

**SYLLABUS FOR FUNCTIONAL ENGLISH FOR THE FOUR-YEAR
UNDERGRADUATE PROGRAMME (FYUP) IMPLEMENTED IN AUGUST 2022 IN
ACCORDANCE WITH NEP (2020)**

Semester: VI

Course Code: FEN622N

Course Type: Minor

Course Title: Media Studies

Credits: 3+1

Course Objectives:

- To develop a clear grasp of the key concepts and theories of media, cultural, and communication studies
- To provide an exposure and hands-on experience with media
- To train students in developing their writing skills for journalism and other documentation practices
- To develop critical and analytical abilities to understand the cultural dynamics of society in the context of diverse media and cultural practices.

Unit I: History and Theories of Media

- History and Development of Media in India
- Theories of Media: Social learning theory, dependency theory, stimulus response theory, flow theories of communication, Rogers' theory of diffusion of innovation
- Media ethics

Unit II: Print/Electronic Media

- Introduction to Journalism – Definition, Values, Elements, Characteristics
- The Basics of Reporting – Finding News, Choosing News, Recognising and Evaluating News (Newspaper, magazine)
- Electronic Media: TV, Radio, Films
- The New Media: Internet, Media Convergence

Unit III: Writing for the Media

- Journalistic English: Writing captions and Headlines (language, tense, voice and style)
- Rules of editing, Proofreading and Symbols, Standards in Editing-designing, artwork, pagination



- Report Writing, Feature Writing, Review Writing (Book, Film)
- Blog Writing

Tutorials: Assignments to be based on Unit III

Course Outcome:

Upon completion of the course, the student will be able to:

- Apply an interdisciplinary approach in understanding the relationship between media, culture, and communication.
- Demonstrate professional skills required in contemporary media and creative industries.
- Apply journalistic writing skills and principles in web, data, and mobile journalism.
- Analyze the aesthetics of cinematic forms, style and techniques.

Suggested Reading:

- McLuhan, Marshall. *Understanding Media: The Extensions of Man*. MIT Press, 1994.
- Thompson, John B. *The Media and Modernity: A Social Theory of the Media*. Stanford University Press, 1995.
- Johnson, Mary. *Print Journalism: A Comprehensive Guide*. Oxford University Press, 2015.
- Brown, Sarah. *Digital Revolution: The Impact of Electronic Media*. TechBooks, 2018.
- Briggs, Mark. *Journalism Next: A Practical Guide to Digital Reporting and Publishing*. CQ Press, 2015.
- Kovach, Bill, and Tom Rosenstiel. *The Elements of Journalism: What Newspeople Should Know and the Public Should Expect*. Crown, 2001.

