

Semester VII

DEPARTMENT OF URDU

COURSES OFFERED BY DEPARTMENT OF URDU

DISCIPLINE SPECIFIC ELECTIVES (DSE-6) MEDIA WRITINGS

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		
Media Writing	4	3	0	1	Urdu in Class XII or X	Nil

Learning Objectives

The Learning Objectives of this course are as follows:

- To give the knowledge of the history of Urdu Sahafat.
- To provide a chance to write different genres of media writing.

Learning outcomes

The Learning Outcomes of this course are as follows:

- Understanding of concepts.
- Exercising concepts through writings.
- Demonstrating conceptual and textual understanding in tests and exams.

UNIT – I (15 Hours)

1. Urdu Sahafat ki Ibteda aur Ahad-ba-Ahad Irteqa (The Origins and Development of Urdu Journalism)
2. Reporting ka tareeqa aur iske buniyadi Usool (Reporting method and its basic principles)
3. Reporting ki Zuban (language of Reporting)

UNIT – II (15 Hours)

4. Social media, Blog writing
5. Dialogues writings for reels to post on social media
6. Writing literary features, conducting interviews for podcasts to be posted on Youtube or Spotify.

UNIT – III (15 Hours)

7. Writing features for radio.
8. Script writing for the video in creative mode to be uploaded on Youtube.

Practical component (if any)

1. Practice of different script writings- Advertisement, Mime, Dialogue, Feature, Documentary, Drama etc.

Essential/recommended readings

1. *Radio aur Television mein Tarsil-o Iblagh ki Zaban* by Kamal Ahmad Siddiqi, NCPUL, Delhi
2. *Television Nashriyat-Tarikh, Tehrir, Takneek*, Anjum Usmani, Delhi
3. *Broadcasting* – Rifat Sarosh, Delhi
4. *Khabar Nigari* by Shafey Qidwai, Aligarh
5. *Urdu Media*, ed. Khwaja Md. Ekramuddin, NCPUL, New Delhi
6. The Serial Podcast and Storytelling in the Digital Age- Ellen McCracken, Routledge , 2017
7. *The Podcaster's Audio Handbook*- Corey Marie Green, Springer, 2021
8. वीडियो ब्लॉगिंग / Video Blogging, Anupama Chaudhri, Bhasha Prakashan

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