. Dixit (Department of Adult Continuing Education and Extension)
7. Prof. Dr. J. P. Dubey, Dean, Faculty of Social sciences