

DISCIPLINE SPECIFIC CORE COURSE-9 (DSC-9): Introduction to Photography

No. of hours- 60(Theory- 45 hrs.+Tutorials/Practicals-15 hrs.)

CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

Course title & Code	Credits	Credit distribution of the course			Eligibility criteria	Pre-requisite of the course (if any)
		Lecture	Tutorial	Practical/ Practice		
DSC-9 Introduction to Photography	4	3	0	1	Passed Class XII with English from List A in CUET	NIL

Learning Objectives

The Learning Objectives of this course are as follows:

- To utilize the technology and the tools of the photography in the production of photographic images, to include the operation of the camera, exposure, lenses etc.

Learning outcomes

The Learning Outcomes of this course are as follows:

- By studying this course, students will be able to work as a photojournalist, professional photographer with any organization/political party and capture pictures for any event in the personal or professional capacities of customers.

SYLLABUS OF DSC-

UNIT – I (15 weeks-1 hour/week)

UNIT I: Beginning & Types of Photography

- The birth of Camera and its evolution
- Invention of Digital Photography
- Photojournalism: News Photography, Sports Photography, Nature photography, Portrait photography, Travel photography, Fashion photography and advertisement photography

UNIT – II (15 weeks-1 hour/week)

UNIT II: Camera Equipment & Lighting

- Camera Lenses, aperture, shutter
- Digital storage
- Different types of lighting-Natural lighting–and Artificial Lighting
- Three-point lighting

UNIT – III (15 weeks-1 hour/week)

UNIT III: Photo editing software

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

Practical component (if any)- Students will make a photo feature on selected topics. Other methods will include lectures, class exercises of following photographs used by various social media and new paper and class discussions on mobile photography trends, as well as other significant debates on topical issues.

Essential/recommended readings-

1. *The Photography Book* by Editors of Phaidon Press, 30 April 2000.

2. *Communication Technology for Development*, Pannu P, Tomar A Yuki, IK international publishing House, 2011.

3. *All about Photography* by Ashok Dilwali, National Book Trust, Year of Publication: 2010 New Delhi.0

4. *Practical photography* by O.P. SHARMA HPB/FC (14 March 2003)

5. *The Photographer's Guide to Light* by Freeman John Collins & Brown, 2005.

6. *Lonely Planet's Best Ever Photography Tips* by Richard I' Anson published by Lonely Planet, 2013

Suggestive readings- NIL

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

COMMON POOL OF DISCIPLINE ELECTIVE (DSE) COURSES FOR ODD SEMESTERS

No. of hours- 60(Theory- 45 hrs.+Tutorials/Practicals-15 hrs.)

DISCIPLINE SPECIFIC ELECTIVE-1 (DSE-1): Print Journalism and Production

CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

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

Learning Objectives

The Learning Objectives of this course are as follows:

- To learn the skills required for designing, printing and reporting for news organisations as journalists.

Learning outcomes

The Learning Outcomes of this course are as follows:

- By studying this course, students will be able to understand the print culture.

SYLLABUS OF DSE-1

UNIT – I (15 weeks-1 hour/week)

UNIT I: Specialized Reporting

- Parliament
- Elections

- Business
- Political
- Agriculture
- Development
- Science and Technology

UNIT – II (15 weeks-1 hour/week)

UNIT II: Components of newspapers and magazines

- Headlines, features, editorials, caricatures, cartoons, columns, articles,
- Selection and positioning of news stories and news pictures, photographs
- Broadsheets and Tabloids, Changing trends in print journalism
- Boom in niche Newspapers and Magazines
- Magazine Journalism: Differences between magazines and newspapers, types of magazines, basics of magazine writing, magazines writing styles.
- Impact of technology on print journalism
- Digital newspapers
- Citizen Journalism
- Investigative journalism/ Sting operations
- Ethical debates in print Journalism

UNIT – III (15 weeks-1 hour/week)

UNIT III: Understanding Principles of Art and Production

- Principles of Layout and Design
- Layout and format, Copy preparation
- Newspaper Make-up,
- Design process (size, anatomy, grid, design)
- Handling text matter (headlines, pictures, advertisements)
- Page make-up (Print and Electronic copy) (Front page, Editorial page and Supplements)
- Identity design
- Picture Editing and Caption Writing
- Designing Magazines
- Use of software- In-design, Adobe, Photoshop

Practical component (if any)- NIL

Essential/recommended readings- NIL

Suggestive readings-

1. Editing: A Handbook for Journalists – by T. J. S. George, IIMC, New Delhi, 1989
2. News Reporting and Editing by Shrivastava, K. M. (1991) Sterling Publishers, New Delhi
3. Professional Journalism, by M.V. Kamath, Vikas Publications, 1980
4. Groping for ethics in Journalism, by Eugene H. Goodwin, Iowa State Press, 1987
5. Modern Newspapers practice, by Hodgson F. W. Heinemann London, 1984.
6. Principles of Art and Production, by N.N. Sarkar, Oxford University Press, 2008
7. Allan Stuart, Journalism: Critical Issues, New Delhi: Open University Press, 2005
8. Media Laws and Ethics, by Nanda, V, Kanishka Publishers, 2018

DISCIPLINE SPECIFIC ELECTIVE- (DSE-2): Integrated Marketing Communication

No. of hours- 60(Theory- 45 hrs.+Tutorials/Practicals-15 hrs.)

CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

Course title & Code	Credits	Credit distribution of the course			Eligibility criteria	Pre-requisite of the course
		Lecture	Tutorial	Practical/ Practice		
DSE-2 Integrated Marketing Communication	4	3	0	1	Passed Class XII	NIL

Learning Objectives

The Learning Objectives of this course are as follows:

- To strategize integrated marketing communication programme of a business organisation and how various tools help in achieving business objectives.

Learning outcomes

The Learning Outcomes of this course are as follows:

- By studying this course, students will be able to work as marketing professionals in advertising and related fields.

SYLLABUS OF DSE-2

UNIT – I (15 weeks-1 hour/week)

Unit I: Understanding Integrated marketing Communication (IMC)-

- Key features, Objectives and components of IMC
- Theoretical Underpinnings and Models of IMC
- Benefits and Barriers
- Understanding Promotional mix

- (i) Personal selling (ii) Advertising (iii) Public Relations (iv) Direct and Database Marketing
(v) Sales Promotion (vi) Online communication/Interactive marketing

UNIT – II (15 weeks-1 hour/week)

UNIT II: Marketing Communication, Strategic Management and Branding

- Segmentation, Targeting and positioning
- Strategic Management
- Developing Marketing Strategy- SWOT analysis, Strategic planning process
- Consumer Behaviour
- Branding- An overview

UNIT – III (15 weeks-1 hour/week)

UNIT III: IMC Plan and campaigns

- Developing IMC Plan / Campaign planning
- Situation analysis, Market research and formulating objectives
- Campaign creation and Production
- Media Planning, selection, budgeting and scheduling
- Evaluation, Feedback and Analysis

Practical component (if any)- Students will create an effective, well-integrated IMC plan, blending offline and online tools to maximize customer value. They will develop an effective content strategy to ensure delivery of coordinated and synergistic messages across all touch points and channels. Make an effective crisis management campaign. Students will submit written assignments on the emerging paradigm of IMC. They will study the changing Models and do a comparative study. Students will evaluate the contribution of each element— including advertising, direct marketing, Facebook, Twitter and blogs—to maximize communication impact. They will strategically link and leverage all elements in the communication mix across channels. They will understand and apply the Social Media Buyer Behavior Model to create engaging content to reach, impact and engage customers. Students will do case studies of different brands, their SWOT analysis, strategic planning and positioning and Identify new ways to differentiate a brand

Essential/recommended readings-

1. Philip Kotler and Lane Keller, Marketing Management, Pearson Prentice Hall, 2009
2. Ramaswami V.S and Namakumari S, Marketing Management, Planning, implementation and control, 3rd edition, Macmillan (pg- 3-26, 107-206, 219-250), 2002
3. Fill C, Marketing Communication: Interactivity, Communities and Content. FT Prentice Hall, 2009
4. Pickton D & Broderick A, Integrated Marketing Communications Pearsons, 2009
5. Egan J., Marketing Communications, Thomson, 2007

Suggestive readings- NIL

DISCIPLINE SPECIFIC ELECTIVE-3 (DSE-3): Film Appreciation

No. of hours- 60(Theory- 45 hrs.+Tutorials/Practicals-15 hrs.)

CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

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

Learning Objectives

The Learning Objectives of this course are as follows:

- To grasp the visual language of cinema and will be able to understand cinema beyond its entertainment value.

Learning outcomes

The Learning Outcomes of this course are as follows:

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

SYLLABUS OF DSE-3

UNIT – I (15 weeks-1 hour/week)

UNIT I: Language of Cinema

- Language of Cinema I – Focus on visual Language: Shot, Scene, Mis-en-scene, Deep focus, Continuity Editing, Montage
- Focus on Sound and Color: Diegetic and Non-Diegetic Sound; Off
- Screen Sound; Sync Sound; the use of Color as a stylistic Element

UNIT – II (15 weeks-1 hour/week)

UNIT II: History of Cinema

- German Expressionism and Film Noir
- Italian Neo-realism
- French New-Wave
- Genre and the development of Classical Hollywood Cinema (Western, Film Noir, Musicals)
- Beginning of Indian Cinema (Phalke, Silent Cinema)
- Arrival of Sound to Post Independence Era
- The Indian New-Wave
- Globalization and Indian Cinema

UNIT – III (15 weeks-1 hour/week)

UNIT III: Alternative Visions

- Third Cinema
- Non-Fiction Cinema
- Introduction to Feminist Film Theory
- Auteur- Film Authorship with a special focus on Satyajit Ray or Hitchcock

Practical component (if any)- Students can be encouraged to work on projects that correspond to various film movements in the world, analyze film clips, and undertake visits to film archives and produce journals / blogs as a collective project on films.

Essential/recommended readings-

1. Villarejo, Amy. *Film studies: The Basics*. Routledge, (For Unit I) P 1-54, 2006
2. A Nowell –Smith.G.*The Oxford History of World Cinema. Oxford: Oxford University Press, (Unit II, III, IV), 1996*
3. Duggal, Menon & Bhattacharya. *Film Studies: An Introduction*, Worldview Publications, New Deli, (for Unit I, II, IV and V), 2019
4. Mishra, Vijay. *Bollywood cinema: Temples of desire*. Routledge. (Chapter 3 chapter 4, Chapter 5) , 2013

Recommended Screenings or clips

Unit I

- Rear Window (1954) Alfred Hitchcock (Language of Cinema)
- Battleship Potempkin (1925) Sergei Eisenstein (Language of Cinema)
- Man with a Movie Camera (1929) DzigaVertov

Unit II

- Rome Open City (1945) by Roberto Rosselini (Italian Neo Realism)
- Metropolis (1927) Fritz Lang/ German Expressionism
- Double Indemnity (1944) Billy Wilder (Film Noir)
- Breathless (1960) Jean Luc Godard (French New Wave)

Unit III

- PatherPanchali (1954) Satyajit Ray
- Clips from the hour of the Furnaces (1968) by Fernando Solanas
- Battle of Algiers (1966) Gille Pontecorvo (Third cinema)
- Nanook of the North (1922) Robert Flaherty (Non-Fiction Cinema)
- Nishant (1975) ShyamBenegal (Indian New wave)
- Pyaasa (1957) Guru Dutt
- Mother India (1957) Mehboob Khan
- JagteRaho (1956) Raj Kapoor

Suggestive readings-

1. Anandam P. Kavoori&Punanthambekar Eds. *Global Bollywood*, New York: New York University Press. 2008. Pages 17-41, 223-240
2. Paul Schrader —Notes on Film Noir in John Belton ed. *Movies and Mass Culture*, New Brunswick, New Jersey: Rutgers University Press: 1996 pg.153-17
3. Robert Stam, "The Cult of the Auteur," in *Film Theory: An Introduction*. Massachusetts &Oxford Blackwell Publishers: 2000
4. Andre Bazin, —The Ontology of the Photographic Image from his book: *What is Cinema Vol.I*.Berekeley, Los Angeles and London: University of California Press: 1967, 9-16
5. Sergei Eisenstein, —A Dialectic Approach to Film Form from his book *Film Form: Essays in Film Theory* (Edited and Translated by Jay Leyda) San Diego, New York, London: A Harvest/Harcourt Brace Jovanovich, Publishers: 1977, 45-63
6. Tom Gunning, "Non-continuity, Continuity, and Discontinuity: A theory of Genres in Early Films,"in Thomas Elsaesser, ed. *Early Cinema: Space, Frame, Narrative*. London: British Film Institute, 1990,86-94
7. David Bordwell, "Classical Hollywood Cinema: Narrational Principles and Procedures" in Philip Rosen, ed. *Narrative, Apparatus, Ideology*. New York: Columbia University Press, 1986, 17-34.
8. Richard Dyer —*Heavenly Bodies: Film Stars and Society* in *Film and Theory: An Anthology* Massachusetts, U.S.A & Oxford, U.K: Blackwell Publishers: 2000, 603-617
9. Madhava Prasad. *Ideology of Hindi Film* New Delhi: Oxford University Press. 1998

DISCIPLINE SPECIFIC ELECTIVE-4 (DSE-4): Introduction to Media and Politics

No. of hours- 60(Theory- 45 hrs.+Tutorials/Practicals-15 hrs.)

CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

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

Learning Objectives

The Learning Objectives of this course are as follows:

- To critically evaluate the uses and effects of media on political processes and citizens and apply theories and principles to developments and trends involving countries, levels of governance, and issues of interest to them.

Learning outcomes

The Learning Outcomes of this course are as follows:

- By studying this course, students will be able to compare the uses and impact of media in politics and political activity in different settings.
- They will be able to assess application of the range of theories and methodologies in the field of political communication.

SYLLABUS OF DSE-4

UNIT – I (15 weeks-1 hour/week)

Unit I: Introduction

- Political Communication: Background
- Relationship between Politics and Communication
- Role and Influence of media on political communications
- Influence Agents – opinion leaders, intellectuals, trolls
- Religion and Politics
- Gender and Politics
- Culture and Politics

UNIT – II (15 weeks-1 hour/week)

Unit II: Political Language

- Political Communication Strategies
- Myths and Ideology
- Strategic uses of political language
- Political Rhetoric
- Political Advertising
- Framing of Issues, Agenda and Narrative setting
- Post-truth and Alternative Facts

UNIT – III (15 weeks-1 hour/week)

Unit III: Trends

- Political Branding and Image-building
- Digital Platforms – Social Media and Political Engagement
- Political Polarization and Mobilization
- Use of AI, Big Data, Hybrid Intelligence
- Political Humour and Satire, memes and echo chambers

Practical component (if any)- NIL

Essential/recommended readings- NIL

Suggestive readings-

1. Carey (1995). The press, public opinion and public discourse. In Glasser & Salmon (Eds.), Public opinion and the communication of consent, pp. 373-402.
2. Nimmo & Combs (1983). Pack journalism. In Mediated Political Realities, pp. 162-81.
3. Atkin (1980). Political Campaigns: Mass Communication and Persuasion. In Roloff & Miller (Eds.), Persuasion, pp. 285-308.
4. Iyengar (1987). Television news and citizens' explanations of national affairs. American Political Science Review, 81: 815-31

5. The Influence and Effects of Mass Media (McQuail) Cook, Timothy. (2005). *Governing with the News: The News Media as a Political Institution*. 2nded. University of Chicago Press.
6. Dahlgren, Peter. (2009) *Media and Political Engagement: Citizens, Communication, and Democracy*. Cambridge University Press.
7. Graber, Doris A. (2009). *Mass Media and American Politics*. Washington: CQ Press.
Graber, Doris, Denis McQuail, and Pippa Norris, eds. (2007). *The Politics of News: The News of Politics*, 2nd. Ed. CQ Press.
8. Kuhn, Raymond. (2007). *Politics and the Media in Britain*. Palgrave Macmillan.
9. McNair, Brian. 2007. *An introduction to political communication*. 4th ed.. London: Routledge. Oates, Sarah (2008). *Introduction to Media and Politics*. Sage Publications.
10. Rozell, Mark (ed.) (2003). *Media Power, Media Politics*. Rowman & Littlefield
11. Seib, Philip (2012). *Real Time Diplomacy: Power and Politics in the Social Media Era*. Palgrave Macmillan.
12. Wolfsfeld, Gadi (2011). *Making Sense of Media and Politics*. Routledge.

DISCIPLINE SPECIFIC ELECTIVE-5 (DSE-5):Photography and Digital Imaging

No. of hours- 60(Theory- 45 hrs.+Tutorials/Practicals-15 hrs.)

CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

Course title & Code	Credits	Credit distribution of the course			Eligibility criteria	Pre-requisite of the course
		Lecture	Tutorial	Practical/ Practice		
DSE-5 Photography and Digital Imaging	4	3	0	1	Passed Class XII	NIL

Learning Objectives

The Learning Objectives of this course are as follows:

- To utilize the technology and tools of photography in the production of photographic images to include: the operation of the camera, exposure, lenses etc.

Learning outcomes

The Learning Outcomes of this course are as follows:

- By studying this course, students will be able to work as a professional photographers and photojournalists.

SYLLABUS OF DSE-5

UNIT – I (15 weeks-1 hour/week)

UNIT I: History of Photography

- Introduction to history of Photography- Camera obscura, the daguerreotype and Edward Muybridge experiment (Screening of Genius of Photography, BBC Four Series)

- Profile of Famous photographers (Henri Cartier Bresson, Robert Capa, Dorothea, Raja Deen Dayal, Raghubir Singh, Raghu Rai, Homai Vyarawalla)

UNIT – II (15 weeks-1 hour/week)

UNIT II: Understanding the camera

- Introduction to 35mm analog and DSLR operations
- understanding lenses (standard and zoom) and how perspective shifts with varying focal lengths.
- Exposure Triangle
- Basic rules of composition, framing and rule of the third.

UNIT – III (15 weeks-1 hour/week)

UNIT III: Types of Photography & Photo Editing

- Photojournalism, News Photography, Sports Photography, Nature photography, Portrait photography, Travel photography, Fashion photography and advertisement photography
- Introduction to editing and post-processing images;
- Photo Editing softwares - Adobe Lightroom or Photoshop.

Practical component (if any)- Presentations, gallery visits, visits to photography archives, screening of audio-visual materials (films) and interactive group discussions.

Essential/recommended readings-

1. *Photography Changes Everything*, Marvin Heiferman, by Aperture Foundation, 2012
2. *Camera Lucida: Reflections on Photography*- Roland Barthes, Hill and Wang, 1980
3. *On Photography*, Susan Sontag –New York Review of Books, 1977
4. *Ways of Seeing*, John Berger, Penguin Books, 1972
5. *The Photography Book* by Editors of Phaidon Press, 30 April 2000.

Journal/Magazine Subscriptions and Book Recommendations:

Journals- Aperture, Photo works, British Journal of Photography, PDN, Amateur Photographer

Magazines- Outdoor Photography, Better Photography, National Geographic, Creative Image

Books, catalogues, DVD materials

Suggestive readings-

1. *Communication Technology for Development*, Pannu. P, Tomar A Yuki, IK international publishing House .2011
2. *All about Photography* by Ashok Dilwali, National Book trust, Year of Publication:2010 New Delhi.
3. *Practical photography* by O.P. SHARMA HPB/FC (14 March 2003)
4. *The Photographer's Guide to Light* by Freeman John Collins & Brown, 2005.

DISCIPLINE SPECIFIC ELECTIVE-6 (DSE-6): Media, Gender and Human Rights

No. of hours- 60(Theory- 45 hrs.+Tutorials/Practicals-15 hrs.)

CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

Course title & Code	Credits	Credit distribution of the course			Eligibility criteria	Pre-requisite of the course
		Lecture	Tutorial	Practical/ Practice		
DSE-6 Media, Gender and Human Rights	4	3	0	1	Passed Class XII	NIL

Learning Objectives

The Learning Objectives of this course are as follows:

- To identify the limits and gaps in contemporary reporting and develop alternative approaches towards creating better democratic culture through media practice.

Learning outcomes

The Learning Outcomes of this course are as follows:

- By studying this course, students will be able to carry out research for organisations that deal with issues of gender, media and human rights.

SYLLABUS OF DSE-6

UNIT – I (15 weeks-1 hour/week)

UNIT I: Conceptual Frameworks in Gender studies

- Feminist Theory (Liberal feminism, Radical feminism, Socialist feminism) Black Feminism, Dalit Feminism
- Masculinity, Queer Theory, Intersectionality
- Media and Gender - Theoretical concerns
- Media and Gender- Indian debates (Case studies)

UNIT – II (15 weeks-1 hour/week)

UNIT II: Media: Power and Contestation

- Public Sphere and its critique (Counter Publics)
- Public sphere of the disempowered?
- Media and Social Difference: Caste, Gender and Class

UNIT – III (15 weeks-1 hour/week)

UNIT III: Human Rights

- Human Rights- Theoretical perspectives,
- Critique, Universal Declaration of Human Rights
- Human Rights and Media,
- Social movements and mass media,
- Social media, political change and human rights,
- Case studies

Practical component (if any)- Assignments can be a) identifying human rights violations and their reportage across media b) social media presence and counter public formation by marginalised groups c) project on grassroots media organisations like *Khabar Lehariya*

Essential/recommended readings-

1. Street, John. *Mass media, politics and democracy*. Palgrave Macmillan, 2011.
2. Mackay, Hugh, and Tim O'Sullivan, eds. *The media reader: continuity and transformation*. SAGE Publications Limited, 1999. 13-28, 43-73, 287-305.
3. Asen, Robert & Brouwer, Daniel, 2001. *Counter Publics and the State*, SUNY Press. 1-35, 111-137
4. Ninan, Sevanti. *Headlines from the heartland: Reinventing the Hindi public sphere*. SAGE Publications Pvt. Limited, 2007.

Suggestive readings-

1. Curran, James. *"Rethinking mass communication, Cultural studies and communications"*. London: Arnold (1996).
2. Berger, Arthur Asa. *Media and society: A critical perspective*. Rowman & Littlefield, 2012. Pg 9-21, 167-180
3. Nichols, Joe & Price, John, *Advanced Studies in Media*, Thomas Nelson, 1999. 42-55

4. Thirumal, P., and Gary Michael Tartakov. "India's Dalits search for a democratic opening in the digital divide." *International Exploration of Technology Equity and the Digital Divide: Critical, Historical and Social Perspectives* (2010): 20.
5. Balnaves, Mark, Stephanie Donald, and Brian Shoemith. *Media theories and approaches: A global perspective*. Palgrave-Macmillan. 2009 (pg No. 3-10, 11-34, 35-53)
6. D. Ravi kumar, "The Unwritten writing: Dalits and the Media" in Rajan, Nalini, ed. 21st century journalism in India. SAGE Publications India, 2007.61-78
7. Menon, B. "Social Movements and the Mass Media", in Chandhoke, Neera, and Praveen Priyadarshi, eds. *Contemporary India: economy, society, politics*. Pearson Education India, 2009. 156-169
8. Rajagopal, Arvind, ed. *The Indian Public Sphere: Readings in Media History*. New Delhi:Oxford University Press, 2009. 278-290.
9. Bannerjee, Menon&Priyameds. *Human Rights, gender and Environment*, Pearson & Co. 2010
10. Nanda, V. (2016) *TinkaTinkaDasna*: TinkaTinka Foundation: ISBN 978-93-5265-730-8, Pages 31-60 (translated by Nupur Talwar)
11. Menon, Nivedita. *Seeing like a Feminist*. Penguin UK, 2012.
12. Rege, Sharmila. "A Dalit feminist standpoint." In SEMINAR-NEW DELHI-, 1998. pp. 47-52.
13. Teltumbde, Anand. *Dalits: Past, present and future*. Routledge India, 2016.p16-33
14. Paul, Subin, and David O. Dowling. "Digital Archiving as Social Protest: Dalit Camera and the mobilization of India's "Untouchables"." *Digital Journalism* 6, no. 9 (2018): 1239-1254.
15. Balasubramaniam, J. "Dalits and a Lack of Diversity in the Newsroom." *Economic and Political Weekly* (2011): 21-23.

DISCIPLINE SPECIFIC ELECTIVE-7 (DSE-7): Media and Audiences

No. of hours- 60(Theory- 45 hrs.+Tutorials/Practicals-15 hrs.)

CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

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

Learning Objectives

The Learning Objectives of this course are as follows:

- To generate content and messages for different audiences on various media platforms.

Learning outcomes

The Learning Outcomes of this course are as follows:

- By studying this course, students will be able to carry out audience research for media organisations.

SYLLABUS OF DSE-7

UNIT – I (15 weeks-1 hour/week)

UNIT I: Understanding Media Audiences

- Who are media audiences?
- History of Early Audiences
- Parameters of audiences – politics, religion, race, class, gender, nation
- Homogenous and heterogeneous audiences
- Contesting 'Audiences'

UNIT – II (15 weeks-1 hour/week)

UNIT II: Sociology of Media Audiences

- Passive and Active Audience - Perspectives
- Ball –Rokeach and DeFleur’s dependency theory
- Symbolic Interactionism, interpretive communities
- Post-modern audiences
- Commodification of audiences
- Children as audiences
- Audience ratings and measurement and ethnographies

UNIT – III (15 weeks-1 hour/week)

UNIT III: New Media Audiences and Contemporary Issues

- ‘Old’ audiences to ‘New’ media audiences – mass to interactive
- Mapping Audiences of Digital Technologies - Music, Books, TV, Films, Video Digital news audience – active, interactive, creative
- New media ecosystems: ‘audience’ subjectivity to ‘user subjectivity’
- Issues of privacy, tracking audiences, data mining, authenticity, challenges for audience research

Practical component (if any)- NIL

Essential/recommended readings-

1. *Media Studies: Content, Audiences, and Production*, edited by Pieter Jacobus Fourie, JUTA, 2006
2. *Media Audiences: Effects, Users, Institutions and Power*, edited by John L. Sullivan, Sage, 2012
3. *The Handbook of Media Audiences*, Virginia Noghtingale, Blackwell, 2011
4. *Media and Audiences: New Perspectives*, Karen Ross and Virginia Nightingale, OUP, 2003
5. *Satellite Television: An Impact on Social Participation*, Sabharwal, Tarjeet, ISBN 978-81-8457-064-9, Kanishka Publishers, 2008

Suggestive readings-

1. *Media Institutions and Audiences*: Nick Lacey, Palgrave 2002

DISCIPLINE SPECIFIC ELECTIVE-8 (DSE-8): Sports Journalism

No. of hours- 60(Theory- 45 hrs.+Tutorials/Practicals-15 hrs.)

CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

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

Learning Objectives

The Learning Objectives of this course are as follows:

- To understand the basics of Sports in India and list down various policy making bodies functioning in India & abroad.

Learning outcomes

The Learning Outcomes of this course are as follows:

- By studying this course, students will be able to demonstrate abilities to do sports reporting for print and electronic media as sports journalists.

SYLLABUS OF DSE-8

UNIT – I (15 weeks-1 hour/week)

Unit 1: Introduction to Sports

- Sports in India: A Historical Perspective Sports Journalism: Concept & History
- Major national and international sports events Profile of outstanding sports personalities

UNIT – II (15 weeks-1 hour/week)

Unit 2: Sports Policymaking

- Sports regulatory/ governing bodies in India (Ministry of Sports, SAI, BCCI, IHA, etc)
- International Sports Organisations (FIFA, IOC, etc)
- Sports Budget by Indian Government

UNIT – III (15 weeks-1 hour/week)

Unit 3: Sports Reporting

- Sports Coverage by Print Media (Sports News, Sports Photography, Sports Features, Interviews)
- Sports Magazines
- Sports Coverage by Television (Sports TV Channels, Commentary & Broadcasting on TV, Special Programmes on Sports, Live Telecasts, Writing Sports News for TV) Sports Coverage by Radio (Commentary & Broadcasting on Radio, writing sports news for radio)
- Sports Newsroom
- Gender Neutral Reporting

Practical component (if any)- NIL

Essential/recommended readings- NIL

Suggestive readings-

1. Srinivas Rao. "Sports Journalism", Khel Sahitya Kendra K.S.K. Publishers, 2009
2. Prasad Kumar. "Sports Journalism". Apple Books, 2010
3. Phil Andrews. "Sports Journalism: A Practical Introduction", Sage Publications, 2014

DISCIPLINE SPECIFIC ELECTIVE-9 (DSE-9): Folk Media and Communication

No. of hours- 60(Theory- 45 hrs.+Tutorials/Practicals-15 hrs.)

CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

Course title & Code	Credits	Credit distribution of the course			Eligibility criteria	Pre-requisite of the course
		Lecture	Tutorial	Practical/ Practice		
DSE-9 Folk Media and Communication	4	3	0	1	Passed Class XII	NIL

Learning Objectives

The Learning Objectives of this course are as follows:

- To create awareness in students about the definition of folk, complex relationship to Indian social structure, transformations in folk media practice and orient them towards effective and hybrid use of folk media.

Learning outcomes

The Learning Outcomes of this course are as follows:

- By studying this course, students will be able to use folk media in content creation for media organisations and also as independent media practitioners.

SYLLABUS OF DSE-9

UNIT – I (15 weeks-1 hour/week)

UNIT I: Folk Media and its Forms

- Understanding Oral Tradition and Folk as 'Medium'
- Folk Media: Concept and Characteristics
- Folk Media: 'People as Producers'

- Gender and caste in folk
- Forms of Folk Media: Theatre, Music, Dance and other Narrative forms
- Objectives of Folk Media: Aesthetic expression, Expressional and Communicational
- Folk Media: Scope and Limitations

UNIT – II (15 weeks-1 hour/week)

UNIT II: Folk media and Development

Government Agencies and Promotion of Folk Artists: Song Drama Division, Publications Division, The Directorate of Advertising and Visual Publicity (DAVP) and Ministry of Rural Development.

UNIT – III (15 weeks-1 hour/week)

UNIT III: Culture and Folk Media

- Conceptualizing Folk culture and folk media
- Influence of Modern technology on Folk Communication: (A Comparative understanding)
- Folk Communities: Art for whose sake? (In the context of 'Art for Art's sake' debate)

Practical component (if any)- Students should be encouraged to work on projects that analyze live folk performances, write/ make videos on folk practitioners and immersion projects with folk communities that could lead to media production.

Essential/recommended readings-

1. Chatterji, Roma. "The category of folk." *The Oxford India Companion to Sociology and Social Anthropology* 1 (2003): 567-97.
2. Singer, Melton *Traditions in India: Structure and Change*, American Folk society, 1957
3. Kothari, Komal. "On Folk Narratives." *Indian Folklife* 16 (2004).
4. Inglis, David. "Theorising Media: Power, Form and Subjectivity." (2013): 87-89.
5. Dissanayake, Wimal. "New wine in old bottles: Can folk media convey modern messages?." *Journal of Communication* 27, no. 2 (1977): 122-124.
6. Ghosh, Sampa, and Utpal Kumar Banerjee. *Indian puppets*. Abhinav Publications, 2006.
7. Rege, Sharmila. "Conceptualising Popular Culture: 'Lavani' and 'Powada' in Maharashtra." *Economic and political weekly* (2002): 1038-1047
8. Ghosh, Arjun. *A History of the Jana Natya Manch: Plays for the People*. SAGE Publications India, 2012.
9. McCormack, Thelma. "Folk culture and the mass media." *European Journal of Sociology/Archives Européennes de Sociologie* 10, no. 2 (1969): 220-237.
10. Chatterji, Roma. "Event, image, affect: the tsunami in the folk art of Bengal." In *Suffering, Art, and Aesthetics*, pp. 75-98. Palgrave Macmillan, New York, 2014.
11. Inglis, David. "Theorising Media: Power, Form and Subjectivity." (2013): 87-89.
12. Hollander, Julia. *Indian folk theatres*. Routledge, 2007.

13. Parmar, Shyam Traditional Folk Media in India New Delhi: Geka Books 1975
14. Kumar, Harish. "Folk media and rural development." *Indian Media Studies Journal* 1, no. 1 (2006): 93-98.
15. Sherinian, Zoe C. Tamil folk music as Dalit liberation theology. Indiana University Press, 2014. 1-34

Suggestive readings-

1. Snodgrass, Jeffrey. "The future is not ours to see: puppetry and modernity in Rajasthan." *Journal of Anthropology* 69, no. 1 (2004): 63-88.
2. Mehrotra, Deepti Priya. *Gulab Bai: the queen of Nautanki theatre*. Penguin Books India, 2006. P 88-97, 198-208
3. Marcus, Scott. "Recycling Indian Film-Songs: Popular Music as a Source of Melodies for North Indian Folk Musicians." *Asian Music* 24, no. 1 (1992): 101-110
4. Pierre Bourdieu. *The Field of Cultural Production. Essays on Art and Literature.*, Columbia University Press, 1993.

DISCIPLINE SPECIFIC ELECTIVE-10 (DSE-10) Research Methodology for Media

No. of hours- 60(Theory- 45 hrs.+Tutorials/Practicals-15 hrs.)

CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

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

Learning Objectives

The Learning Objectives of this course are as follows:

- To write a research paper and a research report.

Learning outcomes

The Learning Outcomes of this course are as follows:

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

SYLLABUS OF DSE-10

UNIT – I (15 weeks-1 hour/week)

UNIT I: Introduction to Research and Basic Elements

- Definition, basic and applied research,
- scientific approach,
- theoretical framework,

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

UNIT – II (15 weeks-1 hour/week)

UNIT II: Sampling and Methods

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

UNIT – III (15 weeks-1 hour/week)

UNIT III: Media Research Approaches

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

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

Essential/recommended readings-

1. Wimmer, Roger, D and Dominick, Joseph, R. *Mass Media Research*, Thomson Wadsworth, 2006, pgs 1-60; 65-81; 83-98.
2. Arthur Asa Berger. *Media Research Techniques*, Sage Publications, 1998.
3. John Fiske. *Introduction to Communication Studies*, Routledge Publications, 1982.

4. David Croteau and William Hoynes. *Media/Society: Industries, Images and Audiences*, Forge Press (For Case Studies) Amazon, 2002.
5. Hall, Stuart. *Representation: Cultural Representations and Signifying Practices*. New Delhi, Sage Publications, 1997.
6. Mankekar, Purnima. *Screening Culture, Viewing Politics*. Duke; 1999.
7. Buck-Morss, Susan. 1994. "The Cinema Screen as Prosthesis of Perception: A Historical Account." In The Senses Still, ed. Nadia Seremetakis, Chicago: University of Chicago Press (Chapter 4).
8. Hirschkind, Charles. 2006. The Ethical Soundscape: Cassette Sermons and Islamic Counterpublics. New York: Columbia University Press.

Suggestive readings-

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

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

COMMON POOL OF GENERIC ELECTIVE (GE) COURSES FOR ODD SEMESTERS

NOTE: The Generic Electives for the ODD SEMESTERS already approved in the Academic Council meeting of 3rd August, 2022, will also run for Semester III students. These are:

No. of hours- 60(Theory- 45 hrs.+Tutorials/Practicals-15 hrs.)

GENERIC ELECTIVES (GE-1: Basics of Journalism

CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

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

Learning Objectives

The Learning Objectives of this course are as follows:

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

Learning outcomes

The Learning Outcomes of this course are as follows:

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

SYLLABUS OF GE-1

UNIT – I (15 weeks-1 hour/week)

UNIT I: Understanding News

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

UNIT – II (15 weeks-1 hour/week)

UNIT II: Understanding the structure and construction of news

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

UNIT – III (15 weeks-1 hour/week)

UNIT III: Role of media in a democracy

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

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

Essential/recommended readings-

1. Bruce D. Itule and Douglas A. Anderson. News writing and reporting for today's media; McGraw Hill Publication, 2000.
2. M.L. Stein, Susan Paterno& R. Christopher Burnett. News writer's Handbook: An Introduction to Journalism; Blackwell Publishing,2006.

3. George Rodmann. Mass Media in a Changing World; Mcgraw Hill Publication,2007.
4. Carole Flemming and Emma Hemmingway. An Introduction to Journalism; Vistaar Publications, 2006.

Suggestive readings-

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

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

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

No. of hours- 60(Theory- 45 hrs.+Tutorials/Practicals-15 hrs.)

CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

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

Learning Objectives

The Learning Objectives of this course are as follows:

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

Learning outcomes

The Learning Outcomes of this course are as follows:

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

SYLLABUS OF GE-2

UNIT – I (15 weeks-1 hour/week)

UNIT I: Communication, Mass Communication and Models

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

UNIT – II (15 weeks-1 hour/week)

UNIT II: Mass Communication and Effects Paradigm

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

UNIT – III (15 weeks-1 hour/week)

UNIT III: Media and the Everyday

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

Practical component (if any) - NIL

Essential/recommended readings-

1. Michael Ruffner and Michael Burgoon, Interpersonal Communication (New York, Holt, Rinehart and Winston 1981, 2134; 5972
2. John Fiske, Introduction to Communication Studies, (Routledge 1982), pp 138
3. Dennis McQuail, Mass Communication Theory, (London, Sage, 2000), pp 111; 4154; 121133 (fourth Edition)

4. Baran and Davis, Mass Communication Theory, Indian Edition, (South West Coengate Learning, 2006) pages 4264; 7184; 148153; 298236

5. Kevin Williams, Understanding Media Theory, (2003), pp.168188

Suggestive readings – NIL

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

GENERIC ELECTIVES (GE-3) Basics of Photography

No. of hours- 60(Theory- 45 hrs.+Tutorials/Practicals-15 hrs.)

CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

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

Learning Objectives

The Learning Objectives of this course are as follows:

- To use technological tools of photography in journalism.

Learning outcomes

The Learning Outcomes of this course are as follows:

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

SYLLABUS OF GE-3

UNIT – I (15 weeks-1 hour/week)

UNIT I: Beginning & Types of Photography

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

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

UNIT – II (15 weeks-1 hour/week)

UNIT II: Camera Equipment & Lighting

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

UNIT – III (15 weeks-1 hour/week)

UNIT III: Photo Editing Software

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

Practical component (if any) - NIL

Essential/recommended readings-

1. The Photography Book by Editors of Phaidon Press, 30 April 2000.
2. Communication Technology for Development, Pannu. P, Tomar A Yuki, IK international publishing House, 2011
3. All about Photography by Ashok Dilwali, National Book Trust, Year of Publication:2010 New Delhi.
4. Practical photography by O.P. SHARMA Hindi Pocket Books,2003.
5. The Photographer's Guide to Light by Freeman John Collins & Brown, 2005.
6. Lonely Planet's Best Ever Photography Tips by Richard I'Anson published by Lonely Planet, 2013.

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

GENERIC ELECTIVES (GE-4) Advertising and Corporate Communication

No. of hours- 60(Theory- 45 hrs.+Tutorials/Practicals-15 hrs.)

CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

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

Learning Objectives

The Learning Objectives of this course are as follows:

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

Learning outcomes

The Learning Outcomes of this course are as follows:

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

SYLLABUS OF GE-4

UNIT – I (15 weeks-1 hour/week)

Unit I: Advertising: Concepts, Functions and Process

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

UNIT – II (15 weeks-1 hour/week)

Unit II: Corporate Communication

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

UNIT – III (15 weeks-1 hour/week)

Unit III: Public Relations: Concept, Principles and Practice

- Public Relations: Concept and Practice
- Importance, Role and Functions of PR
- Publics in PR

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

Practical component (if any) - NIL

Essential/recommended readings-

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

Suggestive readings-

1. Dennis L. Wilcoese& Glen T, Public Relations, Pearson, 2014.
2. Cutlip S.M and Center A.H., Effective Public Relations, Prentice Hall Kaul J.M., Noya Prakash, Public Relation in India, Calcutta, 2006.
3. Social Media Marketing: Strategies for engaging on Facebook, Twitter and other social media, Liana Evans, Que Publishing, 2010.
4. Social Media Marketing: Tracy L. Tuten, Michael R. Solomon, Sage, 2017.
5. The power of corporate communication; Argenti, Paul A.& Forman, Janis, McGraw Hill, 2002.
6. Van Riel, C. B., &Fombrun, C. J. (2007). Essentials of Corporate Communication: Implementing practices for effective reputation Management, Routledge.

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

GENERIC ELECTIVES (GE-5) Television Journalism

No. of hours- 60(Theory- 45 hrs.+Tutorials/Practicals-15 hrs.)

CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

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

Learning Objectives

The Learning Objectives of this course are as follows:

- To train students for television Journalism.

Learning outcomes

The Learning Outcomes of this course are as follows:

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

SYLLABUS OF GE-5

UNIT – I (15 weeks-1 hour/week)

Unit I: Understanding TV Journalism

- Organizational structure of TV news channels
- TV Reporters Tools and techniques
- Structuring a TV news report, V/O's, packages & story formats.
- PTC: Opening, Bridge and closing.

- Introduction to the equipment: Shooting, recording and editing.
- Understanding the pitfalls of broadcast punctuation and presentation

UNIT – II (15 weeks-1 hour/week)

Unit II:TV News Production

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

UNIT – III (15 weeks-1 hour/week)

Unit III:The Changing Newsroom

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

Practical component (if any) - NIL

Essential/recommended readings-

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

Suggestive readings-

1. Rajagopal, Arvind, Politics after Television, (1st Edition), Cambridge UK: Cambridge University Press,2001.
2. Saksena, Gopal, Television in India, (1st Edition), New Delhi: Vikas Publication House, 1996.
3. Starkey, Guy, and Andrew Crisell, Radio Journalism, (1st edition), Los Angeles: Sage, 2009.
4. Thusu, DayaKishan, News as Entertainment, (1st edition), Thousand Oaks California: Sage, 2007.
5. Verma, and Adarsh Kumar, Advanced Journalism, (1st edition), New Delhi: Har- Anand Publications,1993.
6. Baruah, U.L., This is All India Radio. (1st Edition), New Delhi: Publication Division, Ministry of Information and Broadcasting, Govt. of India,1983.
7. Bhatt, S.C., Satellite Invasion of India, (1st Edition), New Delhi: Gyan Publication House, 1994.
8. Sabharwal, Tarjeet, Satellite Television: An Impact on Social Participation, Kanishka Publishers,2008

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

GENERIC ELECTIVES (GE-6) Web Journalism

No. of hours- 60(Theory- 45 hrs.+Tutorials/Practicals-15 hrs.)

CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

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

Learning Objectives

The Learning Objectives of this course are as follows:

- To acquire web journalism skills.

Learning outcomes

The Learning Outcomes of this course are as follows:

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

SYLLABUS OF GE-6

UNIT – I (15 weeks-1 hour/week)

Unit I:Basics of Web Journalism

- The origin and development of web journalism – historicizing web journalism
- Web journalism - Redefining journalism concepts and practices
- Convergence: Impact & new forms, Changes due to convergence
- Web journalism and its distinct characteristics, Functions of Web Journalism
- The structure and formation of new media industry, the distinct structure and workflow of news room for web journalism
- New media Economics

UNIT – II (15 weeks-1 hour/week)

Unit II:Forms and Formats of Web Journalism

- Writing for web journalism Photo, audio and video for web – their different narrative forms and techniques
- Info-graphics and data visualization, multimedia package and multi-media documentary
- New forms of journalism and latest narrative devices – blogs, social media and beyond

- News website and its different production stages
- Researching online, online news sources, news gathering process, verification and fact check Editing for web
- Packaging and distribution of online news, online advertising and marketing

UNIT – III (15 weeks-1 hour/week)

Unit III:Ethical and Legal Issues in Journalism

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

Practical component (if any) - NIL

Essential/recommended readings-

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

Suggestive readings-

1. Hill, S., and P. Lashmar, Online Journalism -The Essential Guide, 2013.
2. Jim, H., Online Journalism: A critical Primer. London: Pluto Press, 2001.

3. Jones, and Lee, Digital Journalism.London: Sage, 2011.

4. Ray, T. Online Journalism: A basic text. Cambridge: Cambridge University press, 2006.

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

GENERIC ELECTIVES (GE-7) Print Journalism

No. of hours- 60(Theory- 45 hrs.+Tutorials/Practicals-15 hrs.)

CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

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

Learning Objectives

The Learning Objectives of this course are as follows:

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

Learning outcomes

The Learning Outcomes of this course are as follows:

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

SYLLABUS OF GE-7

UNIT – I (15 weeks-1 hour/week)

UNIT I: Introduction to Print Journalism

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

UNIT – II (15 weeks-1 hour/week)

UNIT II: Genesis of the Press and Basics of Journalistic Writing

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

UNIT – III (15 weeks-1 hour/week)

UNIT III: Contemporary Issues in Print Media

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

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

Essential/recommended readings-

1. Editing: A Handbook for Journalists, T.J.S. George, IIMC, New Delhi, 1989
2. Professional Journalism: M.V. Kamath, Vikas Publications, 1980.
3. Groping for Ethics in Journalism: Eugene H.Goodwin, Iowa State Press, 1983.

4. Journalism: Critical Issues: Stuart Allan, Open University Press, 2005.
5. Modern Newspapers Practice: Hodgson F.W.Heinemann London, 1984.

Suggestive readings-

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

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

GENERIC ELECTIVES (GE-8) Media Management

No. of hours- 60(Theory- 45 hrs.+Tutorials/Practicals-15 hrs.)

CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

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

Learning Objectives

The Learning Objectives of this course are as follows:

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

Learning outcomes

The Learning Outcomes of this course are as follows:

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

SYLLABUS OF GE-8

UNIT – I (15 weeks-1 hour/week)

Unit I: Media Management Concepts and Issues

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

UNIT – II (15 weeks-1 hour/week)

Unit II: Media Economics

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

UNIT – III (15 weeks-1 hour/week)

UNIT III: Media Market: Contemporary Scenario

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

Practical component (if any) - NIL

Essential/recommended readings-

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

Suggestive readings-

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

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GENERIC ELECTIVES (GE-9) Documentary Production

No. of hours- 60(Theory- 45 hrs.+Tutorials/Practicals-15 hrs.)

CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

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

Learning Objectives

The Learning Objectives of this course are as follows:

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

Learning outcomes

The Learning Outcomes of this course are as follows:

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

SYLLABUS OF GE-9

UNIT – I (15 weeks-1 hour/week)

UNIT I: Understanding the Documentary

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

UNIT – II (15 weeks-1 hour/week)

UNIT II: Documentary Production

- Research for the Documentary
- Writing a Treatment, Proposal and Budgeting
- Structure and scripting the documentary
- Documentary Sound
- Documentary Cinematography
- Grammar of editing

- Use of editing in Transitions: Scenic Realism & Sound Effects and Visual Effects

UNIT – III (15 weeks-1 hour/week)

UNIT III: Historical Context

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

Practical component (if any) - NIL

Essential/recommended readings-

1. Charles Musser “Documentary” in Geoffrey Nowell Smith ed The Oxford History of World Cinema Oxford University Press: 1996, 322-333
2. Michael Renov “The Truth about Non-Fiction” and “Towards a Poetics of Documentary” in Michael Renov ed. Theorizing Documentary AFI Film Readers, New York and London: Routledge: 1993, 1-36
3. Trisha Das, How to Write a Documentary, Public Service Broadcasting Trust, 2007
4. A History of the Indian Documentary Film, [SanjitNarwekar](#), 1996.
5. Double Take by PSBT
6. DOX: Documentary Film Magazine
7. Nichols, Bill (2001) Introduction to Documentary, Indiana University Press: Bloomington.
8. Lancaster, Kurt (2010) DSLR Cinema Crafting the Film Look with Video, Focal Press
9. Hampe, Barry (2007) Making Documentary Films and Videos, Holt Paperbacks
10. Fitzgerald, Jon (2017) Film making for Change, Michael Wiese Productions

Suggestive readings(screenings)-

1. Nanook of the North by Robert J Flaherty
2. Michael Moore: Roger and Me
3. Standard Operating Procedure by Errol Morris
4. I am 20 by SNS Sastry

5. Ram Ke Naam by Anand Patwardhan
6. Season Outside by Amar Kanwar
7. In The Forest Hangs A Bridge by Sanjay Kak
8. Q2P by Paromita Vohra
9. Gulabi Gang by Nishtha Jain
10. Pinch Of Skin by Priya Goswami
11. We Have Not Come Here to Die by Deepa Dhanraj
12. Films by PSBT
13. Human Flow by Ai Weiwei
14. Born Into Brothels by Zana Briski
15. Fire In the Blood by MSF
16. Dying laughing by Gravitas Ventures
17. The Out List by HBO
18. Celluloid Man by PK Nair
19. One representative film of each documentary mode as an example.

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