



University of Delhi

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

**CATEGORY I
(Semester VI)**

**Based on
Undergraduate Curriculum Framework 2022
(Effective from Academic Year 2022-23)**

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CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

DISCIPLINE SPECIFIC CORE COURSE – DSC A6: RESEARCH METHODOLOGY

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

Learning Objectives

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

Learning Outcomes

- After completion of this course, students will be able to design, conduct and execute research work.

SYLLABUS OF DSC A6 – Research Methodology (45 Hours)

Unit 1 – Introduction to Research (12 Hours)

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-Philosophical and Theoretical framework

Unit 2 – Elements of Research (11 Hours)

1. Concepts and operationalization
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 of Research (11 Hours)

1. Choosing/ developing a Research Design
2. Qualitative and Quantitative Research Approaches
3. Content Analysis, Observational methods, Focus Groups, Intensive Interviews
4. Tools: development, testing, and application

Unit 4 – Sampling and Data Analysis (11 Hours)

1. Population and Sample, Need, Procedures, Sampling Error
2. Data collection: Primary and Secondary data
3. Data Analysis Techniques, Coding and Tabulation, Interpretation, Non - Statistical Methods, Working with Archives; Internet-based Research.
4. Observations, Discussion and Compilation

Activities to be conducted under tutorial

1. Preparing Research proposals
2. Writing Research Report/Articles
3. Project work – students to conduct applied research and make the presentation of the findings in the form of a research paper
4. Understanding and using referencing styles
5. Reviewing of Researches/Projects

Suggested Readings

1. Sharma, V.M. (2018). *Shodh Pravidhi*. Mayur Books. Delhi.
2. Baxter, L.A. & Babbie, E.R. (2003). *The Basics of Communication Research*. Cengage Learning.
3. Kothari, C.R. (2004). *Research Methodology: Methods and Techniques*. (Hindi edition). New Age International. New Delhi
4. Wimmer, R.D. & Dominick, J.R. (2006). *Mass Media Research: An Introduction*. Thomson Wadsworth.
5. Berger, A.S. (1998). *Media Research Techniques*. Sage Publications.
6. Bhanawat, S. (2009). *Sanchaar Shodh Pravidhiyan*. Rajasthan Hindi Granth Academy. Jaipur.
7. Anderson, J. A. (2011). *Media Research Methods: Understanding Metric and Interpretive Approaches*. Sage Publications Inc.
8. Dayal, M. (2010). *Media Shodh*. Haryana Sahitya Academy. Panchkula.

DISCIPLINE SPECIFIC CORE COURSE – DSC B6: INTEGRATED MARKETING 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		
Integrated Marketing Communication	4	3	0	1	Class XII Pass	NIL

Learning Objectives

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

Learning Outcomes

- After completion of this course, students will gain essential Advertising and Public Relations skills, which will help them to devise marketing mix and promotional strategies for brands and companies.

SYLLABUS OF DSC B6 – Integrated Marketing Communication (45 Hours)

Unit 1 – Introduction to IMC (12 Hours)

1. Definition, Concept, Scope and Components
2. Evolution of IMC
3. Understanding Brands & Product Life Cycle
4. Stakeholders of IMC: Internal & External publics

Unit 2 – Promotional Tools & Promotional Mix (11 Hours)

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 (11 Hours)

1. Advertising and its evolution; Functions, Impact, Effects and Appeals
2. Advertising Theories and Models – AIDA, DAGMAR and Maslow’s Hierarchy Model
3. Ethical & Regulatory Aspects of Advertising – Apex Bodies and their Codes

Unit 4 – Marketing Communication (11 Hours)

1. Situation Analysis
2. Market Research
3. Media Planning, Budgeting, Scheduling, Measuring Campaign Effectiveness
4. Media Buying and Selling for a campaign
5. Interface of media and clients with Ad agencies; Functions and Types of Ad agencies

Practical Component (30 Hours)

1. Developing IMC campaign
2. Understanding and applying methods of measuring effectiveness of campaign – pre-testing and post-testing
3. Visit to Advertising and PR companies/Agencies
4. Exploring influencer marketing
5. Study real-world case studies and industry examples

Suggested Readings

1. Sharma, K. (2010). *Vigyapan Ki Duniya*. Prabhat Prakashan. Delhi
2. Srivastava, A.K. (2018). *Consumer Behaviour and Marketing Research*. (Hindi). Sahitya Bhawan Publication.
3. Jain, S.C. & Singh, N.K. (2020). *Vikraya Evam Vigyapan*. Sahitya Bhawan Publication. Agra.
4. Yadav, N.S. (2019). *Vigyan Prabhandan*. Rajasthan Hindi Granth.
5. Kotler, P. (2002). *Marketing Management*. Pearson Custom Publishing.
6. Kenneth, E. C. & Baack, D. E. (2017). *Integrated Advertising, Promotion and Marketing Communications*. Pearson Education Limited.
7. Valladares, A.J. (2000). *The Craft of Copywriting*. Sage Publications
8. O’Guinn, et al. (2018). *Advertising and Integrated Brand Promotion*. South Western College Publishing.

DISCIPLINE SPECIFIC CORE COURSE – DSC C6: TELEVISION JOURNALISM & PRODUCTION

CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

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

Learning Objectives

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

Learning Outcomes

- After completion of this course, students will become capable of making TV News bulletins, documentaries and other programs.

SYLLABUS OF DSC C6 – Television Journalism & Production (45 Hours)

Unit 1 – Understanding TV Journalism (12 Hours)

1. TV New Channels: Organisation Structure; Modern TV newsroom: Input/output & Assignment Desks
2. Visual Sources for TV: Servers, Graphics, Archives, MSR and OB
3. TV Reporters’ Tools and techniques
4. Structuring a TV news report, Voiceovers, Story Package & Formats
5. PTC: Opening, Bridge and Closing

Unit 2 – Writing for TV (11 Hours)

1. Locating TV stories, Developing TV stories
2. Writing process – Thinking audio – video; Understanding pitfalls of broadcast punctuation and presentation; planning and structuring the copy for various audio-visual inputs; Writing Anchor Leads
3. Broadcast styles and techniques of writing, Rewriting agency copy, Writing for Bytes and Outside Broadcast (OB) copy

4. Writing for Astons, subtitles, scrawls and other TV screen value addition instruments
5. Editing bytes, procuring & editing visuals – archives, graphics & other sources

Unit 3 – TV News Production (12 Hours)

1. Introduction to the equipment: Shooting, recording and editing
2. The production team and the process : Line producers, field producers and their role
3. The production process, Gatekeeping, the run downs, leads, bunching, kickers, Rhythm and flow.
4. Back timing and going on air, News analysis and experts, Commercials and promo breaks, Headlines
5. Discussions and talk shows & Organizing studio for TV news programs and outdoor production

Unit 4 – Broadcast Techniques (10 Hours)

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, internet-based solutions

Practical Component (30 Hours)

1. Exercises: 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

Suggested Readings

1. Bhatt, S.C. (2008). *Satellite Invasion of India*. Gyan Publication House. New Delhi.
2. Nanda, V. (2010). *Television aur Crime Reporting*. Rajkamal Parkashan.
3. Thussu, D.K. (2007). *News as Entertainment: The Rise of Global Infotainment*.

- Sage Publications. Thousand Oaks, California.
4. Singh, A.K. (2009). *Film TV Script Lekhan*. University Book Housing Pvt. Ltd. New Delhi
 5. Bignell, J., Orlebar, J. & Holland, P. (2005). *The New Television Handbook*. Routledge. London.
 6. Kausthubh, K. (2014). *TV Samachar ki Duniya*. Kitaabghar. Delhi.
 7. Jelkhani, A. & Shah, M. (2017). *Television Karyakaram Nirman Prakriya*. Prabhat Prakashan. New Delhi.
 8. Kumar, R. (2006). *Television Patrakarita*. Srianataraj Prakashan, Delhi

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: SPORTS JOURNALISM

CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

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

Learning Objectives

The course will introduce students to sports journalism, its features and styles.

Learning Outcomes

- After completion of this course, students will be able to undertake sports reporting and explore career options in sports journalism.

SYLLABUS OF DSE A – Sports Journalism (45 Hours)

Unit 1 – Introduction to Sports Journalism (11 Hours)

1. Nature, Scope and Changing Trends of Journalism in sports
2. Historical development & role of print and electronic media in Sports Promotion
3. Sources of Sports Journalism and sports bodies, their Rule & Regulation
4. Sports Volunteerism

Unit 2 – News Platforms & Dissemination (12 Hours)

1. Sports Magazines, Sports page in major Newspapers and magazines; Editing and designing of Sports Journal / Magazine
2. Sports Broadcasting (TV, Online)
3. Research Tools for developing a Sports story; Coverage of International/ National Sports Events
4. Qualities of effective Sports articles
5. Sports photo journalism

Unit 3 – Sports, Competitiveness & Global Influences (11 Hours)

1. Ethics and social responsibilities of a Sports Journalist
2. Using Statistics in Sports Media
3. Sports Medicine: Use & Misuse

4. Betting & Gambling

Unit 4 – Branding and Business Model (11 Hours)

1. Advertising/ promotional practices in sports
2. Public relations in sports, pre & post press release, conferences
3. Sponsorship & capital inflow

Practical Component (30 Hours)

1. Writing and editing reports on Sports events / current affairs on sports
2. Field Visit of a Sports Event
3. Conducting Sports Surveys
4. Interviews with sports persons
5. Interactions with the sports journalists/presenters

Suggested Readings

1. Pradhan, R.C. (2019). *Sports Medicine*. Sports Publication. Delhi.
2. Upadhyay, A.K. (2018). *Khel Patrakarita*. Bharati Prakashan. Varanasi.
3. Caplan, A.L. & Parent, B. (2017). *The Ethics of Sport*. Oxford University Press.
4. Mishra, A. (2019). *Khel Patrakarita Tatha Jansampark Madhyam*. Sports Publication. New Delhi.
5. Wilstein, S. (2001). *Sports Writing Handbook*. McGraw Hill.
6. Doshi, S. & Kaushik, S. (2003). *Sports Journalism*. Radhakrishna Prakashan.
7. Dwivedi, A. (2022). *Khel Patrakarita Ke Aayam*. Hindi Book Centre.
8. Stofer, K.T., Schaffer, J.R. & Rosenthal, B.A. (2010). *Sports Journalism: An Introduction to Reporting and Writing*. Rowman and Littlefield Publishers.

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DISCIPLINE SPECIFIC ELECTIVE – DSE B: SCIENCE JOURNALISM

CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

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

Learning Objectives

This paper will acquaint students with different aspects of science reporting and writing.

Learning Outcomes

- After completion of this course, students will be able to cover and write on news and events related to science and technology.

SYLLABUS OF DSE B – Science Journalism (45 Hours)

Unit 1 – Introduction to Science Journalism (11 Hours)

1. Science journalism: Role, importance, linkages and growth
2. Frontiers of Science Journalism
3. Key Skills and Qualities of a Science Journalist
4. Ethical Considerations in Science Journalism

Unit 2 – Communicating Science and Technology (12 Hours)

1. Role of media in public awareness of Science
2. Skill of identifying and using scientific materials in writing
3. Multimedia, Digital Tools and Use of AI
4. Reporting of Seminars, Discoveries & Breakthroughs, Lectures, Science Fairs, Awards, Exhibition, Workshops, Scientific Tour, Conferences

Unit 3 – Agriculture Extension & Development (11 Hours)

1. Agricultural media reporting
2. Analytical stories in advanced agricultural techniques: Modern forms and techniques of agriculture
3. Agencies and people in Agricultural advances
4. Government initiatives, scope and importance of Agro-journalism

Unit 4 – Health Reporting/Communication (11 Hours)

1. Health as common concerns, Advancement in Health Service
2. Health Hazards and economic implications
3. Effects of pollution, water and sanitation
4. Reporting and analysing health concerns; Skill of medical writing; Ethics in science reporting

Practical Component (30 Hours)

1. Writing reports on immediate health concerns
2. Reporting on Science and Technology News Events
3. Creating Blogs and E-zines

Suggested Readings

1. Patairiya, M. (2007). *Vigyan Patrakarita*. Vigyaan Prakashan. Delhi
2. Bhanawat, S. (2010). *Vikas aur Vigyan Sanchar*. Rajasthan Granth Academy. Jaipur.
3. Sharma, K. (2004). *Hindi Vigyan Patrakarita*. Commission for Scientific and Technical Terminology.
4. Rajput, A. (2017). *Handbook of Science Journalism*. Vigyan Prasar.
5. Mishra, S.G., Mani, D. & Dwivedi, D. (2001). *Basic Principles of Science Journalism*. Takshila Prakashan.
6. Dunwoody. S. (2014). *Handbook of Public Communication of Science and Technology*. Routledge
7. Richard, K.T. (2006). *Health Communication*. Springer.
8. Angler, M.W. (2017). *Science Journalism: An Introduction*. Routledge.

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DISCIPLINE SPECIFIC ELECTIVE – DSE C: BUSINESS JOURNALISM

CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

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

Learning Objectives

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

Learning Outcomes

- After completion of this course, students will acquire necessary knowledge and skills and use them for reporting various business news and events.

SYLLABUS OF DSE C – Business Journalism (45 Hours)

Unit 1 – Business Journalism: Basics (10 Hours)

1. Business Journalism: Definition and scope
2. Principles of business reporting
3. Functions of a business reporter
4. Sources of business reporting
5. Ethics in business reporting

Unit 2 – Business Journalism Types (12 Hours)

Types of business reporting:

1. Financial reporting
2. Budget reporting
3. Market reporting
4. Demonetization
5. Chambers of Commerce
6. Foreign Direct Investment
7. Stock market
8. Real Estate
9. CSR and business

10. Startups
11. Reporting of business scams, financial frauds, mergers and acquisitions

Unit 3 – Business Journalism: Tools (11 Hours)

1. Tools of business communication
2. Preparing business letters, house journals, trade journals, annual reports and business journals
3. Reporting and Editing meetings of business organizations
4. New trends in Business Journalism
5. Regulatory agencies in Govt. for Business

Unit 4 – Business Journalism: Various Media Platforms (12 Hours)

1. Overview of Business Journalism in India
2. Mass Media Business – an analysis
3. Major business publications – Newspapers, Magazines, Websites, TV Channels

Practical Component (30 Hours)

1. Write news analyses of issues raised by attempted or ongoing reforms across key sectors of the economy and discuss the problems of regulating a liberalized financial sector
2. Cover corporate and business conferences and write news reports
3. Visit to business channels, newspapers and digital platforms
4. Presentations on the Union Budget and the Economic Survey
5. Industry visits- FICCI, CII, ASSOCHAM, etc.

Suggested Readings

1. Murphy, H.A. & Hildebrandt, H.W. (1991). *Effective Business Communication*. McGraw Hill. New York.
2. Thomas, E.C. (2001). *Economic and Business Journalism*. Sterling Publishers.
3. Kohil-Khandekar, V. (2021). *The Indian Media Business*. Sage Publications.
4. Hayes, K. (2014). *Business Journalism: How to Report on Business and Economics*. Apress
5. Goyal, P. (2020). *Kaisi Karen Start-up Business Shuru*. Fingerprint Publishing. Delhi
6. Gupt, R.V. (1960). *Bazaar Sameeksha*. Bharat Bharati Prakashan.
7. Jawaharlal, K. (2010) *Hindi Patrakarita ka Bazaar Bhav*. Prabhat Prakashan. Delhi.
8. Khaitan, P. (2007). *Bhumandalikaran, Brand Sanskriti aur Rashtra*. Samyik Publications. Delhi

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