

Appendix-28
Resolution No. 27 {27-1 (27-1-4)}



University of Delhi

**COURSE OFFERED BY DELHI SCHOOL OF JOURNALISM
FACULTY OF SOCIAL SCIENCES**

CATEGORY I
(Semester V)
Based on
Undergraduate Curriculum Framework 2022
(Effective from Academic Year 2022-23)

| S. No. | Contents | Credits | Page Number |
|------------------------------------------------------------|--------------------------------------------------|----------------|--------------------|
| 1. Core Courses | DSC A5: Radio Journalism & Production | 4 | 2-3 |
| | DSC B5: Development Communication | 4 | 4-5 |
| | DSC C5: Indian Cinema | 4 | 6-7 |
| 2. Pool of Discipline Specific Electives (DSEs) | DSE A: Media Industry and Governance | 4 | 8-9 |
| | DSE B: Media and Human Rights | 4 | 10-11 |
| | DSE C: Media and Cultural Studies | 4 | 12-13 |

CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

DISCIPLINE SPECIFIC CORE COURSE – DSC A5: RADIO JOURNALISM AND PRODUCTION

| Course title & Code | Credits | Credit distribution of the course | | | Eligibility criteria | Pre-requisite of the course (if any) |
|------------------------------------------|----------|-----------------------------------|----------|---------------------|-----------------------|--------------------------------------|
| | | Lecture | Tutorial | Practical/ Practice | | |
| Radio Journalism & Production | 4 | 3 | 0 | 1 | Class XII Pass | NIL |

Learning Objectives

The course will provide students a detailed understanding of radio programming and production.

Learning Outcomes

- After completing this course, students will be able to acquire skill-sets in creating and producing various radio / audio programs.

SYLLABUS OF DSC A5 – Radio Journalism and Production (45 Hours)

Unit 1 – Introduction to Radio Broadcasting (12 Hours)

1. Radio: Equipments and Accessories; Transmission Frequencies – SW, MW, AM and FM
2. Radio Formats - Radio News Bulletins, Radio Magazine, Talk Show, Interview, Discussion, Commentary, Radio Feature/Docu-Drama, Radio Drama, Outdoor Broadcasting, Radio Jingles, and Phone In.
3. Types of Radio Broadcasting - HAM Radio; Satellite Radio; Digital Audio Broadcasting/Podcasting; and Online Radio. Public, Private, Community Radio Stations
4. Criteria for good sound – Clarity, Intelligibility and Fidelity
5. Radio and related security concerns

Unit 2 – Radio Journalism (11 Hours)

1. Radio as News Medium
2. Reporting for Radio – News gathering Techniques and Tools, Using Sound Bites

(Vox Populi)

3. Scripting for Radio News
4. News Presentation; Broadcasting Voice - Prosody and Pronunciation

Unit 3 – Pre-Production and Production (12 Hours)

1. Writing for Radio: Various Formats
2. Planning – Time and Resource Budgeting; Hiring Key Personnel (Creative and Technical)
3. Roles and Responsibilities of Key Personnel in Radio Production
4. Recording Programs - Creative Use of Sound and Voice
5. 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 4 – Post Production (10 Hours)

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)

Practical Component (30 Hours)

1. Exposure to Equipments and Popular Radio Programs
2. Visit to a Radio Station
3. Radio Script Writing
4. Produce radio programs for various broadcast formats- live newscasts, talk-shows, news commentaries
5. Developing Podcasts
6. Practical learning for radio jockeying

Suggested Readings

1. Pushyamitra. (2022). *Radio Kosi*. Rajkamal Publications. New Delhi.
2. Kandwal. C. (2010). *Radio Patrakarita: Siddhanta Evam Karyapranaali*. Greenfield Publishers.
3. Neeraj. (2022) *Radio Lekhan*. Neeraj Publications.
4. Acharya, K. & Srivastava, R. (2018). *Sanchaar Ka Naya Madhyam: Web Radio*. Himanshu Publications.
5. Neelamalar, M. (2017). *Radio Programme Production*. PHI Learning.
6. McLeish, R. & Link, J. (2015). *Radio Production*. Routledge.
7. Siegel, B. (1992). *Creative Radio Production*. Focal Press
8. Fleming, C. (2002). *The Radio Handbook*. Routledge.

DISCIPLINE SPECIFIC CORE COURSE – DSC B5: DEVELOPMENT COMMUNICATION

CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

| Course title & Code | Credits | Credit distribution of the course | | | Eligibility criteria | Pre-requisite of the course (if any) |
|----------------------------------|----------|-----------------------------------|----------|---------------------|-----------------------|--------------------------------------|
| | | Lecture | Tutorial | Practical/ Practice | | |
| Development Communication | 4 | 3 | 1 | 0 | Class XII Pass | NIL |

Learning Objectives

The course will introduce students to the concepts of development communication and strategies, and information and communication technologies (ICT) for development.

Learning Outcomes

- After completing this course, students will be able to acquire understanding related to developmental policies and use them appropriately.

SYLLABUS OF DSC B5 – Development Communication (45 Hours)

Unit 1 – Concept, Concerns, Paradigms (12 Hours)

1. Concept and Models
2. Paradigms of development: Dominant, Dependency & Alternative paradigm
3. Developing countries versus developed countries
4. Development Support Communication (DSC) – definition, genesis, areas, Woods Triangle

Unit 2 – Development communications: Approaches (11 Hours)

1. Development communication Approaches – Diffusion of Innovation, Empathy, Magic Multiplier
2. Information needs in social, geographical, economic, developmental and cultural domains
3. Alternative Development Communication approaches

Unit 3 – Media in Development (11 Hours)

1. Development Communication Programs and Government Schemes in India:

Growth and Development

2. Role of development agencies and NGOs
3. Cyber media and development: e-governance, e-chaupal, national knowledge network, ICT for development, Narrowcasting

Unit 4 – Practicing Development Communication (11 Hours)

1. Community Health Networks
2. Educational & Research Networks
3. Social Concerns
4. Broadcasting for rural India

Activities to be done under tutorial

1. Project on two specific and discrete development issues
2. Reporting on the development communication strategy of any Govt. / Non-Govt.
3. Designing effective communication material for development
4. Preparing a multi-media campaign on a social issue
5. Develop public health campaigns
6. Develop advocacy campaigns

Suggested Readings

1. Melkote, S. R. (2001). *Communication for Development in the Third World: Theory and Practice for Empowerment*. Sage India.
2. Schramm, W. (1964). *Mass Media and National Development: The Role of Information in the Developing Countries*. Stanford University Press.
3. Rogers, E.M. (1974). *Communication in Development*. The Annals of the American Academy of Political and Social Science, Vol. 412, pp. 44-54
4. Trivedi, S. (2013). *Vikas Sanchar aur Patrakarita*. Hindi Book Centre.
5. Sahi, D.P. (2012). *Vaishvikaran Vikas Evam Paryavaran*. Kaushal Publishing House.
6. Dubey, S. (1986). *Sanchaar aur Vikas*. Prakaashan Vibhaag. Government of India. New Delhi.
7. Anil, K.U. (2007). *Patrakarita Evam Vikas Sanchaar*. Bharti Prakashan.
8. Narula, U. (2019). *Development Communication: Theory and Practice*. Har-anand Publication Pvt Ltd.

DISCIPLINE SPECIFIC CORE COURSE – DSC C5 : INDIAN CINEMA

CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

| Course title & Code | Credits | Credit distribution of the course | | | Eligibility criteria | Pre-requisite of the course (if any) |
|---------------------|---------|-----------------------------------|----------|---------------------|----------------------|--------------------------------------|
| | | Lecture | Tutorial | Practical/ Practice | | |
| Indian Cinema | 4 | 3 | 0 | 1 | Class XII Pass | NIL |

Learning Objectives

This course will introduce students to the elements of Cinema, its narrative techniques, and cinema movements in India. The course will allow students to explore the interconnectedness of visions, artistic and technological developments, social changes, as well as the audio-visual means through which cultures and nations are defined.

Learning Outcomes

- After completing this course, students will be able to use vision, art and technology in producing useful audio-visual materials.

SYLLABUS OF DSC C5 – Indian Cinema (45 Hours)

Unit 1 – Cinema: Genesis and Form (12 Hours)

1. Influences: Regional, National and International
2. From Silent to Talkies to Studio Era
3. Elements of a film- shot, scene, sequence, lighting, composition, cinematography, screenplay, editing, mis-e-scene, deep focus
4. Sound and Cinema- diegetic and non-diegetic sounds

Unit 2 – Cinema as a narrative (10 Hours)

1. Storytelling; Story, Plot, Character
2. Continuity editing and illusion of reality
3. Film Genres
4. Visual Aesthetics and other influences on narratives
5. Cinema Spectatorship

Unit 3 – Indian Cinema (12 Hours)

1. Entertainment
2. Culture
3. Development
4. Reform

Unit 4 – Cinema movements in India (11 Hours)

1. Indian Parallel Cinema/Indian New Wave- noted directors and styles
2. Cinema and Nation
3. Diasporic Cinema

Practical Component (30 Hours)

1. Film Screenings and Reviews
2. Critical Appraisal of Genres
3. Review Writing
4. Visit to production houses and shooting sets
5. Interactions with filmmakers

Suggested Readings

1. Sharma, P. (2015). *Samay Se Samvaad: Hindi Cinema Ki Yatra*. Ananya Prakashan.
2. Hansen, M. (1991). *Babel and Babylon: Spectatorship in American Silent Film*. Harvard University Press.
3. Rajadhyaksha, A. (2004). *The Bollywoodization of the Indian Cinema: Cultural Nationalism in a Global Arena*. In Kaarsholm, P. *City Flicks: Indian Cinema and the Urban Experience*. Seagull Books.
4. Friedman, et al. (2013). *An Introduction to film Genres*. W.W. Norton and Company Inc.
5. Gledhill, C. (1991). *Stardom: Industry of Desire*. Routledge.
6. Raza, M. R. (2020). *Cinema Aur Sanskriti*. Vani Prakashan. New Delhi
7. Bhardwaj, V. (2020). *Cinema, Kal, Aaj, Kal*. Vani Prakashan. New Delhi
8. Vijay, A. (1993). *Cinema Aur Samaaj*. Satyasahitya Prakashan.

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

DISCIPLINE SPECIFIC ELECTIVE – DSE A: MEDIA INDUSTRY AND GOVERNANCE

CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

| Course title & Code | Credits | Credit distribution of the course | | | Eligibility criteria | Pre-requisite of the course (if any) |
|-------------------------------|---------|-----------------------------------|----------|---------------------|----------------------|--------------------------------------|
| | | Lecture | Tutorial | Practical/ Practice | | |
| Media Industry and Governance | 4 | 3 | 1 | 0 | Class XII Pass | NIL |

Learning Objectives

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

Learning Outcomes

- After the completion of this course, students will be able to undertake entrepreneurial ventures, managerial tasks in fulfilment of journalistic ethics.

SYLLABUS OF DSE A – Media Industry and Governance (45 Hours)

Unit 1 – Introduction (12 Hours)

1. Fundamentals of Management
2. Concept, perspective, origin and growth of Media Management
3. Changing phases of Indian media business – Growth and Diversification

Unit 2 - Media Organisational Structure and Management (11 Hours)

1. Media Industry: Structure, Strategic Management and Marketing
2. Structure of news media organizations in India - roles, responsibilities & hierarchy
3. Media Entrepreneurs, Qualities and Functions of media managers
4. Distribution / Circulation Management Process, Promotion and Evaluation
5. Corporate Ties & Audience Centric approaches

Unit 3 – Governance (11 Hours)

1. Government – Media Interface, Policies and Regulations, FDI (Policies & Practices)
2. Ethical and legal perspectives in Media management - Issues related to Paid news, lobbying, pressure group influence, National security, Corporatization and

Politicization of Media

3. Budgeting, Financial management, and personnel Management
4. Media audiences and credibility

Unit 4 – Critical Concerns (11 Hours)

1. Media Industry: Issues & Challenges (Finance, HR, Machinery, Policy)
2. Changing Ownership patterns and Capital Inflow
3. Cross Media Ownership; Media Monopoly
4. Media Industry as manufacturers- News and content management. Market Forces, performance evaluation (TAM, TRP, IRS and HITS); and Market shifts

Activities to be done under tutorial

1. Case Studies – Indian and International Media Giants
2. Cross media platforms: issues & impediments
3. Individual projects to be done on topics related to Media Business

Suggested Readings

1. Kumar, V. (2012). *Mandi Mei Media*. Vani Prakashan. New Delhi.
2. Pandey, B.D. & Pandey, M.K. (2009). *Media Prabandhan*. Takshila Prakashan.
3. Kothari, Gulab. (2008). *Samachar Patra Prabandhan*. Radhakrishna Prakashan, Delhi.
4. Kohil-Khandekar, V. (2021). *The Indian Media Business*. Sage Publications.
5. Thomas, P.N. (2010) *Political Economy of Communication in India: The Good, Bad and The Ugly*. Sage Publications.
6. Misra, G. (2009). *Bazaar aur Samaaj*. Swaraj Prakashan.
7. Holt, J. & Perren, A. *Media Industries: History, Theory and Methods*. Wiley-Blackwell.
8. Jawaharlal, K. (2010). *Hindi Patrakarita Ka Bazaar Bhaav*. Prabhaat Prakaashan.

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

DISCIPLINE SPECIFIC ELECTIVE – DSE B: MEDIA AND HUMAN RIGHTS

CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

| Course title & Code | Credits | Credit distribution of the course | | | Eligibility criteria | Pre-requisite of the course (if any) |
|------------------------|---------|-----------------------------------|----------|---------------------|----------------------|--------------------------------------|
| | | Lecture | Tutorial | Practical/ Practice | | |
| Media and Human Rights | 4 | 3 | 1 | 0 | Class XII Pass | NIL |

Learning Objectives

The course will introduce students to basic themes in Human Rights and media's role in promoting and protecting them.

Learning Outcomes

- After completion of the course, student will be able to use human rights concerns in their media and journalistic pursuits.

SYLLABUS OF DSE B – Media & Human Rights (45 Hours)

Unit 1 – Understanding Human Rights (15 Hours)

1. Concept and Meaning: UN Declaration; Human Rights and Indian Constitution
2. Human Rights Discourse: Fundamental Rights and Human rights, Judiciary and Human Rights, Human Rights Activists as Pressure Groups
3. Human Rights of Citizenry
4. Human Rights Violation and Activism; Court's Interventions; Recent Policy Formulation and Welfare Schemes

Unit 2 – Human Rights: Critical Concern Areas (15 Hours)

1. Gender
2. Migration
3. Social
4. Economic
5. Environment
6. Education
7. Life and Health

Unit 3 – Cases of Significance (15 Hours)

1. Court Judgements
2. Legislative Reforms
3. Conflict and Peace
4. Emerging Concerns in Media Industry

Activities to be conducted under Tutorial

1. Project Work with special reference to Unit III and IV
2. Visit to NHRC
3. Case Studies Appraisal

Suggested Readings

1. Biswal, T. (2011). *Manavadhikar Gender Evam Paryavaran*. Viva Books
2. Balabanova, E. (2014). *The Media and Human Rights: The Cosmopolitan Promise*. Routledge.
3. Pandey, A. (2005). *Hamara Loktantra Aur Jaanne Ka Adhikaar*. Vani Prakashan. New Delhi
4. Winston, M. E., & Pollock, J. C. (2016). *Human rights in the news: Balancing new media participation with the authority of journalists and human rights professionals*. *Journal of Human Rights*, 15 (3), 307-313.
5. Tumber, H., & Waisbord, S. R. (2017). *The Routledge Companion to Media and Human Rights*. Routledge.
6. Husarska, A. (2000). Conscience Trigger: The Press and Human Rights. In S. P. Allison (Ed.), *Realizing Human Rights* (pp. 338-345). New York, USA: Palgrave Macmillan.
7. Srivastava, M. (2007). *Maanav Adhikaar aur Media*. Atlantic Publishers.
8. Verma, A.S. (2020). *Patrakarita Ka Andha Yug*. Setu Prakashan Pvt. Ltd.

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

DISCIPLINE SPECIFIC ELECTIVE – DSE C: MEDIA AND CULTURAL STUDIES

CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

| Course title & Code | Credits | Credit distribution of the course | | | Eligibility criteria | Pre-requisite of the course (if any) |
|----------------------------|---------|-----------------------------------|----------|---------------------|----------------------|--------------------------------------|
| | | Lecture | Tutorial | Practical/ Practice | | |
| Media and Cultural Studies | 4 | 3 | 1 | 0 | Class XII Pass | NIL |

Learning Objectives

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

Learning Outcomes

- After the completion of this course, students will be able to critically analyse patterns of production, distribution and consumption of media.

SYLLABUS OF DSE C – Media & Cultural Studies (45 Hours)

Unit 1 – Culture (11 Hours)

1. Understanding Culture; Media and Culture
2. Mass Culture, Popular Culture, Subcultures
3. Folk Media as a form of Mass Culture
4. New Media and Cultural Forms
5. Technology Assisted Cultural Revival

Unit 2 – Culture and Power (12 Hours)

1. Culture, Ideology and power
2. Various School of Thoughts
3. Media as Culture Industries
4. Political Economy

Unit 3 – Representation (11 Hours)

1. Media as Texts
2. Barthes Codes
3. Narrative

4. Reality and Social Construction

Unit 4 – Theories of Media Effects and Audiences (11 Hours)

1. Uses and Gratification Approach, Cultivation Effects
2. Encoding and Decoding, Reception Studies
3. Fandom

Activities to be conducted under Tutorial

1. Present an analysis of the feedback on YouTube or any other websites on popular videos and discuss the audience activity
2. Live performances and audiences – critical appraisal
3. 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
4. Present a brief description of fan activities for various sports and film stars on the net/print, narrate and analyse the content in class

Suggested Readings

1. Singh, K. (2021). *Antarsanskritik Sanchaar*. Kaushal Publication.
2. Adorno, T., and Horkheimer, M. (2002). *The Culture Industry: Enlightenment as Mass Deception*. In *Dialectic of Enlightenment*. Edited by Gunzelin Schmid Noerr
3. Baran, S.J. & Davis, D. (2013). *Mass Communication Theory: Foundations, Ferment and Future*. Wadsworth Publishing.
4. Fiske, J. (2011). *Introduction to Communication Studies*. Routledge.
5. William, K. (2003). *Understanding Media Theory*. Oxford University Press, 2003.
6. Dinkar, R.S. (1956). *Sanskriti Ke Chaar Adhayaya*. Sahitya Academy.
7. Joshi, M. J. (2014). *Mass Media Aur Samaaj*. Vani Publications. Delhi.
8. Jagdiswhar, C. (2014). *Digital Capitalism; Facebook, Sanskriti Aur Maanavadhikar*. Anamika Publishers. New Delhi.

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