

## 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.