

Course title & Code	Credits	Credit distribution of the course			Eligibility criteria	Pre-requisite of the course
		Lecture	Tutorial	Practical/ Practice		
Language of the Media	4	3	1	0	Completed VI semester	Completed VI semester

<b>Language of the Media</b>	
<b>Learning Objectives:</b>	
<ul style="list-style-type: none"> <li>• The course will introduce the representational and communicative practices developed in different forms of the media, i.e. cinema / electronic and print media.</li> <li>• Equip students with basic tools to analyse materials produced by each</li> </ul>	
<b>Learning Outcomes:</b>	
<ul style="list-style-type: none"> <li>• The students will develop an understanding of the evolution of the various forms of the media</li> <li>• The students will become familiar with the print media practices.</li> <li>• The students will become familiar with the electronic media and cinema</li> </ul>	
<b>Syllabus:</b>	
<b>UNIT I</b>	<b>12 Hours</b>
Origin and History of Media	
<b>UNIT II</b>	<b>12 Hours</b>
Evolution of the Print Media	
<b>UNIT III</b>	<b>12 Hours</b>
Evolution of Electronic Media	
<b>UNIT IV</b>	<b>9 Hours</b>
Introduction to Media Studies	
<b>Suggested Readings:</b>	
Kolker, Robert: <i>Media Studies: An Introduction</i> . Malden, MA: Wiley-Blackwell, 2009	
Nelmes, Jill (ed.): <i>An Introduction to Film Studies. 4th edition</i> , London, New York: Routledge, 2007	
Stam, Robert; Miller, Toby (eds.): <i>Film and Theory: An Anthology</i> , Oxford: Blackwell Publishers, 2000	
Badley, Linda; Palmer, R. Barton; Schneider, Steven Jay: (eds.): <i>Traditions in World Cinema</i> . Edinburgh: Edinburgh University Press, 2006	
Long, Paul; Wall, Tim: <i>Media Studies: Texts, Production and Context</i> . Harlow, Essex, New York: Pearson Longman, 2009	
Additional material may be provided by the Department	
<b>Evaluation:</b> The Internal assessment consists of marks secured in class tests, assignments/ presentations and attendance.	
The Continuous assessment will comprise of tutorials and attendance. Some of the activities that may be done as component of tutorials are as follows:.	
<ul style="list-style-type: none"> <li>• Assignments/Presentations.</li> <li>• Literature review</li> <li>• Book review</li> <li>• Movie review</li> <li>• Project activity (group)</li> <li>• Research cum presentation</li> <li>• Term Paper writing</li> <li>• Group Discussion</li> </ul>	

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