

UNIVERSITY OF DELHI

DEPARTMENT OF ENGLISH

COURSE NAME: B.A.(H) JOURNALISM(Major)

(SEMESTER -I)

based on

Undergraduate Curriculum Framework 2022 (UGCF)

(Effective from Academic Year 2022-23)



University of Delhi

Course name: B.A.(H) Journalism(Major)

Course Title	Nature of the Course	Total Credits	Components			Eligibility Criteria/ Prerequisite	Contents of the course and reference is in
			Lecture	Tutorial	Practical		
Introduction to Journalism	DSC-01	4	3	1	0	Class XII pass	Annexure 2
Introduction to Media and Communication	DSC-02	4	3	1	0	Class XII pass	Annexure 2

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STRUCTURE OF DISCIPLINE SPECIFIC CORE PAPERS

SEMESTER 1:

DSC 1: Introduction to Journalism

DSC 2: Introduction to Media and Communication

DETAILS OF DISCIPLINE SPECIFIC CORE PAPERS

SEMESTER I

DSC 1: Introduction to Journalism

Credits: 4 (3 Theory + 1 Practical)

UNIT I: Understanding News

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

UNIT II: Historical Perspective and News Writing Skills

- Yellow journalism

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

Unit III: Different mediums-a comparison

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

Projects: Writing stories in the inverted pyramid format, identifying the news values in news stories of different newspapers, identifying the 5W's and 1 H in news stories, writing soft-news stories.

Learning Outcome: The students will be able to understand the nature of news and the process of news transmission to the readers. The paper will also enable them to write news stories and comprehend the role of the press in a democratic society. They will understand what it takes to be a competent reporter and the problems that journalists face in the media industry. This course will equip the student to work as a cub-reporter in any news media organisation.

Teaching- Learning Process: Lecture methods, Power point presentations, Special lectures by journalists, discussions and debates.

Essential Readings:

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

4. Richard Keeble. *The Newspaper's Handbook*. Routledge Publication, 2006.

Suggested Readings:

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

DSC 2: Introduction to Media and Communication

Credits: 4 (3 Theory + 1 Practical)

UNIT I: Communication and Mass Communication

- Media and Everyday life

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

UNIT II: Mass Communication and Effects Paradigm

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

UNIT III: Cultural Effects and the Emergence of an Alternative Paradigm

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

Learning outcome: The course will facilitate a deep understanding of the role and influence of the media in an individual's life. It will help the student to critically perceive the effects of the media use. The students will understand the important aspects of communication to help them get their messages across to public, essential in all sectors of media. This module will hone the communication skills and enable the student to work in any sector/media organisation as a content writer/communication consultant.

Teaching-Learning Process: The course should ideally help identify media's communicative potential through everyday examples such as mobile phone, television shows and other media use. It also will then help to think retrospectively of media use and its effects through live and vibrant examples from everyday experience. The teacher should try to inculcate in class the ability to critically understand media use through class room discussions. With its strong historical references, assignments can potentially be imagined over a range of topics such as

propaganda during Nazi era, Soviet Republic and other regimes, Cold war propaganda, agenda setting during election campaigns, digital influencers in new media and so on.

Essential Readings:

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

Suggested Readings:

1. Robin Jeffrey. *Cell Phone Nation: How Mobile Phones have Revolutionized Business, Politics and Ordinary Life in India*. New Delhi: Hachette, 2013.
2. Ravi Sundaram. 'The Art of Rumour in the Age of Digital Reproduction', *The Hindu*. Posted 19 August, 2012, Updated 16 November 2021

<https://www.thehindu.com/news/national//article60457070.ece>

3. Maya Ranganathan. 'Commercial FM radio takes over Indian cities', *Indian Media In A Globalised World*. ed. Ranganathan, Maya, and Usha M. Rodrigues, SAGE Publications India, 2010.
4. Sreya Mitra (2012) 'The show of the millennium': screening the big-money quiz show and the Bollywood superstar, *South Asian History and Culture*, 3:4. 20 Sep 2012. pp 566-582

DOI: 10.1080/19472498.2012.720071

5. Little John, Stephen, W and Foss, Karen, A. *Encyclopedia of Communication Theory*. Sage Publications, Inc. 2009.
6. Narula, Uma. *Communication Models*. Atlantic Publishers and Distributors (P) Ltd., New Delhi. 2022.
7. Neumann, Elisabeth Noelle. *Spiral of Silence: Public Opinion--Our Social Skin*. University of Chicago Press; 2nd edition. 1993.
8. Perse, Elizabeth M. and Lambe, Jennifer. *Media Effects and Society*. Routledge. 2016.
9. Watson, James. *Media Communication: An Introduction to Theory and Process*. Palgrave Macmillan. 2003.
10. Endo, Kaoru, Kurihara, Santoshi and Kamihigashi, Takashi (eds.) *Reconstruction of the Public Sphere in the Socially Mediated Age*. Springer, Singapore. 2017.
11. Shohini Ghosh, "Inner and Outer Worlds of Emergent Television Cultures," in *No Limits: Media Studies from India*, Ed. Ravi Sundaram. New Delhi: Oxford (2013).

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