

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



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

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

*Subject to the approval of Faculty of Arts and Academic Council*

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

## **Core Course**

### **Paper Titles**

### **Page**

#### **Semester V**

- |                              |    |
|------------------------------|----|
| 1. Global Media and Politics | 04 |
| 2. Advanced Broadcast Media  | 05 |

### **Discipline Specific Elective (DSE) [ Choose any two from a bouquet of six ]**

Papers 1-6 will be offered in the 5<sup>th</sup> semester. Students are required to choose any **two** in each semester from the six papers that are to be offered by each college (minimum three to be offered in each semester).

### **Papers Titles**

### **Page**

#### **Semester V**

- |                                    |    |
|------------------------------------|----|
| 1. Media Industry and Management   | 08 |
| 2. Print Journalism and Production | 09 |
| 3. Advanced Photography            | 11 |
| 4. Media, Gender and Human Rights  | 12 |
| 5. Multi-media Journalism          | 14 |
| 6. Folk Media and Communication    | 17 |

**CBCS REVISED SYLLABUS 2019 B.A. Journalism (Honors) under LOCF**

	CORE	AECC	SEC	DSE	GE
<b>IV</b>		<b>Mandatory Internship of 4 to 6 weeks with any media organization after the end of semester IV</b>  <b>(Summer Vacation Break Period)</b>			
<b>V</b>	<b>C11</b> Global Media and Politics  <b>C12</b> Advanced Broadcast Media			<b>DSE1:</b> Media Industry and Management  <b>DSE 2:</b> Print Journalism and Production  <b>DSE 3:</b> Advanced Photography  <b>DSE 4:</b> Media, Gender and Human Rights  <b>DSE 5:</b> Multi-media Journalism  <b>DSE: 6</b> Folk Media and Communication	

**The B.A.(Hons.) Journalism is a three-year full-time 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 Bharti College.

## **Semester V**

### **Global Media and Politics**

**Objective:** Through this course the students will understand the interplay of various socio-political factors in news dissemination in international media. The contents of this paper also focus on the role of contemporary international media conglomerates on global culture.

#### **Unit I-Media and international communication**

The advent of popular media- a brief overview  
Propaganda in the inter-war years: Nazi Propaganda  
Radio and international communication

#### **Unit II-Media and super power rivalry**

Media during the Cold War, Vietnam War, Disintegration of USSR;  
Radio free Europe, Radio Liberty and Voice of America  
Communication debates: NWICO, McBride Commission and UNESCO  
Unequal development and Third World concerns: North-South, Rich – Poor

#### **Unit III-Global Conflict and Global Media**

World Wars and Media Coverage post 1990: Rise of Al Jazeera  
The Gulf Wars: CNN's satellite transmission, embedded Journalism  
9/11 and implications for the media

#### **Unit IV: Media and Cultural Globalization**

Cultural Imperialism, Cultural politics: media hegemony and  
Global cultures, homogenization, the English language  
Local/Global, Local/Hybrid

#### **Unit V: Media and the Global Market**

Discourses of globalization: barrier-free economy, multinationals, digital divide  
Media conglomerates and monopolies: Ted Turner/Rupert Murdoch  
Global and regional integrations: Zee TV as a Pan-Indian Channel; Bollywood  
Entertainment: Local adaptations of global programmes: KBC/Big Boss etc.

**Learning Outcomes:** The student will get an over view of the politics of news dissemination and the dynamics of reporting international issues and events. They will also be able to comprehend the impact of globalization on media and cultural implications.

**Teaching-Learning Process:** Lectures, power point presentations, screening of films during Nazi propaganda, films on 9/11, you tube videos, group discussions, debates

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

**Key words:** Nazi propaganda, NWICO, Global Integration, Global conflict, Homogenization

**Essential Readings:**

Yahya R. Kamalipour and Nancy Snow. *War, Media and Propaganda-A Global Perspective*, Rowman and Littlefield Publishing Group, 2004.

Communication and Society, Today and Tomorrow “ *Many Voices One World*” Unesco Publication, Rowman and Littlefield publishers, 2004.

Barbie Zelizer and Stuart Allan. *Journalism after 9/11*, Taylor and Francis Publication, 2012.

Stuart Allan and Barbie Zelizer. *Reporting war : Journalism in war time*, Routledge Publication, 2004.

Lee Artz and Yahya R. Kamalipour. *The Globalization of Corporate Media Hegemony*, New York Press, 2003.

Zahida Hussain and Vanita Ray. *Media and communications in the third world countries*, Gyan Publications, 2007.

**Suggested Readings:**

Choudhary, Kameswar (ed) *Globalisation, Governance Reforms and Development in India*, Sage, New Delhi, 2007.

Yadava, J.S, *Politics of news*, Concept Publishing and Co. 1984.

Daya Kishan Thussu, *War and the media : Reporting conflict 24x7*, Sage Publications, 2003.

Patnaik, B.N & Imtiaz Hasnain (ed). *Globalisation: language, Culture and Media*, Indian Institute of Advanced Studies, Shimla, 2006.

Monroe, Price. *Media Globalisation' Media and Sovereignty*, MIT press, Cambridge, 2002.

Singh, Yogendra. *Culture Change in India: Identity and Globalisation*, Rawat Publication, New Delhi, 2000.

Lyn Gorman and David McLean. *Media and Society into the 21st Century: A Historical Introduction*. (2nd Edition) Wiley-Blackwell, 2009. pp.82-135, 208-283.

## **Semester V**

### **Advanced Broadcast Media**

**Objective:** The course will help the students to gain an advanced understanding of electronic news gathering techniques. The aim is to focus on not only the existing formats but the emerging trends of broadcast media. It will also help the students to understand the public service models, private service broadcasting, policies and laws governing these institutions of broadcasting in India.

#### **Unit I □ Public Service Broadcasting**

Public Service Model in India (Policy and laws)

Global Overview of Public Service Broadcasting

Community Radio, Community Video

Participatory Communication  
Campus Radio

### **Unit II □ Private Broadcasting**

Private Broadcasting Model in India; Policy and Laws

Structure, Functions and Working of a Broadcast Channel

Public and Private partnership in television and Radio programming (India and Britain case studies)

### **Unit III-Broadcast Genres**

News, Interviews, Features

Sports, Current Affairs, Lifestyle, Reality Shows

Why am I the 'Idiot Box'? □ Debates, Issues and Concerns of Television Genre

Various Evolving Contemporary Television genres: Drama, soap opera, comedy, reality television, children's television, animation, prime time and day time.

Current and emerging trends of broadcast media: Features, Audience effectiveness, advertisements and dumbing down of news. Ethics : including Censorship) in presentation of News.

Use of Facebook & Twitter handles by Radio & TV channels, Internet TV/ Radio and MobileTV/Radio.

### **Unit IV □ Advanced Broadcast Production I □ (Radio)**

Writing and Producing for Radio

Public Service Advertisements

Jingles

Radio Magazine shows

### **Unit V - Advanced Broadcast Production II - (Television)**

Mixing Genres in Television Production □

Music Video for social comment/as documentary

Mixing ENG and EFP

Reconstruction in News based Programming

### **Projects**

- Script writing
- Presentation of experimental genre in Radio/ TV
- Presentation about PSBT and similar organizations
- Script on Music Presentation
- Presentation of Commercial Channel functions.
- Presentation on global broadcasting models & Indian broadcasting models

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

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

**Keywords:** TV Journalism, broadcast journalism, live reporting

### **Essential Readings**

Bignell, Jonathan, Jeremy, Orlebar, and Patrica Holland, The Television Handbook, London: Routledge, 2005.

Chatterji, P.C., Broadcasting in India. New Delhi: Sage, 1987.

Fleming, Carole, and Pete Wilby, The Radio Handbook, London: Routledge, 2002.

Orlebar, Jeremy, The Practical Media Dictionary, London: Arnold, 2003.

Page, David, and William Crawley, Satellites over South Asia, (1<sup>st</sup> edition), New Delhi: Sage Publications, 2001.

### **Suggested Readings:**

Rajagopal, Arvind, Politics after Television, (1<sup>st</sup> Edition), Cambridge UK: Cambridge University Press, 2001.

Saksena, Gopal, Television in India, (1<sup>st</sup> Edition), New Delhi: Vikas Publication House, 1996.

Starkey, Guy, and Andrew Crisell, Radio Journalism, (1st edition), Los Angeles: Sage, 2009.

Thussu, Daya Kishan, News as Entertainment, (1st edition), Thousand Oaks California: Sage, 2007.

Verma, and Adarsh Kumar, Advanced Journalism, (1st edition), New Delhi: Har-Anand Publications, 1993.

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.

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

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

## **DISCIPLINE SPECIFIC ELECTIVE**

### **Semester V**

#### **Media Industry and Management**

**Objective:** This paper is introduced with the intention of studying institutional set up of media houses and their administration. To make students familiarize with the organizational structure, hierarchy, introducing various departments of the media houses, this will help them to understand various aspects such as Budgeting, Financial management of media units, etc.

#### **Unit I – Media Management Basic Concepts**

Concept, perspective, origin and growth of media management, fundamentals of management, management school of thought, changing phases of Indian journalism after independence.

#### **Unit II– Media Industry**

Media Industry: Issues & Challenges – problems of 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 III – Structure and organization**

Structure of news media organizations in India, role, responsibilities & hierarchy, media entrepreneurs, qualities and functions of media managers, distribution / circulation management process, promotion and evaluation, media audiences and credibility

#### **Unit IV – Media economics**

Media Economics, Strategic Management and Marketing, Government-Media Interface Policies and regulations, FDI (policies & Practices) Ethico-legal perspectives in Media management Issues related to Paid news, lobbying, pressure group influence, Corporatization and Politicization of Media Capital inflow, Budgeting, Financial management, and personnel Management, Market forces Case Studies -Indian and International Media Giants

#### **Unit V- Media Market: Contemporary issues and challenges**

Democratic spirit of media market

Issues and challenges of regional media industry

Alternative media forums and their management

#### **Learning Outcome:**



Media in India has been studied as integral part of Freedom movement. But, in the post-Independence period its purpose has completely changed. Media practice become of industry. Thus, by studying this paper, students will be able to understand the Media Economics, problems of finance, personnel, land, machinery etc. This paper will also help them to understand the emerging alternative online media platforms and their role in keeping spirit of free press alive.

**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.

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

**Key word:** Media Economics, Strategic Management and Marketing, Budgeting, Financial management of media units, Paid news, FDI, TRAI.

**Essential Readings:**

Vinita KohliKhandekar, *Indian Media Business*, Sage, 2010.  
PradipNinan Thomas, *Political Economy of Communications in India*, Sage.  
Lucy Kung, *Strategic management in media*, SAGE.  
Dennis F. Herrick, *Media Management in the age of Giants*, Surjeet Publications.  
Jennifer Holt and Alisa Perren, (Edited) *Media Industries-History, Theory and Method*, Wiley- Blackwel.

**Suggested Readings:**

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

**Semester V**

**Print Journalism and Production**

**Objective:** The course will familiarize students with reporting on specialized beats and understand the principles of print production.

**Unit I-Specialized Reporting**

Parliament  
Elections  
Business  
Political  
Agriculture

**Unit II- Components of newspapers and magazines**

Headlines, features, editorials, caricatures, cartoons, columns, articles,  
Selection and positioning of news stories and news pictures, photographs  
Broadsheets and Tabloids, Changing trends with respect to content

### **Unit III- Understanding Principles of Art and Production**

Principles of Layout and Design  
Layout and format, Copy preparation  
Newspaper Make-up,  
Design process (size, anatomy, grid, design)  
Handling text matter (headlines, pictures, advertisements)  
Page make-up (Print and Electronic copy) (Front page, Editorial page and Supplements)

### **Unit IV- Planning and Execution of Printing**

Identity design  
Packaging Design  
Picture Editing and Caption Writing  
Use of software- Quark, In-design, Adobe, Photoshop

### **Unit V-Trends in Print Journalism**

Boom in niche Newspapers and Magazines  
Impact of technology on print journalism  
Citizen Journalism  
Investigative journalism/ Sting operations  
Ethical debates in print Journalism

**Learning Outcome:** This paper will help them to grasp the skills required for printing and understand the nuances of specialized reporting.

**Teaching-Learning Process:** Lecture method, Power point Presentations, class discussions, Debates, Special lectures by print journalists, workshops on use of software for print

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

**Key words:** Sting operations, design, grid, anatomy, copy preparation

### **Suggested Readings**

*Editing: A Handbook for Journalists* – by T. J. S. George, IIMC , New Delhi, 1989  
*News Reporting and Editing* by Shrivastava, K. M. (1991) Sterling Publishers, New Delhi  
*Professional Journalism*, by M.V. Kamath, Vikas Publications  
*Groping for ethics in Journalism*, by Eugene H. Goodwin, Iowa State Press  
*Journalism: Critical Issues*, by Stuart Allan, Open University Press  
*Modern Newspapers practice*, by Hodgson F. W. Heinemann London, 1984.  
*Principles of Art and Production*, by N.N. Sarkar, Oxford University Press  
*Allan Stuart, Journalism: Critical Issues, New Delhi: Open University Press, 2005*

## **Semester V**

### **Advanced Photography**

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

#### **Unit I-History of Photography**

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

#### **Unit II-Introduction to famous photographers**

Introduction to the work of famous photographers like Henri Cartier Bresson, Robert Capa, Dorothea, Raja Deen Dayal, Raghubir Singh, Raghu Rai, Homai Vyrawalla.

#### **Unit III-Understanding the camera**

Introduction to 35mm analog and DSLR operations  
understanding lenses (standard and zoom) and how perspective shifts with varying focal lengths.  
aperture, shutter speed, ISO as basic functions of operating a camera to take photographs  
Basic rules of composition, framing and rule of the third.  
Understanding the relationship between aperture and depth of field.

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

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

#### **Unit V-Editing (One week)**

Introduction to editing and post-processing images;  
Using softwares like Adobe Lightroom or Photoshop.

**Learning outcome:** By the end of the course Students will be able to utilize the technology and tools of photography in the production of photographic images to include: the operation of the camera, exposure, lenses etc.

**Teaching learning process:**Presentations, gallery visits, visits to photography archives, screening of audio visual materials (films) and interactive group discussions.

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

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

**Journal/Magazine Subscriptions and Book Recommendations:**

**Journals-** Aperture, Photoworks, British Journal of Photography, PDN, Amateur Photographer

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

Books, catalogues, DVD materials

**Essential Readings:**

*Photography Changes Everything*, Marvin Heiferman, by Aperture Foundation

*Camera Lucida: Reflections on Photography*- Roland Barthes

*On Photography*, Susan Sontag

*Ways of Seeing*, John Berger

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

**Suggested Readings:**

*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

## **Semester V**

### **Media, Gender and Human Rights**

**Objective:** Building on the courses on journalism and media studies, this paper turns attention to key debates in the fields of gender studies and human rights. The course contents are designed in a manner to help students identify issues and gaps in the field and help them create media practice that bridge these gaps.

#### **Unit I-Media and the social world**

Media impact on individual and society

Democratic Polity and mass media,

Media and Cultural Change

#### **Unit II-Gender**

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

### **Unit III-Media: Power and Contestation**

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

### **Unit IV-Human Rights**

Human Rights- Theoretical perspectives,  
Critique, Universal Declaration of Human Rights

### **Unit V-Media Watch**

Human Rights and Media,  
Social movements and mass media,  
Social media, political change and human rights,  
Human Rights and Media (case studies)

**Learning Outcome:** Students are enabled to identify the limits and gaps in contemporary reporting and develop alternative approaches towards creating better democratic culture through media practice.

**Teaching-learning process:** The course harbors a critical theoretical framework with the intention of generating classroom debates on contemporary issues. The key concepts that the students learned over the two years should help them navigate through the course. The teacher can mobilize materials from across the world to talk about issues and concerns that are spread across the areas of gender rights and human rights. Assignments can be a) identifying human rights violations and their reportage across media b) social media presence and counter public formation by marginalised groups c) project on grassroots media organisations like *KhabarLehariya*

**Assessment:** As per Delhi University Rules

**Keywords:** Media and Social Change, Gender Studies, Feminist theory, Human Rights, Grassroots Media

### **Essential Readings:**

Street, John. *Mass media, politics and democracy*. Palgrave Macmillan, 2011.  
Mackay, Hugh, and Tim O'Sullivan, eds. *The media reader: continuity and transformation*. SAGE Publications Limited, 1999. 13-28, 43-73, 287-305.  
Asen, Robert & Brouwer, Daniel, 2001. *Counter Publics and the State*, SUNY Press. 1-35,

111□137

Ninan, Sevanti. *Headlines from the heartland: Reinventing the Hindi public sphere*. SAGE Publications Pvt. Limited, 2007.

### **Suggested Readings:**

Curran, James. *"Rethinking mass communication, Cultural studies and communications"*. London: Arnold (1996).

Berger, Arthur Asa. *Media and society: A critical perspective*. Rowman & Littlefield, 2012. Pg 9□21, 167□180

Nichols, Joe & Price, John, *Advanced Studies in Media*, Thames Nelson, 1999. 42□55

Thirumal, P., and Gary Michael Tartakov. "India's Dalits search for a democratic opening in the digital divide." *International Exploration of Technology Equity and the Digital Divide: Critical, Historical and Social Perspectives* (2010): 20.

Balnaves, Mark, Stephanie Donald, and Brian Shoesmith. *Media theories and approaches: A global perspective*. Palgrave □ Macmillan. 2009 ( Pg No. 3□10, 11□34, 35□53)

D. Ravikumar, "The Unwritten writing: Dalits and the Media" in Rajan, Nalini, ed. 21st century journalism in India. SAGE Publications India, 2007. 61-78

Menon, B. "Social Movements and the Mass Media", in Chandhoke, Neera, and Praveen Priyadarshi, eds. *Contemporary India: economy, society, politics*. Pearson Education India, 2009. 156-169

Rajagopal, Arvind, ed. *The Indian Public Sphere: Readings in Media History*. New Delhi: Oxford University Press, 2009. 278□290.

Bannerjee, Menon & Priyameds. *Human Rights, gender and Environment*, Pearson & Co. 2010

Nanda, V. (2016) *TinkaTinkaDasna*: TinkaTinka Foundation: ISBN 978-93-5265-730-8, Pages 31-60 (translated by Nupur Talwar)

Menon, Nivedita. *Seeing like a Feminist*. Penguin UK, 2012.

Rege, Sharmila. "A Dalit feminist standpoint." In SEMINAR-NEW DELHI-, 1998. pp. 47-52.

Teltumbde, Anand. *Dalits: Past, present and future*. Routledge India, 2016. p16-33

Paul, Subin, and David O. Dowling. "Digital Archiving as Social Protest: Dalit Camera and the mobilization of India's "Untouchables"." *Digital Journalism* 6, no. 9 (2018): 1239-1254.

Balasubramaniam, J. "Dalits and a Lack of Diversity in the Newsroom." *Economic and Political Weekly* (2011): 21-23.

## **Semester V**

### **Multi-media Journalism**

**Objective:** This paper highlights the growing importance of multimedia reporting for students of journalism by incorporating audio and visual content into your stories. The

demand for multimedia content in news organizations is growing rapidly, and this course covers the basic skills needed for the production of this content

### **Unit I-Introduction to Multimedia**

Development of multimedia journalism  
Basics of multi-medijournalism- features and elements  
Importance of multimedia skills in contemporary newsroom  
Online media law, ethics & multicultural sensitivity

### **Unit II-Multimedia production**

Multimedia production process, multimedia newsroom function  
Online research, planning, sources, news gathering, storyboarding  
Developing website, website design – Tools and Software  
New forms of journalism – blogs, social media, interactive stories, mobile journalism, citizen journalism, news application  
Online publishing and marketing

### **Unit III- Writing and Editing for Interactive Storytelling**

Writing and editing for online  
Interviewing for the web  
Interactive elements - Forms and Formats of online interactive narrations,  
Developing content for multimedia publishing  
Datajournalism- Infographics and data visualization, tools, techniques and software for datajournalism  
Various multimedia editing and publishing software

### **Unit IV-Photos, Audio and Video for Online**

Basics on developing photos for online, Different forms and formats of online photo stories,  
Tools, techniques and software for photo editing  
Basics on audio production for online, Different forms and formats of online audio stories,  
Tools, techniques and software for audio editing  
Basics on video production for online, Different forms and formats of online video stories,  
Tools, techniques and software for video editing  
Mobile Journalism- Learning how to shoot, edit and tell stories through mobile phones  
Social media as a tool of reporting and a distribution tool

### **Unit V-Packaging and integration**

Concepts of multimedia narrative, packaging and multimedia documentary  
Convergence of multimedia (which story needs which medium)  
Social media integration – tools and techniques  
Social media optimisation of content  
User Generated Content integration – forms and techniques  
Final project: Producing a multimedia package and making it live online

**Learning Outcome:** Students will learn how to produce a personal website that showcases their work (also used as a digital portfolio throughout the major); produce a portfolio of photographs; produce an audio and video production; and produce a final multi-media project.

**Teaching Learning Process:** Multimedia journalism will involve practical participation of students by means of constantly pitching ideas and learning to align their ideas with a suitable medium across different online platforms. Class discussions on individual multimedia projects and team inputs from the teacher will help create a dynamic online newsroom for the duration of this course.

Teacher will impart knowledge of traditional (DSLRs) and emerging tools, including smartphones and sharing multimedia storytelling fundamentals, especially creative photo and audio techniques.

Record Man on the Street Interviews, shooting feature videos and podcast using smartphones, story pitch review, writing for the web; expanding the idea of narrative; interviewing tips and techniques

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

**Key Words:** multimedia, convergence, production, digital age, user generated content, social media, website, blog, mobile journalism, citizen journalism. Data journalism, data visualisation

**Essential Readings:**

- Christin, Anne-Marie, ed. *A History of Writing: From Hieroglyph to Multimedia*. Flammarion-Pere Castor, 2002.
- Garrand, Timothy. *Writing for Multimedia and the Web: A Practical Guide to Content Development for Interactive Media*. CRC Press, 2006.
- Korolenko, Michael. *Writing for Multimedia: A Guide and Source Book for the Digital Writer*. Pearson. 2005.
- Savage, Terry Michael, and Karla E. Vogel. *An Introduction to Digital Multimedia*. Jones & Bartlett Publishers, 2013.
- Digital Storytelling in the Classroom: New Media Pathways to Literacy, Learning, and Creativity*, Published by Corwin; 2013
- Videojournalism: Multimedia Storytelling*, Routledge, 2017



### **Suggested Readings:**

Poynter Online Media Ethics Bibliography

The Principles of Multimedia Journalism: Packaging Digital News, by Richard Hernandez, Jeremy Rue

Aim for the Heart: Write, Shoot, Report and Produce for TV and Multimedia by Al Tompkins

Feature and Narrative Storytelling for Multimedia Journalists, by DuyLinhTu

Journalism Next: A Practical Guide to Digital Reporting and Publishing by Mark Briggs

[http://www.poynter.org/content/content\\_view.asp?id=1208](http://www.poynter.org/content/content_view.asp?id=1208)

Digital Natives (Produced by the Berkman Center for Internet and Society, Youth and Media Project) <http://cyber.law.harvard.edu/research/youthandmedia/digitalnatives>

Press Ahead! A Teacher's Guide to Creating Student Newspapers

[http://www.naafoundation.org/docs/Foundation/teacher%27s\\_guide-4color.pdf](http://www.naafoundation.org/docs/Foundation/teacher%27s_guide-4color.pdf)

Journalist's Toolbox, Presented by the Society of Professional Journalists

<http://www.journaliststoolbox.org/>

## **Semester V**

### **Folk Media and Communication**

**Objective:** The course seeks to offer in depth debates on folk media and society in a globalizing world. It locates the long durée history and genealogy of the folk form and its persistent presence in contemporary forms of media and art practices.

#### **Unit I-Understanding Folk Media**

Understanding Oral Tradition and Folk as 'Medium'

Folk Media: Meaning and Definitions

Concept and Characteristics of Folk Media

Folk Media: 'People as Producers'

Gender and caste in folk

#### **Unit II-Folk media and forms**

Forms of Folk Media: Theatre, Music, Dance and other Narrative forms

Objectives of Folk Media: Aesthetic expression, Expressional and Communicational

Folk Media: Scope and Limitations

Ethics and social responsibility

#### **Unit III-Folk media: components**

Folk for development: Integrated use of Folk songs, Street theatre, Folk tales, Folk games and puppetry

Street theatre and Puppetry: Meaning and characteristics  
Components: Songs, props, Dialogue writing, Instruments, Acting and Voice Modulation .  
Steps in the development (street play and puppetry performance)

#### **Unit IV-Folk media and Development**

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

#### **Unit V-Folk Media and Culture**

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

**Learning Outcome:** Create awareness in students about the definition of folk, complex relationship to Indian social structure, transformations in folk media practice and orient them towards effective and hybrid use of folk media.

**Teaching -Learning Process:** The course demands paying attention to the field and world around us and bring the impulses to classroom. It is pertinent to have a firm grasp over sociology of Indian society, stratification, caste system, religious practices and cultural expressions. The course lends itself to field visits across the country, visiting enclaves of folk expressions such as puppetry, painting and musician communities. Guided field visits to puppetry shows, folk music and dance performances and folk art exhibitions should form part of the course. Students should be encouraged to work on projects that analyze live folk performances, write/ make videos on folk practitioners and immersion projects with folk communities that could lead to media production.

**Learning Outcome:** Create awareness in students about the definition of folk, complex relationship to Indian social structure, transformations in folk media practice and orient them towards effective and hybrid use of folk media.

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

**Keywords:** folk Media, folk culture, aesthetics, hybridity, resistance

#### **Essential Readings:**

- Chatterji, Roma. "The category of folk." *The Oxford India Companion to Sociology and Social Anthropology* 1 (2003): 567-97.
- Singer, Melton *Traditions in India: Structure and Change*, American Folk society, 1957
- Kothari, Komal. "On Folk Narratives." *Indian Folklife* 16 (2004).
- Inglis, David. "Theorising Media: Power, Form and Subjectivity." (2013): 87-89.

Dissanayake, Wimal. "New wine in old bottles: Can folk media convey modern messages?." *Journal of Communication* 27, no. 2 (1977): 122-124.

Ghosh, Sampa, and Utpal Kumar Banerjee. *Indian puppets*. Abhinav Publications, 2006.

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

Ghosh, Arjun. *A History of the Jana NatyaManch: Plays for the People*. SAGE Publications India, 2012.

McCormack, Thelma. "Folk culture and the mass media." *European Journal of Sociology/Archives Européennes de Sociologie* 10, no. 2 (1969): 220-237.

Chatterji, Roma. "Event, image, affect: the tsunami in the folk art of Bengal." In *Suffering, Art, and Aesthetics*, pp. 75-98. Palgrave Macmillan, New York, 2014.

Inglis, David. "Theorising Media: Power, Form and Subjectivity." (2013): 87-89.

Madhu Malik, *Traditional Form of Communication and the Mass Media in India*, Paris: Unesco

Hollander, Julia. *Indian folk theatres*. Routledge, 2007.

Parmar Shyam *Traditional Folk Media in India* New Delhi: Geka Books 1975

Kumar, Harish. "Folk media and rural development." *Indian Media Studies Journal* 1, no. 1 (2006): 93-98.

Sherinian, Zoe C. *Tamil folk music as Dalit liberation theology*. Indiana University Press, 2014. 1-34

**Suggested Readings:**

Snodgrass, Jeffrey. "The future is not ours to see: puppetry and modernity in Rajasthan." *Journal of Anthropology* 69, no. 1 (2004): 63-88.

Mehrotra, Deepti Priya. *GulabBai: the queen of Nautanki theatre*. Penguin Books India, 2006. P 88-97, 198-208

Marcus, Scott. "Recycling Indian Film-Songs: Popular Music as a Source of Melodies for North Indian Folk Musicians." *Asian Music* 24, no. 1 (1992): 101-110

Pierre Bourdieu. *The Field of Cultural Production. Essays on Art and Literature.*, Columbia University Press, 1993.