

UNIVERSITY OF DELHI

CNC-II/093/1(25)/2023-24/

Dated: 04.07.2023

NOTIFICATION

Sub: Amendment to Ordinance V

[E.C Resolution No. 60-1/ (60-1-11) dated 03.02.2023]

Following addition be made to Appendix-II-A to the Ordinance V (2-A) of the Ordinances of the University;

Add the following:

Syllabi of Semester-III of Five Year Integrated Programme in Journalism based on Undergraduate Curriculum Framework -2022 under Delhi School of Journalism implemented from the Academic Year 2022-23.

CATEGORY I

CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

DISCIPLINE SPECIFIC CORE COURSE – DSC A3: PRINT JOURNALISM & PRODUCTION

Course title & Code	Credits	Credit distribution of the course			Eligibility criteria	Pre-requisite of the course (if any)
		Lecture	Tutorial	Practical/ Practice		
Print Journalism & Production	4	3	0	1	Class XII Pass	NIL

Learning Objectives

The course will help the students to acquire advanced print media skills like editing, design, layout and production.

Learning Outcomes

- After completing the course, students will be able to understand basic concepts around news and news production and write news, feature stories, opinion articles and editorials etc.
- Students will also be able to design and produce a newspaper/magazine.

SYLLABUS OF DSC A3 – Print Media and Production (45 Hours)

Unit 1 – Print Journalism (12 Hours)

1. Introduction to Newspapers (major international, national and regional); Magazine & Magazine types: news, special interest, general, lifestyle; Magazine Formats and unique features that have developed
2. Headlines; importance, functions of headlines, typography and style, language, types of headlines, style sheet
3. Features: writing style, different types of features, special articles, article versus features, news versus features
4. Editorial: Significance, types of editorials, edit page, op-ed, opinion column, writing editorials, caricatures and cartoons, Selection and positioning of news pictures
5. Week-end pull-outs, Supplements, Backgrounders

Unit 2 – Print Production – Basic & Advanced (10 Hours)

1. Kinds of print publications- tabloid, broadsheet
2. Principles of Layout and Design: Layout and format, Typography
3. Copy preparation, Design process (size, anatomy, grid, design)
4. Handling text matter (headlines, pictures, advertisements)
5. Page make-up (Front page, Editorial page and Supplements)

Unit 3 – Specialized Reporting (12 Hours)

1. Parliamentary
2. Court
3. Development
4. International Affairs
5. Science and Technology
6. Elections
7. Rural
8. Sports
9. Business
10. Fashion
11. Entertainment
12. Investigating
13. Emerging Beats

Unit 4 – Trends in Print Journalism (11 Hours)

1. Citizen Journalism

2. Technology Boom & Print Journalism – Various Aspects
3. Editorial policy and ethical debates in print journalism. (Advertorial trend), Paid news, Agenda setting, Pressures in the newsroom, Trial by media, Gatekeepers.

Practical Component (30 Hours)

Production of Newspaper

1. Production of a newspaper
2. Designing/Layout/production of a newspaper: Planning front and inside pages
3. Various writing techniques: headline writing, writing reviews, translating stories from English to Hindi and vice-versa.
4. Opinion/columns
5. Feature
6. Editorial
7. Conducting interviews

Suggested Readings

1. Singh, A.K. (2012). *Sirph Patrakita*. Pragun Publications.
2. Allan, S. (2005). *Journalism: Critical Issues*. Open University Press. New Delhi.
3. Kamath, M.V. (2018). *Professional Journalism*. Vikas Publishing House. New Delhi
4. Nanda, V. (2016). *Tinka Dasna*. Massco Media. Delhi.
5. Sarkar, N.N. (2013). *Art and Production*. Oxford University Press. New Delhi.
6. John, M. (2015). *Editing Today*. Media House. Delhi.
7. Mishra, A. (2017). *Hindi Ke Pramukh Samacharpatra Aur Patrikayen*. Prabhat Publications.
8. Sharma. M. (2018). *Print Media: Kal aur Aaj*. Hindi Book Centre.

DISCIPLINE SPECIFIC CORE COURSE – DSC B3: DESIGN LAYOUT AND SOFTWARE

CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

Course title & Code	Credits	Credit distribution of the course			Eligibility criteria	Pre-requisite of the course (if any)
		Lecture	Tutorial	Practical/ Practice		
Design Layout & Software	4	3	0	1	Class XII Pass	NIL

Learning Objectives

The course will introduce the students to design software – Adobe Photoshop; video editing software – Adobe Premiere Pro and audio recording and editing software.

Learning Outcomes

- After completing this course, students will be able to gain understanding of basic design and lay-out, recording and editing software.
- Through the acquired skills, students will be able to create and produce programs for different media platforms.

SYLLABUS OF DSC B2 – Design Layout & Software (45 Hours)

Unit 1 – Digital Photo Editing- Using Software and Mobile Applications (12 Hours)

1. File formats
2. Image Correction
3. Cropping and Transformations
4. Colour Correction
5. Masking
6. Filters for image manipulation
7. Blending Modes
8. Creating text
9. Combining Multiple Images

Unit 2 – Video Editing- Using Software and Mobile Applications (12 Hours)

1. Importing video, audio and still – images
2. Working with stills and video formats
3. Adding Effects like video transitions, rendering, real time effects etc.

4. Colour correction
5. Exporting video to different mediums and formats

Unit 3 –Audio Editing - Using Software and Mobile Applications (11 Hours)

1. Audio editing and sound effects
2. File types and the need for the various formats
3. Changing audio levels and using audio clip mixer
4. Exporting audio to different mediums and formats

Unit 4 – Graphic Designing- Using latest Tools and Techniques (10 Hours)

1. Learning Design Skills
2. Professional Graphic Design
3. Creating Video and Animation using Graphic

Practical Component (30 Hours)

1. Practice Assignments
2. Exercises
3. Multimedia Projects
4. Tests

Suggested Readings

1. Dayley, B. & Dayley, D. (2012). *Adobe Photoshop CS6 Bible*. Wiley.
2. Jago, M. (2019). *Adobe Premiere Pro CC Classroom in a Book*. Adobe Press.
3. Canva Help Centre for Canva Software.
4. Dewis, G. (2014). *Photoshop Workbook, The: Professional Retouching and Compositing Tips, Tricks, and Techniques*. Peachpit Press.
5. Premiere Pro Tutorials - <https://helpx.adobe.com/premiere-pro/tutorials.html>
6. McDaniel, D.O., Shriver, R.C. & Collins, K. (2007). *Fundamentals of Audio Production*. Pearson Education.
7. Greenberg, et al. (2007) *Adobe Premiere Pro Studio Techniques (Digital Video & Audio Editing Courses)* (1st Edition). Adobe Press.
8. Frutiger, A. (1998). *Signs and Symbols: Their Design and Meaning*. Watson-Guptill.

DISCIPLINE SPECIFIC CORE COURSE – DSC C3 : INTRODUCTION TO BROADCAST MEDIA

CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

Course title & Code	Credits	Credit distribution of the course			Eligibility criteria	Pre-requisite of the course (if any)
		Lecture	Tutorial	Practical/ Practice		
Introduction to Broadcast Media	4	3	0	1	Class XII Pass	NIL

Learning Objectives

The course will introduce the basics of broadcast media – Radio and Television, and broadcast news production techniques to students.

Learning Outcomes

- After completing this course, students will acquire basic hands-on training in broadcast media which will enable them to create and produce programmes in contemporary broadcast formats.

SYLLABUS OF DSC C3 – Introduction to Broadcast Media (45 Hours)

Unit 1 – Basics of Sound (11 Hours)

1. Concepts and types of Sound
2. Sound Design – its meaning in different mediums
3. Types of Microphones and Patterns
4. Acoustics
5. Podcasting

Unit 2 – Basics of Visual (10 Hours)

1. Images (Analogue & Digital) & Changing Trends
2. Image Editing
3. Basics of Visual Communication
4. Visual Grammar

Unit 3 – Radio (12 Hours)

1. Basics of Radio Programming

2. Radio Content Formats
3. Working in a Radio Studio (Radio Studio Operations and Production Control Room)
4. Radio Production & Transmission Techniques (Acoustics; Input and Output Chain; Studio Console for Recording and Mixing, Talk Back System etc.)

Unit 4 – Television (12 Hours)

1. Basics of a Camera (Lens & accessories); Camera Movements, Types of Shots etc.
2. Common terminologies used in TV media, TV News Scripts
3. Basics of Television Production - Electronic News Gathering (ENG) & Electronic field Production (EFP); Elements of a Television News Story etc.
4. Lighting – Concept of light, Three Point Lighting etc.
5. Basics of Editing for TV- Software and Techniques, 24 Hours news format, News Production cycle, etc.

Practical Component (30 Hours)

1. Radio Capsules
2. TV format style small projects
3. Lighting Techniques
4. Projects and presentations

Suggested Readings

1. Jelkhani, A. & Shah, M. (2017). *Television Karyakram Nirman Prakriya*. Prabhat Prakashan.
2. Chatterji, P.C. (1987). *Broadcasting in India*. Sage Publications.
3. Herbert, Z. (1991). *Television Production Handbook*. Wadsworth Publishing.
4. Yadav, S. (2013). *Prasaran Patrakarita*. Madhya Pradesh Hindi Granth Academy.
5. Pavarala, V. & Malik, K. (2007). *Other voices: the struggle for community radio in India*. Sage Publication. Los Angeles.
6. Barnas, F. & White, T. (2010). *Broadcast News Writing, Reporting, and Producing*. Routledge. New York.
7. Mehra, R. (2007). *Media aur Prasaran*. Takshila Prakashan.
8. Belavadi, V. (2008). *Video Production*. Oxford University Press.

Note: Examination scheme and mode shall be as prescribed by the Examination Branch, University of Delhi, from time to time.

DISCIPLINE SPECIFIC ELECTIVE – DSE A: MEDIA AND ECONOMICS

CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

Course title & Code	Credits	Credit distribution of the course			Eligibility criteria	Pre-requisite of the course (if any)
		Lecture	Tutorial	Practical/ Practice		
Media & Economics	4	3	1	0	Class XII Pass	NIL

Learning Objectives

The course will introduce students to basic Economic Concepts and Principles, Media Economics and Media Markets.

Learning Outcomes

- After completing this course, students will be able to acquire a comprehensive understanding of the Indian and International economic scenarios which will prepare them for writing and reporting on economic issues.

SYLLABUS OF DSE A – Media & Economics (45 Hours)

Unit 1- Introduction to Economics (11 Hours)

1. Definition of Economics and Economic Systems
2. Theories, Explanations and Applications
3. Economy - Consumer's Behaviour: Demand, Supply and Consumer's Equilibrium
4. Producer's Behaviour: Production Function and Producer's Equilibrium
5. Basic concepts related to Economic Growth and Economic Development: National Income, its accounting procedures, Concept of GDP, Per Capita Income, HDI, and Sustainable Development.

Unit 2 - Indian Economy (10 Hours)

1. Understanding Indian Economy: Key Determinants
2. Taxation System In India – Discussion of GST
3. Union Budget, Economic Survey & its linkages with Civic Lives
4. Fiscal and Monetary Policy

Unit 3 - International Economics (12 Hours)

1. International Trade Agencies

2. Global Cooperations and Economic Institutions
3. Interstate Organisations and Economic Institutions
4. Forex Reserves – Exchange rates and Investments
5. Economic Conflicts, Sanctions and Resolutions

Unit 4 - Understanding Media Economics (12 Hours)

1. Media as an Economic Enterprise: Support – State, Societal and International
2. Media and Financial Independence
3. Media Industry and Change- Technology, Regulation, Globalization and Socio-Cultural Developments

Activities to be conducted under tutorial

1. Case Studies
2. Individual projects to be done on any of the topics related to Media and Economic Development.

Suggested Readings

1. Jhingan, M. L. (2014). *Principles of Economics*. (Hindi Edition). Vrinda Publications
2. Kohli-Khandekar, V. (2017). *Bharatiya Media Vyavsay*. Sage Publications.
3. Albarran, A., Mierzejewska, B., & Jung, J. (Eds.). (2018). *Handbook of Media Management and Economics*. (2nd ed.). Routledge.
4. Alexander, et al. (2003). *Media Economics: Theory and Practice*. (3rd. ed.). Routledge.
5. Case, K.E. & Fair, R.C. & Oster, S.M. (2007). *Principles of Economics*. (8th ed.) Pearson Education.
6. Kaplia, U. (2013). *Indian Economy: Performance and Policies*. (Hindi Edition). (15th ed.) Academic Foundation. New Delhi.
7. Lotz, A. & Havens, T. (2011). *Understanding Media Industries*. Oxford University Press.
8. Lal, S.N. (2020). *Antarashtriya Arthashastra*.

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DISCIPLINE SPECIFIC ELECTIVE – DSE B: MEDIA & INTERNATIONAL RELATIONS

CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

Course title & Code	Credits	Credit distribution of the course			Eligibility criteria	Pre-requisite of the course (if any)
		Lecture	Tutorial	Practical/ Practice		
Media & International Relations	4	3	1	0	Class XII Pass	NIL

Learning Objectives

The course will introduce students to International Relations and is focussed on providing understanding of media's role within international relations and foreign policy.

Learning Outcomes

- After completing this course, students will be able to acquire a general understanding of the crucial role that media plays in international relations and will get trained in writing, reporting and critiquing on issues related to foreign affairs.

SYLLABUS OF DSE B – Media & International Relations (45 Hours)

Unit 1 - Journalism As Soft Power In International Relations (12 Hours)

1. Introduction to International Relations – Key concepts
2. Diplomacy and International Relations – Key Influencers
3. Soft power: Origins and Concepts; Soft power and mass media
4. Media Systems – Global and Indian; Making and Breaking of Narratives

Unit 2 – Media Coverage of Issues In Contemporary Global Politics (11 Hours)

1. Key debates and problems
2. Global Politics – Country specific concerns and relationships
3. Media coverage of contemporary issues (Case Studies)
4. Bilateralism & Multilateralism
5. Culture and Diplomacy

Unit 3 – India and International Politics (11 Hours)

1. India's foreign Policy
2. India and the Sub-continent
3. India and SAARC
4. India and Disarmament: Issues in NPT, CTBT

5. India as a Global Power: Changing Direction of Foreign Policy

Unit 4 - Global Institutions and their functions (11 Hours)

1. Institutions Affecting World Order
2. Political Organisations
3. Financial/Economic Organisations
4. Strategic Organisations
5. Commercial Organisations


Activities to be conducted under tutorial

- 1) Report Writing
- 2) Inferencing Case Studies
- 3) Visit to International Organisations like UN, UNDP etc.
- 4) Projects

Suggested Readings

1. Singh, U. (2022). *Antarashtriya Sambandh: Vividh Aayam, Muddein aur Chunautiyan*. McGraw Hill.
2. Pant, P. & Pandey, J.K. (2023). *21 vi Shataabdi mei Antarashtriya Sambandh*. McGraw Hill
3. Fadia, B.L. (2019). *Antarashtriya Sambandh*. Sahitya Bhawan Publications.
4. Mark Scheinbaum. (2020). *The Role of Media in International Relations*. Cognella.
5. Nye, J. (2017). *Soft power: the origins and political progress of a concept*. Palgrave Communications. Humanities and Social Sciences Communications
6. Hallin, Daniel C., & Mancini, M. (2004). *Comparing Media Systems: Three Models of Media and Politics*. Cambridge University Press.
7. Ganguly, S. & Pardesi, Manjeet S. (2009). *Explaining Sixty Years of India's Foreign Policy*. India Review, 8:1, 4-19, DOI: 10.1080/14736480802665162
8. Saran, S. (2018.) *How India Sees the World: Kautilya to the 21st Century*. Juggernaut.

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