

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.

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

- 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.

**Learning/Teaching Material:** Any of the textbooks given below may be prescribed:

**References**

- Amossy, R.. (2010). *L'argumentation dans le discours.*, Paris: Colin
- Duclaux, L. T., (2017), *Savoir écrire des articles*, Paris : Primento et Editions Ecrire Aujourd'hui.
- Lucie, A., Devillard, V., Granchet, A, Le Saulnier, G., (2022), *Le manuel de journalisme*, Paris : Ellipses.
- Payette, D. (2007), *Le journalisme radiophonique*, Montréal : Les Presses de l'université de Montréal.
- Robert, C., Briggs, M., (2014), *Manuel de journalisme web : Blogs, réseaux sociaux, multimédia, info mobile*, Paris : Eyrolles
- Yvan, A., Brisson, P., Parent, A., Maltais, R. (2021). *L'écriture journalistiques sous toutes ses formes*, Montréal : Les Presses de l'université de Montréal.

**Note:** Teachers are free to recommend supplementary study material.

Additional material may be provided by the Department.

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