

**DEPARTMENT OF ENGLISH  
UNIVERSITY OF DELHI  
DELHI - 110007**



**Structure of B.A. Honours Journalism professional course (English)  
Under Learning Outcomes-based Curriculum Framework (LOCF) for  
Undergraduate Education**

*Syllabus applicable for students seeking admission to the  
B.A. Honours Journalism professional course (English) and under LOCF  
w.e.f. the academic year 2019-20*

**The B.A.(Hons.) Journalism is a three year full time professional course with an Honors Degree Program, to be taught in six semesters, viz., Semester I, II, III, IV, V and VI.**

*Scheme of Admission*

**Eligibility Conditions for Seeking Admission**

Admissions to the B.A.(Hons) Journalism professional course shall be based on performance in a **Centralized Admission Test** followed by an interview which will be conducted by the University of Delhi. Presently, the course is being offered in seven colleges of the University of Delhi, viz., Delhi College of Arts and Commerce, Lady Shri Ram College, Kamala Nehru College, Kalindi College, Maharaja Agrasen College, Institute of Home Economics and Bharati College.

## Structure of B.A. Honors Journalism Professional course (English) under LOCF

### Core Course

Paper Titles	Page
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#### Semester II

- |                                    |   |
|------------------------------------|---|
| 1. Reporting and Editing for Print | 1 |
| 2. Media and Cultural Studies      | 3 |

### Generic Elective (GE) (Any one)

Papers 3 and 4 will be offered in the 2<sup>nd</sup> semester. Students of other disciplines may choose any **one** in each semester from the following papers that are to be offered by each college.

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#### Semester II

- |  |   |
|--|---|
| 1. Photography                             | 5 |
| 2. Advertising and Corporate Communication | 7 |

SEM	CORE	SEC	DSE	GE
II	C3 Reporting and Editing for Print C4 Media and Cultural Studies	-----	-----	<b>GE (Sem II)</b> 3. Photography 4. Advertising and Corporate Communication

### SEMESTER II

#### Reporting and Editing for Print

**Objective:** The students will be introduced to the nuances of reporting and editing. They will also grasp the skills required to cover and edit news. They will also understand the contemporary trends and issues in news reporting.

#### Unit I- Covering news

Reporter- role, functions and qualities

Working on a beat; news agency reporting.

Covering speeches, meetings and press conferences

Covering of beats- crime, courts, city reporting, health, education, sports

## **Unit II- Interviewing/Types of news leads**

Interviewing: doing the research, setting up the interview, conducting the interview

News leads/intros, Structure of the news story–inverted pyramid style; Lead: importance, types of lead; body of the story; attribution, verification

Articles, features, types of features and human interest stories, leads for features, difference between articles and features

## **Unit III- The Newspaper newsroom**

Newsroom, Organizational setup of a newspaper, Editorial department

Introduction to editing: Principles of editing, headlines; importance, functions of headlines, typography and style, language, types of headline, style sheet, importance of pictures, 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

## **Unit IV- Issues and trends in news reporting**

Tabloids, Issues of sensationalism and voyeurism

Neighborhood newspapers

Supplements, Backgrounders

Columns /columnists

## **Unit V- Understanding media and news**

Sociology of news: factors affecting news treatment, paid news, agenda setting, pressures in the newsroom, trial by media, gatekeepers.

Objectivity and politics of news

Fake news

Neutrality and bias in news

**Projects:** 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.

**Learning outcome:** This paper will enhance the basic understanding of the student about reporting and editing for the print media. This paper will give them the opportunity to learn the basic terminologies of print media with special emphasis on reporting

**Teacher-learning process:** Lecture-method, discussions, debates, power-point presentations, screening films and documentaries on the growth and development of print media, you tube videos etc.

**Assessment method:** As per rules of the University of Delhi.

**Key words:** Reporting, editing, print media, beat reporting, interviewing skills,

neutrality in news etc.

**Essential Readings:**

*The Art of Editing*, Baskette and Scissors, Allyn and Bacon Publication

*Dynamics of Journalism and Art of Editing*, S.N. Chaturvedi, Cyber Tech Publications

*News Writing and Reporting for Today's Media*, Bruce Itule and Douglas Anderson, McGraw Hill Publication

*The Newspaper's Handbook*, Richard Keeble, Routledge Publication

*Principles of Editorial Writing*, MacDougall and Curtis Daniel, W.C. Brown Co. Publishers

*Modern newspaper practice: A primer on the press*, F.W. Hodgson, Focal Press.

**Suggested Readings:**

*Reporting for the Media*, Fred Fedler and John R. Bender, Oxford University Press

*News Reporting and Writing*. Mencher, Melvin. MC Graw Hill, NY. 2003

*Mass Communication Theory*, Denis McQuail, Sage Publications

*Reporting for the Print Media*, (2nd ed), Fedler, Fred. Harcourt, Bruce Jovanovich Inc., NY. 1979

*Media Laws and Ethics*, Vartika Nanda, Kanishka Publishers, 2018

**Media and Cultural Studies**

**Objective:** The course builds upon the introductory course media and communication and history of media. The familiarity with the debates on history of media forms, modernity, democracy and communication processes would ideally help them appreciate the critical theoretical frameworks that develop across disciplines. The course thus would enable them understand key concepts in political economy, critical theory, cultural studies, audience studies and gender studies and critically analyze contemporary media culture.

**Unit I-Understanding Culture**

Mass Culture, Popular Culture, Folk Culture

Media and Culture

**Unit II- Critical Theories**

Frankfurt School, Media as Cultural Industries

Political Economy, Ideology and Hegemony

**Unit III-Representation**

Media as Texts

Signs and Codes in Media

Genres

Representation of nation, class, caste and gender issues in media

#### **Unit IV-Audiences**

Uses and gratification approach  
Reception studies  
Active audiences  
Women as audiences  
Sub Cultures; music and the popular,  
Fandom

#### **Unit V-Media and Technologies**

Folk Media as a form of mass culture,  
Live performances and audiences  
Technological Determinism  
Media technology and Toronto School  
Marshall McLuhan, hot and cold medium, medium is the message, global village  
New media and cultural forms

**Projects:** 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.

**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.

**Teaching-Learning Process:** The course demands an active engagement with contemporary media forms in its diversity of music, films, graffiti, new media and folk media in order to enable the students to engage with omnipresence of media critically. Based strongly on critical theory, it requires the ability to breakdown the concepts for students through these examples.

Engaging with very contemporary themes, the classroom can be mobilized towards live debates on the nature, effect and complexity of media and audiences. A whole range of teaching materials like films, posters, blogs and other media can be used in the classroom for this purpose.

**Assessment:** As per rules of the University of Delhi.

**Keywords:** Critical theory, Political economy of media, cultural studies, representation, semiotics, audience

#### **Essential Readings:**

AS Media Studies: An Essential Introduction Edited by Philip Rayner, Peter Wall and Stephen Kruger, Routledge (Covers Unit II, III, IV and V)  
John Fiske, 1982, Introduction to Communication Studies, Routledge (Covers Unit II, Ideology and Meanings and Unit III signs and codes)

Dennis McQuail, 2000, (fourth Edition) Mass Communication Theory, London, Sage (Covers Unit IV, Media Technologies)

Baran and Davis, Mass Communication Theory (covers Unit II, III and IV)

John Storey. Cultural Theory and Popular Culture: An Introduction. London: Pearson Longman. 2009 (Covers Unit 1 and II and IV)

Kevin Williams, Understanding Media Theory (Covers Unit II, III and IV)

### **Suggested Readings:**

Media Cultures by Nick Stevenson, 2002, Second Edition, SAGE.

Short Extracts from writings by Adorno and Horkheimer, Radway, Roland Barthes, McLuhan

Parmar S. Traditional Folk Media in India, 1975, New Delhi, Geka Books

Chatterji, Roma. "Folklore and the construction of national tradition." *Indian Folklife* 19 (2005).

Rege, Sharmila. "Conceptualising Popular Culture: 'Lavani' and 'Powada' in Maharashtra." *Economic and political weekly* (2002): 1038-1047.

Uberoi, Patricia. "Feminine identity and national ethos in Indian calendar art." *Economic and Political Weekly* (1990): WS41-WS48.

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.

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.

## **GENERIC ELECTIVE PAPERS**

### **SEMESTER II**

#### **Photography**

**Objective:** This course will provide an overview of photography combined with practical, hands-on production. Students will develop skills of composing, framing, lighting etc.

#### **Unit I-Beginning of Photography**

Definition and origin of Photography

The birth of Camera and its evolution

Use of Photography and its use in Mass Media

Invention of Digital Photography

#### **Unit II-Equipments of Photography**

Camera Lenses, aperture, shutter

Digital storage

### **Unit III-Lighting for Photography**

Different types of lighting-Natural lighting-and Artificial Lighting  
Three-point lighting

### **Unit IV-Types of Photography**

Photojournalism News Photography, Sports Photography, Nature photography,  
Portrait photography, Travel photography, Fashion photography and advertisement  
photography

### **Unit V-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.

**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.

**Assessment Method:** As per rules of the University of Delhi

**Key words:** images, photography, digital photography, photojournalism

### **Essential readings:**

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

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

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

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

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

Lonely Planet's Best Ever Photography Tips by Richard I'Anson published by  
Lonely Planet

## **Advertising and Corporate Communication**

**Objective:** The course will familiarize students with concepts pertaining to advertising, corporate communication and public relations. The students will be able to understand how to use different tools of communication to build corporate identity for organizations and will also learn to plan, execute and evaluate advertising and PR campaigns.

### **Unit I-Introduction to Advertising**

Meaning and history of Advertising

Functions of advertising

Marketing concept, marketing mix; promotional mix: advertising, publicity, events, sales promotion, personal selling and PR; Role of Advertising in the Marketing mix

Types of Media for advertising

Ethical & Regulatory Aspects of Advertising-Apex Bodies in Advertising-AAAI, ASCI and their codes

### **Unit II Advertising Process**

Market research, advertising objectives

Segmentation, Positioning and Targeting

Media Selection, Planning, Scheduling

Branding, USP

Advertising department vs. Agency-Structure, and Functions

Creativity, copywriting, user experience (UX) design

Campaign Planning, Creation and Production

### **Unit III- 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.

Corporate Reputation and Image building,

Role of communication in building corporate reputation, corporate identity,

Corporate image and corporate brands.

Corporate social responsibility

### **Unit IV-Public Relations**



Public Relations: Concept and Practice  
Importance, Role and Functions of PR  
Principles and Tools of Public relations  
Online Public Relations: Tools and Strategies  
Organization of Public relations: In house department versus consultancy.  
Government PR: DAVP, PIB

### **Unit V-Publics and Campaigns**

Managing promotions and functions  
PR Campaign-planning, execution, evaluation  
Role of PR in Crisis management  
Corporate social responsibility  
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.

**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.

**Assessment:** As per rules of University of Delhi.

**Key words:** Advertising, corporate communication, public relations, marketing and branding.

### **Essential Readings:**

Jethwaney and Jain, Advertising Management, Oxford University Press  
Jethwaney Jaishri, Advertising, Phoenix Publishing House  
Philip Kotler and Lane Keller, Designing and Managing Integrated Marketing Communication  
Pickton D& Broderick A, Integrated marketing communications 2ND ED.,  
Pearsons, 2009  
Heath Robert L, Handbook of Public Relations, Sage Publications,

### **Suggested Readings:**

Dennis L. Wilcose & Glen T, Public Relations, Pearson  
Cutlip S.M and Center A.H., Effective Public Relations, Prentice Hall  
Kaul J.M., Noya Prakash, Public Relation in India, Calcutta

Social Media Marketing: Strategies for engaging on Facebook, Twitter and other social media, Liana Evans

Social Media Marketing: Tracy L. Tuten, Michael R. Solomon, Sage

The power of corporate communication; Argenti, Paul A. & Forman, Janis.

Van Riel, C. B., & Fombrun, C. J. (2007). Essentials of Corporate

Communication: Implementing practices for effective reputation

Management, Routledge.