

**TEACHING PLAN FOR ACADEMIC YEAR 2019-2020**

Course Name	Year (2018-2019)	Paper Name	Semester	Core/ Elective
B.A. Hons Journalism	July 2019 - November 2019	Photography	V	DSE
B.A. Hons Journalism	July 2019 - November 2019	Print Journalism and Production	V	DSE
B.A. Hons Journalism	July 2019 - November 2019	Advertising and Public Relations	III	Core

**DSE-3 PAPER: PHOTOGRAPHY****SEMESTER: V****SESSION: July 2019 - November 2019****TEACHER NAME: Nazish Hena Khan****SYLLABUS****UNIT I Introduction to Photography**

A brief History of Photography- Camera Obscura to the daguerreotype process

Technical history of photography: Persistence of Vision, Camera Obscura, Muybridge Experiment (Leaping horse).

The photographic process (The Silver Halide Photography Process)

A brief glimpse into the Dark Room Development of a Photograph

Modernization of Photography and its use in Mass Media

**UNIT II Understanding the mechanisms of Photography**

Types of photographic cameras and their structure (Pin-hole, SLR, TLR, D-SLR)

Lenses (types and their perspective/angle of view)

Aperture (f-stop &amp; T-stop)

Shutters (Focal plane &amp; Lens shutter)

Light meters (Incident, reflected &amp; through Lens: Average, Centre weighted, Spot &amp; Metrics) and focus and depth of field

**UNIT III Understanding Light and Shadow**

Natural light and Artificial Light

The Nature of Light- Direct Light, Soft light, Hard light, Directional Light.

Brightness, Contrast, Mid tones, Highlights, Shadow and Silhouettes

Lighting equipment (Soft boxes, umbrellas, fresnels, Skimmers, reflectors, etc)

Three Point Lighting Technique and Metering for Light

Filters and Use of a Flash Unit

**UNIT IV Digital Photography and Editing**

Sensor Sizes, Formats and Storage

Introduction to Editing and Digital Manipulation

Brightness, Contrast, Mid tones, Highlights, Colour tones

## Basics of Photoshop

### UNIT V Photojournalism

Brief History – Global & Indian

Application & Ethics and Law in Digital Imaging (Ethicality while photographing a subject/issue & editing the image – issue of unethical morphing, Copyright Law etc.)

Approaches to documenting reality- (Discussion on Capa's The Falling Soldier, Objective Truth or Staged Representation)

War Photojournalism

## **COURSE DESCRIPTION**

**Objective:** The course will introduce the students to the fundamentals of photography, camera operations, lighting techniques and visual grammar. This course will provide an overview of photography and its historical evolution combined with practical, hands-on production. Students will learn about styles of famous photographers develop skills of composing, framing, lighting etc.

**Learning Outcome:** By the end of the course Students will be able to utilize the technology and tools of photography in the production of photographic images to include: the operation of the camera, exposure, lenses etc. This course will open an avenue for the students to explore career options and individual ventures in Photography and Photojournalism, which is a specialized and developing area in the media landscape.

### **Teaching Method:**

Discussions, presentations, screening of audio visual materials and interactive group discussions.

## **TEACHING TIME (No. of Weeks) - Approximately 12 Weeks**

### **CLASSES**

The course is organized around daily lectures and tutorials as per the time table. Students will be given practical assignments on the units covered in the photography course each week to help them follow the course content. These assignments will be shown and discussed in class in detail. There are 5 marks for attendance as part of Internal assessment.

## **UNIT WISE BREAK UP OF SYLLABUS**

### **UNIT - I (Week 1 - 3)**

#### **Introduction to Photography**

This unit introduces students to the vast history of photography, its evolution, the development of the camera and experiments related to its evolution, they will learn about early innovators of photography like Niépce and Daguerre. Students will explore the innovations that brought about the invention of photography in the 19th century.

They will also learn about social stigmas and art rivalries that contributed to the derision and eventual acceptance of photography as an art form.

The following topics will be discussed in detail:

- a) Camera obscura
- b) The daguerreotype
- c) Edward Muybridge experiment
- d) The Silver Halide Photography Process
- e) Dark Room Development of a Photograph
- f) Modernization of Photography and its use in Mass Media

## **UNIT - II (Week 4 - 6)**

### **Understanding the mechanisms of Photography**

In this unit, students will be learning about the different rules of photography, they will be taught how to compose a photograph and identify photography techniques and analyse photos based on the rules. They will be taught about different types of equipment and accessories.

The following topics will be discussed in detail:

- a) Types of photographic cameras and their structure (Pin-hole, SLR, TLR, D-SLR)
- b) Lenses (types and their perspective/angle of view)
- c) Aperture (f-stop & T-stop)
- d) Shutters (Focal plane & Lens shutter)
- e) Light meters (Incident, reflected & through Lens: Average, Centre weighted, Spot Metering), focus and depth of field

## **UNIT - III (Week 7 - 8)**

### **Understanding Light and Shadow**

In this unit, students will learn how the position of the light affects a photograph, how to create mood lighting and flattering shadows, how different lighting conditions and sources change the colours in the image and how to fix it. They will also understand how to use basic concepts to take more control over both natural and artificial light.

The following topics will be discussed in detail:

- a) Natural light and Artificial Light
- b) Direct Light, Soft light, Hard light, Directional Light.
- c) Brightness, Contrast, Mid tones, Highlights, Shadow and Silhouettes
- d) Different Lighting equipment
- e) Three Point Lighting Technique and Metering for Light
- f) Filters and Use of a Flash Unit

## **UNIT - IV (Week 9 - 10)**

### **Digital Photography and Editing**

Students will be taught about using Adobe Photoshop and they will elaborately discuss basic tools of Photoshop. They will get more information about using colour mode, resolution, document sizes, working with layers, colour panel, gradient, custom shapes, etc. They will also learn more about image file formats like JPEG, TIFF, PNG etc.

The following topics will be discussed in detail:

- a) Sensor Sizes, Formats and Storage
- b) Introduction to Editing and Digital Manipulation
- c) Brightness, Contrast, Mid tones, Highlights, Colour tones
- d) Basics of Photoshop

## **UNIT - V (Week 11 - 12)**

### **Photojournalism**

Students will learn about the concept of 'photojournalism' and its history. They will discuss how photographs can tell a story, there will be a discussion and class presentations about the lives and work of well-known photojournalists and students will be asked to analyse and interpret famous photographs. Students will also discuss the difference between objective truth and staged representation.

The following topics will be discussed in detail:

- a) Brief History of Photojournalism – Global & Indian
- b) Application & Ethics and Law in Digital Imaging
- c) Discussion on Capa's 'The Falling Soldier'
- d) War Photojournalism

### **ASSESSMENT**

Internal Assessment of 25 marks will be in the form of assignments, mid semester test and projects. There are 5 marks for attendance as part of Internal assessment.

### **ESSENTIAL READINGS**

1. Camera Lucida: Reflections on Photography- Roland Barthes
2. On Photography- Susan Sontag
3. The Man, The Image & The World: A Retrospective- Henri Cartier-Bresson
4. Basic Photography- Michael Langford.
5. All about Photography by Ashok Dilwali, National Book trust , Year of Publication:2010 New Delhi.
6. Practical photography by O.P. SHARMA HPB/FC (14 March 2003).
7. The Photographer's Guide to Light by Freeman John Collins & Brown, 2005.

### **SUGGESTED READINGS**

1. All about Photography by Ashok Dilwali, National Book trust, Year of Publication: 2010, New Delhi.
2. Practical photography by O.P. SHARMA HPB/FC (14 March 2003).
3. The Photographer's Guide to Light by Freeman John Collins & Brown, 2005.
4. Lonely Planet's Best Ever Photography Tips by Richard I'Anson published by Lonely Planet

5. Folts, M James A. Lovell, Ronald P., Handbook of Photography learning, Fred C. Zwahlen, Jr. USA: Delmal Thomsan, 2005.
6. Frost, Lee, Photography, UK: Hodder Headline, 2007.
7. Langford, Michael, Fox, Anna, Smith, Richard, Sawden, Langford's Basic Photography: The Guide for serious Photographers, UK: Focal Press, 2010.

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## **CORE PAPER DSC-7: ADVERTISING AND PUBLIC RELATIONS**

**SEMESTER: III**

**SESSION: July 2019 - November 2019**

**TEACHER NAME: Nazish Hena Khan**

### **SYLLABUS**

Unit-1 Introduction to Advertising Meaning and history

Advertising Importance and Functions

Advertising as a tool of communication,

Role of Advertising in Marketing mix, PR

Advertising Theories and Models-AIDA model, DAGMAR Model

Maslow's Hierarchy Model, communication theories applied to advertising

Types of advertising and New trends

Economic, Cultural, Psychological and Social aspects of advertising

Ethical & Regulatory Aspects of Advertising-Apex Bodies in Advertising-AAAI,

ASCI and their codes.

Unit 2- Advertising through Print, electronic and online media

Types of Media for advertising

Advertising Objectives, Segmentation, Positioning and Targeting

Media selection, Planning, Scheduling

Marketing Strategy and Research and Branding

Advertising department vs. Agency-Structure, and Functions

Advertising Budget

Campaign Planning, Creation and Production

Unit-3 Public Relations-Concepts and practices

Introduction to Public Relations

Growth and development of PR

Importance, Role and Functions of PR

Principles and Tools of Public relations

Organisation of Public relations: In house department vs consultancy.

PR in govt. and Private Sectors

Govt's Print, Electronic, Publicity, Film and Related Media Organizations

Unit 4- PR-Publics and campaigns

Research for PR

Managing promotions and functions

PR Campaign-planning, execution, evaluation

Role of PR in Crisis management

Ethical issues in PR-Apex bodies in PR- IPRA code - PRSI, PSPF and their codes.

Unit 5- Social Media Marketing

Social Media Technologies and Management

Integrated Marketing Communication Developing Social Networks

Social Media Strategies, Tactics and Ethics Social Media Tools

Measurement Strategies and ROI

### **COURSE DESCRIPTION**

**Objective:** The course aims to familiarize students with the concepts and techniques of advertising and public relations. The course will help students to understand techniques of marketing communications to launch and build branded products and services by the tactful integration of old and new media.

**Learning Outcome:** This paper will help students to grasp the concepts and skills required for advertising and public relations and the importance of effective brand positioning using integrated marketing communications. The students will also learn to critically evaluate advertisements and understand the importance of ethical practices in advertising and public relations.

**TEACHING TIME (No. of Weeks) - Approximately 12 Weeks**

### **CLASSES**

The course is organized around daily lectures and tutorials as per the time table as it is a core paper. Students will be given reading assignments each week to help them follow the course content. These readings will be discussed in class in detail. Students will also be given practical assignments to understand the production of advertisements. There are 5 marks for attendance as part of Internal assessment.

### **UNIT WISE BREAK UP OF SYLLABUS**

#### **UNIT - I (Week 1 - 2)**

#### **INTRODUCTION TO ADVERTISING MEANING AND HISTORY**

This unit introduces the concept of Advertising and its importance in media. Students will understand the need of advertising, its role in the Marketing Mix, the 4Ps of marketing. Students will be taught various essential theories and models of Advertising such as AIDA, DAGMAR, etc. Another important topic that will be discussed at length will be the need for ethics in advertising, students will also study the working of ASCI, its Consumer Complaint Council and the recent judgements given by it and they will also write a thorough report on it.

- a) Advertising Importance and Functions
- b) Advertising as a tool of communication,
- c) Role of Advertising in Marketing mix, PR

- d) Advertising Theories and Models-AIDA model, DAGMAR Model, Maslow's Hierarchy Model, communication theories applied to advertising
- e) Types of advertising and New trends
- f) Economic, Cultural, Psychological and Social aspects of advertising
- g) Ethical & Regulatory Aspects of Advertising-Apex Bodies in Advertising-AAAI, ASCI and their codes.

## **UNIT - II (Week 3 - 5)**

### **ADVERTISING THROUGH PRINT, ELECTRONIC AND ONLINE MEDIA**

The core techniques of advertising such as segmentation, positioning, targeting, will be explained to students with the help of various relevant examples as well as case studies. This unit also deals with the structure and functioning of an advertising industry. Students will be divided into groups and each group will create an advertising campaign and will present it in class. The concept and use of research in advertising will also be explained through case studies of successful brands. This unit will help students to grasp the concepts and skills required for advertising and the importance of effective brand positioning using integrated marketing communications.

- a) Types of Media for advertising
- b) Advertising Objectives, Segmentation, Positioning and Targeting
- c) Media selection, Planning, Scheduling
- d) Marketing Strategy and Research and Branding
- e) Advertising department vs. Agency-Structure, and Functions
- f) Advertising Budget
- g) Campaign Planning, Creation and Production

## **UNIT - III (Week 6 - 8)**

### **PUBLIC RELATIONS - CONCEPTS AND PRACTICES**

This unit introduces the concept of Public Relations and its importance in media. Students will understand the need of Public Relations, its role and function and principles. Students will also be taught various essential tools and techniques of Public Relations. This unit also deals with the structure and organization of Public relations. Students will also learn about the publicity units of the Government and their essential roles.

- a) Introduction to Public Relations
- b) Growth and development of PR
- c) Importance, Role and Functions of PR
- d) Principles and Tools of Public relations
- e) Organization of Public relations: In house department vs consultancy
- f) PR in govt. and Private Sectors
- g) Govt's Print, Electronic, Publicity, Film and Related Media Organizations

## **UNIT - IV (Week 9 - 10)**

### **PR - PUBLICS AND CAMPAIGNS**



In this unit, students will understand the role of research in PR, the ethical issues in PR and Apex bodies of PR. Students will also create a PR campaign which will include planning and execution. The students will also learn to critically evaluate and understand the importance of ethical practices in PR. There will be extensive class discussion on crisis communication as an important part of PR.

- a) Research for PR
- b) Managing promotions and functions
- c) PR Campaign - planning, execution, evaluation
- d) Role of PR in Crisis management
- e) Ethical issues in PR-Apex bodies in PR- IPRA code - PRSI, PSPF and their codes.

## **UNIT - V (Week 10 - 12)**

### **SOCIAL MEDIA MARKETING**

This unit is designed to look at the rise of social media and how marketers are integrating social media tools in their overall marketing strategy. Students will investigate how the marketing community measures success in the new world of social media. Students will learn how to successfully have social media presence as an organization and understand techniques for gaining customer and consumer buy-in to achieve marketing goals to properly select social media platforms to engage consumers. Students will also understand the risks and benefits of social media campaigns through case studies.

- a) Social Media Technologies and Management
- b) Integrated Marketing Communication Developing Social Networks
- c) Social Media Strategies, Tactics and Ethics Social Media Tools
- d) Measurement Strategies and ROI

### **ASSESSMENT**

Internal Assessment of 25 marks will be in the form of written assignments, mid semester test and projects. There are 5 marks for attendance as part of Internal assessment.

#### **List of Projects**

1. Design an ad copy for a product
2. Script writing for electronic media (Radio jingle, TV Commercial)
3. 3 Planning & Designing advertising campaigns
4. Critical evaluation of advertisements
5. Writing a press release.
6. Planning and designing PR campaign
7. Assignment on crisis management

### **ESSENTIAL READINGS**

1. David Ogilvy, Ogilvy on Advertising, Pan/Prion Books
2. Frank Jefkins, Advertising Made Simple, Rupa & Co.
3. Chunnawalla, Advertising Theory and Practice, Himalaya Publishing House



4. Jethwaney Jaishri, Advertising, Phoenix Publishing House
5. Jefkins Frank Butterworth, Public Relation Techniques, Heinmann Ltd.
6. Heath Robert L, Handbook of Public Relations, Sage Publications,
7. Dennis L. Wilcoxe& Glen T, Public Relations, Pearson
8. Cutlip S.M and Center A.H., Effective Public Relations, Prentice Hall
9. Kaul J.M., NoyaPrakash, Public Relation in India, Calcutta

### **SUGGESTED READINGS**

1. Belch George E., Belch Michael A., PuraniKeyoor (2007) Advertising
  2. Promotion, an Integrated Marketing Communications Perspective (McGraw Hill)
  3. Aaker, David, A, and Mayers, Advertising Management, New Delhi: Prentice Hall, 2007.
  4. Batra, Myers, and Aaker, Advertising Management, New Delhi Prentice Hall, 1996.
  5. Jethwaney, J., and Shruti, Jain, Advertising management, New Delhi: Oxford University Press, 2006.
  6. Kenneth, Clow, E., Integrated Advertising, Promotion and
  7. Marketing, London: Pearson Education Limited, 2016.
  8. Kotler, Philip, Marketing Management, New York: Pearson Prentice Hall, 2002.
  9. Semenik, Allen, Advertising and Integrated Brand Promotion, New Delhi: Vikas Publication House, 2008.
  10. Valladaras, June, The Craft of Copywriting, New Delhi: Vikas Publication House, 2008.
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### **DSE-2 PAPER: PRINT JOURNALISM AND PRODUCTION**

**SEMESTER: V**

**SESSION: June 2019 - November 2019**

**TEACHER NAME: Nazish Hena Khan**

### **SYLLABUS**

Unit 1: Specialized Reporting  
Business/economic  
Parliamentary  
Political

Unit 2: Trends in Print journalism  
Investigative journalism/ Sting operations and related case studies Impact of  
Technology on newspapers and Magazines  
Ethical debates in print journalism: ownership and control

Unit 3: Production of Newspaper  
Principles of Layout and Design: Layout and format, Typography, Copy preparation  
Design process (size, anatomy, grid, design)  
Handling text matter (headlines, pictures, advertisements)

Page make-up (Print and Electronic copy) (Front page, Editorial page and Supplements)

Unit 4 Technology and print

Modern Printing Processes

DTP (Desk top publishing)/software for print (Quark Express, Adobe Photoshop, Adobe InDesign etc.)

Picture Editing and Caption Writing

Unit 5: Advanced Newspaper and Magazine Editing

Classification of Newspapers and Magazines

Current trends in Newspapers and Magazines with respect to content Photographs and Cartoons in Newspapers and Magazines

### **COURSE DESCRIPTION**

**Objective:** In this course, students will acquire advanced print media skills like, editing, design, layout and production. This course will familiarize students with reporting on specialized beats and understand the principles of print production.

**Learning Outcome:** This paper will help them to grasp the skills required for printing and understand the nuances of specialized reporting. Students will also create, design and print a college newsletter.

**Teaching Method:** Lecture method, power point Presentations, class discussions, debates, special lectures by print journalists, workshops on use of software for print.

**TEACHING TIME (No. of Weeks) - Approximately 12 Weeks**

### **CLASSES**

This discipline specific elective paper will be organized around daily lectures as per the time table. Students will be given assignments each week to help them follow the course content. These assignments will be presented and discussed in class in detail. There are 5 marks for attendance as part of Internal assessment.

### **UNIT WISE BREAK UP OF SYLLABUS**

#### **UNIT - I (Week 1 - 3)**

##### **Unit 1: Specialized Reporting**

Students will familiarize themselves with reporting on specialized beats and understand the principles of print production.

In this unit, the following topics will be discussed in detail:

Parliamentary Reportage

Reporting Elections

Business

Political

Agriculture

## **UNIT - II (Week 4 - 6)**

### **Trends in Print journalism**

Students will be aware of the new and upcoming trends in the newspaper and magazine. They will also discuss the impact of technology on print media.

In this unit, the following topics will be discussed in detail:

- a) Investigative journalism/ Sting operations and related case studies
- b) Impact of Technology on newspapers and Magazines
- c) Ethical debates in print journalism: ownership and control

## **UNIT - III (Week 7 - 9)**

### **Production of Newspaper**

This unit will help students understand how to create a layout and design a newspaper.

In this unit, the following topics will be discussed in detail:

- a) Principles of Layout and Design: Layout and format, Typography, Copy preparation Design process (size, anatomy, grid, design)
- b) Handling text matter (headlines, pictures, advertisements)  
Page make-up (Print and Electronic copy) (Front page, Editorial page and Supplements)

## **UNIT - IV (Week 9 - 10)**

### **Technology and print**

This unit deals with the different software through which the present printing processes works.

In this unit, the following topics will be discussed in detail:

- a) Modern Printing Processes
- b) DTP (Desk top publishing)/software for print (Quark Express, Adobe Photoshop, Adobe InDesign etc.)
- c) Picture Editing and Caption Writing

## **UNIT - V (Week 11 - 12)**

### **Advanced Newspaper and Magazine Editing**

- a) In this unit, the following topics will be discussed in detail:  
Classification of Newspapers and Magazines
- b) Broadsheets and Tabloids
- c) Current trends in Newspapers and Magazines with respect to content  
Photographs and Cartoons in Newspapers and Magazines

## **ASSESSMENT**

Internal Assessment of 25 marks will be in the form of short projects. By the end of the course the students would be able to conceptualize and ideate through workshops and create newsletters.

## ESSENTIAL READINGS

1. Editing: A Handbook for Journalists – by T. J. S. George, IIMC , New Delhi, 1989
2. News Reporting and Editing by Shrivastava, K. M. (1991) Sterling Publishers, New Delhi Professional Journalism, by M.V. Kamath, Vikas Publications
3. Groping for ethics in Journalism, by Eugene H. Goodwin, Iowa State Press
4. Journalism: Critical Issues, by Stuart Allan, Open University Press
5. Modern Newspapers practice, by Hodgson F. W. Heinemann London, 1984.
6. Principles of Art and Production, by N.N. Sarkar, Oxford University Press
7. Allan Stuart, Journalism: Critical Issues, New Delhi: Open University Press, 2005
8. Media Laws and Ethics, by Nanda, V, Kanishka Publishers 2018

## SUGGESTED READINGS

1. George, T.J.S., Editing: A Handbook for Journalist, New Delhi: IIMC, 1989.
  2. Goodwin, Eugene, H., Groping for Ethics in Journalism, USA: Iowa State Press, 1999.
  3. Heinemann, Hodgson, F.W., Modern Newspaper Practice, London: Heinemann, 1984.
  4. Kamath, M.V., Professional Journalism, New Delhi, Vikas Publication, 1980.
  5. Shrivastava, K.M., News Reporting and Editing, New Delhi: Sterling Publishers, 1991.
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**TEACHING PLAN FOR ACADEMIC YEAR 2019-2020**

Course Name	Year (2018-2019)	Paper Name	Semester	Core/ Elective
B.A. Hons Journalism	January 2020 - April 2020	Communication Research and Methods	VI	Core
B.A. Hons Journalism	January 2020 - April 2020	Documentary Production	IV	SEC
B.A. Hons Journalism	January 2020 - April 2020	Media & Cultural Studies	II	Core

**TEACHING PLAN FOR ACADEMIC YEAR 2019-2020****CORE PAPER DSC-14: Communication Research and Methods****SEMESTER: VI****SESSION: January 2020 - April 2020****TEACHER NAME: Dr. Nazish Hena Khan****SYLLABUS**

Unit I – Introduction to Research

Definition, Role, Function, Basic and Applied Research, Scientific Approach, Role of theory in research, Steps of Research (Research question, Hypothesis, Review of Literature)

Unit II – Methods of Media Research

Qualitative- Quantitative Technique, Content Analysis, Survey Method, Observation Methods, Experimental Studies, Case Studies, Narrative Analysis, Historical research.

Unit III – Sampling

Need for Sampling, Sampling Methods, Representativeness of the Samples, Sampling Error, Tools of data collection: Primary and Secondary data-Questionnaire, Focus Groups, Telephone, Surveys, Online Polls, Published work.

Unit IV- Methods of analysis and report writing

Data Analysis Techniques; Coding and Tabulation, Non-Statistical Methods (Descriptive and Historical)

Working with Archives; Library Research;

Working with Internet as a source; Writing Citations, Bibliography Writing the research report

Unit V - Ethnographies and other Methods Readership and Audience Surveys

Ethnographies, textual analysis, discourse analysis Ethical perspectives of mass media research

## **COURSE DESCRIPTION**

**Objective:** This paper will introduce students to the basic concepts of research methods in applied and social sciences. It will help them gain an understanding the nuances of communication research and writing a research proposal and research paper.

**Learning Outcome:** The course will make the students capable of designing surveys and conducting research projects. Through this paper the student will be able to write a research proposal and undertake research. They will also be equipped to write a research paper and a research report.

**Project:** The students will present and submit a research proposal and a research paper in her area of interest under the guidance of the faculty.

**TEACHING TIME (No. of Weeks) - Approximately 12 Weeks**

## **CLASSES**

This is a core paper organized around daily lectures and tutorials as per the time table. Students will be given reading assignments each week to help them follow the course content. These readings will be discussed in class in detail. There are 5 marks for attendance as part of Internal assessment.

## **UNIT WISE BREAK UP OF SYLLABUS**

### **UNIT - I (Week 1 - 3)**

#### **Introduction to Research**

In this unit, the following topics will be discussed in detail:  
Definition, role, function, basic and applied research, scientific approach, role of theory in research, theoretical framework, Steps of research: selection of the problem, review of literature, statement of hypothesis and research question, methodology and methods, research design, sampling, data analysis and interpretation, presentation of results, replication and ethical perspectives of mass media research

### **UNIT - II (Week 4 - 6)**

#### **Methods of Media Research**

In this unit, the following topics will be discussed in detail:  
Quantitative and Qualitative Techniques: content analysis, survey method, audience and readership surveys, designing questionnaires, observation methods, experimental research, case studies, field experiments, focus groups, intensive interviews, longitudinal research, historical research

### **UNIT - III (Week 7 - 9)**

#### **Sampling**

In this unit, the following topics will be discussed in detail:

Universe, population, need for sampling, sampling methods: probability and non-probability sampling, representativeness of the samples, sampling error, sample size,

#### **UNIT - IV (Week 9 - 10)**

##### **Methods of analysis and report writing**

In this unit, the following topics will be discussed in detail:

Data analysis techniques; coding and tabulation, non-statistical methods (descriptive and historical), working with internet as a source; working with archives, library research, writing citations, bibliography, writing the research report

#### **UNIT - V (Week 11 - 12)**

##### **Ethnographies and other Methods**

In this unit, the following topics will be discussed in detail:

Readership and audience surveys, ethnographies, textual analysis, discourse analysis, ethical perspectives of mass media research

#### **ASSESSMENT**

Internal Assessment of 25 marks will be in the form of short projects. Students will conceptualize and design surveys and write research papers.

#### **ESSENTIAL READINGS**

1. Wimmer, Roger, D and Dominick, Joseph, R. Mass Media Research, Thomson Wadsworth, 2006, pgs 1-60; 65-81; 83-98.
2. Arthur Asa Berger. Media Research Techniques, Sage Publications, 1998.
3. John Fiske. Introduction to Communication Studies, Routledge Publications, 1982.
4. David Croteau and William Hoynes. Media/Society: Industries, Images and Audiences,
5. Forge Press (For Case Studies) Amazon, 2002.
6. Kothari, C.R. Research Methodology: Methods and Techniques, New Age
7. International Ltd. Publishers, 2004, pgs 1-55; pgs 95-120.

#### **SUGGESTED READINGS**

1. Berger, Arthur Asa, Media Research Techniques, London: Sage Publication, 1998.
  2. Bertrand, Ina, and Peter Hughes, Media Research Methods: Audiences, institutions, Texts, New York: Palgrave, 2005.
  3. Croteau, David, and Hoynes William, Media/Society: Industries, images and Audiences. New York: Pine Forge Press, 2002.
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## **SEC-2 PAPER: DOCUMENTARY PRODUCTION**

**SEMESTER: IV**

**SESSION: January 2019 - April 2019**

**TEACHER NAME: Dr. Nazish Hena Khan**

### **SYLLABUS**

Unit 1: Understanding the Documentary

Introduction to Realism Debate

Observational and Verite documentary

Introduction to Shooting styles

Introduction to Editing styles

Structure and scripting the documentary

Unit 2- Documentary Production

Pre-Production

Researching the Documentary

Research: Library, Archives, location, life stories, ethnography

Writing a concept: telling a story

Treatment

Writing a proposal and budgeting

### **COURSE DESCRIPTION**

**Objective:** This course will enable the students to learn basics of the non-fiction documentary form, learn how documentary has been used in journalism, learn the process of documentary production and conceptualize, script and direct a short documentary film.

**Learning Outcome:** During this course, students will also get hands-on training as there will be a two-month long Film-making Workshop for students in collaboration with Breakthrough India.

Through readings, instruction, practice, and projects, students will:

1. Develop skills in documentary form.
2. Improve knowledge about language of documentary film, including shots composition and editing.
3. Better understanding of storytelling in documentary production.

**TEACHING TIME (No. of Weeks) - Approximately 12 Weeks**

### **CLASSES**

This is a skill enhancement paper organized around daily lectures (4) as per the time table. Students will be given reading assignments each week to help them follow the course content. These readings will be discussed in class in detail. There are 5 marks for attendance as part of Internal assessment.

## **UNIT WISE BREAK UP OF SYLLABUS**

### **UNIT - I (Week 1 - 6)**

#### **Understanding the Documentary**

This unit helps students understand that documentaries are a type of storytelling that explores factual stories and issues using film or video. They will also be introduced to Bill Nichols modes of documentary. By the end of the unit, students should know the difference between fact, fiction, and opinion and understand the ethical debates in the documentary encounter.

- a) Introduction to the debate on realism
- b) Six Modes of Documentary Representation:
- c) Participatory, Expository, Observational, Performative, Reflexive, and Poetic
- d) Camcorder Cults, Mocumentary.
- e) Defining the Subject/Social Actor/Participant
- f) Ethical Debates in the Documentary Encounter
- g) Structure and scripting the documentary

### **UNIT - II (Week 7 - 12)**

#### **Documentary Production**

- a) Researching the Documentary
- b) Research: Library, Archives, location, life stories, ethnography
- c) Writing a concept: telling a story
- d) Treatment
- e) Writing a proposal and budgeting
- f) Documentary Sound
- g) Documentary Cinematography – a responsive filmic encounter
- h) Shooting Schedule, Shot Breakdown, & Call list
- i) Grammar of editing
- j) Use of editing in
- k) Transitions: Scenic Realism & Sound Effects and Visual Effect

## **ASSESSMENT**

### **Internal Assessment: 25 Marks**

Internal Assessment of 25 marks will be in the form of short projects. By the end of the course the students would be able to conceptualize and ideate through workshops and shoot a short documentary film of 5-10 minutes.

## **ESSENTIAL READINGS**

- a) Erik Barnow and Krishnaswamy Documentary
- b) Charles Musser - Documentary in Geoffrey Nowell Smith ed
- c) The Oxford History of World Cinema, Oxford University Press: 1996, 322-333
- d) Michael Renov —The Truth about Non-Fiction and —Towards a Poetics of Documentary in Michael Renov ed.
- e) Theorizing Documentary AFI Film Readers, New York and London: Routledge: 1993, 1-36
- f) Trisha Das How to Write a Documentary
- g) Double Take by PSBT

### **SUGGESTED SCREENINGS**

- a) Michael Moore: Roger and Me
  - b) Nanook of the North by Robert J Flaherty Nightmail by Basil Wright
  - c) Bombay Our City by AnandPatwardhan
  - d) Black Audio Collective
  - e) City of Photos by Nishtha Jain
  - f) Films by PSBT
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### **PAPER: MEDIA AND CULTURAL STUDIES (CORE PAPER)**

#### **SEMESTER: II**

**SESSION: January 2020 - April 2020**

**TEACHER NAME: Dr. Nazish Hena Khan**

#### **SYLLABUS**

Unit I Understanding Culture

Mass Culture, Popular Culture, Folk Culture

Media and Culture

Unit II Critical Theories

Frankfurt School, Media as Cultural Industries

Political Economy

Ideology and Hegemony

Unit III Representation

Media as Texts

Signs and Codes in Media

Discourse Analysis

Genres

Representation of nation, class, caste and gender issues in Media

Unit IV Audiences

Uses and Gratification Approach

Reception Studies  
Active Audiences  
Women as Audiences  
Sub Cultures; Music and the popular  
Fandom

Unit V Media and Technologies  
Folk Media as a form of Mass Culture, live performance; Audience in live  
Performance Media technologies; Medium is the Message; Technological  
Determinism; New Media and Cultural forms

### **COURSE DESCRIPTION**

**Objective:** The course builds upon the introductory course media and communication and history of media. The familiarity with the debates on history of media forms, modernity, democracy and communication processes would ideally help them appreciate the critical theoretical frameworks that develop across disciplines. The course thus would enable them understand key concepts in political economy, critical theory, cultural studies, audience studies and gender studies and critically analyze contemporary media culture.

**Learning Outcome:** The course will help the student to attain familiarity with the historical evolution of the media. It will enable the student to contextualize the developments of the media and its role through political and economic changes across the world.

**TEACHING TIME (No. of Weeks) - Approximately 12 Weeks**

### **CLASSES**

The course is organized around daily lectures and tutorials as per the time table as it is a core paper. Students will be given reading assignments each week to help them follow the course content. These readings will be discussed in class in detail. There are 5 marks for attendance as part of Internal assessment.

### **UNIT WISE BREAK UP OF SYLLABUS**

#### **UNIT - I (Week 1 - 2)**

##### **Understanding Culture**

Students will be introduced to different cultural and ideological contexts in which media operate. Concept and linkage of culture and media will be discussed in detail. Evolution of the concept of high and low culture, rise of mass culture will be explained through presentations and videos.

- a) Media and Culture
- b) Mass Culture
- c) Popular Culture
- d) Folk Culture

## **UNIT - II (Week 3 - 5)**

### **Critical Theories**

This unit is based strongly on the understanding of critical theory, it requires the ability to breakdown the concepts for students through relevant examples. Students will be introduced to topics like The Frankfurt School and the theorists related to it, they will be taught the concept of Culture Industry given by Adorno and Horkheimer. They will also understand the concept of Ideology and Hegemony given by Antonio Gramsci. Students will also be taught the concept of Critical Political Economy of the Media which will provide a clear, comprehensive and insightful introduction to the political economic analysis of contemporary media.

- a) Frankfurt School
- b) Media as Cultural Industries
- c) Political Economy
- d) Ideology and Hegemony

## **UNIT - III (Week 6 - 8)**

### **Representation**

In this unit, students will be taught how media texts deal with and present gender, age, ethnicity, national and regional identity, social issues and events to an audience. The following concepts and keywords will be discussed in order to elucidate the concept of representation: Construction, Mediation, Selection, Anchorage, Stereotypes. Students will also watch TV programmes and movies to understand visual codes. Presentations on representation of caste, gender and nation in contemporary media will be done by students.

- a) Media as Texts
- b) Signs and Codes in Media: Barthes Code
- c) Discourse Analysis
- d) Genres
- e) Representation of nation, class, caste and gender issues in Media

## **UNIT - IV (Week 9 - 10)**

### **Audiences**

This unit helps the students to engage with very contemporary themes, the classroom will be mobilized towards live debates on the nature, effect and complexity of media and audiences. A whole range of teaching materials like films, posters, blogs and other media will be used in the classroom for this purpose. Students will be given readings on various topics like Audience Analysis, Active Audiences, Subcultures and Rise of Fandom.

- a) Uses and Gratification Approach
- b) Reception Studies
- c) Active Audiences

- d) Women as Audiences
- e) Sub Cultures; Music and the popular
- f) Fandom

## **UNIT - V (Week 10 - 12)**

### **Media and Technologies**

This unit assesses different ways of making sense of media convergence and digitalization, media power and influence, and transformations across communication markets. The course demands an active engagement with contemporary media forms in its diversity of music, films, graffiti, new media and folk media in order to enable the students to engage with omnipresence of media critically. The students will get an opportunity to place key developments in media technologies across history. Classroom learning will include visual and audio material, periodicals and films. Student presentations and projects this can be based on a range of themes based on emerging media technologies.

- a) Folk Media as a form of Mass Culture
- b) Live performance
- c) Audience in live Performance
- d) Medium is the Message
- e) Technological Determinism
- f) New Media and Cultural forms

### **ASSESSMENT**

#### **Internal Assessment: 25 Marks**

Internal Assessment of 25 marks will be in the form of written assignments, mid semester test and presentations. Assignments can take creative forms like group blogging, journal entries, short films and posters. Students will 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. There are 5 marks for attendance as part of Internal assessment.

#### **Projects**

1. Present an analysis of the feedback on YouTube or any other websites on popular videos and discuss the audience activity
2. Do a small discussion with a small group of women on contemporary women's magazines /soap operas/advertisements targeting women and analyse it in class
3. Present a brief description of fan activities for various sports and film stars on the net/print, narrate and analyse the content in class

### **ESSENTIAL 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)
2. John Fiske, 1982, Introduction to Communication Studies, Routledge (Covers Unit II, Ideology and Meanings and Unit III Signs and codes)
3. Dennis McQuail, 2000, (fourth Edition) Mass Communication Theory, London, Sage (Covers Unit IV, Media Technologies)
4. Baran and Davis, Mass Communication Theory (covers Unit II, III and IV)
5. John Storey. Cultural Theory and Popular Culture: An Introduction. London: Pearson Longman. 2009 (Covers Unit 1 and II and IV)
6. Kevin Williams, Understanding Media Theory (Covers Unit II, III and IV)

### **SUGGESTED 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). Rege, Sharmila.
  5. "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.
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