

BA (Hons.) Journalism
Category I

DISCIPLINE SPECIFIC CORE COURSE -4 (DSC-4) REPORTING AND EDITING FOR PRINT

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		
DSC 4 Reporting and Editing for Print	4	3	0	1	Passed Class XII with English from List A in CUET	NIL

Learning Objectives

The Learning Objectives of this course are as follows:

- To learn the basic terminologies of print media with special emphasis on reporting.

Learning outcomes

The Learning Outcomes of this course are as follows:

- By studying this course, students will be able to understand about reporting and editing for the print media.
- Students will be able to join any media organisation as a reporter or a sub-editor as they have grasped the basics of reporting and editing.

SYLLABUS OF DSC-4

UNIT – I (15 Hours)

UNIT I: Covering news and Interviewing

- Reporter- role and qualities
- Covering of beats- crime, courts, city reporting, health, education, sports
- Covering speeches, meetings and press conferences
- News agency reporting.
- Interviewing: doing the research, setting up the interview, conducting the interview

- News leads/intros, Structure of the news story– Leads: importance, types of lead
- Articles, features, types of features and human interest stories

UNIT – II (15 Hours)

UNIT II: Newsroom and Anatomy of a Newspaper

- Newsroom, Organizational setup of a newspaper, Editorial department
- Introduction to editing: Principles of editing, headlines; importance/functions/types of headlines, typography and style, language, style sheet, importance and selection of news pictures
- Role of sub/copy-editor, News editor and editor, chief of bureau, correspondents
- Editorial page: structure, purpose, edits, middles, letters to the editor, special articles, light leader, Opinion pieces, op ed page, columns /columnists
- Supplements, Backgrounders

UNIT – III (15 Hours)

UNIT III: Issues and trends in news reporting

- Tabloids, Issues of sensationalism and voyeurism
- Neighbourhood/Community newspapers
- Sociology of news: factors affecting news treatment, paid news, agenda setting, pressure in the newsroom, trial by media, gatekeepers.
- Objectivity and politics of news
- Fake news
- Neutrality and bias in news

Practical component (if any)- (30 Hours) - Students will undertake assignments based on covering the beats and writing reports / interviewing personalities and celebrities. Exercises and assignments on editing copies, writing headlines, writing features, structuring a dummy editorial page, writing editorials etc.

Essential/recommended readings-

1. Baskette and Scissors, *The Art of Editing*, Allyn and Bacon Publication, 1992
2. S.N. Chaturvedi, *Dynamics of Journalism and Art of Editing*, Cyber Tech Publications, 2007
3. Bruce Itule and Douglas Anderson, *News Writing and Reporting for Today's Media*. McGraw Hill Publication, 1987
4. Richard Keeble, *The Newspaper's Handbook*. Routledge Publication, 1994

5. MacDougall and Curtis Daniel, *Principles of Editorial Writing*. W.C. Brown Co. Publishers, 1973
6. F.W. Hodgson, *Modern Newspaper Practice: A Primer on the Press*. Focal Press, 1996

Suggestive readings-

1. Fred Fedler and John R. Bender, *Reporting for the Media*. Oxford University Press, 1997
2. Mencher, Melvin. *News Reporting and Writing*. MC Graw Hill, NY. 2003
3. Denis McQuail, *Mass Communication Theory*. Sage Publications, 1983
4. Fedler, Fred. *Reporting for the Print Media*, (2nd ed). Harcourt, Bruce Jovanovich Inc., NY, 1979
5. Vartika Nanda, *Media Laws and Ethics*. Kanishka Publishers, 2018

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

DISCIPLINE SPECIFIC CORE COURSE–5 (DSC-5): ADVERTISING AND PUBLIC RELATIONS

CREDIT DISTRIBUTION, ELIGIBILITY AND PREREQUISITES 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		
DSC-5 Advertising and Public Relations	4	3	1	0	Passed Class XII with English from List A in CUET	NIL

Learning Objectives

The Learning Objectives of this course are as follows:

- To facilitate a deep understanding of the role and influence of the media in an individual’s life. It will help the student to critically perceive the effects of the media use.

- To learn the concepts and skills required for advertising and public relations and the importance of effective brand positioning using integrated marketing communications.

Learning outcomes

The Learning Outcomes of this course are as follows:

- By studying this course, students will be able to to critically evaluate advertisements and understand the importance of ethical practices in advertising and PR.
- Students will be able to work in any advertising agency as a copy writer/ content writer/ client servicing/ marketing professional and any Public Relations firm and work as a member of their team.

SYLLABUS OF DSC- 5

UNIT – I (15 Hours)

UNIT I: Introduction to Advertising: Concept, Trends and Regulatory Aspects

- Concept of Advertising – Importance and Functions
- Advertising Theories and Models – AIDA, DAGMAR Model, Maslow’s Hierarchy Model, Cognitive Dissonance Theory, Stern’s Model of Advertising Communication Process
- Types of Advertising and Classification of Advertising
- Economic, cultural, psychological and social aspects of advertising
- Ethical & Regulatory aspects of Advertising - Role of ASCI and Contemporary Case Studies
- Marketing Mix, Role of Advertising in Marketing Mix
- Market Segmentation, Positioning, Targeting and Branding
- Media Planning, Creativity and Copy Writing, Scheduling and Budgeting
- Advertising Department vs. Agency - Structure and Functions
- Campaign Planning, Creation and Production
- Emerging Trends in Advertising – Content Marketing, Native Advertising, AI and automation in Marketing, Augmented and Virtual Reality, User-generated Content, Affiliate Marketing

UNIT – II (15 Hours)

UNIT II: Digital Advertising and Marketing

- Digital, Social & Interactive Media for Advertising and Marketing
- Social Media Tools, Strategies, Tactics and Developing Social Networks
- Social Media Interactivity in Advertising
- Digital Influencers
- Digital Advertising – Ethics and Concerns
- Measurement Strategies and ROI

UNIT – III (15 Hours)

UNIT III: Public Relations - Concepts and Practices

- Introduction to Public Relations – Role, Importance and Functions of PR
- Publics in PR
- Principles and Tools of PR
- Organization of Public Relations: In House Department versus Consultancy
- PR in Government and Private Sectors
- Research for PR
- PR Strategies for Social Media
- PR Campaign - Planning, Execution, Evaluation
- PR in Political and Election Campaigns
- Role and Scope of PR in Crisis Management
- Corporate Social Responsibility and Image Management, Case Studies in CSR
- Ethical Issues in PR
- Apex bodies in PR - IPRA, PRSI Codes.

Practical component (if any) -

Essential/recommended readings-

1. Chunawalla, SA. *Advertising Theory and Practice*, Himalaya Publishing House. 2008
2. Jethwaney, Jaishri, *Advertising Management*, Oxford University Press, 2006
3. Jefkins, Frank. *Public Relation Techniques*, Butterworth-Heinmann Ltd, 1994
4. Cutlip S.M and Center A.H., *Effective Public Relations*, Prentice Hall, 1985

Suggestive readings (if any)-

1. David Ogilvy, *Ogilvy on Advertising*, Pan/Prion Books, 1983
2. Frank Jefkins, *Advertising Made Simple*, Rupa & Co., 1973
3. Heath Robert L, *Handbook of Public Relations*, Sage Publications, 2000
4. Dennis L. Wilcose & Glen T, *Public Relations*, Pearson, 2006
5. Kaul J.M., Noya Prakash, *Public Relation in India*, Calcutta, 1982
6. Belch George E., Belch Michael A., Purani Keyoor. *Advertising & Promotion, an Integrated Marketing Communications Perspective*. McGraw Hill, 2007

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

DISCIPLINE SPECIFIC CORE COURSE– 6 (DSC-6): INTRODUCTION TO BROADCAST MEDIA

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		
DSC-6 Introduction to Broadcast Media	4	3	0	1	Passed Class XII with English from List A in CUET	NIL

Learning Objectives

The Learning Objectives of this course are as follows:

- To help students grasp the skills of handling the cameras, shoot a story and will be able to gather and edit and report a story for television.

Learning outcomes

The Learning Outcomes of this course are as follows:

- By studying this course, students will be able to understand the basic sound, image and visual concepts appreciate the visual grammar and visual perspectives and comprehend various elements in broadcast news.
- They will also be capable of anchoring, producing TV news bulletins and documentaries.

SYLLABUS OF DSC-6

UNIT – I (15 Hours)

UNIT I: Basics of Sound and Visual

- Sound-scape, Sound culture
- Types of sound-Sync, Non-Sync, Natural sound, Ambience Sound
- Microphone- Different kinds of microphones (dynamic, condenser, directional microphones)
- Basics of Sound Design
- What is a visual?
- Visual Culture in media studies
- Politics of an image
- Ecology of image

UNIT – II (15 Hours)

Unit II: Visual Grammar

- Basics of a Camera- (Lens & accessories)
- Camera Movement
- Types of shots, Focusing, Depth of field, Lighting
- Visual Perspective

UNIT – III (15 Hours)

UNIT III: Elements in Broadcast news

- Electronic News Gathering (ENG) & Electronic field Production (EFP) (Concept)
- Elements of a Television News Story: Gathering, Writing/Reporting.
- Elements of a Television News Bulletins
- Basics of Editing for TV- Basic Softwares and Techniques (for editing a news capsule)

Practical component (if any) – 30 Hours – Presentations, news bulletins in English and Hindi on national and private channels (as teaching material)

Essential/recommended readings-

1. Documentary--‘The future of Television News’

Suggestive readings-

1. Zettl Herbert, Television Production Handbook. (Page nos: 20-80, 85-135), 1961
2. Robert c Allen and Annette Hill, The Television Reader, Routledge (Page no: 10- 40), 2004
3. P.C Chatterjee, Broadcasting in India, New Delhi, Sage (Page no: 25- 78), 1987
4. The Radio Handbook, by Carrol Fleming, Rout ledge (London & New York) (Page no: 47-105), 2002

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