

DISCIPLINE SPECIFIC ELECTIVE
Practical Media Skills

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
		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 German-speaking countries.
- 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 German-speaking countries.
- 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:

UNIT I

5 Hours

Introduction to Various Media

- Understanding different types of media:
- Print media
- Electronic media
- Photography, Audio-visual content, Multimedia
- Social-media

UNIT II

15 Hours

- Brief History of journalism in the German-speaking countries and introduction to famous newspapers and news magazines from there (*Die Zeit, Frankfurter Allgemeine Zeitung, Neue Zürcher Zeitung, Süddeutsche Zeitung, Die Tageszeitung, Der Spiegel, Kronen Zeitung*; etc).
- Radio and T.V. news channels in German-speaking countries, as well as national and international multimedia journalism.
- 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

- 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

- 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

- Wilke, J. (2000). Grundzüge der Medien- und Kommunikationsgeschichte: von den Anfängen bis ins 20. Jahrhundert.
- Böhn, A., & Seidler, A. (2014). Mediengeschichte: eine Einführung. Narr Francke Attempto Verlag.
- Schneider, B. J. (2019). Apps & Co. im Deutschunterricht gezielt einsetzen - Klasse 5-10: Fertige Stundenentwürfe. Kopiervorlagen.
- Gabbert, T., & Dufeu, A. (2024). Medienbildung im Unterricht - Mehr Sicherheit auf Social Media für Jugendliche: Buch mit Materialien über Webcode.
- Online-Material: <https://eduki.com/de/unterricht/3615/deutsch/lesen/sachtexte-medien/zeitung>

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.