

Appendix-15
Resolution No. 38 {38-1 [38-1-1(7)]}

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DEPARTMENT OF ENGLISH

(Journalism)

SEMESTER-II

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Department of English

COURSES OFFERED BY DEPARTMENT OF ENGLISH

Category I

[UG Programme for Bachelor in Journalism (Honours) degree in three years]

DISCIPLINE SPECIFIC CORE COURSE -4 (DSC-4) REPORTING AND EDITING FOR PRINT

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 4 Reporting and Editing for Print | 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 learn the basic terminologies of print media with special emphasis on reporting.

Learning outcomes

The Learning Outcomes of this course are as follows:

- By studying this course, students will be able to understand about reporting and editing for the print media.

- Students will be able to join any media organisation as a reporter or a sub-editor as they have grasped the basics of reporting and editing.

SYLLABUS OF DSC-4

UNIT – I (14 weeks-1 hour/week)

UNIT I: Covering news and Interviewing

- Reporter- role and qualities
- Covering of beats- crime, courts, city reporting, health, education, sports
- Covering speeches, meetings and press conferences
- News agency reporting.
- Interviewing: doing the research, setting up the interview, conducting the interview
- News leads/intros, Structure of the news story– Leads: importance, types of lead
- Articles, features, types of features and human interest stories

UNIT – II (14 weeks-1 hour/week)

UNIT II: Newsroom and Anatomy of a Newspaper

- Newsroom, Organizational setup of a newspaper, Editorial department
- Introduction to editing: Principles of editing, headlines; importance/functions/types of headlines, typography and style, language, style sheet, importance and selection of news pictures
- Role of sub/copy-editor, News editor and editor, chief of bureau, correspondents
- Editorial page: structure, purpose, edits, middles, letters to the editor, special articles, light leader, Opinion pieces, op ed page, columns /columnists
- Supplements, Backgrounders

UNIT – III (14 weeks-1 hour/week)

UNIT III: Issues and trends in news reporting

- Tabloids, Issues of sensationalism and voyeurism
- Neighbourhood/Community newspapers
- Sociology of news: factors affecting news treatment, paid news, agenda setting, pressure in the newsroom, trial by media, gatekeepers.
- Objectivity and politics of news
- Fake news
- Neutrality and bias in news

Practical component (if any)- Students will undertake assignments based on covering the beats and writing reports / interviewing personalities and celebrities. Exercises and assignments on editing copies, writing headlines, writing features, structuring a dummy editorial page, writing editorials etc.

Essential/recommended readings-

1. Baskette and Scissors, *The Art of Editing*, Allyn and Bacon Publication, 1992
2. S.N. Chaturvedi, *Dynamics of Journalism and Art of Editing*, Cyber Tech Publications, 2007
3. Bruce Itule and Douglas Anderson, *News Writing and Reporting for Today's Media*. McGraw Hill Publication, 1987
4. Richard Keeble, *The Newspaper's Handbook*. Routledge Publication, 1994
5. MacDougall and Curtis Daniel, *Principles of Editorial Writing*. W.C. Brown Co. Publishers, 1973
6. F.W. Hodgson, *Modern Newspaper Practice: A Primer on the Press*. Focal Press, 1996

Suggestive readings-

1. Fred Fedler and John R. Bender, *Reporting for the Media*. Oxford University Press, 1997
2. Mencher, Melvin. *News Reporting and Writing*. MC Graw Hill, NY. 2003
3. Denis McQuail, *Mass Communication Theory*. Sage Publications, 1983
4. Fedler, Fred. *Reporting for the Print Media*, (2nd ed). Harcourt, Bruce Jovanovich Inc., NY, 1979
5. Vartika Nanda, *Media Laws and Ethics*. Kanishka Publishers, 2018

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

DISCIPLINE SPECIFIC CORE COURSE–5 (DSC-5): ADVERTISING AND PUBLIC RELATIONS

CREDIT DISTRIBUTION, ELIGIBILITY AND PREREQUISITES 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-5 Advertising and Public Relations | 4 | 3 | 1 | 0 | Passed Class XII with English from List A in CUET | NIL |

Learning Objectives

The Learning Objectives of this course are as follows:

- To 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.
- To learn the concepts and skills required for advertising and public relations and the importance of effective brand positioning using integrated marketing communications.

Learning outcomes

The Learning Outcomes of this course are as follows:

- By studying this course, students will be able to critically evaluate advertisements and understand the importance of ethical practices in advertising and PR.
- Students will be able to work in any advertising agency as a copy writer/ content writer/ client servicing/ marketing professional and any Public Relations firm and work as a member of their team.

SYLLABUS OF DSC- 5

UNIT – I (14 weeks-1 hour/week)

UNIT I: Introduction to Advertising: Concept, Trends and Regulatory Aspects

- Concept of Advertising – Importance and Functions
- Advertising Theories and Models – AIDA, DAGMAR Model, Maslow's Hierarchy Model, Cognitive Dissonance Theory, Stern's Model of Advertising Communication Process

- Types of Advertising and Classification of Advertising
- Economic, cultural, psychological and social aspects of advertising
- Ethical & Regulatory aspects of Advertising - Role of ASCI and Contemporary Case Studies
- Marketing Mix, Role of Advertising in Marketing Mix
- Market Segmentation, Positioning, Targeting and Branding
- Media Planning, Creativity and Copy Writing, Scheduling and Budgeting
- Advertising Department vs. Agency - Structure and Functions
- Campaign Planning, Creation and Production
- Emerging Trends in Advertising – Content Marketing, Native Advertising, AI and automation in Marketing, Augmented and Virtual Reality, User-generated Content, Affiliate Marketing

UNIT – II (14 weeks-1 hour/week)

UNIT II: Digital Advertising and Marketing

- Digital, Social & Interactive Media for Advertising and Marketing
- Social Media Tools, Strategies, Tactics and Developing Social Networks
- Social Media Interactivity in Advertising
- Digital Influencers
- Digital Advertising – Ethics and Concerns
- Measurement Strategies and ROI

UNIT – III (14 weeks-1 hour/week)

UNIT III: Public Relations - Concepts and Practices

- Introduction to Public Relations – Role, Importance and Functions of PR
- Publics in PR
- Principles and Tools of PR
- Organization of Public Relations: In House Department versus Consultancy

- PR in Government and Private Sectors
- Research for PR
- PR Strategies for Social Media
- PR Campaign - Planning, Execution, Evaluation
- PR in Political and Election Campaigns
- Role and Scope of PR in Crisis Management
- Corporate Social Responsibility and Image Management, Case Studies in CSR
- Ethical Issues in PR
- Apex bodies in PR - IPRA, PRSI Codes.

Practical component (if any) -

Essential/recommended readings-

1. Chunawalla, SA. *Advertising Theory and Practice*, Himalaya Publishing House. 2008
2. Jethwaney, Jaishri, *Advertising Management*, Oxford University Press, 2006
3. Jefkins, Frank. *Public Relation Techniques*, Butterworth-Heinmann Ltd, 1994
4. Cutlip S.M and Center A.H., *Effective Public Relations*, Prentice Hall, 1985

Suggestive readings (if any)-

1. David Ogilvy, *Ogilvy on Advertising*, Pan/Prion Books, 1983
2. Frank Jefkins, *Advertising Made Simple*, Rupa & Co., 1973
3. Heath Robert L, *Handbook of Public Relations*, Sage Publications, 2000
4. Dennis L. Wilcoxe & Glen T, *Public Relations*, Pearson, 2006
5. Kaul J.M., Noya Prakash, *Public Relation in India*, Calcutta, 1982
6. Belch George E., Belch Michael A., Purani Keyoor. *Advertising & Promotion, an Integrated Marketing Communications Perspective*. McGraw Hill, 2007

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

DISCIPLINE SPECIFIC CORE COURSE– 6 (DSC-6): INTRODUCTION TO BROADCAST MEDIA

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-6 Introduction to Broadcast Media | 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 help students grasp the skills of handling the cameras, shoot a story and will be able to gather and edit and report a story for television.

Learning outcomes

The Learning Outcomes of this course are as follows:

- By studying this course, students will be able to understand the basic sound, image and visual concepts appreciate the visual grammar and visual perspectives and comprehend various elements in broadcast news.
- They will also be capable of anchoring, producing TV news bulletins and documentaries.

SYLLABUS OF DSC-6

UNIT – I (14 weeks-1 hour/week)

UNIT I: Basics of Sound and Visual

- Sound-scape, Sound culture
- Types of sound-Sync, Non-Sync, Natural sound, Ambience Sound

- Microphone- Different kinds of microphones (dynamic, condenser, directional microphones)
- Basics of Sound Design
- What is a visual?
- Visual Culture in media studies
- Politics of an image
- Ecology of image

UNIT – II (14 weeks-1 hour/week)

Unit II: Visual Grammar

- Basics of a Camera- (Lens & accessories)
- Camera Movement
- Types of shots, Focusing, Depth of field, Lighting
- Visual Perspective

UNIT – III (14 weeks-1 hour/week)

UNIT III: Elements in Broadcast news

- Electronic News Gathering (ENG) & Electronic field Production (EFP) (Concept)
- Elements of a Television News Story: Gathering, Writing/Reporting.
- Elements of a Television News Bulletins
- Basics of Editing for TV- Basic Softwares and Techniques (for editing a news capsule)

Practical component (if any) – Presentations, news bulletins in English and Hindi on national and private channels (as teaching material)

Essential/recommended readings-

1. Documentary--‘The future of Television News’

Suggestive readings-

1. Zettl Herbert, Television Production Handbook. (Page nos: 20-80, 85-135), 1961

2. Robert c Allen and Annette Hill, The Television Reader, Routledge (Page no: 10-40), 2004
3. P.C Chatterjee, Broadcasting in India, New Delhi, Sage (Page no: 25- 78), 1987
4. The Radio Handbook, by Carrol Fleming, Rout ledge (London & New York) (Page no: 47- 105), 2002

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

COMMON POOL OF GENERIC ELECTIVES (GE) COURSES

GENERIC ELECTIVES (GE-10) Research Methodology for Media

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 | | |
| DSC-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. T

- Students will be equipped to work as researchers independently as well as for various organisations.

SYLLABUS OF GE-10

UNIT – I (14 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 (14 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 (14 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, pgs1-60; 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.

GENERIC ELECTIVES (GE-11): MEDIA AND POPULAR CULTURE

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-11 Media and | 4 | 3 | 0 | 1 | Passed Class XII | NIL |

| | | | | | | |
|-----------------|--|--|--|--|--|--|
| Popular Culture | | | | | | |
|-----------------|--|--|--|--|--|--|

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.

The course will help the student to attain familiarity with the historical evolution of the media. It will enable the student to contextualize the developments of the media and its role through political and economic changes across the world. Students can work as media analysts and reviewers/ critics of media texts for various platforms.

SYLLABUS OF GE-

UNIT – I (14 weeks-1 hour/week)

UNIT I: Understanding Culture

- Mass Culture, Popular Culture, Folk Culture
- Frankfurt School, Media as Cultural Industries
- Political Economy, Ideology and Hegemony
- Technological Determinism

UNIT – II (14 weeks-1 hour/week)

UNIT II: Representation

- Media as Texts
- Signs and Codes in Media
- Uses and gratification approach
- Reception studies
- Representation of nation, class, caste and gender issues in media

UNIT – III (14 weeks-1 hour/week)

UNIT III: Audiences

- Active audiences
- Women as audiences
- Sub Cultures; music and the popular,
- Fandom

Practical component (if any) - Assignments can take rather creative forms like group blogging, journal entries, short films and posters. Students can be encouraged to do projects on analysis of TV shows, cultural symbols, folk performances and music shows. They can also take up challenging themes like the representation of caste, gender and nation in contemporary media.

Essential/recommended readings-

1. AS Media Studies: An Essential Introduction Edited by Philip Rayner, Peter Wall and Stephen Kruger, Routledge (Covers Unit II, III, IV and V)
2. John Fiske, 1982, Introduction to Communication Studies, Routledge (Covers Unit II, Ideology and Meanings and Unit III signs and codes)
3. Dennis McQuail, 2000, (fourth Edition) Mass Communication Theory, London, Sage (Covers Unit IV, Media Technologies)
4. Baran and Davis, Mass Communication Theory. Oxford University Press. 2020 (covers Unit II, III and IV)
5. John Storey. Cultural Theory and Popular Culture: An Introduction. London: Pearson Longman. 2009 (Covers Unit 1 and II and IV)
6. Kevin Williams, Understanding Media Theory. 1955-2011. Bloomsbury. 2003 (Covers Unit II, III and IV)

Suggestive readings-

1. Media Cultures by Nick Stevenson, 2002, Second Edition, SAGE.
2. Short Extracts from writings by Adorno and Horkheimer, Radway, Roland Barthes, McLuhan
3. Parmar S. Traditional Folk Media in India, 1975, New Delhi, Geka Books
4. Chatterji, Roma. "Folklore and the construction of national tradition. "Indian Folklife (2005).
5. Rege, Sharmila. "Conceptualising Popular Culture:'Lavani' and 'Powada 'in Maharashtra." Economic and political weekly (2002): 1038-1047.

6. Uberoi, Patricia. "Feminine identity and national ethos in Indian calendar art." *Economic and Political Weekly* (1990): WS41-WS48.
7. Punathambekar, Aswin. "Reality television and the making of mobile publics: The case of Indian Idol." in *The Politics of Reality Television*, pp. 154-174. Routledge, 2010.
8. Ranganathan, Maya. "The archetypes of Sita, Kaikeyi and Surpanakha stride the small screen." In Rodrigues, Usha M., and Maya Ranganathan. *Indian news media: From observer to participant*. SAGE Publications India, 2014.

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

GENERIC ELECTIVES (GE-12): MEDIA LAWS & SOCIETY

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-12 Media Laws & Society | 4 | 3 | 1 | 0 | Passed Class XII | NIL |

Learning Objectives

The Learning Objectives of this course are as follows:

- To understand the contemporary media practices through contemporary debates.

Learning outcomes

The Learning Outcomes of this course are as follows:

- By studying this course, students will be able to grasp the nuances and the legal provisions laid down in the Constitution of India.
- They will also be able to work as journalists on legal issues as well as media researchers.

SYLLABUS OF GE-12

UNIT – I (14 weeks-1 hour/week)

UNIT I: Ethical framework and media practice

- Freedom of expression (Article 19(1) (a) and Article 19(1)2)
- Freedom of expression and defamation- Libel and slander, Issues of privacy and surveillance in society
- Right to Information Idea of Fair Trial/Trial by Media
- Issues of Copyright
- Media ethics and cultural dependence
- Live reporting and ethics Legality and Ethicality of Sting Operations, Phone Tapping etc.
- Ethical issues in Social media (IT Act 2000, Sec 66 A and the verdict of The Supreme Court)

UNIT – II (14 weeks-1 hour/week)

UNIT II: Representation, Regulation and ethics

- Advertisement and Women
- Pornography related laws and case studies- Indecent representation of Women (Prohibition) Act,1986 and rules 1987, Protection of Women against Sexual Harassment Bill, 2007, Sec 67 of IT Act 2000 and 292 IPC etc
- Regulatory bodies, codes and ethical guidelines
- Self-regulation, media content- Debates on morality and accountability: taste, culture and taboo, censorship and media debates

UNIT – III (14 weeks-1 hour/week)

UNIT III: Media and Social Responsibility

- Media reportage of marginalized sections- children, dalits, tribals, gender, differently-abled, old-aged persons,
- media coverage of violence and related laws - inflammatory writing (IPC 353), Sedition- incitement to violence, hate Speech.

Practical component (if any) -

Essential/recommended readings-

1. Thakurta, Paranjy Guha, Media Ethics, Oxford University Press, 2009 Barrie mc Donald and Michel petheran Media Ethics,mansell,1998
2. Austin Sarat Where Law Meets Popular Culture (ed.), The University of Alabama Press, 2011

3. Vikram Raghvan, Communication Law in India, Lexis Nexis Publication, 2007
4. Iyer Vekat, Mass Media Laws and Regulations in India-Published by AMIC, 2000
5. William Mazzarella, Censorium: Cinema and the Open Edge of Mass Publicity. Durham: Duke University Press, 2013. 304 pp.

Suggestive readings-

1. Raminder Kaur, William Mazzarella, Censorship in South Asia: Cultural Regulation from Sedition to Seduction. Taylor & Francis Ltd. 2012
2. Linda Williams, Hard Core: Power, Pleasure, and the "Frenzy of the Visible". University of California Press. 1999

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

GENERIC ELECTIVES (GE-13) BASICS OF 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 |
|---|----------|-----------------------------------|----------|---------------------|----------------------|-----------------------------|
| | | Lecture | Tutorial | Practical/ Practice | | |
| GE 13- Basics of 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 journalism 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 GE-13

UNIT – I (14 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 (14 weeks-1 hour/week)

Unit 2: Sports Policy making

- 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 (14 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) -

Essential/recommended readings-

Suggestive readings-

1. Srinivas Rao. "Sports Journalism". Khel Sahitya Kendra; 2009.
2. Prasidh Kumar. "Sports Journalism". Pinnacle Technology. 2010.
3. Phil Andrews. "Sports Journalism: A Practical Introduction". SAGE Publications Ltd. 2013.

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

GENERIC ELECTIVES (GE-14): FILM APPRECIATION & CRITICISM

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-14 Film Appreciation & Criticism | 4 | 3 | 0 | 1 | Passed Class XII | NIL |

Learning Objectives

The Learning Objectives of this course are as follows:

- To develop an understanding of the visual language of cinema.
- 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 equipped them with the skills required for becoming film reviewers/ critics.

SYLLABUS OF GE-14

UNIT – I (14 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

Recommended Screenings:

1. Rear Window (1954) Alfred Hitchcock (Language of Cinema)
2. Battleship Potempkin (1925) Sergei Eisenstein (Language of Cinema)

3. Man with a Movie Camera (1929) Dziga Vertov

UNIT – II (14 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
- Globalisation and Indian Cinema

Recommended Screenings:

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

UNIT – III (14 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

Recommended Screenings:

1. Pather Panchali (1954) Satyajit Ray
2. Clips from the hour of the Furnaces (1968) by Fernando Solanas
3. Battle of Algiers (1966) Gille Pontecorvo (Third cinema)
4. Nanook of the North (1922) Robert Flaherty (Non-Fiction Cinema)
5. Nishant (1975) Shyam Benegal (Indian New wave)
6. Pyaasa (1957) Guru Dutt
7. Mother India (1957) Mehboob Khan

8. Jagte Raho (1956) Raj Kapoor

Practical component (if any) – Suggested Film screenings

Essential/recommended readings-

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

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 Kersey: 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* Berkeley, 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

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

GENERIC ELECTIVES (GE-): 15 WAR REPORTING

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-15 War Reporting | 4 | 3 | 1 | 0 | Passed Class XII | NIL |

Learning Objectives

The Learning Objectives of this course are as follows:

- To train students to apply a historical perspective to the media coverage of conflict and war reporting.

Learning outcomes

The Learning Outcomes of this course are as follows:

- By studying this course, students will be able to develop an in-depth awareness of the difficulties involved in conflict reporting while keeping in mind ethical standards to their analysis of conflict reporting as war and conflict journalists.

SYLLABUS OF GE-15

UNIT – I (14 weeks-1 hour/week)

Unit 1: Introduction

- Conflict Reporting and War Reportage: Concepts
- Information warfare and dominance
- Issues & Obstacles in war reporting
- Dimensions of War Coverage: Organizations and Reporters
- Working lives of War Correspondents
- Components and themes in war reporting, construction of 'enemy'
- Concept of 'hybrid war'

UNIT – II (14 weeks-1 hour/week)

Unit II: Issues

- Risks and Risk Management, Threats to personal safety
- Objectivity, Rationality and accuracy of media coverage
- Competing narratives & Viewpoints
- Cultural differences in reporting the war on terror
- Challenges of reporting from a foreign land

UNIT – III (14 weeks-1 hour/week)

Unit III: Challenges and Ethical Concerns

- Media Opinions and Advocacy
- Contemporary changes in warfare & Media environment
- Women in war reporting: discrimination, derogatory attitudes, sexual harassment
- News Media Visuals, Images of death spectacle
- Technological developments and its uses in war
- Digital Platforms, blogs, Twitter, chats

Practical component (if any) -

Essential/recommended readings-

Suggestive readings-

1. Armoudian, Maria. 2016. *Reporting from the Danger Zone: Frontline Journalists, Their Jobs and an Increasingly Perilous Future*. Introduction, Chapter Two & Conclusion
2. Wolfsfeld, Gadi. 2015. "Telling a Good Story." In *Making Sense of Media & Politics*. Routledge.
3. Galtung, Johan, and Dietrich Fischer. 2013. "High road, low road: Charting the course for peace journalism." *Johan Galtung*. Springer Berlin Heidelberg. 95-102.
http://reference.sabinet.co.za/webx/access/electronic_journals/track2/track2_v7_n4_a4.htm
4. Jakobsen, Peter Viggo. 2000. "Focus on the CNN Effect Misses the Point: The Real Media Impact on Conflict Management is Invisible and Indirect." *Journal of Peace Research*. Vol. 37, No. 2 (p. 131-143).
5. Lance Bennett: *When the Press Fails*. University of Chicago Press. Introduction.
6. Cull, Nicholas. 2009. *Annals of the American Academy of Political and Social Science*. Vol. 616, Public Diplomacy in a Changing World (Mar., 2008), pp. 31-54.
7. Seib, Philip. 2010. "Transnational journalism, public diplomacy, and virtual states." *Journalism Studies* 5: 734-744.

8. Norris, Pippa. 2003. Montague Kern & Marion Just. "The Lessons of Framing Terrorism." In *Framing Terrorism*.
9. Bolt, Neville. 2011. "Conclusion." From *The Violent Image*." Columbia University Press.
10. Rutkin, Aviva. 2016. "Cyberwar becomes official." *New Scientist*.

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

GENERIC ELECTIVES (GE-16): INVESTIGATIVE REPORTING

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-16 Investigative Reporting | 4 | 3 | 0 | 1 | Passed Class XII | NIL |

Learning Objectives

The Learning Objectives of this course are as follows:

- To understand and analyse the key areas of investigative journalism.

Learning outcomes

The Learning Outcomes of this course are as follows:

- By studying this course, students will be able to creatively and meaningfully engage with the investigative journalism as investigative reporters.

SYLLABUS OF GE-

UNIT – I (14 weeks-1 hour/week)

Unit 1: Introduction to Investigative Journalism

- Investigative Reporting: History, Concept, Process & News values
- Investigative Journalist- Qualities, Career & Opportunities
- Use of Sting Operations, Internet / Social media, Right to Information for Investigative Reporting
- Case Study: Panama Papers and Watergate Scandal

UNIT – II (14 weeks-1 hour/week)

Unit 2: Sources

- News Sources – Traditional and new media
- Confidentiality of Source (On/Off the record)
- Fact Checking Process
- Variables of Information: Sources; Social media feeds, eye witness, over hearing, propaganda, whistle blowers

UNIT – III (14 weeks-1 hour/week)

Unit 3: Ethical Issues and Concerns

- Ethico-legal Coefficient
- Right to Privacy
- Accuracy & Conflict of Interest
- Plagiarism

Practical component (if any) - Teacher to give cases to students to investigate and file a project report.

Essential/recommended readings-

Suggestive readings-

1. Nazakat, Syed, A Manual for Investigative Journalism, Singapore: Drummond, 2010.
2. Pilger, John, Tell Me No Lies: Investigate Journalism and its Triumphs, New York: Vintage Digital, 2011.
3. Spark, David, Investigative Reporting: A Study in Technique, London: Focal Press, 2012.
4. Mazzett's, Mark, The way of the Knife: The CIA, a secret Army, and a war at the Ends of the Earth, New York: Penguin Press, 2014.

5. Gaines, William C., Investigative Journalism: Proven Strategies for Reporting the Story, Washington DC: CQ Press, 2007.

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GENERIC ELECTIVES (GE-17) CONTENT AND BRAND MARKETING

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-17 Content and Brand Marketing | 4 | 3 | 0 | 1 | Passed Class XII | NIL |

Learning Objectives

The Learning Objectives of this course are as follows:

- To learn the importance of content writing and brand marketing and the various ways in which strategies can be made using available tools to advertise and market content for brands.

Learning outcomes

The Learning Outcomes of this course are as follows:

- By studying this course, students will be able to to advertise and market content for brands as marketing professionals in advertising and other related fields.

SYLLABUS OF GE-17

UNIT – I (14 weeks-1 hour/week)

Unit I Foundational Concepts

- Content and brand marketing, scope and advantages
- Content Creation Framework
- ROI-focused meaningful content strategy
- Working with Influencers

- Understanding keywords

UNIT – II (14 weeks-1 hour/week)

Unit II Tools and Strategies

- Brand Strategy and Goals
- Organic and Paid Promotion
- Topic discovery and content creation
- Content promotion techniques
- SEO, blogs, newsletters, e-books, forums/discussion boards, videos, social media channels

UNIT – III (14 weeks-1 hour/week)

Unit III Content Management

- Audience discovery, personas and brand content styles
- Editorial calendar and maintenance
- Metrics and measurement
- Building an authority presence

Practical component (if any) - The students will conceive and produce content and brand marketing plans outlining goals and strategies. They will also use tools and techniques to create campaigns.

Essential/recommended readings-

1. Pam Didner. Global Content Marketing: How to Create Great Content, Reach More Customers, and Build a Worldwide Marketing Strategy that Works. 2014. McGraw Hill Education
2. Robert Rose, Joe Pulizzi. Managing Content Marketing The Real-World Guide for Creating Passionate Subscribers to Your Brand. 2017. CMI Books
3. Jan-Benedict Steenkamp. Global Brand Strategy World-wise Marketing in the Age of Branding. 2017. Palgrave Macmillan UK
4. Timothy Garrand. Writing for Multimedia and the Web: A Practical Guide to Content Development for Interactive Media. 2020. CRC Press

Suggestive readings-

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

GENERIC ELECTIVES (GE-18) SOCIAL MEDIA AND GOVERNANCE

CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

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

Learning Objectives

The Learning Objectives of this course are as follows:

- To understand the use of social media for governance by businesses and the government as well as the ethical issues and challenges faced in such communication on different platforms.

Learning outcomes

The Learning Outcomes of this course are as follows:

- By studying this course, students will be able to receive practical know-how on understanding, implementing, and managing main stream social media tools (e.g., blogs and micro-blogs, social network sites, and content communities) from a public sector and private sector perspective for working as public policy and communication officers in various organisations.

SYLLABUS OF GE-18

UNIT – I (14 weeks-1 hour/week)

Unit I Understanding governance and social media

- Key elements of governance through communication
- Social media in Business and Government, benefits and impact
- Influencing public and social perception
- Democracy and engagement
- Governance Transparency
- Developing Social Media Goals and Strategies

UNIT – II (14 weeks-1 hour/week)

Unit II Social Media Applications and Practices

- Virtual Campaigning and Outreach
- Health Communication
- Public Policy Dissemination
- Governance Feedback and Redressal
- Branding and Identity
- Crisis Management

UNIT – III (14 weeks-1 hour/week)

Unit III Ethical and Regulatory Challenges

- Digital Media Ethics Code
- Classified and sensitive information
- Misinformation, fake news, propaganda and political polarization
- Online hate speech
- AI, Bots and automation of information dissemination
- Data mining, issues of privacy and surveillance

Practical component (if any) - The students will prepare case studies of the use of social media for governance in Business and/or Government.

Essential/recommended readings-

1. Jeremy Harris Lipschultz. *Social Media Communication: Concepts, Practices, Data, Law and Ethics*, 2020, Taylor and Francis
2. Asha Kaul, Vidhi Chaudhri. *Corporate Communication Through Social Media Strategies for Managing Reputation*. 2017, Sage
3. Bu Zhong. *Social Media Communication Trends and Theories*, 2021, Wiley
4. Lucinda L. Austin, Yan Jin. *Social Media and Crisis Communication*. 2017, Taylor and Francis
5. Staci M. Zavattaro, Thomas A. Bryer. *Social Media for Government Theory and Practice*. 2016, Taylor and Francis
6. Gohar F. Khan. *Social Media for Government: A Practical Guide to Understanding, Implementing, and Managing Social Media Tools in the Public Sphere*, 2017, Springer
7. Tim Highfield. *Social Media and Everyday Politics*. 2017. Polity Press
8. Joshua A. Tucker, Nathaniel Persily. *Social Media and Democracy: The State of the Field, Prospects for Reform*. 2020. Cambridge University Press

Suggestive readings-

1. Kerric Harvey. *Encyclopaedia of Social Media and Politics*. Volume 2. 2013. Sage.

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