Department of Journalism and Creative Writing
CENTRAL UNIVERSITY OF HIMACHAL PRADESH
[Established under the Central Universities Act 2009]
PO Box: 21, Dharamshala, District Kangra - 176215 (HP)
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Course Code: JCW 404
Course Name: News Report Writing
Credits Equivalent: 4 Credits
(One credit is equivalent to 10 hours of lectures / organised classroom activity / contact hours; 5 hours of laboratory work / practical / field work / Tutorial / teacher-led activity; 15 hours of other workload such as independent individual/ group work; gathering of news; writing reports/ survey/data collection/analysing the data/ field reports; writing of articles/features/Press releases/conferences/asking questions/mock interviews/paper presentations/ seminars, etc.)

Course Objectives:

This course aims at

- To equip the learners an in depth understanding of how to write a news report and to develop basic skills in reporting and news writing.
- Enabling the students to know the techniques of interviewing and news gathering.
- To develop skills to dig up information and techniques of investigation.
- To understand the role of a reporter.
- Exposing the students to different types of news reporting.

Attendance Requirements:

Students are expected to attend all lectures in order to be able to fully benefit from the course. A minimum of 75% attendance is a must failing which a student may not be permitted to appear in examination.

Evaluation Criteria:

1. Mid Term Examination: 25%
2. End Term Examination: 50%
3. Continuous Internal Assessment: 25%

  It may include all or some of the following:

- Surprise Progress Review Tests
- Writing news/features/articles/personality profiles/interviews
- Production of Hindi/English Lab Newspapers

Course Content:

UNIT I: Understanding News: The Basics   **(08 hours)**

- Concept of news: News Values; Types of News
- Generating story ideas: Finding ideas; Pitching ideas to an editor; Writing an idea budget/brief
- Gathering news: Sources; Background research
- Basics of news structure: Lead; Judging the peg; Finding the focus; the Middle; the Ending

UNIT II: Basic Writing for print & web media   **(09 hours)**

- Different news formats
  - Inverted pyramid: Managing the five Ws and one H
  - Non-inverted pyramid structures
    - Hour-glass style
    - Q & A technique

- Writing news leads: Finding the lead
- Different types of lead: Hard news leads; Feature leads/alternative leads – multi-paragraph leads; shockers; ironic leads; other types of leads
- Body of the news story
  - Setting up narrative structure
  - Transitions
- Quotations & attributions; Direct quotes; In-direct quotes; Partial quoting; Official and Anonymous Sources

UNIT III: Advanced writing for print media   (08 hours)
- Features: Types of features; the feature writing process
- Feature story structures; Focus style; Narrative style; personality profiles; celebrity profiles; obituaries
- Narrative techniques
  - Narrative devices: Theme, Plots; Characters; Dialogue; Conflict; Time
  - other techniques: interviewing for features; Preparing; Planning; Interview techniques; observation & body language; weaving in observation and background research
- Other formats: Follow-ups
- New trends in writing for print & web: Alternative story formats
  - Listicles
  - Stand-alone ASFs
  - Writing copy for an ASF
- Elements of professional writing: clarity, consistency and conciseness
- Style; elements of style: pace; variety

UNIT IV: Writing for Broadcasting   (08 hours)
- Writing for Radio
- Writing for TV
- Different Formats

UNIT- V: News Design for Print Media   (07 Hours)
- Basics of Visual Design
  - Elements of News Design - Factors deciding a good design - Use of fonts and colours
- Concepts of visual design
  - Balance – Contrast – Rhythm – Unity – Usability - Reading habits- Visual hierarchy
- News Design for print Media
  - Publication sizes - copy allocation -Pre-planning -Dummy/page drafts

Prescribed Text Books:

- Fedler, F., Bender, R. J., Davenport, L., & Michael, W. D. (2005). *Reporting for the Media* (8 ed.). Oxford University Press.
- Rich, C. (2016). Writing and reporting news: A coaching method. Boston, MA: Cengage Learning.
- Raman, U. (2010). Writing for the media. New Delhi, India: Oxford University Press.
- Harrower, Tim (2007). The Newspaper Designers Handbook, Sixth Edition, McGraw-Hill Education
- Silverman, C. (2014). Verification handbook. Maastricht : European Journalism Centre
Handouts distributed in the class

Course Code: JCW 414

Course Name: Principles of Mass Communication

Credits Equivalent: 4 Credits (One credit is equivalent to 10 hours of lectures / organized classroom activity / contact hours; 5 hours of writing work / practical / field work / tutorial / teacher-led activities and 15 hours of other workload such as independent / group work / house journals; obligatory / optional work placement; literature survey / library work; writing of papers / presentations / seminars, etc.)

Course Objectives: The Course is designed to:
- Introduce the students to the field of mass communication.
- Apprise the students of fundamentals of mass communication.
- Assist the students in developing theoretical and conceptual understanding of the field.

Attendance Requirements:

Students are expected to attend all lectures in order to be able to fully benefit from the course. A minimum of 75% attendance is a must failing which a student may not be permitted to appear in examination.

Evaluation Criteria:
3. Mid Term Examination: 25%
4. End Term Examination: 50%
5. Continuous Internal Assessment: 25% i.e. 25 Marks out of 100

- Surprise Progress Review Tests (Two)
- Miscellaneous Assignments: Presentations/Articles/Group Discussions

Course Contents

UNIT I: An Introduction to Mass Communication   (08 hours)
- Defining communication.
- Elements and process of communication.
- Types of communication.
- Need, functions and significance of communication.
- Concept of Mass.
- Media Audiences: Elite, General & Specialized / Active & Passive
- Defining Mass Communication.
- Mass Media, Mass Society and Mass Culture.
- Demassification
- Democratization
- Marshall McLuhan: Global Village

UNIT II: Models of Communication   (08 hours)
- Aristotle's Model of Communication
- David K. Berlo's SMCR Model
- Harold D. Lasswell's Model
- Shannon and Weaver's Model
- Johari's Window Model
- Charles E. Osgood's Model
- George Gerbner's Model
- Theodore M. Newcomb's Model
- Westley & McLean's Model
- Frank Dance's model
- Wilbur Schramm's Model

UNIT III: Theories of Mass Communication I   (08 hours)
- Bullet theory.
- Individual Difference theory.
- Personal Influence theory.
- Cognitive Dissonance Theory
- Sociological Theories: Cultivation Theory, Agenda Setting Theory, The Uses and Gratification Theory, Dependency Theory
- Social Identity Theory

UNIT IV Theories of Mass Communication II   (08 hours)
- Normative Theories: Authoritarian Theory, Free Press Theory, Social Responsibility Theory, Communist Media Theory, Development Communication Theory, Democratic-Participant Media Theory
- Comparative Media Systems Theory: Polarized Pluralist Model; Democratic; Corporatist Model; Liberal Model
- Information Processing theory
- Political-Economic Media Theory
- Hegemony Theory
- Limited Effects Theory
- Framing
- Neil Postman: Media Ecology

UNIT V: Theories of Media Power   (08 hours)
- Jean Baudrillard: Hyperreality and Simulation
- Perspectives on Media Power
- Manuel Castells: Mass Self-Communication and Network Society
- Manuel Castells: Forms of Media Power
- Henry Jenkins: Convergence Culture/ Participatory Culture

Prescribed Text Books
- McQuail, D. (2010). *Mass Communication Theory - An Introduction* (6th ed.). London: Sage.
- Baran, S. J., & Davis, D. K. (Eds.). (2010). Mass Communication Theory - Foundations, Ferment & Future (6th ed.). United States: Wadsworth Cengage Learning.
- BIBLIOGRAPHY \l 16393 Freedman , D. (2015). Paradigms of Media Power. Communication, Culture & Critique, 273-289.

- Stevenson, N. (2002). Understanding Media Cultures: Social Theory & Mass Communication (2nd ed.). Sage Publications.
- Hallin, D. C., & Mancini, P. (2004). Comparing media systems: Three models of media and politics. Cambridge university press.

Prescribed Research Papers

- Daniel C. Hallin & Paolo Mancini (2016): Ten Years After Comparing Media Systems: What Have We Learned?, Political Communication, DOI: 10.1080/10584609.2016.1233158
- Chakravartty, P., & Roy, S. (2013). Media pluralism redux: Towards new frameworks of comparative media studies "beyond the West". Political Communication, 30(3), 349-370.

Suggested Additional Reading

- Castells, M. (2009). *Communication Power.* Oxford University Press.
- Freedman , D. (2014). *The Contradictions of Media Power.* New Delhi: Bloomsbury.
- Jenkins, H. (2006). *Convergence Culture: Where Old and New Media Collide.* New York: New York University Press.
- Laughey, D. (2007). *Key Themes in Media Theory.* Berkshire, England: Open University Press McGraw Hill .
- Littlejohn, S. W., & Foss, K. A. (Eds.). (2009). *Encyclopedia of Communication Theory.* California: Sage.
- McLuhan, M. (1994). *Understanding Media - The Extensions of Man.* Massachusetts: The MIT Press.
- Postman, N. (1993). Technopoly - The Surrender of Culture to Technology. New York: Vintage Books.
- Hallin, D. C., & Mancini, P. (Eds.). (2012). Comparing media systems beyond the Western world. Cambridge University Press.

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Course Code: JCW 402

Course Name: Development Communication

Faculty: Dr Archna Katoch

Credits Equivalent: 4 Credits (One credit is equivalent to 10 hours of lectures / organized classroom activity / contact hours; 5 hours of laboratory work / practical / field work / Tutorial / teacher-led activity and 15 hours of other workload such as independent individual/ group work; obligatory/ optional work placement; literature survey/ library work; data collection/ field work; writing of papers/ projects/dissertation/thesis; seminars, etc.)

Course Objectives: The Course is designed to
- Discourse various concepts, definitions, ideas, theories and approaches of development and development communication.
- Discuss how the development communication can help in the growth of democracy, health, education, awareness, environment, agriculture etc.
- Deliberate and analyze the role & impact of new communication technologies on development and promotion of participation society.

Attendance Requirements:

Students are expected to attend all lectures in order to be able to fully benefit from the course. A minimum of 75% attendance is a must failing which a student may not be permitted to appear in examination.

Evaluation Criteria:

6.   Mid Term Examination: 25%

7.   End Term Examination: 50%

8.   Continuous Internal Assessment : 25%

- Home Assignments: 10%

- Presentation: 10%

- Class Participation (Attendance): 5%

Course contents:

UNIT I: Concept of Development Communication –An Overview. (8 hours)
- Meaning and definition of development
- Measurement of development
- Concept of development communication
- Problems and issues of underdevelopment
- Different theories of development: the modernization paradigm, the dependency paradigm, the participatory paradigm.
- Strategies in development communication

UNIT II: Development Support Communication.   (8hours)
- POPULATION CONTROL AND FAMILY WELFARE

- HEALTH COMMUNICATION
- WOMEN'S AND CHILD DEVELOPMENT
- EDUCATION AND SOCIETY
- Environmental communication and public awareness
- Democratization, decentralization
- Panchayati Raj and promotion of participation society

UNIT III: Developmental Agencies and Communication Technologies   (8hours)
- Governmental, semi-governmental and non-governmental organizations
- Rural development and agricultural extension
- Information dissemination in rural areas - Role of print, electronic, traditional media
- Participatory communication for social change
- Use of information and communication technologies for development
- E-governance

UNIT IV: Community Radio and Traditional Media for Development   (8hours)
- Community radio: Supporting local voices through the airwaves
- Folk & traditional media for development communication
- Integrated use of traditional and communication media with modern technology driven media
- Political economy of mass media and development

UNIT V: Effective Communication in the Changing World   (8hours)
- Digital divide and digital opportunities
- Issues and challenges for ICT policies in development
- International institution, UN and its agencies.
- United Nations Sustainable Development Goals
- Digital India programme

Text Books:
- Prasad, Kiran (2009). Communication for Development: Reinventing Theory and Action (in 2 Vols.). B.R. Publishing Corporation, New Delhi.
- *E.M. Rogers (1971). Communication and Development: A Cross-Cultural Approach. New York, Free Press.*
- *Hamid Mowlana and Lawrie J. Wilson (1990). The Passing of Modernity: Communication and the Transformation of Society. New York and London, Longman.*

Additional Readings:
- Karin Gwinn Wilkins, Thomas Tufte, Rafael Obregon (2014). The Handbook of Development Communication and Social Change. Wiley-Blackwell.
- Srinivas Melkote and H. Leslie Steevs (2001). Communication for Development in the Third World 2nd Edition. Sage, New Delhi.

- Joshi, P.C. (2002). Communication and National Development. Anamika Publishers & Distributors, New Delhi.
- Jan Servaes, Thomas Jacobnson and Shirley White (1996). Participatory Communication for Social Change. Sage, New Delhi.
- *McLuhan, Marshall (1964). Understanding Media. New York: Mc Graw-Hill.*
- *McQuail, Denis (2002). Mass Communication Theory. London: Sage.*
- *Schramm, Wilbur (1971) .The Process and Effects of Mass Communication. Urbana: University of Illinois Press.*

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