Course Name	Year (2021-22)	Paper Name	Semester	Core/Elective
B.A. Hons Journalism	January 2022- April 2022	Introduction to New Media	4	Core
B.A. Hons Journalism	January 2022- April 2022	Advanced New Media	6	Core
B.A. Hons Journalism	August 2021- December 21	Introduction to Broadcast Media	3	Core
B.A. Hons Journalism	August 2021- December 21	Radio Production	3	SEC

Core Paper: Introduction to New Media

Semester : 3

Session : January 2022- April 2022

Teacher's Name : Mehak Dua

Syllabus

Unit I- Key Concepts and Theory

Defining new media and digital media; terminologies and their meaning; information and communication technologies ICT, advocacy journalism, multiplier effect, technological determinism, mobile-mediated-communication (MMC), networked society.

Unit II- Understanding Virtual & Digital Culture

Understanding digital cultures, online Communities, Participatory culture, Blogs, Vlogs, Social Media Trends

Unit III- Digitization of Content: Debates & Concerns

Authorship and what it means in a digital age Piracy, copyright, copy-left and open source Digital archives, digital media ownership, How are new media monetized, new media and ethics

Unit IV-Overview of Web Writing

Linear and non-linear writing, writing for the web Online reporting, linking, multimedia, building narratives with multimedia

Unit V- Visual and Content Design

 Website planning and visual design, Content strategy and audience analysis Brief history of blogging, creating and promoting a blog Setting up a website/blog

Course Description

Objective: This paper will introduce students to the new media environment and digital culture. They will not only learn about the visual content and design of websites but also gauge how online media is monetized, distributed and repurposed for an ever-evolving online audience.

Learning Outcome: By the end of the 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.

Teaching-Learning Process: Other methods will include lectures, class exercises of tracking individual social media consumption and class discussions on new media trends, social media campaigns as well as other significant debates on topical issues.

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

Classes

The course is designed around daily lectures as per the time table. Students will be given reading material and practical assignments to help them follow the course content. Students will be encouraged to participate in the teaching-learning process through group discussions and presentations.

Unit Wise Break-up of Syllabus

Unit 1 (Week 1-4)- Key Concepts and Theory

This unit introduces New Media to the students and takes into consideration its development over the years. Related theories and concepts will be taught to establish the category of New Media as being different to traditional media while the overlaps with the old media will also be addressed.

The following topics will be discussed in detail:

   a) Key characteristic of New Media
   b) Information and Communication Technologies
   c) Advocacy Journalism
   d) Technological Determinism
   e) Mobile Mediated Communication
   f) Network Society
   g) Media Multiplier effect

Unit 2 (Week 5-6)- Understanding Digital & Virtual Culture

This unit includes topics that offer an understanding of digital culture and the use of digital media tools and platforms that enable such a culture. Students will be taught about the participatory culture of the web through the examples of case studies and social media trends.

The following topics will be discussed in detail:

    a) Digital Culture
    b) Online Communities
    c) Participatory Culture
    d) Blogs and Vlogs
    e) Social Media Trends

Unit 3 (Week 7-8)- Digitization of Content: Debates & Concerns

This unit deals with the debates and concerns surrounding the flow of content online. It addresses concerns around authorship and piracy. Students will also be introduced to concepts like copyright, copyleft and open source under the purview of digital media ethics. Monetization of content as well as ownership patterns will also be taken into consideration.

The following topics will be discussed in detail:

    a) Authorship and what it means in digital media age
    b) Piracy and copyright
    c) Copyleft and open source
    d) Digital archives
    e) Digital media ownership and monetization
    f) New media ethics

Unit 4 (Week 9-10)- Overview of Web Writing

The students will be familiarized with the tools and techniques used for writing for the web. Concepts such as linear and non-linear writing linking and writing for multimedia will be taught.

The following topics will be discussed in detail:

    a) Linear and non-linear writing
    b) Writing for the web
    c) Online reporting
    d) Building narratives with multimedia- linking

Unit 5 (Week 11-12)- Visual and Content Design

In this unit, website planning and visual designing will be taught to the students. They will learn about content strategies through the perspective of audience analysis. Along with that, students will also be taught about blogging and brief history of blogging.

The following topics will be discussed in detail:

    a) Website planning and visual design

b) Content strategy and audience analysis
c) Brief history of blogging
d) Setting up a website/blog
e) Creating and promoting a blog

Assessment Method: Internal assessment will be conducted as per the university rules. Students will be given assignments like creation of blogs, participation in online communities and writing for multimedia to help them understand the participatory new media environment. Assignments will be of 25 marks.

Essential Readings:

Vincent Miller. Understanding Digital culture. Sage Publications, 2011

Lev Manovich. 2001. "What is New Media?" in The Language of New Media Cambridge: MIT Press. pp. 19-48.

Siapera, Eugenia., Understanding New Media. Sage, 2011

Digital Disconnect: How capitalism is turning the internet against democracy, Robert McChesney Jenkins, Henry. (2006). Convergence Culture: Where Old and New Media Collide. New York,NY: NYU Press.

New Media: A critical introduction by Lister, Dovey, Giddings, Grant and Kelly

Suggested Readings:

Baym, Nancy K., Personal Connections in the Digital Age. Polity, 2010.(Chapter 3)

Goldsmith, Jack, and Tim Wu. 2006. Who Controls the Internet? Illusions of Borderless World. Oxford University Press US.

O'Reilly, Tim. (2005). What is web 2.0: Design patterns and business models for the next generations software. Oreilly.com, retrieved from http://oreilly.com/web2/archive/whatis web20.html

Grossman, "Iran Protests: Twitter, the Medium of the Movement"

Lemann, Nicholas. 2006. Amateur Hour: Journalism without Journalists. The New Yorker, August 7. Available at http://www.newyorker.com/archive/2006/08/07/060807fa_fact1 Xiang, Biao. 2005. "

Gender, Dowry and the Migration System of Indian Information Technology Professionals" Indian Journal of Gender Studies 12: 357-380.

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 Mobile Interfaces in Public Spaces: Locational privacy, control, and urban sociability, de Souza e Silva and Frith

Core Paper: Advanced New Media

Semester : 6

Session : January 2022- April 2022

Teacher's Name : Mehak Dua

Syllabus

Unit I–Formats and Genres

Understanding new media, trans-medial Storytelling, multimedia storytelling, genres of new media: digital art, digital cinema – new media fiction and documentary, gaming and player culture, virality and memes, curating media online

Unit II-New media and social dynamics

 Social construction of technology, Utopian-Dystopian Interface, Digital inequalities – digital divide and access, New media and popular culture.

 Unit III- Ownership Dimensions

 Who controls new media, net neutrality, surveillance and the state, cyber-security and issues of privacy, the internet and public sphere, new media and politics

 Unit IV- New Media and Convergence

 Convergence Culture - social media and participatory media culture, digital fandom and online communities, Identity, Gender and new media, digital media and identities, new media campaigns.

Unit V- Digital Production

Project and Production Digital production in the form of shorts, video, podcast, video blog, photo blog, blogs and micro-blogs etc. related to one of the above three units or all, research and developmental techniques, ideas for final project, scripting/production, social media marketing and publicity, exhibition/screening

<u>Course Description</u>

Objective: This paper will teach students how to adapt to the digital newsroom. They will also learn how to package content for an online audience. With the help of this course students will be able to create digital multimedia stories that can be consumed by an online audience

Learning Outcome: By the end of the course students will be able to create digital multimedia stories that can be consumed by an online audience, they will be able to critique and contribute to debates about digital media ownership, economics, cyber-security, gender and new media, politics and new media, regulation, privacy, identity; understand user behaviour and participatory cultures online, audience analysis for production of content for websites and blogs, integration of social media and journalism.

Teaching-Learning Process: Other methods will include lectures, class exercises of tracking digital storytelling methods and class discussions on new media trends, convergence and participatory culture as well as other significant debates on topical issues.

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

Classes

The course is designed around daily lectures as per the time table. Students will be given reading material and practical assignments to help them follow the course content. Students will be encouraged to participate in the teaching-learning process through group discussions and presentations. The course also requires the students to create a digital project on any of the topics from the first three units.

Unit Wise Break-up of the Classes

Unit 1 (Week 1-4)- Formats and Genres

This unit will introduce the students to the new formats and genres that emerge in the new media environment as opposed to the conventional media. It offers an understanding on the various web storytelling formats. Students will also learn about gaming and player culture, virality and memes and curating content for online media.

The following topics will be discussed in detail:

a) Understanding New Media
b) Transmedia Storytelling and Multimedia Storytelling
c) Genres of New Media- Digital Cinema, Documentary and Digital Art
d) Gaming and player culture
e) Virality and Memes
f) Curating Media

Unit 2- (Week 5-7)- New Media and Social Dynamics

In this unit the students will be familiarised with the intersection of new media with society and the outcomes of the same. Various issues such as digital inequality and utopian-dystopian interface of the technologies will also be addressed. Students will get a insight into how technologies are socially shaped and conditioned. They will also learn about new media and popular culture.

The following topics will be discussed in detail:

a) Social construction of technology
b) Utopian-dystopian interface
c) Digital inequalities- digital divide and access

d) New media and popular culture

Unit 3- (Week 8-10)- Ownership Dimensions

This unit looks at the ownership of new media and addresses the surrounding debates and discussions. It deals with the politics surrounding new media and students will learn about the same through relevant examples and case studies.

The following topics will be discussed in detail:

a) Who controls new media
b) Net neutrality
c) Surveillance and the state
d) Cybersecurity and issues of privacy
e) Internet and public sphere
f) New media and politics

Unit 4- (Week 11-12)- New Media and Convergence

Students will learn about the digital culture with a focus on participatory culture and convergence culture. Pertinent issues surrounding new media such as gender and identity construction will also be taken up. This unit also deals with new media campaigns and students will learn about the same through various examples and case studies.

Unit 5- Digital Production

This particular unit requires the students to undertake a production project wherein they will produce content pertaining to any of the topics from the first three units, using any digital media tools such as podcasts, blogs, shorts, etc. Students can work in groups or individually for the same. The work on the project can begin from 6th or 7th week onwards and will be considered for internal assessment.

Assessment Method: As per rules of the University of Delhi. Working in groups or individually, students are required to produce a digital production project which will be of 25 marks.

Essential Readings:

New Media and New Technologies‖ by Lister Dovey, Giddings, Grant & Kelly. (2003).

Rosen, J. ―The People Formerly Known as the Audience‖ What video games have to teach us about language and literacy. New York, NY: Palgrave Macmillan.

Bogost, Ian. Persuasive games: The expressive power of videogames. MIT Press, 2007. Bosker,, "Randi Zuckerberg: Anonymity online has to go away"

Negroponte, N. (1996). Being Digital, Part 3 [pp. 163-233] Jenkins, Henry. (2006). Convergence Culture: Where Old and New Media Collide. New York, NY: NYU Press.

May, Keenan & Peter Newcomb. (2008, July) How the Web was won. Vanity Fair, retrieved from http://www.vanityfair.com/culture/features/2008/07/internet200807

"Privacy vs. the Internet: Americans Should Not Be Forced to Choose" (ACLU report, 2008)
Nakamura, ―Race In/For Cyberspace: Identity Tourism and Racial Passing on the Internet‖

Suggested Readings:

Martin Lister / Jon Dovey (2003) New Media, A Critical Introduction, Routledge Publishers

http://www.philol.msu.ru/~discours/images/stories/speckurs/New_media.pdf

Kishore Sharma (2010) Visual Journalism: A Guide for New Media Professionals, Anmol Publications

Valerie Alia, The New Media Nation, Berghahn Books

Core Paper: Introduction to Broadcast Media

Semester : 3

Session : August 2021- December 2021

Teacher's Name : Mehak Dua

Syllabus

Unit I-Basics of Sound

Basics of Sound Concepts Sound-scape, Sound culture Types of sound-Sync, Non-Sync, Natural sound, Ambience Sound, Sound Design Microphone- Different kinds of microphones (dynamic, condenser, directional microphones)

Unit II-Basics of image

What is an image? Digital image- pixel, vector, resolution, EIS (Electronic Image stabilization) Politics of an image Ecology of image Ethics in editing images

Unit III- Basics of Visual

What is a visual? Visual design tools- Vector tools and pixel manipulation Visual Culture in media studies

Unit IV–Visual Grammar

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

Unit V- 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)

Course Description

Objectives: To understand about the basic concept behind visual and sound. The subject tries to focus on the elementary knowledge of broadcast as a medium. The aim of this subject is for the students to learn visual grammar and identify elements of broadcast news. The student will grasp the skills of handling the cameras, shoot a story and will be able to gather and edit and report a story for television production or gather sound bytes for a radio production.

Learning outcome: By the end of the 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. The student will grasp the skills of handling the cameras, shoot a story and will be able to gather and edit and report a story for television. They will also become capable of making TV news bulletins and documentaries.

Teaching learning process: Presentations, news bulletins in English and Hindi on national and private channels (as teaching material), interactive discussions

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

Classes

The course is designed around daily lectures as per the time table. Students will be given reading material and practical assignments to help them follow the course content. Students will be encouraged to participate in the teaching-learning process through group discussions and presentations.

Unit wise Break-up of the Classes

Unit 1 (Week 1-3)- Basics of Sound

This unit introduces the students to the audio element of television production so as to develop an understanding about sound and associated concepts.

The following topics will be discussed in detail:

a) Basics of sound concept
b) Sound scape
c) Sound culture
d) Types of sound (sync, non-sync, ambient, etc)
e) Sound design
f) Types of microphones

Unit 2 (Week 4-5)- Basics of Images

Students will learn about the basics of images in this unit in terms of how images are shot, different view points and perspectives surrounding the same. The politics surrounding images and the ecology in which images operate will be discussed in detail through relevant examples. Ethics of editing images will also be discussed.

The following topics will be discussed in detail:

a) What is an image
b) Digital image- pixel, vector, resolution, electronic image stabilization
c) Politics of the image
d) Ecology of image
e) Ethics in editing images

Unit 3 (Week 6-7)- Basics of Visual

This unit extends from the previous one and takes into consideration the role of visuals, visual designing tools and a discussion on visual culture.

The following topics will be discussed in detail:

a) What is a visual
b) Visual design tools- vector tools and pixel manipulation
c) Visual culture in media studies

Unit 4 (Week 8-9)- Visual Grammar

Basics of camera work will be taught to the students under this unit. Students will be familiarised with various camera movements and types of shots. Visual perspective and related terminologies will also be explained.

The following topics will be discussed in detail:

a) Basics of camera (lens and accessories)
b) Camera movement
c) Types of shots
d) Focus, depth of field, lighting
e) Visual perspective

Unit 5 (Week 10-12)- Elements in Broadcast News

This unit entails a study of the various elements employed in broadcast news such as electronic field production and electronic news gathering. Students will also learn about the elements of a television news story, gathering material and writing/reporting for the same. Along with that they will also be taught about elements of television news bulletin. They will also get to learn about the basics of editing for TV with a focus on some basic softwares and techniques.

The following topics will be discussed in detail:

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

Assessment Method: Internal assessment assignments include class presentation and written assignment which will be of 25 marks total.

Suggested Readings:

Zettl Herbert, Television Production Handbook. (Pgenos: 20-80, 85-135)

Robert c Allen and Annette Hill (Ed- 2004), The Television Reader, Routledge (Page nos: 10- 40)

P.C Chatterjee, Broadcasting in India, New Delhi, Sage 1987(Page nos- 25- 78)

The Radio Handbook, by Carrol Fleming, Rout ledge (London & New York 2002) (Page nos: 47- 105)

SEC Paper: Radio Production

Semester : 3

Session : August 2021- December 2021

Teacher's Name : Mehak Dua

Syllabus

Unit I-Broadcast

Techniques Working of a Production Control Room & Studio: Types and functions, acoustics, input and output chain, studio console Personnel in Production process – Role and Responsibilities

Unit II-Gathering sound

Sound recording and sound mixing (basic principles for sound editing) Voice reports, vox populi for radio, audio byte, news links and running order Sound recording machines (introduction to working on different devices used for sound recording like Marantz, H1N1 Zoom, Pocket recorders etc)

Unit III-Stages of Radio Production

Pre-production – (pitching ideas, research for a peg, writing a radio script) Production– Creative use of Sound; Listening, Recording, using archived sounds (execution, requisite, challenges) Post-production

Unit IV-Digital Editing

Understanding & packaging radio content for digital media Learning a sound editing software like Audacity or Adobe Audition Creative use of Sound Editing using sound effects, transitions and the use of silence Digital editing of sound and audio compression

Unit V-Broadcast Formats

Public service advertisements*, Jingles*, Radio magazine*, Interview, Talk Show Discussion, Feature, Documentary, Podcast

*Only introductory in nature. These formats will be dealt with in detail in Advanced Broadcast paper.

Course Description

Objectives: To learn about different formats of radio and to understand pre-production, production and post production techniques of radio.

Learning outcome: Student will be able to identify various radio formats; Understand broadcast production techniques; Learn recording and editing of radio program in close tandem with the teacher by understanding the techniques unique to radio production.

Teaching learning process: presentations, class discussions, introduction to various radio formats through examples and project production

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

Classes

The course is designed around daily lectures as per the time table. Being a skill enhancement course, it aims at imparting practical skills and knowledge to the students regarding radio production. Students are encouraged to produce a short radio programme of their own wherein they can put their learning to use.

Unit wise Break-up of Classes

Unit 1 (Week 1-3)- Broadcast Production Techniques

This unit deals with presenting an understanding of the production control room and studio. The different types of production studios with required equipment and tools will be explained to the students. Students will also learn about various personnel involved in radio production and their roles and responsibilities.

The following topics will be discussed in detail:

a) Working of a Production Control Room & Studio: Types and functions
b) acoustics, input and output chain, studio console
c) Personnel in Production process – Role and Responsibilities

Unit 2 (Week 4-5)- Gathering Sound

Students will learn about various sound recording and mixing techniques with a focus on basic principles of sound editing. Various sound elements and their use in radio production will be taught to the students with relevant examples. They will also get to learn about some sound recording machines and their working.

The following topics will be discussed in detail:

a) Sound recording and mixing
b) Basic sound editing
c) Voice reports, vox pop, audio byte, news link, running order
d) Sound recording machines (pocket recorders)

Unit 3 (Week 6-7) Stages of Radio Production

The three stages of radio production viz pre-production, production and post production will be taught to students in detail with practical examples. Students will be provided guidance for their own radio production projects and will be taken through all three stages step by step.

The following topics will be discussed in detail:

a) Pre-production
b) Script writing
c) Production
d) Post-production

Unit 4 (Week 8-9) Digital Editing

Students will learn how to package and produce content for digital media. They will also be taught how to work with basic editing softwares and will apply the learning to their own radio production programmes. They will also get to learn about creative use of sound, sound effects and transitions.

Following topics will be discussed in detail:

a) Packaging radio content for digital media
b) Learning sound editing software like Audacity or Adobe Audition
c) Creative use of sound effects
d) Digital editing of sound

Unit 5 (Week 10-12) Broadcast Formats

Different broadcast formats will be explained with relevant examples so as to help students understand the variety of radio formats available and the way they are packaged and produced. This understanding can help them make an informed choice about the format they would like to go with for their own radio projects.

Following topics will be discussed in detail:

a) Interview
b) Talk Show
c) Discussion
d) Feature
e) Documentary
f) Other formats such as Public service advertisement, jingles, radio magazine will be briefly dealt with

Suggested Exercise- Producing any Radio format mentioned in the Unit 5 (Duration-5 minutes).

Assessment Method: Students will be required to produce a short radio production programme based on any of the formats from the last unit. The project will be of 25 marks out of which marks will be distributed between script writing and production.

Essential Readings:

Aspinall, R. (1971) Radio Production, Paris: UNESCO.

Flemming, C. (2002) The Radio Handbook, London: Routledge.

Keith, M. (1990) Radio Production, Art & Science, London: Focal Press.

Mc Leish, R. (1988) Techniques of Radio Production, London: Focal Press.

Nisbett, A. (1994) Using Microphones, London: Focal Press.

Suggested Readings:

Reese, D.E. & Gross, L.S. (1977) Radio Production Work, London: Focal Press.

Siegel, E.H. (1992) Creative Radio Production, London: Focal Press. Pannu p, Tomar Y (2011)

Communication Technology for Development, IK International Publishing House.

Waddell Gebre E. (2013) Complete Audio Mastering - Practical Techniques, Tab Books

Valerie Geller (2015), Beyond Powerful Radio, A Communication Guide to the Internet Age, Routledge