UNIVERSITY OF DELHI

B.A. (Hons.) Multi Media and Mass Communication
(SEMESTER-I)
based on

Undergraduate Curriculum Framework 2022 (UGCF)

(Effective from Academic Year 2022-23)

University of Delhi

DSC-1-Communication, Media and Society

Course Title	Nature of the Course	Total Credits	Components			Eligibility Criteria/
			L	T	P	
Communication, Media and Society	DSC-1	4	3	1	0	Class XII Pass

Contents of the course and reference is in Annexure-I

DSC-2- Application and Project Work (Training to Write for Media)

Course Title	Nature of the Course	Total Credits	Components			Eligibility Criteria/
			L	T	P	
Application and Project Work (Training to Write for Media)	DSC-2	4	0	0	4	Class XII Pass

Contents of the course and reference is in Annexure-II

DSC-3: Print Media Production

Course Title	Nature of the Course	Total Credits	Components			Eligibility Criteria/
			L	T	P	
Print Media Production	DSC-3	4	2	0	2	Class XII Pass

Contents of the course and reference is in Annexure-III

UNIVERSITY OF DELHI

Generic Elective in BA Hons Multi Media and Mass Communication (Semester-I)

based on

Undergraduate Curriculum Framework 2022 (UGCF)

(Effective from Academic Year 2022-23)

Course Title	Nature of the Course	Total Credits	Components			Eligibility Criteria/Prerequisite	**Annexures**
			L	**T**	**P**		
Social Media	GE-01	4	**3**	**1**	**0**		**Annexure-IV**

LEARNING OUTCOMES & DETAILED SYLLABUS OF COURSES

DISCIPLINE SPECIFIC CORE (DSC) COURSES

Communication, Media and Society
DSC – 1

Course Objectives

1. To familiarize the student with the nature of communication, mediated by societal mores, culture, structures of power and the technology of multimedia and mass communication.
2. To emphasise the process of coding of messages at all levels of human and societal existence using both verbal language and paralanguage.
3. To explain the process of decoding messages, with its dependence on reception, target group profile and means of transmission.
4. Analysis of the communication chain to understand how and why messages are generated and ways in which these are consumed.

Course Learning Outcomes

i. Understanding the problematics of language, paralanguage, silence etc. in the communication chain and contexts.
ii. Understanding of cultural codes, semiotics and technology in the communicative process.
iii. Understanding the relationship between ideology and communication, encoding and decoding and reception and audiences.
iv. Critical evaluation of some traditional theories and models.

Unit 1
Introduction to Communication

- Defining Communication, Encoding and Decoding
- Modes of Communication: Verbal (oral and written), Non-Verbal, Intra-personal, Interpersonal, Group, Public and Mass Communication
- Barriers to Communication: Culture, Codes, Medium, Literacy, Technological Challenges, Barrier Free Technology, Fluid Identities
- Communication as Subversion: Silence, Satire, Subterfuge

Unit 2
Determinants and Shifting Paradigms

- Ideology: Communication, Media and Political Economy
- Culture and Communication: Critical Cultural Theory
- Semiotics and Communication: Critical Theory and Practice (sign, object, interpretant/ icon, index and symbol, signifier and signified)
- Communicating in Cyberspace: Interactivity, Hypertextuality, Multimodality and Multimediality

Unit 3
Mass Communication Theory and Models

- Early Theories: Bullet Theory, Two Step, Multi Step Theory, Cognitive Dissonance Theory
- Media Effect Theories: Agenda Setting, Spiral of Silence, Uses and Gratification, Cultivation Theory
- Normative Theories
- Models: George Gerbner's Model, Wilbur Schramm's Model, Laswell's Model, Shannon-Weaver's Mathematical Model

References

Essential Readings

- Fiske, J. (2011). *Introduction to communication studies*. London: Routledge.
- Gupta, N. (2006). *Cultural studies*. New Delhi: World View Publishers.
- Hall, S. (1984). Encoding/Decoding. *Culture, media, language*. Ed. S. Hall, D. Hobson, A. Lowe, and P. Wills. London: Hutchinson.
- Hall, S., & Morley, D. (2019). *Essential essays.* Durham: Duke University Press.
- Herman, E. S., & Chomsky, N. (2010). *Manufacturing consent: the political economy of the mass media.* London: Vintage Digital.
- Kumar, K. J. (2000). *Mass communication in India.* Mumbai: Jaico Publishing House.
- McQuail, D. (2012). *Mass communication theory*. Los Angeles: Sage.
- Narula, U. (2008). *Mass communication: Theory and practice.* New Delhi: Har-Anand Publications.
- Saraf, B.M. (2008). In Search of the Miracle Women: Returning the Gaze. *Translation and Interpreting Studies (TIS),* Vol.Nos.1 and 2, Spring/Fall 2008.

Additional Resources:

Suggested Readings

- Baran, S. J., & Davis, D. K. (2015). *Mass communication theory: Foundations, ferment, and future.* Belmont, Calif.: Cengage Learning.
- Bel, B. (2005). *Media and mediation.* New Delhi: Sage Publications.

- Hasan, S. (2013). *Mass communication principles and concepts*. New Delhi: CBS Publishers and Distributors.
- Kuruc, K. (2008). Fashion as Communication: Semiotic Analysis of "Sex and the City." *Semotica* 17(1): 193-214.
- Miller, K. (2007). *Communication theories: Perspectives, processes, and contexts.* Beijing: Peking University Press.
- Simons, H.W. (1970). Requirements, Problems, and Strategies: A Theory of Persuasion for Social Movements. *Quarterly Journal of Speech 56* (1970): 1-11.
- Stone, G., Singletary, M.W., & Richmond, V.P. (1999). *Clarifying communication theories: A hands-on approach.* Ames: Iowa State University Press.
- पारख, जवरीमल्ल. (2001) *जनसंचार के सामाजिक संदर्भ*, नई दिल्ली, भारत: अनामिका पब्लिशर्स एंड डिस्ट्रीब्यूटर्स (प्रा) लिमिटेड

Teaching Learning Process

- Blended, interactive classroom teaching
- Discussions
- Illustrations
- Self-study
- Archival research
- Written assignment
- Tutorials/ multi-media presentations

Keywords

Paralanguage, Encoding, Decoding, Ideology, Technology, Silence, Culture

Training to Write for Media
DSC – 2

Course Objectives

1. To train students to undertake specific forms of writing suited to the demands of different kinds of media and their specific forms.
2. To emphasise on writing grammatically with correct expressions and other requirements like word limits and number of characters.
3. To train students to write for different formats like reviews and editorials, geared towards multiple forms of media used in mass communication.

Course Learning Outcomes

i.   Understanding of the rules of good grammar, punctuation, spelling, registers and idioms of language.
ii. Learning to write creatively for multi-media formats.
iii. Learning to read and edit proofs on specialized programmes.

Unit 1
Introduction- Back to Basics

- A-B-C-D of Media Writing: Authenticity, Brevity, Clarity and Discernment
- Media Styles: Print, Radio, TV, Cinema, Digital Media
- Language Input Tools for Scripting
- Editing a Document on MS Word, Speech to Text
- Ethical Writing and Disclaimers, Confidentiality of Interlocutors

Unit 2
Writing for Multi Media

- Writing for Print: News, Feature, Editorial, Story
- Scripting for Radio: News, Feature, Discussion, Talk
- Scripting for Television: Storyboard
- Screenplay for Cinema: The Audio-Visual Format
- Writing for New Media: Messaging, Social Media, Blog, Emoticons

Unit 3
Specialized Writing

- Book Review
- Film Review
- Press Release
- Reportage

References

Essential Readings

- Abend-David, D. (2014). *Media and translation: An interdisciplinary approach,* London: Bloomsbury
- Goldstein, N. (2007). *Associated press stylebook and briefing on media law*. Basic Books.
- Briggs, M. (2009). *Journalism Next: A practical guide to digital reporting and publishing.* Washington D.C: CQ Press
- Burgess, G., et al. (2009). *YouTube: Online video and participatory culture.* Cambridge: Polity Press
- Desjardins, R. (2017). *Translation and social media: In theory, in training and in professional practice*. London: Palgrave Macmillan
- Garrand, T. P. (2017). *Writing for multimedia and the web: A practical guide to content development for interactive media*. Oxford: Routledge.
- Gillmor, D. (2006). *We the media: Grassroots journalism by the people, for the people*. Massachusetts: O'Reilly Media, Inc
- Hilliard, R.L. (2011). *Writing for television, radio, and new media (Broadcast and Production)*. Boston: Cengage Learning
- Johnson, M. C. (2000). *New script writers journal.* Oxford: Focal Press.

Additional Resources:

Suggested Readings

- Jaikumar, P. (2006). *Cinema at the end of empire*. Durham: Duke University Press
- McLuhan, M. (1964). *Understanding the media.* London: Routledge
- Murrow, E. (2004). *Birth of broadcast journalism*. Nashville: Turner Publishing Company
- Reardon, N. (2013). *On camera: How to report, anchor & interview*. London: Routledge
- Shirky, C. (2009). *Here comes everybody: The power of organizing without organizations*. London: Penguin Books
- Sinha, P. K. (2006). *Media writing.* Delhi: Indian Distributors.
- Strunk, W., & White, E.B. (2008). *The elements of style: 50th anniversary edition*. London: Longman
- Vander Mey, R. Meyer V., Rys J.V. & Sebranek P. (2019). *The college writer: A guide to thinking, writing and researching*. Boston: Houghton Mifflin.
- Virdi, J. (2003). *The cinematic imagination: Indian popular films as social history.* New Jersey: Rutgers University Press
- Whitaker, W. R. et al. (2012). *Media writing: print, broadcast, and public relations*. New York: Routledge.

- जोशी, मनोहरश्याम. (2000). *पटकथालेखन : एकपरिचय.* नईदिल्ली, भारत: राजकमलप्रकाशन

- वजाहत, असग़रएवंरंजन, प्रभात (2001). टेलिविज़नलेखन. नईदिल्ली, भारत: राधाकृष्णप्रकाशन

E-Resources

- Caroll, B. (2003). Culture Clash: *Journalism and the Communal Ethos of the Blogosphere*. Into the Blogosphere, Retrieved from https://conservancy.umn.edu/bitstream/handle/11299/172831/Carroll_Culture%20Clash.pdf?sequence=1&isAllowed=y
- Schuh, K.L. (2006). Student Effort, Media Preference, and Writing Quality When Using Print and Electronic Resources in Expository Writing, *SAGE Journals,* Retrieved from https://doi.org/10.2190/QJ4N-2863-Q6L0-6360
- *The New York Times Ethical Journalism Handbook*, (2004). retrieved from https://www.nytimes.com/editorial-standards/ethical-journalism.html

Teaching Learning Process

- Interactive Writing Sessions
- Practical writing activities
- Self-Study
- Written assignments
- Presentations

Keywords

Language Tools, Editorial, Book Review, Film Review, Media Writing

Print Media Production
DSC – 3

Course Objectives

1. To study the historic growth and changing dynamics of print media in India.
2. To understand different forms of print journalism and reporting formats.
3. Designing the layout and formats for print media production.
4. To use various software for producing newsletters and magazine pages.

Course Learning Outcomes

i. Understand the structure and functions of a news organisation.
ii. Understand the relationship between the political economy and editorial policy.
iii. Gain practical knowledge of the technology and skills necessary to produce a newspaper.
iv. Practical knowledge of planning, designing & editing a newspaper.

Unit 1
Print Journalism

- Determinants of News Values: Meaning of News, Types (hard and soft news-objective, interpretative and investigative)
- Dignity, Ethics and Journalistic Responsibilities
- Ownership, Revenue and Editorial Policy
- News Agencies and News Pools

Unit 2
The News Room

- Structure of a News Organization
- Allocation of Tasks: Roles, Skills and Sourcing
- Functions and Responsibilities of an Editor
- Planning, Dummy and Design, Typography, Preparing a Copy

Unit 3
Print Technology and Newspaper Production

- Introduction to Publishing Software: Adobe InDesign, other Open Sources

- Use of Graphics, Photographs, Cartoons and Print Info-graphics

- Page Layout (print and electronic copy), Size, Anatomy, Grid Design, Frontpage, Editorial page and Supplements, Single and Multiple Editions

- Printing Process: Letter Press, Screen, Offset Style Sheet, Handling Text (headlines, pictures, advertisements)

Practical:

Producing a Newsletter using Design Software

References

Essential Readings

- Ahuja, B. N. (1996). *History of Indian press: Growth of newspapers in India.* New Delhi: Surjeet Publications.
- Davis, M. (2012). *Graphic design theory.* London: Thames and Hudson
- Gupta, V. S. Aggarwal, V. B. (2001). *Handbook of journalism and mass communication.* India: Concept.
- Graham, L. (2012). *Basics of design: Layout & typography for beginners.* United States: Cengage Learning.
- Raman, U. (2009). *Writing for the media.* India: Oxford University Press.
- Sarkar, N. N. (2013). *Art and print production.* India: OUP India.

Additional Resources:

Suggested Readings

- Natarajan, J. (1955). *History of Indian journalism.* New Delhi: Publications Division, Ministry of Information and Broadcasting.
- Keeble, R. (2005). *Print journalism a critical introduction.* Routledge.
- Sarkar, N. N. (1998). *Designing print communication.* India: Sagar Publications.
- Luttropp, J. C., & Greenwald, M. L. (2009). *Designing for print production: Essential concepts.* United States: Delmar/Cengage Learning.
- Hiteshi, B., & Ahuja, C. (2016). *Print Journalism: A complete book of journalism. United States*: Author Solutions, Incorporated.
- Joss, M. & Nelson, L. (1977). *Graphic design tricks and techniques. Ohio: North Light Books.*
- Kenly, E. & Beach, M. (2004). *Getting it printed. United States*: F+W Media.

Teaching Learning Process

- Blended, interactive classroom teaching

- Media lab tasks
- Hands-on software training
- Field visits
- Workshops
- Production of newsletter
- Internships

Keywords

Newsroom, Editorial Policy, Layout, InDesign, Corel Draw, Broadsheet, Publishing

GENERIC ELECTIVE COURSES (GEC)

Social Media
GE – 1

Course Objectives

1. To enable student to understand the new paradigms of social media like technology and literacy, nuances of digital experience and ethics.
2. To familiarize student with various social media technologies and applications like digitization of media and media convergence.
3. To understand the impact of social media on society, individual and democracy.

Course Learning Outcomes

i. Ability to define new paradigms of social media.
ii. Familiarizing with the different types of social media.
iii. Understanding social media technologies and its application.
iv. Learn to critically evaluate the impact of social media.

Unit 1
Social Media: A New Paradigm

- Technology and Literacy Redefined: Internet, Intranet, WWW (Web 1.0, 2.0, 3.0)
- The Digital Experience: Mobile, Cyberspace and Apps
- The User and The Fourth Screen: Representation and Reproduction
- Media Convergence: ICT - Scope and Role

Unit 2
Types of Social Media

- Social Networking Platforms
- Blogging and Vlogging
- Video Conferencing, Webcasting, Podcasting
- Social Bookmarking

Unit 3
Impact of Social Media

- Internet/Online Activism
- Citizen Journalism
- Cyber Crimes and Ethics
- Democratization/Digital Divide

References:

Essential Readings

- Barker, M. S., Barker, D., Bormann, N. F., Neher, K. (2013). *Social media marketing: A strategic approach.* New York: Cencage Leraning.
- Castells, M. (2005). *The network society: A cross-cultural perspective.* Cheltenham: Edward Elgar.
- D. Satish, Rajesh Prabhakar Kaila. (2006). *Blogs: Emerging communication media.* The ICFAI University Press.

Additional Resources:

Suggested Readings

- Forsyth, T. (2011). *Encyclopaedia of international development.* Milton Park. Abingdon, Oxon: Routledge.
- Lister, M. (2009). *New media: A critical introduction.* London: Routledge.
- Mishra, R.C., (2008). *Cyber-crime: Impacts in the new millennium.* Author Press.

Teaching Learning Process

- Blended, interactive classroom teaching
- Illustrations with case studies
- Multi-media Student Presentations
- Self-study
- Written assignment

Keywords

Social Media, Blogs, Citizen Journalism, Cyber Crime, Public Opinion, Tagging, Social Movements