

**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*

Subject to the approval of Faculty of Arts and Academic Council

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 |
|------------------------------------|------|
| 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 2nd semester. Students of other disciplines may choose any **one** in each semester from the following papers that are to be offered by each college.

| Papers Titles | Page |
|--|------|
| 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 | ----- | ----- | GE (Sem II) 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

JethwaneyJaishri, 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.