

| Course title & Code | Credits | Credit distribution of the course | | | Eligibility criteria | Pre-requisite of the course |
|------------------------|---------|-----------------------------------|----------|---------------------|--|--|
| | | Lecture | Tutorial | Practical/ Practice | | |
| Practical Media Skills | 4 | 3 | 1 | 0 | Successfully completed sem I, II, III & IV | Successfully completed sem I, II, III & IV |

| Total No. Credits | Distribution of total credits | | | No. of Hours of Lectures | No. of Hours of Tutorials | No. of Hours of Practical | Total Hours of Teaching |
|-------------------|-------------------------------|--------------------|---------------------|--------------------------|---------------------------|---------------------------|-------------------------|
| | Lecture (Credits) | Tutorial (Credits) | Practical (Credits) | | | | |
| 4 | 3 | 1 | 0 | 45 | 15 | 0 | 60 |

Practical Media Skills

Learning Objectives:

- Provide knowledge about a brief History of journalism in French and the French-speaking world
- Develop critical thinking skills regarding media consumption.
- Understand the different types of media and their impact on society.
- Imparting skills to analyze and evaluate media messages effectively.
- Enhancing communication skills for creating compelling media content (written, audio, or visual).
- Gain practical experience in using various media tools and platforms

Learning Outcomes:

At the end of the semester, the students will be able to

- Understand and analyse different media forms.
- Familiarize themselves with print and audio-visual media of France and the French-speaking world.
- Develop an understanding of various types of journalism
- Compare news items on different channels to analyse ideological Differences in news presentations.
- Develop awareness about Censorship laws in various countries and the professional risks involved in Journalism
- Develop skills to read, compare and analyse articles/reports/editorials/programmes/ information across various types of media
- Develop skills to prepare report/blogs/articles/editorials/forum on internet etc.
- Familiarize with basic editing skills
- Create various media content like Social media posts, reels, podcasts, audio-visual posts, short films, ads, campaigns, social awareness posts etc.

| SYLLABUS: | |
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| UNIT I | 5 Hours |
| Introduction to Various Media <ul style="list-style-type: none"> • Understanding different types of media: • Print media • Electronic media • Photography, Audio-visual content, Multimedia • Social-media | |
| UNIT II | 15 Hours |
| <ul style="list-style-type: none"> • Brief History of journalism in the francophone world., Famous French and Francophone newspapers (<i>Le Monde</i>, <i>Libération</i>, France; <i>Le Messenger</i>, Senegal; <i>El Watan</i>, Algeria; etc) Bilingual Regional Press. (<i>Le Dauphiné Libéré</i>, <i>Le Parisien</i>). • Radio and T.V. news channels in France and the French-speaking world, as well as national and international multimedia journalism, TV5. • Learning to identify different media elements like framing, symbolism, and language use. • Examining the role of advertising and propaganda. • Developing skills for critically analyzing news, social media, and entertainment content. • In-depth analysis of specific media types: print, broadcast (TV, radio), film, digital media websites, social media etc. • Understanding the strengths and limitations of each media form. | |
| UNIT III | 15 Hours |
| <ul style="list-style-type: none"> • Basic principles of storytelling for different media platforms. • Learning how to write clear and concise messages for various audiences. • Introduction to essential media production tools. Writing for print (news articles, blog posts) • Basic audio editing and recording skills (podcasts) • Visual storytelling with photography and videography basics | |
| UNIT IV | 10 Hours |

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| <ul style="list-style-type: none"> • Students choose a topic and develop a media project using the skills learned throughout the course. • Projects can be individual or group-based, depending on the course structure. • Examples of projects: Comparing headlines and presentation of news in various newspapers/Summarizing an article/ Analyzing an editorial/Reading and analyzing texts/articles on social issues (generation gap, racial discrimination, etc.)/Writing a report on an opinion poll/Preparing a flyer/Analyzing & writing blogs/Reporting crime/Preparing weather reports/Writing small reports on a given topic for wall-newspaper/Preparing a forum on the Internet; (TV/University life)/ managing interactions/Editing assignments, creating a short documentary, a public service announcement, a blog series, or a social media campaign etc. | |
| <p>Learning/Teaching Material: Any of the textbooks given below may be prescribed:</p> <p>References</p> <ul style="list-style-type: none"> • Amossy, R.. (2010). <i>L'argumentation dans le discours.</i>, Paris: Colin • Duclaux, L. T., (2017), <i>Savoir écrire des articles</i>, Paris : Primento et Editions Ecrire Aujourd'hui. • Lucie, A., Devillard, V., Granchet, A, Le Saulnier, G., (2022), <i>Le manuel de journalisme</i>, Paris : Ellipses. • Payette, D. (2007), <i>Le journalisme radiophonique</i>, Montréal : Les Presses de l'université de Montréal. • Robert, C., Briggs, M., (2014), <i>Manuel de journalisme web : Blogs, réseaux sociaux, multimédia, info mobile</i>, Paris : Eyrolles • Yvan, A., Brisson, P., Parent, A., Maltais, R. (2021). <i>L'écriture journalistiques sous toutes ses formes</i>, Montréal : Les Presses de l'université de Montréal. <p>Note: Teachers are free to recommend supplementary study material.</p> | |
| <p>Additional material may be provided by the Department.</p> <p>Note: Examination scheme and mode shall be as prescribed by the Examination Branch, University of Delhi, from time to time.</p> | |