

**UNIVERSITY OF DELHI****DEPARTMENT OF ENGLISH****COURSE NAME: B.A.(H) JOURNALISM****(SEMESTER -I)**

based on

Undergraduate Curriculum Framework 2022 (UGCF)

(Effective from Academic Year 2022-23)

University of Delhi

Course name: B.A.(H) Journalism

Course Title	Nature of the Course	Total Credits	Components			Eligibility Criteria/ Prerequisite	Contents of the course and reference is in
			Lecture	Tutorial	Practical		
Introduction to Journalism	DSC-01	4	3	1	0	Class XII pass	Annexure I
Introduction to Media and Communication	DSC-02	4	3	1	0	Class XII pass	Annexure II
History of the Media	DSC-03	4	3	1	0	Class XII pass	Annexure III

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**UNIVERSITY OF DELHI****DEPARTMENT OF ENGLISH****COURSE NAME: B.A.(H) JOURNALISM****(SEMESTER -ODD)**

based on

Undergraduate Curriculum Framework 2022 (UGCF)

(Effective from Academic Year 2022-23)

University of Delhi

Course name: B.A.(H) Journalism

Course Title	Nature of the Course	Total Credits	Components			Eligibility Criteria/ Prerequisite	Contents of the course and reference is in
			Lecture	Tutorial	Practical		
Basics of Journalism	GE-01	4	3	1	0	Class XII pass	Annexure IV
Introduction to Media Studies	GE-02	4	3	1	0	Class XII pass	Annexure V
Basics of Photography	GE-03	4	3	1	0	Class XII pass	Annexure VI
Advertising and Corporate Communication	GE-04	4	3	1	0	Class XII pass	Annexure VII
Television Journalism	GE-05	4	3	1	0	Class XII pass	Annexure VIII
Web Journalism	GE-06	4	3	1	0	Class XII pass	Annexure IX
Print Journalism	GE-07	4	3	1	0	Class XII pass	Annexure X

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**EC (1262)-18.08.2022**

Media Management	GE-08	4	3	1	0	Class XII pass	Annexure XI
Documentary Production	GE-09	4	3	1	0	Class XII pass	Annexure XII
Research Methodology for Media	GE-10	4	3	1	0	Class XII pass	Annexure XIII

## STRUCTURE OF DISCIPLINE SPECIFIC CORE PAPERS

### SEMESTER 1:

DSC 1: Introduction to Journalism

DSC 2: Introduction to Media and Communication

DSC 3: History of the Media

## DETAILS OF DISCIPLINE SPECIFIC CORE PAPERS

### SEMESTER I

#### **DSC 1: Introduction to Journalism**

**Credits: 4 (3 Theory + 1 Practical)**

#### **UNIT I: Understanding News**

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

#### **UNIT II: Historical Perspective and News Writing Skills**

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

### **Unit III: Different mediums-a comparison**

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

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

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

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

### **Essential Readings:**

1. Bruce D. Itule and Douglas A. Anderson. *News writing and reporting for today's media*. McGraw Hill Publication, 2000.
2. George Rodmann. *Mass Media in a Changing World*. McGraw Hill Publication, 2007.

3. Carole Flemming and Emma Hemmingway. *An Introduction to Journalism*. Vistaar Publications, 2006.
4. Richard Keeble. *The Newspaper's Handbook*. Routledge Publication, 2006.

**Suggested Readings:**

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

**DSC 2: Introduction to Media and Communication****Credits: 4 (3 Theory + 1 Practical)**

**UNIT I: Communication and Mass Communication**

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

**UNIT II: Mass Communication and Effects Paradigm**

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

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

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

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

**Teaching-Learning Process:** The course should ideally help identify media's communicative potential through everyday examples such as mobile phone, television shows and other media use. It also will then help to think retrospectively of media use and its effects through live and

vibrant examples from everyday experience. The teacher should try to inculcate in class the ability to critically understand media use through class room discussions. With its strong historical references, assignments can potentially be imagined over a range of topics such as propaganda during Nazi era, Soviet Republic and other regimes, Cold war propaganda, agenda setting during election campaigns, digital influencers in new media and so on.

**Essential Readings:**

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

**Suggested Readings:**

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

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

3. Maya Ranganathan. 'Commercial FM radio takes over Indian cities', *Indian Media In A Globalised World*. ed. Ranganathan, Maya, and Usha M. Rodrigues, SAGE Publications India, 2010.



4. Sreya Mitra (2012) 'The show of the millennium': screening the big-money quiz show and the Bollywood superstar, *South Asian History and Culture*, 3:4. 20 Sep 2012. pp 566-582

DOI: 10.1080/19472498.2012.720071

5. Little John, Stephen, W and Foss, Karen, A. *Encyclopedia of Communication Theory*. Sage Publications, Inc. 2009.

6. Narula, Uma. *Communication Models*. Atlantic Publishers and Distributors (P) Ltd., New Delhi. 2022.

7. Neumann, Elisabeth Noelle. *Spiral of Silence: Public Opinion--Our Social Skin*. University of Chicago Press; 2nd edition. 1993.

8. Perse, Elizabeth M.and Lambe, Jennifer. *Media Effects and Society*. Routledge. 2016.

9. Watson, James. *Media Communication: An Introduction to Theory and Process*. Palgrave Macmillan. 2003.

10. Endo, Kaoru, Kurihara, Santoshi and Kamihigashi, Takashi (eds.) *Reconstruction of the Public Sphere in the Socially Mediated Age*. Springer, Singapore. 2017.

11. Shohini Ghosh, "Inner and Outer Worlds of Emergent Television Cultures," in *No Limits: Media Studies from India*, Ed. Ravi Sundaram. New Delhi: Oxford (2013).

### **DSC 3: History of the Media**

**Credits: 4 (3 Theory + 1 Practical)**

#### **UNIT I: History of Print Media**

- Print revolution and telegraph
- Yellow Journalism, Evolution of Press in United States and Great Britain
- History of the Press in India: Colonial Period, National Freedom Movement
- Gandhi and Ambedkar as Journalists and Communicators
- Emergency and Post Emergency Era

### **UNIT II: Beginnings of Sound Media**

- The coming of Gramophone
- Early history of Radio in India
- Evolution of AIR Programming
- Patterns of State Control; the Demand for Autonomy
- FM: Radio Privatization

### **UNIT III: Visual Media**

- The early years of Photography and Cinema
- The coming of Television and the State's Development Agenda
- Commercialization of Programming (1980s)
- Invasion from the Skies: The coming of transnational television (1990s)
- Formation of Prasar Bharati

**Projects:** A comparative study of a Community Radio project and any of AIR's Local Radio stations. Projects such as case studies of radio programmes, tracing the transformation of certain traditional musical genres like devotional music, ghazals and folk songs with the advent of cassette technology, presentations on the importance of archiving and archives of films, newspapers, music and photographs as well as projects on digital archives of sound and visual media.

**Learning outcome:** 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 will be able to assist any organisation in writing historical aspects in an efficient manner. The students will also

get an opportunity to work as a researcher and place key developments in media technologies across history.

**Teaching-Learning process:** Teaching the paper requires a deep historical and historiographical knowledge. The course demands familiarity with such political concepts such as modernity, development, nationalism, colonialism, post colonialism and globalization to contextualize changes in media.

Class room learning thus can include visual and audio material, periodicals and films to immerse the class in historical experience. Museum visits, visits to photography collections and other such tools from history classroom can enable new methods of learning for a media studies classroom. Student presentations and projects can be based on a range of themes.

**Essential Readings:**

1. Briggs, A and Burke, P. *Social History of Media: From Gutenberg to the Internet*. Polity Press, 2010. Chapter 2 and Chapter 5
2. Jeffrey, Robin. *India's News Paper Revolution: Capitalism, Politics and the Indian Language Press*. New Delhi: Oxford, 2003.
3. David Page and William Crawley. *Satellites Over South Asia*. Sage, 2001. Chapter 2, chapter 8 and Chapter 9
4. Erik Barnouw and Krishnaswamy. "Beginnings," & "Three Get Started", *Indian Film*. New York: Oxford University press, 192nd Edition, 1980

[Early communication system in India \(part - I\) - YouTube](#)

<https://www.youtube.com/watch?v:9WocwNyyo8g>

**Suggested Readings:**

1. Jeffrey, Robin. "Communications and capitalism in India, 1750–2010." *South Asia: Journal of South Asian Studies* 25, no. 2 (2002): 61-75.

2. V. Ratnamala, *Ambedkar and media*, 2012  
[http://roundtableindia.co.in/index.php?option=com\\_content&view:article&id:4992:ambedkar-and-media&catid:119:feature&Itemid:132](http://roundtableindia.co.in/index.php?option=com_content&view:article&id:4992:ambedkar-and-media&catid:119:feature&Itemid:132)
3. Manuel, Peter. *Cassette Culture*. Chicago: University of Chicago Press, 1993, Pages 1- 32
4. *Satellite Television: An Impact on Social Participation*, Sabharwal, Tarjeet, ISBN 978-81-8457-064-9, Kanishka Publishers, 2008
5. Chatterjee, P.C, *Broadcasting in India* page (New Delhi, Sage, 1991) pp 39-57
6. Neurath P. "Radio Farm Forum as a Tool of Change in Indian Villages," *Economic Development of Cultural Change*, vol 10, No. 3 (pp 275-283), 1962
7. Das, Biswajit, "Mediating Modernity: Colonial Discourse and Radio Broadcasting in India", *Communication Processes Vol 1: Media and Mediation*, B. Bel, B. Das, J. Brower, Vibhodh Parthasarathi, G. Poitevin (Ed.) (Sage 2005)
8. Parthasarathi, Vibhodh, "Constructing a New Media Market: Merchandising the Talking Machine", *Communication Processes Vol 1: Media and Mediation*, B. Bel, B. Das, J. Brower, Vibhodh Parthasarathi, G. Poitevin (Ed.), Sage 2005
9. Thirumal, P., and C. Lalrozami. *Modern Mizoram: History, Culture, Poetics*. Taylor & Francis, 2018. Chapter 1
10. Francis Robinson. "Technology and Religious change: Islam and the impact of Print", *Modern Asian Studies*. Vol 27, No. 1 (Feb 1993) pp. 229-251.
11. *Seminar* Issue October 1997, Indian Language Press
12. Neyazi, Taberez Ahmed, and Akio Tanabe. "Introduction: democratic transformation and the vernacular public arena in India", *Democratic Transformation and the Vernacular Public Arena in India*, pp. 17-40. Routledge, 2014.

13. Maya Ranganathan, "The Pan Tamil rhetoric in regional media", *Indian Media In A Globalised World*. ed. Ranganathan, Maya, and Usha M. Rodrigues, SAGE Publications India, 2010. pp 83-105
14. G.N.S Raghavan, Early years of PTI, PTI story: Origin and Growth of Indian Press (Bombay, Press Trust of India, 1987. pp 92-119
15. Melissa Butcher. *Transnational Television, Cultural Identity and Change*. New Delhi, Sage, 2003. 49-77
16. Cappon, Rene, J. The Associated Press Guide to News Writing, 4th Edition. Peterson's; 4th edition, 2019.
17. Sheridan, Lynette Burns. Understanding Journalism. SAGE Publications Ltd; Second edition, 2012.
18. Rudin, Richard and Ibbotson, Trevor. Introduction to Journalism: Essential techniques and background knowledge. Routledge, 1<sup>st</sup> Edition, 2002.

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**STRUCTURE OF GENERIC ELECTIVE PAPERS**

**ODD SEMESTERS**

GE 1 Basics of Journalism

GE 2 Introduction to Media Studies

GE 3 Basics of Photography

GE 4 Advertising and Corporate Communication

GE 5 Television Journalism

GE 6 Web Journalism

GE 7 Print Journalism

GE 8 Media Management

GE 9 Documentary Production

GE 10 Research Methodology for Media (*To be offered in Semester 6 and 7*)

**DETAILS OF GENERAL ELECTIVE PAPERS**

**ODD SEMESTER**

**GE 1: Basics of Journalism**

**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: 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: Role of media in a democracy**

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

**Project:** Prepare a presentation on difference between Soft news and Hard news from the newspapers.

**Learning Outcome:** Students will understand the notion of Journalism and grasp the underlying factors that define the news. And they learn the process of structuring news formation for print publications as print journalists.

**Teaching-Learning Process:** Lecture method, Videos, PowerPoint Presentations and Discussion

**Essential 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.

**Suggested 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, Paranjy Guha Thakurta), Oxford, 2015.
4. Media, the State and Marginalisation: Tackling Challenges: Rachna Sharma: UK, Cambridge Scholars Publishing, (2018) (ed.)

**GE 2: Introduction to Media Studies**

**Credits: 4 (3 Theory + 1 Practical)**



### **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: 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: Media and the Everyday**

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

**Learning Outcome:** The students will be enabled to identify communication practices, their formative role in society, understand the relationship between media and democracy. This will help students in reporting on political issues and democratic concerns as journalists.

**Teaching-Learning Process:** The course should ideally help identify media's communicative potential through everyday examples such as mobile phone, television shows and other media use. It also will then help to think retrospectively of media use and its effects through live and

vibrant examples from everyday experience. The teacher should try to inculcate in class the ability to critically understand media use through class room discussions. With its strong historical references, assignments can potentially be imagined over a range of topics such as propaganda during Nazi era, Soviet Republic and other regimes, Cold war propaganda, agenda setting during election campaigns, digital influencers in new media and so on.

**Essential Readings:**

1. Michael Ruffner and Michael Burgoon, Interpersonal Communication (New York, Holt, Rinehart and Winston 1981, 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

**GE 3: Basics of Photography****Credits: 4 (3 Theory + 1 Practical)****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: Camera Equipment & Lighting**

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

## **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

**Learning Outcome:** By the end of the course the student 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.

**Teaching-Learning process:** Students will make a photo feature on selected topic. 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 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.

#### **GE 4: Advertising and Corporate Communication**

**Credits: 4 (3 Theory + 1 Practical)**

##### **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 - AAI, ASCI and their codes

##### **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: 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

**Learning Outcome:** This paper will help students to develop an understanding of corporate communications and the tools available to build the corporate identity for organizations. It will equip students to plan, execute and evaluate advertising and public relations campaigns for brands, advertising agencies and other related organisations.

**Teacher-Learning Process:** Lecture method, Power point Presentations, class discussions, Special lectures by advertising and PR experts, preparing communication messages for different media and campaign planning.

**Essential Readings:**

1. Jethwaney and Jain, Advertising Management, Oxford University Press Jethwaney Jaishri, 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,

**Suggested Readings:**

1. Dennis L. Wilcoxe & 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.

### **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: 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: 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

**Learning Outcome:** The students will become capable of making TV News bulletins, documentaries and other programs as Television journalists.

**Teacher-learning Process:** Lecture-method, discussions, debates, power-point presentations, screening films and documentaries on television journalism

**Essential 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, (1<sup>st</sup>edition), New Delhi: Sage Publications, 2001.

**Suggested Readings:**

1. Rajagopal, Arvind, Politics after Television, (1<sup>st</sup> Edition), Cambridge UK: Cambridge University Press,2001.
2. Saksena, Gopal, Television in India, (1<sup>st</sup> Edition), New Delhi: Vikas Publication House, 1996.
3. Starkey, Guy, and Andrew Crisell, Radio Journalism, (1st edition), Los Angeles: Sage, 2009.
4. Thussu, Daya Kishan, News as Entertainment, (1<sup>st</sup> 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. (1<sup>st</sup> Edition), New Delhi: Publication Division, Ministry of Information and Broadcasting, Govt. of India,1983.

7. Bhatt, S.C., Satellite Invasion of India, (1<sup>st</sup> Edition), New Delhi: Gyan Publication House, 1994.

8. Sabharwal, Tarjeet, Satellite Television: An Impact on Social Participation, Kanishka Publishers,2008

## **GE 6: Web Journalism**

**Credits: 4 (3 Theory + 1 Practical)**

### **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: 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: 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

**Learning Outcome:** The course will help the students to acquire web journalism skills and enable them to creatively and meaningfully engage in the cyberspace as web journalists.

**Teaching-Learning Process:** Lecture method, Power point presentations, Special Lectures, Videos etc.

### **Essential 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.

### **Suggested 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.

## **GE 7: Print Journalism**

**Credits: 4 (3 Theory + 1 Practical)**

### **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: 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: Contemporary Issues in Print Media**

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

**Projects:** 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.

**Learning Outcome:** This paper will increase the understanding of the student about print media and equip them with the skills required for working as a print journalist.

**Teacher-learning process:** Lecture-method, discussions, debates, power-point presentations, videos on debates related to print media

#### **Essential Reading:**

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.

#### **Suggested 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

### **GE 8: Media Management**

**Credits: 4 (3 Theory + 1 Practical)**

#### **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: 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: 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

**Learning Outcome:** Students will be able to understand the Media Economics, problems of finance, personnel, land, machinery etc. as business managers working in media organisations.

**Teaching Learning Process:** Apart from taking students to visit the Media houses, teachers can discuss the media organizations and their political economy, revenue sources etc. By studying this paper, students should be able to various wings of media organization and role and responsibilities of people heading different sections. They can study some case studies.

#### **Essential 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-Blackwell, 2009.

#### **Suggested Readings:**

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

## **GE 9: Documentary Production**

**Credits: 4 (3 Theory + 1 Practical)**

### **UNIT I: Understanding the Documentary**

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

### **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: 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

**Learning Outcome:** Through readings, instruction, practice, and projects, students will: learn to develop skills in documentary form; improve knowledge about language of documentary film, including shots composition and editing. It will also help them gain a better understanding of storytelling in documentary production and work as filmmakers/ documentary filmmakers.

**Teaching-Learning process:** By the end of the course the students would be able to conceptualize and ideate through workshops and peer-review, use sound and visuals in film, shoot a short film of 5 minutes

**Essential 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, [Sanjit Narwekar](#), 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



**Suggested 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.

**GE 10: Research Methodology for Media** *(to be offered in Semester 6 & 7)***Credits: 4 (3 Theory + 1 Practical)****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: 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: Media Research Approaches**

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

**Project:** The students will present and submit a research proposal in his/her area of interest under the guidance of the faculty.

**Learning Outcome:** Through this paper the student will be able to write a research proposal and undertake research. They will also be equipped to write a research paper and a research report. Students can work as researchers independently as well as for various organisations.

**Teaching-Learning Process:** Lectures, power point presentations, conducting workshops and experiments, demonstrations, Special lectures by research analysts.

**Essential 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.

**Suggested 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

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