

UNIVERSITY OF DELHI

CNC-II/093/1(30)/2023-24/250

Dated: 27.03.2024

NOTIFICATION

Sub: Amendment to Ordinance V

(EC Resolution No. 14-1-10/ dated 09.06.2023 and 27-1-4/ dated 25.08.2023)

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-IV, V and VI of following courses under Delhi School of Journalism based on UGCF-2022 implemented from academic year 2022-2023:

1. Discipline Specific Core (DSCs) and Discipline Specific Electives (DSEs) – Semester-IV (*As per Annexure-1*)
2. Discipline Specific Core (DSCs) and Discipline Specific Electives (DSEs) – Semester-V (*As per Annexure-2*)
3. Discipline Specific Core (DSCs) and Discipline Specific Electives (DSEs) – Semester-VI (*As per Annexure-3*)



REGISTRAR

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University of Delhi

**COURSE OFFERED BY DELHI SCHOOL OF JOURNALISM
FACULTY OF SOCIAL SCIENCES**

**CATEGORY I
(Semester IV)**

**Based on
Undergraduate Curriculum Framework 2022
(Effective from Academic Year 2022-23)**

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CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

DISCIPLINE SPECIFIC CORE COURSE – DSC A4: PHOTOGRAPHY

Course title & Code	Credits	Credit distribution of the course			Eligibility criteria	Pre-requisite of the course (if any)
		Lecture	Tutorial	Practical/ Practice		
Photography	4	2	0	2	Class XII Pass	NIL

Learning Objectives

The course will introduce students to the fundamentals of photography, camera operations, lighting techniques and visual grammar. It will provide hands-on training to students in using camera for journalism and other mass media assignments.

Learning Outcomes

- After completing this course, students will be able to acquire conceptual and practical understanding of photography and photo journalism.
- The course will provide necessary skill sets to students to create and execute various kinds of photography assignments.

SYLLABUS OF DSC A4 – Photography (30 Hours)

Unit 1 – Photography History (5 Hours)

1. Brief History & Concept of Photography
2. Various types of Photo Cameras (Cameras Obscura, Pinhole Camera, TLR, Night Vision Camera, Mobile Cameras, DSLR, DSLM etc.)
3. The role & importance of photography
4. Types of photography, Photography magazines, famous photographers

Unit 2 – Digital Camera (10 Hours)

1. Digital Cameras, Elements, Formats & Accessories
2. Camera Design & Various types of Lenses
3. Sensor, Shutter, ISO, Aperture etc
4. Principles of Photographic composition – Rule of Thirds, Rule of Simplicity, Patterns, Ratio and Proportion, Fill the frame, Grouping and Organisation etc.
5. Concepts of Depth of field, Depth of Focus

Unit 3 – Lighting and Composition (10 Hours)

1. Principles of Lighting, Sources and Devices of light
2. Concept of Three-point Lighting
3. Exposure and Measurement of light

Unit 4 – Approach to printing of Photography (5 Hours)

1. Printing of Digital Photographs
2. Techniques of converting developed photograph into digital photograph
3. Writing Photo captions
4. Ethics and Photography

Practical Component (60 Hours)

Project/ Photo Album – Outdoor shoots, In-college Photo Exhibitions

Suggested Readings

1. Frost, Lee. (2007). *Teach Yourself Photography*. McGraw Hill
2. Yadav, N.S. (2020). *Photography: Takneek evam Prayog*. Rajasthan Hindi Granth Academy.
3. Fox, A. & Smith, R.S. (2015). *Langford's Basic Photography: The Guide for serious Photographers*. Routledge.
4. Sharma, O.P. (2003). *Practical Photography*. (Hindi edition). Hind Pocket Books.
5. Sarkar, N.N. (2008). *Art and Print Production*. Oxford University Press.
6. Hassan, R. (2018). *Digital Photography*. (Hindi edition). Published Book Enclave.
7. Tiwari, P.K. *Handbook of Photo Journalism*. Makhanlal Chaturvedi National University of Journalism.
8. Dilwali, A. (2020). *Photography: Sampoorna Jaankaari*. National Book Trust.

DISCIPLINE SPECIFIC CORE COURSE – DSC B4: MULTIMEDIA ANIMATION

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		
Multimedia Animation	4	2	0	2	Class XII Pass	NIL

Learning Objectives

Through this course, students will be introduced to basic animation principles and techniques using software and applications.

Learning Outcomes

- After completing this course, students will be able to acquire multimedia animation skills to use in media projects and programs.

SYLLABUS OF DSC B4 – Multimedia Animation (30 Hours)

Unit 1 – Special Effects and Visual Effects (Adobe After Effects) (15 Hours)

1. Importing Footage and Editing
2. Key-framing, Tweening and Basic Effects
3. File Formats
4. Masks and Layers
5. Pre-comping and Nesting
6. Text Effects
8. Colour Correction
9. Manipulating Footage
10. Tracking and Stabilization Motion
11. Chroma Removal

Unit 2 – 2D Animation (Adobe Animate) (15 Hours)

1. Introduction to 2D Design and Animation
2. Vector Graphics
3. Motion Tween Animation Concepts
4. Using Layers and Library
5. Shape Tween Animation Concepts

6. Creating Infographics, Videos, Animation and Presentations

Practical Component (60 Hours)

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

Suggested Readings

1. Fridsma, L. & Gyncild, B. (2021). *Adobe After Effects CC Classroom in a Book*, Adobe Press.
2. Chun, R. (2019). *Adobe Animate CC Classroom in a Book*. Adobe Press.
3. Christiansen, M. (2013). *Adobe After Effects CC Visual Effects and Compositing: Studio Techniques*. Adobe Press.
4. Rees, D. (2014). *How to be an Illustrator*. Laurence King Publishing.
5. Williams, R. (2012). *The Animator's Survival Kit: A Manual of Methods, Principles and Formulas for Classical, Computer, Games, Stop Motion and Internet Animators*. (Fourth Edition). Farrar, Straus and Giroux.
6. Halas, J. Whitaker, H. & Sito, T. (2009). *Timing for Animation*. CRC Press.
7. Byrne, B. (2012). *3D Motion Graphics for 2D Artists*. Routledge.
8. Adobe Animate CC Help - https://helpx.adobe.com/pdf/animate_reference.pdf

DISCIPLINE SPECIFIC CORE COURSE – DSC C4 : MEDIA LAWS AND ETHICS

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 Laws & Ethics	4	3	1	0	Class XII Pass	NIL

Learning Objectives

The course will introduce media laws and ethical frameworks for media practitioners in the Indian and the global contexts.

Learning Outcomes

- After completing this course, students will be able to acquire working knowledge of media laws and ethical issues which will help them execute media assignments without compromising professional and ethical standards.

SYLLABUS OF DSC C4 – Media Laws & Ethics (45 Hours)

Unit 1 – Laws Regulating The Media (11 Hours)

1. Laws - Bills and Acts, Ordinance, Regulations, Statute, Code, Norms, Conventions
2. Freedom of the press in normal and emergent situations; and the Constitutional need for a free press in a democracy
3. Article 19(1) (a) of the Indian Constitution – Freedom of speech and expression and its reasonable restrictions Article 19(2)
4. Ethics and Code of conduct for Journalists

Unit 2 – Media laws pertaining to the State, Citizens, Judiciary, Legislature and Parliament (11 Hours)

1. The State: Sedition (Section 124A); Incitement to violence/Waging War (section 121 IPC), IPC 121 read with 511 Inflammatory writing IPC (353)
2. Citizens: Defamation IPC (499) 500) civil and criminal defamation-libel, slander
3. Legislature: Parliamentary privileges / Articles 105 (Parliament) Article 194 (State Legislation); Pre & Post 44th Amendment Act 1978
4. Judiciary: Contempt of Court - Civil and Criminal, Covering and reporting court

proceedings (Article 361A)

Unit 3 – Acts, Laws and Regulatory Bodies: India (12 Hours)

1. Press Registration of Books Act. 1867/1955 role of RNI
2. IPR (Copyright Act 1957)
3. Official Secrets Act 1923
4. Right to Information Act 2005
5. Regulatory Bodies & Self-Regulatory Bodies – PCI, TRAI, CBFC, NBSA, BCCC, ASCI, ICANN, Journalist and Media Association Grievances Council (JMAGC); Working Journalist Media Council; Digital Media Publishers & News Portal Grievance Council of India etc.

Unit 4 – Media Regulation, and Challenges by New Forms of Media (11 Hours)

1. Regulation, Self-Regulation and Deregulation
2. Issues of privacy *vis-a-vis* Media's Right to Publication
3. New Forms of Media & Cyber Crime: Types
4. Regulatory Mechanisms

Activities to be done under tutorial

1. Appropriate Assignments & Projects
2. Media Stories Fact Checking

Suggested Readings

1. Bhanawat, S. (2000). *Press Kanoon aur Patrakita*. Rajasthan Hindi Granth Academy, Jaipur
2. Trikha, N.K. (1998). *Press Vidhi*. Vishwavidyalaya Prakashan.
3. Kamath, N. (2012), *Law Relating to Computers, Internet and E- Commerce*. Universal Law Publishers.
4. Pandey, J. N. (1998). *Bharat ka Savindhan*. Prayag Central Law Agency, Prayag.
5. Thakurta, P.G. (2009) *Media Ethics*. Oxford University Press.
6. Mehta, A. (2008). *Patrakarita ki Laskhman Rekha*. Samyak Prakashan.
7. Sharma, P.D. (2019). *Ethics, Integrity and Aptitude - Hindi*. Rawat Books.
8. Shrivastava, K.M. (2005). *Media Ethics – Veda to Gandhi and Beyond*. Publications Division. Ministry of I&B.

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DISCIPLINE SPECIFIC ELECTIVE – DSE A: MEDIA AND CONSUMER EDUCATION

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 and Consumer Education	4	3	1	0	Class XII Pass	NIL

Learning Objectives

The course will educate students regarding consumer protection mechanisms available under the Indian legal system.

Learning Outcomes

- After completing this course, students will be able to acquire knowledge and skills that will enable them to cover and write news reports with respect to consumer protection, awareness and right violations.

SYLLABUS OF DSE A – Media and Consumer Education (45 Hours)

Unit 1 – Concept of Consumer Education and Welfare (11 Hours)

1. Consumer Organizations and their role in the Consumer Movement in India
2. Characteristics of Consumer Buying and Consumer Decision Making Process
3. Consumer Awareness and Consumer Problems – Urban & Rural
4. Role of Media in Protecting Consumer Interests

Unit 2 – Consumer Protection Act (12 Hours)

1. Key Features and Overview of Consumer Protection Act 1986 and Amendments
2. United Nation’s Guidelines on Consumer Protection
3. Procedure for Filing and Hearing of a complaint under CPA-1986
4. Grievance Redressal Mechanism under the CPA-1986, Advisory Bodies, Adjudicatory Bodies (District Forum, State Commission, National Commission)
5. Role of Supreme Court under CPA -1986

Unit 3 – Media and Consumer Protection (11 Hours)

1. Media explosion and impact on Consumer Buying Behaviour

2. Role of Media, New Media as watchdog on consumer protection
3. Advertisements and their regulation; Sales Promotion; Regulation of misleading and deceptive advertising

Unit 4 – Competition Policy and Law (11 Hours)

1. Competition Act 2002: Objectives, Purpose and Salient Features
2. How competition policy and law protect consumer interest
3. Complaints and Procedures: Investigation, Hearings, Enquiry, Remedies and Enforcement of Orders.

Activities to be done under tutorial

1. Relevant Case Studies on Consumer
2. Field Visit and Reports
3. Consumer Protection Surveys etc.

Suggested Readings

1. Prajapat, M. (2017). Upbhokta Vyavhaar Evam Upbhokta Sanrakshan. Himanshu Publications.
2. Department of Consumer Affairs, Ministry of Consumer Affairs, Food & Public Distribution, Government of India- <https://consumeraffairs.nic.in/hi/acts-and-rules/consumer-protection/the-consumer-protection-act-1986>
3. Consumer Protection (Jurisdiction of District Commission, State Commission and National Commission) Rules, 2021 - <https://pib.gov.in/PressReleasePage.aspx?PRID=1786422>
4. Singh, I. (2020). Upbhokta Sanrakshan Vidhi (Consumer Protection Act) –(Hindi). Central Law Publication.
5. Establishment of Competition Commission of India (CCI) - <https://www.mca.gov.in/content/mca/global/hi/about-us/affiliated-offices/cci.html.html>
6. Khanna, S. (2008). Upbhokta Adhiniyam aur Sanrakshan. Publications Division. Government of India.
7. Mishra, S., Chadah, S. & Pathania, M. (2012). Consumer Protection in India: Policies and Case Studies. Concept Publishing Company. New Delhi.
8. Nader, R. (1973). Consumer and Corporate Accountability. Houghton Mifflin Harcourt P.

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DISCIPLINE SPECIFIC ELECTIVE – DSE B: DISASTER MANAGEMENT AND COMMUNICATION

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		
Disaster Management & Communication	4	3	1	0	Class XII Pass	NIL

Learning Objectives

The course will introduce the students to communication strategies and practices for disaster management.

Learning Outcomes

- After completing this course, students will be able to develop and create Information, Education and Communication (IEC) campaigns and create appropriate communication materials in the events related to disaster.

SYLLABUS OF DSE B – Disaster Management and Communication (45 Hours)

Unit 1 – Concept of Disaster (12 Hours)

1. Concepts of Hazard and Disaster: Types; Natural Disasters, and Man-Made Disaster
2. Risks, Political, Social, Economic impacts of Disasters, Equity issues in Disasters
3. Relationship between Disasters and Development and vulnerabilities, Human Resettlement and Rehabilitation issues during and after disasters
4. Inter- sectoral coordination during disasters and post- disaster
5. Natural disasters and Man-made Disasters interlinkages

Unit 2 – Disaster Preparedness (11 Hours)

1. Information, Education and Communication (IEC)
2. Understanding Disaster Management Tools
3. Weather forecasting, Disaster communication System (Early Warning and its dissemination)
4. Disaster Management Cycle, Risk Reduction Measures (Preparedness, Mitigation, Response Reconstruction and Rehabilitation)

Unit 3– Disaster Laws & Agencies (11 Hours)

1. International
2. National
3. State
4. Civic

Unit 4 – Media Coverage (11 Hours)

1. Role of Media Post Disaster: Risks and Challenges
2. Ethics of Disaster Journalism
3. Safety Measures for Journalists while Reporting
4. Impact of Media on Policies related to Disaster Management

Activities to be done under tutorial

1. Disaster Coverage: Case Studies
2. Report on any one disaster/Article on disaster crisis/Visit to any Disaster management institute or agency.
3. Conducting a participatory capacity and vulnerability analysis.
4. Prepare a report in Disaster Management Cycle, Risk Reduction Measures (Preparedness, Mitigation, Response Reconstruction and Rehabilitation etc.

Suggested Readings

1. Garg, H.S. (2016). *Disaster Management (Hindi)*. SBPD Publications.
2. Disaster Management Division. Ministry of Home Affairs, Government of India - <https://ndmindia.mha.gov.in/>
3. WHO. *Effective media communication during public health emergencies: a WHO field guide* - <https://apps.who.int/iris/handle/10665/43477>
4. Haddow, G. & Haddow. K.S. (2014). *Disaster communications in a changing media world*. Butterworth-Heinemann.
5. Dave, H.K. (2018). *Disaster Management in India: Challenges and Strategies*. Prowess Publishing.
6. Shukla, C.P. (2019) *Aapda Prabandhan*. Aavishkaar Publishers
7. Arya, O. H. & Madheshiya, A.K. (2022). *Paryavaran, Aapda Prabhandan aur Jalvayu Parivartan*. Thakur Publications Pvt. Ltd.
8. Bajpai, A., Arora, S. & Maurya, N. (2011). *Paryavarniya Shiksha evam Aapda Prabhandan*. Thakur Publications Pvt. Ltd.

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



University of Delhi

**COURSE OFFERED BY DELHI SCHOOL OF JOURNALISM
FACULTY OF SOCIAL SCIENCES**

**CATEGORY I
(Semester V)**

Based on

**Undergraduate Curriculum Framework 2022
(Effective from Academic Year 2022-23)**

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	DSE B: Media and Human Rights	4	10-11
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CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

DISCIPLINE SPECIFIC CORE COURSE – DSC A5: RADIO JOURNALISM AND PRODUCTION

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

Learning Objectives

The course will provide students a detailed understanding of radio programming and production.

Learning Outcomes

- After completing this course, students will be able to acquire skill-sets in creating and producing various radio / audio programs.

SYLLABUS OF DSC A5 – Radio Journalism and Production (45 Hours)

Unit 1 – Introduction to Radio Broadcasting (12 Hours)

1. Radio: Equipments and Accessories; Transmission Frequencies – SW, MW, AM and FM
2. Radio Formats - Radio News Bulletins, Radio Magazine, Talk Show, Interview, Discussion, Commentary, Radio Feature/Docu-Drama, Radio Drama, Outdoor Broadcasting, Radio Jingles, and Phone In.
3. Types of Radio Broadcasting - HAM Radio; Satellite Radio; Digital Audio Broadcasting/Podcasting; and Online Radio. Public, Private, Community Radio Stations
4. Criteria for good sound – Clarity, Intelligibility and Fidelity
5. Radio and related security concerns

Unit 2 – Radio Journalism (11 Hours)

1. Radio as News Medium
2. Reporting for Radio – News gathering Techniques and Tools, Using Sound Bites

(Vox Populi)

3. Scripting for Radio News
4. News Presentation; Broadcasting Voice - Prosody and Pronunciation

Unit 3 – Pre-Production and Production (12 Hours)

1. Writing for Radio: Various Formats
2. Planning – Time and Resource Budgeting; Hiring Key Personnel (Creative and Technical)
3. Roles and Responsibilities of Key Personnel in Radio Production
4. Recording Programs - Creative Use of Sound and Voice
5. Working of a Radio Studio and Production Control Room – Studio Layout; Acoustics; Input and Output Chain – Microphones, Cables and Speakers; Studio Console for Recording and Mixing, Talk Back System

Unit 4 – Post Production (10 Hours)

1. Sound Editing – Principles of Sound Editing, Audio Editing Softwares
2. Use of Archived Sounds, Music and Sound Effects (sfx)
3. Marketing Radio Programs
4. Audience Feedback and Analysis
5. Archiving, Podcasting, Monetization of Radio Programs (CDs & DVDs), Sharing Via Social Media (Sound Cloud)

Practical Component (30 Hours)

1. Exposure to Equipments and Popular Radio Programs
2. Visit to a Radio Station
3. Radio Script Writing
4. Produce radio programs for various broadcast formats- live newscasts, talk-shows, news commentaries
5. Developing Podcasts
6. Practical learning for radio jockeying

Suggested Readings

1. Pushyamitra. (2022). *Radio Kosi*. Rajkamal Publications. New Delhi.
2. Kandwal. C. (2010). *Radio Patrakarita: Siddhanta Evam Karyapranaali*. Greenfield Publishers.
3. Neeraj. (2022) *Radio Lekhan*. Neeraj Publications.
4. Acharya, K. & Srivastava, R. (2018). *Sanchaar Ka Naya Madhyam: Web Radio*. Himanshu Publications.
5. Neelamalar, M. (2017). *Radio Programme Production*. PHI Learning.
6. McLeish, R. & Link, J. (2015). *Radio Production*. Routledge.
7. Siegel, B. (1992). *Creative Radio Production*. Focal Press
8. Fleming, C. (2002). *The Radio Handbook*. Routledge.

DISCIPLINE SPECIFIC CORE COURSE – DSC B5: DEVELOPMENT COMMUNICATION

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		
Development Communication	4	3	1	0	Class XII Pass	NIL

Learning Objectives

The course will introduce students to the concepts of development communication and strategies, and information and communication technologies (ICT) for development.

Learning Outcomes

- After completing this course, students will be able to acquire understanding related to developmental policies and use them appropriately.

SYLLABUS OF DSC B5 – Development Communication (45 Hours)

Unit 1 – Concept, Concerns, Paradigms (12 Hours)

1. Concept and Models
2. Paradigms of development: Dominant, Dependency & Alternative paradigm
3. Developing countries versus developed countries
4. Development Support Communication (DSC) – definition, genesis, areas, Woods Triangle

Unit 2 – Development communications: Approaches (11 Hours)

1. Development communication Approaches – Diffusion of Innovation, Empathy, Magic Multiplier
2. Information needs in social, geographical, economic, developmental and cultural domains
3. Alternative Development Communication approaches

Unit 3 – Media in Development (11 Hours)

1. Development Communication Programs and Government Schemes in India:

Growth and Development

2. Role of development agencies and NGOs
3. Cyber media and development: e-governance, e-chaupal, national knowledge network, ICT for development, Narrowcasting

Unit 4 – Practicing Development Communication (11 Hours)

1. Community Health Networks
2. Educational & Research Networks
3. Social Concerns
4. Broadcasting for rural India

Activities to be done under tutorial

1. Project on two specific and discrete development issues
2. Reporting on the development communication strategy of any Govt. / Non-Govt.
3. Designing effective communication material for development
4. Preparing a multi-media campaign on a social issue
5. Develop public health campaigns
6. Develop advocacy campaigns

Suggested Readings

1. Melkote, S. R. (2001). *Communication for Development in the Third World: Theory and Practice for Empowerment*. Sage India.
2. Schramm, W. (1964). *Mass Media and National Development: The Role of Information in the Developing Countries*. Stanford University Press.
3. Rogers, E.M. (1974). *Communication in Development*. The Annals of the American Academy of Political and Social Science, Vol. 412, pp. 44-54
4. Trivedi, S. (2013). *Vikas Sanchar aur Patrakarita*. Hindi Book Centre.
5. Sahi, D.P. (2012). *Vaishvikaran Vikas Evam Paryavaran*. Kaushal Publishing House.
6. Dubey, S. (1986). *Sanchaar aur Vikas*. Prakaashan Vibhaag. Government of India. New Delhi.
7. Anil, K.U. (2007). *Patrakarita Evam Vikas Sanchaar*. Bharti Prakashan.
8. Narula, U. (2019). *Development Communication: Theory and Practice*. Har-anand Publication Pvt Ltd.

DISCIPLINE SPECIFIC CORE COURSE – DSC C5 : INDIAN CINEMA

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		
Indian Cinema	4	3	0	1	Class XII Pass	NIL

Learning Objectives

This course will introduce students to the elements of Cinema, its narrative techniques, and cinema movements in India. The course will allow students to explore the interconnectedness of visions, artistic and technological developments, social changes, as well as the audio-visual means through which cultures and nations are defined.

Learning Outcomes

- After completing this course, students will be able to use vision, art and technology in producing useful audio-visual materials.

SYLLABUS OF DSC C5 – Indian Cinema (45 Hours)

Unit 1 – Cinema: Genesis and Form (12 Hours)

1. Influences: Regional, National and International
2. From Silent to Talkies to Studio Era
3. Elements of a film- shot, scene, sequence, lighting, composition, cinematography, screenplay, editing, mis-e-scene, deep focus
4. Sound and Cinema- diegetic and non-diegetic sounds

Unit 2 – Cinema as a narrative (10 Hours)

1. Storytelling; Story, Plot, Character
2. Continuity editing and illusion of reality
3. Film Genres
4. Visual Aesthetics and other influences on narratives
5. Cinema Spectatorship

Unit 3 – Indian Cinema (12 Hours)

1. Entertainment
2. Culture
3. Development
4. Reform

Unit 4 – Cinema movements in India (11 Hours)

1. Indian Parallel Cinema/Indian New Wave- noted directors and styles
2. Cinema and Nation
3. Diasporic Cinema

Practical Component (30 Hours)

1. Film Screenings and Reviews
2. Critical Appraisal of Genres
3. Review Writing
4. Visit to production houses and shooting sets
5. Interactions with filmmakers

Suggested Readings

1. Sharma, P. (2015). *Samay Se Samvaad: Hindi Cinema Ki Yatra*. Ananya Prakashan.
2. Hansen, M. (1991). *Babel and Babylon: Spectatorship in American Silent Film*. Harvard University Press.
3. Rajadhyaksha, A. (2004). *The Bollywoodization of the Indian Cinema: Cultural Nationalism in a Global Arena*. In Kaarsholm, P. *City Flicks: Indian Cinema and the Urban Experience*. Seagull Books.
4. Friedman, et al. (2013). *An Introduction to film Genres*. W.W. Norton and Company Inc.
5. Gledhill, C. (1991). *Stardom: Industry of Desire*. Routledge.
6. Raza, M. R. (2020). *Cinema Aur Sanskriti*. Vani Prakashan. New Delhi
7. Bhardwaj, V. (2020). *Cinema, Kal, Aaj, Kal*. Vani Prakashan. New Delhi
8. Vijay, A. (1993). *Cinema Aur Samaaj*. Satyasahitya Prakashan.

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DISCIPLINE SPECIFIC ELECTIVE – DSE A: MEDIA INDUSTRY AND GOVERNANCE

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 Industry and Governance	4	3	1	0	Class XII Pass	NIL

Learning Objectives

The course will introduce students to the management and organizational aspects of media enterprises.

Learning Outcomes

- After the completion of this course, students will be able to undertake entrepreneurial ventures, managerial tasks in fulfilment of journalistic ethics.

SYLLABUS OF DSE A – Media Industry and Governance (45 Hours)

Unit 1 – Introduction (12 Hours)

1. Fundamentals of Management
2. Concept, perspective, origin and growth of Media Management
3. Changing phases of Indian media business – Growth and Diversification

Unit 2 - Media Organisational Structure and Management (11 Hours)

1. Media Industry: Structure, Strategic Management and Marketing
2. Structure of news media organizations in India - roles, responsibilities & hierarchy
3. Media Entrepreneurs, Qualities and Functions of media managers
4. Distribution / Circulation Management Process, Promotion and Evaluation
5. Corporate Ties & Audience Centric approaches

Unit 3 – Governance (11 Hours)

1. Government – Media Interface, Policies and Regulations, FDI (Policies & Practices)
2. Ethical and legal perspectives in Media management - Issues related to Paid news, lobbying, pressure group influence, National security, Corporatization and

Politicization of Media

3. Budgeting, Financial management, and personnel Management
4. Media audiences and credibility

Unit 4 – Critical Concerns (11 Hours)

1. Media Industry: Issues & Challenges (Finance, HR, Machinery, Policy)
2. Changing Ownership patterns and Capital Inflow
3. Cross Media Ownership; Media Monopoly
4. Media Industry as manufacturers- News and content management. Market Forces, performance evaluation (TAM, TRP, IRS and HITS); and Market shifts

Activities to be done under tutorial

1. Case Studies – Indian and International Media Giants
2. Cross media platforms: issues & impediments
3. Individual projects to be done on topics related to Media Business

Suggested Readings

1. Kumar, V. (2012). *Mandi Mei Media*. Vani Prakashan. New Delhi.
2. Pandey, B.D. & Pandey, M.K. (2009). *Media Prabandhan*. Takshila Prakashan.
3. Kothari, Gulab. (2008). *Samachar Patra Prabandhan*. Radhakrishna Prakashan, Delhi.
4. Kohil-Khandekar, V. (2021). *The Indian Media Business*. Sage Publications.
5. Thomas, P.N. (2010) *Political Economy of Communication in India: The Good, Bad and The Ugly*. Sage Publications.
6. Misra, G. (2009). *Bazaar aur Samaaj*. Swaraj Prakashan.
7. Holt, J. & Perren, A. *Media Industries: History, Theory and Methods*. Wiley-Blackwell.
8. Jawaharlal, K. (2010). *Hindi Patrakarita Ka Bazaar Bhaav*. Prabhaat Prakaashan.

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DISCIPLINE SPECIFIC ELECTIVE – DSE B: MEDIA AND HUMAN RIGHTS

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 and Human Rights	4	3	1	0	Class XII Pass	NIL

Learning Objectives

The course will introduce students to basic themes in Human Rights and media's role in promoting and protecting them.

Learning Outcomes

- After completion of the course, student will be able to use human rights concerns in their media and journalistic pursuits.

SYLLABUS OF DSE B – Media & Human Rights (45 Hours)

Unit 1 – Understanding Human Rights (15 Hours)

1. Concept and Meaning: UN Declaration; Human Rights and Indian Constitution
2. Human Rights Discourse: Fundamental Rights and Human rights, Judiciary and Human Rights, Human Rights Activists as Pressure Groups
3. Human Rights of Citizenry
4. Human Rights Violation and Activism; Court's Interventions; Recent Policy Formulation and Welfare Schemes

Unit 2 – Human Rights: Critical Concern Areas (15 Hours)

1. Gender
2. Migration
3. Social
4. Economic
5. Environment
6. Education
7. Life and Health

Unit 3 – Cases of Significance (15 Hours)

1. Court Judgements
2. Legislative Reforms
3. Conflict and Peace
4. Emerging Concerns in Media Industry

Activities to be conducted under Tutorial

1. Project Work with special reference to Unit III and IV
2. Visit to NHRC
3. Case Studies Appraisal

Suggested Readings

1. Biswal, T. (2011). *Manavadhikar Gender Evam Paryavaran*. Viva Books
2. Balabanova, E. (2014). *The Media and Human Rights: The Cosmopolitan Promise*. Routledge.
3. Pandey, A. (2005). *Hamara Loktantra Aur Jaanne Ka Adhikaar*. Vani Prakashan. New Delhi
4. Winston, M. E., & Pollock, J. C. (2016). *Human rights in the news: Balancing new media participation with the authority of journalists and human rights professionals*. *Journal of Human Rights*, 15 (3), 307-313.
5. Tumber, H., & Waisbord, S. R. (2017). *The Routledge Companion to Media and Human Rights*. Routledge.
6. Husarska, A. (2000). Conscience Trigger: The Press and Human Rights. In S. P. Allison (Ed.), *Realizing Human Rights* (pp. 338-345). New York, USA: Palgrave Macmillan.
7. Srivastava, M. (2007). *Maanav Adhikaar aur Media*. Atlantic Publishers.
8. Verma, A.S. (2020). *Patrakarita Ka Andha Yug*. Setu Prakashan Pvt. Ltd.

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DISCIPLINE SPECIFIC ELECTIVE – DSE C: MEDIA AND CULTURAL STUDIES

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 and Cultural Studies	4	3	1	0	Class XII Pass	NIL

Learning Objectives

The course will introduce students to the different cultural contexts in which media operate.

Learning Outcomes

- After the completion of this course, students will be able to critically analyse patterns of production, distribution and consumption of media.

SYLLABUS OF DSE C – Media & Cultural Studies (45 Hours)

Unit 1 – Culture (11 Hours)

1. Understanding Culture; Media and Culture
2. Mass Culture, Popular Culture, Subcultures
3. Folk Media as a form of Mass Culture
4. New Media and Cultural Forms
5. Technology Assisted Cultural Revival

Unit 2 – Culture and Power (12 Hours)

1. Culture, Ideology and power
2. Various School of Thoughts
3. Media as Culture Industries
4. Political Economy

Unit 3 – Representation (11 Hours)

1. Media as Texts
2. Barthes Codes
3. Narrative

4. Reality and Social Construction

Unit 4 – Theories of Media Effects and Audiences (11 Hours)

1. Uses and Gratification Approach, Cultivation Effects
2. Encoding and Decoding, Reception Studies
3. Fandom

Activities to be conducted under Tutorial

1. Present an analysis of the feedback on YouTube or any other websites on popular videos and discuss the audience activity
2. Live performances and audiences – critical appraisal
3. Do a small discussion with a small group of women on contemporary women's magazines /soap operas/advertisements targeting women and analyse it in class
4. Present a brief description of fan activities for various sports and film stars on the net/print, narrate and analyse the content in class

Suggested Readings

1. Singh, K. (2021). *Antarsanskritik Sanchaar*. Kaushal Publication.
2. Adorno, T., and Horkheimer, M. (2002). *The Culture Industry: Enlightenment as Mass Deception*. In *Dialectic of Enlightenment*. Edited by Gunzelin Schmid Noerr
3. Baran, S.J. & Davis, D. (2013). *Mass Communication Theory: Foundations, Ferment and Future*. Wadsworth Publishing.
4. Fiske, J. (2011). *Introduction to Communication Studies*. Routledge.
5. William, K. (2003). *Understanding Media Theory*. Oxford University Press, 2003.
6. Dinkar, R.S. (1956). *Sanskriti Ke Chaar Adhayaya*. Sahitya Academy.
7. Joshi, M. J. (2014). *Mass Media Aur Samaaj*. Vani Publications. Delhi.
8. Jagdiswhar, C. (2014). *Digital Capitalism; Facebook, Sanskriti Aur Maanavadhikar*. Anamika Publishers. New Delhi.

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University of Delhi

**COURSE OFFERED BY DELHI SCHOOL OF JOURNALISM
FACULTY OF SOCIAL SCIENCES**

**CATEGORY I
(Semester VI)**

**Based on
Undergraduate Curriculum Framework 2022
(Effective from Academic Year 2022-23)**

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1. Core Courses	DSC A6: Business Journalism	4	2-3
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	DSC C6: Television Journalism & Production	4	6-8
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	DSE B: Science Journalism	4	11-12
	DSE C: Research Methodology	4	13-14

CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

DISCIPLINE SPECIFIC CORE COURSE– DSC A6: BUSINESS JOURNALISM

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		
Business Journalism	4	3	0	1	Class XII Pass	NIL

Learning Objectives

The course will introduce students to the basics of business reporting and its tools.

Learning Outcomes

- After completion of this course, students will acquire necessary knowledge and skills and use them for reporting various business news and events.

SYLLABUS OF DSE C – Business Journalism (45 Hours)

Unit 1 – Business Journalism: Basics (10 Hours)

1. Business Journalism: Definition and scope
2. Principles of business reporting
3. Functions of a business reporter
4. Sources of business reporting
5. Ethics in Business Reporting

Unit 2 – Business Journalism Types (12 Hours)

Types of business reporting:

1. Financial reporting
2. Budget reporting
3. Market reporting
4. Demonetization
5. Chambers of Commerce
6. Foreign Direct Investment
7. Stock market

8. Real Estate
9. CSR and business
10. Startups
11. Reporting of business scams, financial frauds, mergers and acquisitions

Unit 3 – Business Journalism: Tools (11 Hours)

1. Tools of business communication
2. Preparing business letters, house journals, trade Journals, annual reports and business journals
3. Reporting and Editing Meetings of business organizations
4. New trends in Business Journalism
5. Regulatory agencies in Govt. for Business

Unit 4 – Business Journalism: Various Media Platforms (12 Hours)

1. Overview of Business Journalism in India
2. Mass Media Business – an analysis
3. Major business publications – Newspapers, Magazines, Websites, TV Channels

Practical Component (30 Hours)

1. Write news analyses of issues raised by attempted or ongoing reforms across key sectors of the economy and discuss the problems of regulating a liberalized financial sector
2. Cover corporate and business conferences and write news reports
3. Visit to business channels, web portal and newspapers
4. Presentations on the Union Budget and the Economic Survey.

Suggested Readings

1. Murphy, H.A. & Hildebrandt, H.W. (1991). Effective Business Communication. McGraw Hill. New York.
2. Thomas, E.C. (2001). Economic and Business Journalism. Sterling Publishers.
3. Kohil-Khandekar, V. (2021). The Indian Media Business. Sage Publications.
4. Hayes, K. (2014). Business Journalism: How to Report on Business and Economics. Apress
5. Goyal, P. (2020). Kaisi Karen Start-up Business Shuru. Fingerprint Publishing. Delhi
6. Gupta, R.V. (1960). Bazaar Sameeksha. Bharat Bharati Prakashan.
7. Jawaharlal, K. (2010) Hindi Patrakarita ka Bazaar Bhav. Prabhat Prakashan. Delhi.
8. Khaitan, P. (2007). Bhumandalikaran, Brand Sanskriti aur Rashtra, Samyik Publications. Delhi

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DISCIPLINE SPECIFIC CORE COURSE – DSC B6: INTEGRATED MARKETING COMMUNICATION

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		
Integrated Marketing Communication	4	3	0	1	Class XII Pass	NIL

Learning Objectives

The course will introduce students to the basics of Advertising, Public Relations, Marketing and Corporate Communications.

Learning Outcomes

- After completion of this course, students will gain essential Advertising and Public Relations skills, which will help them to devise marketing mix and promotional strategies for brands and companies.

SYLLABUS OF DSC B6 – Integrated Marketing Communication (45 Hours)

Unit 1 – Introduction to IMC (12 Hours)

1. Definition, Concept, Scope and Components
2. Evolution of IMC
3. Understanding Brands & Product Life Cycle
4. Stakeholders of IMC: Internal & External publics

Unit 2 – Promotional Tools & Promotional Mix (11 Hours)

1. Personal Selling
2. Advertising
3. Public Relations
4. Direct and Database Marketing
5. Sales Promotion
6. Online Marketing

Unit 3 – Advertising Theories and Effects (11 Hours)

1. Advertising and its evolution; Functions, Impact, Effects and Appeals
2. Advertising Theories and Models – AIDA, DAGMAR and Maslow’s Hierarchy Model
3. Ethical & Regulatory Aspects of Advertising – Apex Bodies and their Codes

Unit 4 – Marketing Communication (11 Hours)

1. Situation Analysis
2. Market Research
3. Media Planning, Budgeting, Scheduling, Measuring Campaign Effectiveness
4. Media Buying and Selling for a campaign
5. Interface of media and clients with Ad agencies; Functions and Types of Ad agencies

Practical Component (30 Hours)

1. Developing IMC campaign
2. Methods of measuring effectiveness of campaign – pre-testing and post-testing
3. Students can be taken for a visit to Advertising and PR companies.

Suggested Readings

1. Sharma, K. (2010). *Vigyapan Ki Duniya*. Prabhat Prakashan. Delhi
2. Srivastava, A.K. (2018). *Consumer Behaviour and Marketing Research*. (Hindi). Sahitya Bhawan Publication.
3. Jain, S.C. & Singh, N.K. (2020). *Vikraya Evam Vigyapan*. Sahitya Bhawan Publication. Agra.
4. Yadav, N.S. (2019). *Vigyan Prabhandan*. Rajasthan Hindi Granth.
5. Kotler, P. (2002). *Marketing Management*. Pearson Custom Publishing.
6. Kenneth, E. C. & Baack, D. E. (2017). *Integrated Advertising, Promotion and Marketing Communications*. Pearson Education Limited.
7. Valladares, A.J. (2000). *The Craft of Copywriting*. Sage Publications
8. O’Guinn, et al. (2018). *Advertising and Integrated Brand Promotion*. South Western College Publishing.

DISCIPLINE SPECIFIC CORE COURSE – DSC C6: TELEVISION JOURNALISM & PRODUCTION

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		
Television Journalism & Production	4	3	0	1	Class XII Pass	NIL

Learning Objectives

The course will introduce students to the basics of TV journalism, electronic news gathering techniques and production of TV programs.

Learning Outcomes

- After completion of this course, students will become capable of making TV News bulletins, documentaries and other programs.

SYLLABUS OF DSC C6 – Television Journalism & Production (45 Hours)

Unit 1 – Understanding TV Journalism (12 Hours)

1. TV New Channels: Organisation Structure; Modern TV newsroom: Input/output & Assignment Desks
2. Visual Sources for TV: Servers, Graphics, Archives, MSR and OB
3. TV Reporters' Tools and techniques
4. Structuring a TV news report, Voiceovers, Story Package & Formats.
5. PTC: Opening, Bridge and Closing.

Unit 2 – Writing for TV (11 Hours)

1. Locating TV stories, Developing TV stories
2. Writing process – Thinking audio – video; Understanding pitfalls of broadcast punctuation and presentation; planning and structuring the copy for various audio-visual inputs; Writing Anchor Leads
3. Broadcast styles and techniques of writing, Rewriting agency copy, Writing for Bytes and Outside Broadcast (OB) copy
4. Writing for Astons, subtitles, scrawls and other TV screen value addition

instruments

5. Editing bytes, procuring & editing visuals – archives, graphics & other sources

Unit 3 – TV News Production (12 Hours)

1. Introduction to The equipment: Shooting, recording and editing
2. The production team and the process : Line producers, field producers and their role
3. The production process, Gate keeping, the run downs, leads, bunching, kickers, Rhythm and flow.
4. Back timing and going on air, News analysis and experts, Commercials and promo breaks, Headlines
5. Discussions and talk shows & Organizing studio for TV news programs

Unit 4 – Broadcast Techniques (10 Hours)

1. Live reporting: organizing thoughts and adlibbing, DSNG, Multiple OB locations and Split screen, V/O from field and technical challenges
2. Major International events and TV coverage
3. Satellite link for News reporting: Satellite bookings & co-ordination with local TV channels, booking local editing facilities
4. Planning news stories of cultural and social interest on the side lines
5. Satellite phones, Broadband, internet-based solutions

Practical Component (30 Hours)

1. Exercises: TV writing for different types of visuals
2. Structuring TV news reports
3. Reporting TV news stories
4. Different types of PTC
5. Interactive OB exercises
6. Facing the camera and voice training
7. Studio anchoring and Use of Teleprompter
8. Voice over, sound track for features.
9. Moderating studio news programs

Suggested Readings

1. Bhatt, S.C. (2008). *Satellite Invasion of India*. Gyan Publication House. New Delhi.
2. Nanda, V. (2010). *Television aur Crime Reporting*. Rajkamal Parkashan.
3. Thussu, D.K. (2007). *News as Entertainment: The Rise of Global Infotainment*. Sage Publications. Thousand Oaks, California.
4. Singh, A.K. (2009). *Film TV Script Lekhan*. University Book Housing Pvt. Ltd. New Delhi

5. Bignell, J., Orlebar, J. & Holland, P. (2005). *The New Television Handbook*. Routledge. London.
6. Kausthubh, K. (2014). *TV Samachar ki Duniya*. Kitaabghar. Delhi.
7. Jelkhani, A. & Shah, M. (2017). *Television Karyakaram Nirman Prakriya*. Prabhat Prakashan. New Delhi.
8. Kumar, R. (2006). *Television Patrakarita*. Sriantataraj Prakashan, Delhi

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DISCIPLINE SPECIFIC ELECTIVE – DSE A: SPORTS JOURNALISM

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		
Sports Journalism	4	3	0	1	Class XII Pass	NIL

Learning Objectives

The course will introduce students to sports journalism, its features and styles.

Learning Outcomes

- After completion of this course, students will be able to undertake sports reporting and explore career options in sports journalism.

SYLLABUS OF DSE A – Sports Journalism (45 Hours)

Unit 1 – Introduction to Sports Journalism (11 Hours)

1. Nature, Scope and Changing Trends of Journalism in sports
2. Historical development & role of print and electronic media in Sports Promotion
3. Sources of Sports Journalism and sports bodies, their Rule & Regulation
4. Sports Volunteerism

Unit 2 – News Platforms & Dissemination (12 Hours)

1. Sports Magazines, Sports page in major Newspapers and magazines; Editing and designing of Sports Journal / Magazine
2. Sports Broadcasting (TV, Online)
3. Research Tools for developing a Sports story; Coverage of International/ National Sports Events
4. Qualities of effective Sports articles
5. Sports photo journalism

Unit 3 – Sports, Competitiveness & Global Influences (11 Hours)

1. Ethics and social responsibilities of a Sports Journalist
2. Using Statistics in Sports Media
3. Sports Medicine: Use & Misuse

4. Betting & Gambling

Unit 4 – Branding and Business Model (11 Hours)

1. Advertising/ promotional practices in sports.
2. Public relations in sports, pre & post press release, conferences
3. Sponsorship & capital inflow

Practical Component (30 Hours)

1. Writing and editing reports on Sports events / current affairs on sports.
2. Field Visit of a Sports Event
3. Conducting Sports Surveys

Suggested Readings

1. Pradhan, R.C. (2019). *Sports Medicine*. Sports Publication. Delhi.
2. Upadhyay, A.K. (2018). *Khel Patrakarita*. Bharati Prakashan. Varanasi.
3. Caplan, A.L. & Parent, B. (2017). *The Ethics of Sport*. Oxford University Press.
4. Mishra, A. (2019). *Khel Patrakarita Tatha Jansampark Madhyam*. Sports Publication. New Delhi.
5. Wilstein, S. (2001). *Sports Writing Handbook*. McGraw Hill.
6. Doshi, S. & Kaushik, S. (2003). *Sports Journalism*. Radhakrishna Prakashan.
7. Dwivedi, A. (2022). *Khel Patrakarita Ke Aayam*. Hindi Book Centre.
8. Stofer, K.T., Schaffer, J.R. & Rosenthal, B.A. (2010). *Sports Journalism: An Introduction to Reporting and Writing*. Rowman and Littlefield Publishers.

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DISCIPLINE SPECIFIC ELECTIVE – DSE B: SCIENCE JOURNALISM

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		
Science Journalism	4	3	0	1	Class XII Pass	NIL

Learning Objectives

This paper will acquaint students with different aspects of science reporting and writing.

Learning Outcomes

- After completion of this course, students will be able to cover and write on news and events related to science and technology.

SYLLABUS OF DSE B – Science Journalism (45 Hours)

Unit 1 – Introduction to Science Journalism (11 Hours)

1. Science journalism: Role, Importance, linkages and growth
2. Frontiers of Science Journalism
3. Key Skills and Qualities of a Science Journalist
4. Ethical Considerations in Science Journalism

Unit 2 – Communicating Science and Technology (12 Hours)

1. Role of media in public awareness of Science
2. Skill of identifying and using Scientific materials in writing
3. Multimedia, Digital Tools and Use of AI
4. Reporting of Seminars, Discoveries & Breakthroughs, Lectures, Science Fairs, Awards, Exhibition, Workshops, Scientific Tour, Conferences

Unit 3 – Agriculture Extension & Development (11)

1. Agricultural media reporting
2. Analytical stories in advanced agricultural techniques: Modern forms and techniques of agriculture
3. Agencies and people in Agricultural advances
4. Government initiatives, scope and importance of Agro-journalism.

Unit 4 – Health Reporting/Communication (11 Hours)

1. Health as common concerns, Advancement in Health Service
2. Health Hazards and economic implications
3. Effects of pollution, water and sanitation
4. Reporting and analysing health concerns; Skill of medical writing; Ethics in science reporting

Practical Component (30 Hours)

1. Writing reports on immediate health concerns
2. Reporting on Science and Technology News Events
3. Creating Blogs and E-zines

Suggested Readings

1. Patairiya, M. (2007). *Vigyan Patrakarita*. Vigyaan Prakashan. Delhi
2. Bhanawat, S. (2010). *Vikas aur Vigyan Sanchar*. Rajasthan Granth Academy. Jaipur.
3. Sharma, K. (2004). *Hindi Vigyan Patrakarita*. Commission for Scientific and Technical Terminology.
4. Rajput, A. (2017). *Handbook of Science Journalism*. Vigyan Prasar.
5. Mishra, S.G., Mani, D. & Dwivedi, D. (2001). *Basic Principles of Science Journalism*. Takshila Prakashan.
6. Dunwoody. S. (2014). *Handbook of Public Communication of Science and Technology*. Routledge
7. Richard, K.T. (2006). *Health Communication*. Springer.
8. Angler, M.W. (2017). *Science Journalism: An Introduction*. Routledge.

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DISCIPLINE SPECIFIC ELECTIVE – DSE C: RESEARCH METHODOLOGY

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		
Research Methodology	4	3	1	0	Class XII Pass	NIL

Learning Objectives

The course will introduce the students to the basic concepts and methods of research in social sciences.

Learning Outcomes

- After completion of this course, students will be able to design, conduct and execute research work.

SYLLABUS OF DSC A6 – Research Methodology (45 Hours)

Unit 1 – Introduction to Research: Definition and Steps (12 Hours)

1. Definition, Role and Purpose of Scientific Research
2. Academic and Private Research (e.g. online polls, opinion polls)
3. Steps in Research (Research Question, Hypothesis, Review of Literature)
4. The place of theory in Research-theoretical framework

Unit 2 – Elements of Research (11 Hours)

1. Concepts and operationalization
2. Independent and Dependent Variables
3. The Nature of Measurement, Levels of Measurement,
4. Measurement Scales, Specialized Rating Scales, Reliability and Validity

Unit 3 – Approaches, Techniques and Framework for a Research Approach (11 Hours)

1. Choosing/ developing a Research Design
2. Qualitative and Quantitative Research Approaches -Surveys
3. Content Analysis, Observational methods, Focus Groups, Intensive Interviews
4. Tools: development, testing, and application

Unit 4 – Sampling and Data Analysis (11 Hours)

1. Population and Sample, Need for Sampling,
2. Sampling Procedures, Sample Size, Sampling Error
3. Data collection: Primary and Secondary data
4. Data Analysis Techniques, Coding and Tabulation, Interpretation, Non - Statistical Methods, Working with Archives; Internet-based Research.

Activities to be conducted under tutorial

1. Preparing content of a Research proposal
2. Writing the Research Report – Citations, Bibliography included
3. Project work – students to conduct applied research and make the presentation of the findings in the form of a research paper.

Suggested Readings

1. Sharma, V.M. (2018). *Shodh Pravidhi*. Mayur Books. Delhi.
2. Baxter, L.A. & Babbie, E.R. (2003). *The Basics of Communication Research*. Cengage Learning.
3. Kothari, C.R. (2004). *Research Methodology: Methods and Techniques*. (Hindi edition). New Age International. New Delhi
4. Wimmer, R.D. & Dominick, J.R. (2006). *Mass Media Research: An Introduction*. Thomson Wadsworth.
5. Berger, A.S. (1998). *Media Research Techniques*. Sage Publications.
6. Bhanawat, S. (2009). *Sanchaar Shodh Pravidhiyan*. Rajasthan Hindi Granth Academy. Jaipur.
7. Anderson, J. A. (2011). *Media Research Methods: Understanding Metric and Interpretive Approaches*. Sage Publications Inc.
8. Dayal, M. (2010). *Media Shodh*. Haryana Sahitya Academy. Panchkula.

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