

BA (Hons.) Journalism

DISCIPLINE SPECIFIC CORE COURSE-7 (DSC-7): Media and Cultural Studies

No. of hours- 60(Theory- 45 hrs.+Tutorials/Practicals-15 hrs.)

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-7 Media and Cultural Studies	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 engage with contemporary media forms actively and critically in its diversity of music, films, graffiti, new media and folk media.
- To contextualize the developments of the media and its role through political and economic changes across the world.

Learning outcomes

The Learning Outcomes of this course are as follows:

- By studying this course, students will be able to attain familiarity with the historical evolution of the media.

SYLLABUS OF DSC-7

UNIT – I (15 weeks-1 hour/week)

UNIT I: Understanding Culture

- Mass Culture, Popular Culture, Folk Culture
- Frankfurt School, Media as Cultural Industries
- Political Economy, Ideology and Hegemony
- Technological Determinism

UNIT – II (15 weeks-1 hour/week)

UNIT II: Representation

- Media as Texts
- Signs and Codes in Media
- Uses and gratification approach
- Reception studies
- Representation of nation, class, caste and gender issues in media

UNIT – III (15 weeks-1 hour/week)

UNIT III: Audiences

- Active audiences
- Women as audiences
- Sub Cultures; music and the popular
- Fandom

Practical component (if any)- Assignments can take rather creative forms like group blogging, journal entries, short films and posters. Students can be encouraged to do projects on analysis of TV shows, cultural symbols, folk performances, and music shows. They can also take up challenging themes like the representation of caste, gender, and nation in contemporary media.

Essential/recommended readings-

1. AS Media Studies: An Essential Introduction Edited by Philip Rayner, Peter Wall and Stephen Kruger, Routledge (Covers Unit II, III, IV and V), 2019
2. John Fiske, Introduction to Communication Studies, Routledge (Covers Unit II, Ideology and Meanings and Unit III signs and codes), 1982
3. Dennis McQuail, (fourth Edition) Mass Communication Theory, London, Sage (Covers Unit IV, Media Technologies), 2000
4. Baran and Davis, Mass Communication Theory (covers Unit II, III and IV), 1994
5. John Storey. Cultural Theory and Popular Culture: An Introduction. London: Pearson Longman. (Covers Unit 1 and II and IV), 2009
6. Kevin Williams, Understanding Media Theory (Covers Unit II, III and IV), 2003

Suggestive readings-

1. Media Cultures by Nick Stevenson, 2002, Second Edition, SAGE.
2. Short Extracts from writings by Adorno and Horkheimer, Radway, Roland Barthes, McLuhan

3. Parmar S. Traditional Folk Media in India, 1975, New Delhi, Geka Books
4. Chatterji, Roma. "Folklore and the construction of national tradition." Indian Folklife 19 (2005).
5. Rege, Sharmila. "Conceptualising Popular Culture:'Lavani' and 'Powada' in Maharashtra." Economic and political weekly (2002): 1038-1047.
6. Uberoi, Patricia. "Feminine identity and national ethos in Indian calendar art." Economic and Political Weekly (1990): WS41-WS48.
7. Punathambekar, Aswin. "Reality television and the making of mobile publics: The case of Indian Idol." in The Politics of Reality Television, pp. 154-174. Routledge, 2010.
8. Ranganathan, Maya. "The archetypes of Sita, Kaikeyi and Surpanakha stride the small screen." In Rodrigues, Usha M., and Maya Ranganathan. Indian news media: From observer to participant. SAGE Publications India, 2014.

DISCIPLINE SPECIFIC CORE COURSE-8 (DSC-8): Introduction to New Media

No. of hours- 60(Theory- 45 hrs.+Tutorials/Practicals-15 hrs.)

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-8 Introduction to New 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 study new media theories from a critical lens.

Learning outcomes

The Learning Outcomes of this course are as follows:

- By studying this course, students will be able to critically assess and synthesize new media theories, analytical approaches, and practices, connect disparate theories and understand their development and contribution to the field of new media studies; critique and contribute to debates about digital media ownership, economics, intellectual property, regulation, privacy, identity, sociality, infrastructure, and equity; understand user behaviour and participatory cultures online, audience analysis for production of content for websites and blogs, integration of social media and journalism and get employment as new media professional.

SYLLABUS OF DSC- 8

UNIT – I (15 weeks-1 hour/week)

UNIT I: Key Concepts

- Defining new media and digital media,
- terminologies and their meaning,
- advocacy journalism,
- multiplier effect,
- technological determinism,
- mobile-mediated-communication (MMC),
- networked society,
- Participatory culture- Blogs, Vlogs, Social Media Trends

UNIT – II (15 weeks-1 hour/week)

UNIT II: Digitization of Content: Debates & Concerns

- Piracy, copyright, copy-left and open source
- Digital archives
- How are new media monetized?
- New media and ethics

UNIT – III (15 weeks-1 hour/week)

UNIT III: Web Writing and Website Design

- Online reporting, linking, multimedia, building narratives with multimedia
- Website planning and visual design
- Content strategy and audience analysis

Practical component (if any)- Create a news website to understand the use of digital media for activism and journalism. Teacher and students will function as an Editor and Reporters, gathering multi-media content for the class website. The website will reflect unique multimedia productions from each student produced during the course of the semester. These productions will include shooting and editing videos, audios and pictures for the web, packaging text and content for an online audience.

Essential/recommended readings-

1. Vincent Miller. *Understanding Digital culture*. Sage Publications, 2011
2. Lev Manovich. "What is New Media?" in *The Language of New Media*. Cambridge: MIT Press. pp. 19-48, 2001
3. Siapera, Eugenia., *Understanding New Media*. Sage, 2011
4. *Digital Disconnect: How capitalism is turning the internet against democracy*, Robert McChesney, 2013
5. Jenkins, Henry. *Convergence Culture: Where Old and New Media Collide*. New York,NY: NYU Press, 2006
6. *New Media: A critical introduction* by Lister, Dovey, Giddings, Grant and Kelly, 2003

Suggestive readings-

1. Baym, Nancy K., *Personal Connections in the Digital Age*. Polity, 2010. (Chapter 3)
2. Goldsmith, Jack, and Tim Wu. 2006. *Who Controls the Internet? Illusions of Borderless World*. Oxford University Press US.
3. O'Reilly, Tim. (2005). *What is web 2.0: Design patterns and business models for the next generations software*. O'Reilly.com, retrieved from <http://oreilly.com/web2/archive/whatis-web-20.html>

4. Grossman, "Iran Protests: Twitter, the Medium of the Movement" Lemann, Nicholas. 2006.
5. Amateur Hour: Journalism without Journalists. The New Yorker, August 7, 2006. Available at http://www.newyorker.com/archive/2006/08/07/060807fa_fact1
6. Xiang, Biao. 2005. "Gender, Dowry and the Migration System of Indian Information Technology Professionals" Indian Journal of Gender Studies 12: 357-380.
7. Spreadable Media: Creating value and meaning in a networked culture, Jenkins, Ford, & Green. The Culture of Connectivity: A critical history of social media, Jose Van Dijck, 2013
8. Mobile Interfaces in Public Spaces: Locational privacy, control, and urban sociability, de Souza e Silva and Frith, 2012

DISCIPLINE SPECIFIC CORE COURSE-9 (DSC-9): Introduction to Photography

No. of hours- 60(Theory- 45 hrs.+Tutorials/Practicals-15 hrs.)

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-9 Introduction to Photography	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 utilize the technology and the tools of the photography in the production of photographic images, to include the operation of the camera, exposure, lenses etc.

Learning outcomes

The Learning Outcomes of this course are as follows:

- By studying this course, students will be able to work as a photojournalist, professional photographer with any organization/political party and capture pictures for any event in the personal or professional capacities of customers.

SYLLABUS OF DSC-

UNIT – I (15 weeks-1 hour/week)

UNIT I: Beginning & Types of Photography

- The birth of Camera and its evolution
- Invention of Digital Photography
- Photojournalism: News Photography, Sports Photography, Nature photography, Portrait photography, Travel photography, Fashion photography and advertisement photography

UNIT – II (15 weeks-1 hour/week)

UNIT II: Camera Equipment & Lighting

- Camera Lenses, aperture, shutter
- Digital storage
- Different types of lighting-Natural lighting–and Artificial Lighting
- Three-point lighting

UNIT – III (15 weeks-1 hour/week)

UNIT III: Photo editing software

- Microsoft Office Picture manager,
- CorelDraw,
- Adobe Photoshop Elements,
- Photoshop CC (Creative Cloud) Correcting imperfect images: Picture orientation,
- Cropping,
- Levels,
- Altering brightness and contrast,
- red eye

Practical component (if any)- Students will make a photo feature on selected topics. Other methods will include lectures, class exercises of following photographs used by various social media and new paper and class discussions on mobile photography trends, as well as other significant debates on topical issues.

Essential/recommended readings-

1. *The Photography Book* by Editors of Phaidon Press, 30 April 2000.
2. *Communication Technology for Development*, Pannu P, Tomar A Yuki, IK international publishing House, 2011.
3. *All about Photography* by Ashok Dilwali, National Book Trust, Year of Publication: 2010 New Delhi.0
4. *Practical photography* by O.P. SHARMA HPB/FC (14 March 2003)
5. *The Photographer's Guide to Light* by Freeman John Collins & Brown, 2005.
6. *Lonely Planet's Best Ever Photography Tips* by Richard I' Anson published by Lonely Planet, 2013

Suggestive readings- NIL

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