

**CENTRAL UNIVERSITY OF HIMACHAL PRADESH**  
[Established under the Central Universities Act 2009]  
PO Box: 21, Dharamshala, District Kangra - 176215 (HP)  
[www.cuhimachal.ac.in](http://www.cuhimachal.ac.in)

**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:**

1. Mid Term Examination: 25%
2. End Term Examination: 50%
3. Continuous Internal Assessment : 25%
  - Home Assignments: 10%
  - Presentation: 10%
  - Class Participation: 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
- Concept of democratization and 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 Steeves (2001). *Communication for Development in the Third World* 2<sup>nd</sup> Edition. Sage, New Delhi.
- Joshi, P.C. (2002). *Communication and National Development*. Anamika Publishers & Distributors, New Delhi.
- Jan Servaes, Thomas Jacobson 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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**Course Code:** JCW 406

**Course Name:** Feature and Creative Writing

**Faculty:** Dr Archana Katoch

**Credits Equivalent:** 2 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 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

- Identify the desirable characteristics of a feature
- Provide an opportunity to develop writing skills in the gathering and creation of in-depth features.
- The students will be given practical assignments to drill the skills needed for writing different types of features.

**Attendance Requirement:**

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:**

4. Mid Term Examination: 25%
5. End Term Examination: 50%
6. Continuous Internal Assessment : 25%
  - Class Participation: 5%
  - Writing skills: 10%
  - Home Assignments: 10%

**Course Contents:**

**UNIT- I: Fundamental Norms of Writing (4 Hours)**

- Writing, importance of writing, Kinds of writing: Creative and non-creative, creativity
- The substance of writing: content, form, structure, style
- Some tips to an aspiring writer
- Qualities of creative writing

**UNIT- II: Feature Writing (4 Hours)**

- What is a feature?
- Characteristics of a feature
- Qualities of a feature writer
- Difference between news, feature, and article.

**UNIT - III: Process of Feature Writing (4Hours)**

- The main components of a feature, Types of features
- Writing the feature, Identifying significant topic, Collection of material

- Types of feature leads
- Editing and organization
- Use of appropriate style and language

**UNIT - IV: Interview and Feature Writing**

**(4 Hours)**

- Tools and techniques of writing
- Importance and uses of Interview in feature writing
- Profiles of personalities
- Writing reviews of books and films

**UNIT- V: Writing Feature for other Media**

**(4 Hours)**

- Magazine feature writing
- Online Features
- Benefits of feature writing
- Varieties of the feature stories and examples

**Text Books:**

1. Garrison, Bruce (2010). Professional Feature Writing. Routledge publisher.
2. Kamath, M. V. (1992). Journalist's Handbook. Vikas Publishing House, New Delhi.

**Additional Readings:**

1. Ellie Levenson (2015). Creativity and Feature Writing: How to Get Hundreds of New Ideas Every Day. Routledge publisher.
2. David Morley (2007). Creative Writing. Cambridge University Press, New York.
3. Aggarwal, VirBala (2006). Essentials of Practical Journalism. Concept Publishing Company, New Delhi.
4. Friedlander, Edward Jay & Lee, John (2010). Feature Writing: The pursuit of Excellence. Allyn& Bacon Publisher.
5. Wheeler, Sharon (2009). Feature Writing For Journalists. Taylor & Francis Group.
6. Johanson, Carla (2004). 21st Century Feature Writing. Allyn & Bacon.
7. IGNOU Notes.

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**Course Code:** JCW 506  
**Course Name:** Web journalism & Designing

**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 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 offer a broad perspective about the emerging forms of journalism based on the Internet and other digital platforms.
- To enable students to develop the skills needed for functioning as a web journalist.
- To develop basic skills to design webpages and to use it in storytelling.
- To equip students to work as a convergent journalist

**Attendance Requirement:**

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%
  - Class Participation: 5%
  - Producing News stories: 10%
  - Home Assignments: 10%

**Course Contents:**

**UNIT- I: Contextualising web journalism (5 Hours)**

- Introduction to web journalism
- Approaches to web journalism: Web Journalist Vs. Conventional journalist
- Web journalism in India: -some Indian Digital media start-ups (The Quint, The Wire, Scroll, Scoopwhoop, etc)
- Organizational structure, content & social media strategies
- Digitally native Vs Legacy media on web

## **UNIT - II: Producing Media for a web audience (10 Hours)**

- Storytelling for a web audience: interactivity to immersive story telling
- Writing for web: Conventional story formats Vs. digitally native story formats (listicles, quiz, polls, etc)
- Multimedia production for web
- Journalist as curator/producing the curated story
- Repurposing content and other practices (Clickbaitng, hyperlinking and SEO for web journalists)
- Reporting Live on web
- Managing social media

## **UNIT- III: Designing and other skill-sets (10 Hours)**

- Introduction to web designing
- Responsive design
- HTML basics
- Embedding widgets and other interactive/content elements into a page

## **UNIT- IV: – skills/story formats and tools (10 Hours)**

- Verification skills for web
- Creating timelines – Timeline.js
- Editing audio for web – Audacity
- Editing video for web – Premier pro
- Visualizing data – Datawrapper
- Video sharing on web – YouTube and associated interactive skills
- Sharing audio/podcasting – SoundCloud
- VR/360 degree content

## **UNIT- V: New trends in Web journalism (5 Hours)**

- Participatory journalism on web (Role of Citizen journalists and non-journalists)
- Automated journalism- chat bots
- Crowdsourcing in journalism
- Data-journalism, fact checkers and other trends
- Web journalism and the blurring boundaries

## **Assignments & Activities**

Activity 1: Digitally native Vs Legacy Media: - each student should make a presentation comparing the web journalism practices and strategies of a legacy media organisation and digitally native organisation in the class.

Activity 2: Media Producing for Web: - Each student should produce at least five stories for web. Among the five, one should be a curated story, one should use alternative story formats, one should have data visualisation, etc. details to be announced later.

Activity 3 :- Reporting Live on web – students should participate in reporting a media event live on web using social media outlets and the class blog.

Assignments: Other assignments will be announced during the period of the course.

**Prescribed Text Books:**

1. Kolodzy , J (2013), *Practicing Convergence Journalism: An Introduction to Cross-Media Storytelling*, London:Routledge, ISBN:978-0-415-89028-1
2. Bradshaw, P., & Rohumaa, L. (2011). *The online journalism handbook: Skills to survive and thrive in the digital age*. London: Routledge.
3. Siapera, E. & Veglis, A. (Eds), (2012), *The Handbook of Global Online Journalism*, Wiley-Blackwell, West Sussex. ISBN: 978-1-4443-3855-3
4. *Indian Newspapers' Digital Transition: Dainik Jagran, Hindustan Times, and Malayala Manorama*, Reuters institute for the study of journalism, December 2016
5. *Digital Journalism Start-ups in India*, Reuters institute for the study of journalism, May 2016

**Suggested Additional Readings:**

- Allan, S (2006), *Online News: Journalism*
- Chaudhry, L. (2017). Can the digital revolution save Indian journalism? *Columbia Journalism Review*.  
[[www.cjr.org/special\\_report/india\\_digital\\_revolution\\_startups\\_scoopwhoop\\_wi\\_re\\_times.php](http://www.cjr.org/special_report/india_digital_revolution_startups_scoopwhoop_wi_re_times.php)]



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**Course Code:** JCW 529

**Course Name:** Editorial Writing

**Faculty:** Dr Archana Katoch

**Credits Equivalent:** 2 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 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:** This course is designed to

- Introduce the students to the field of editorial writing, audience understanding and persuasion.
- The students will be given practical assignments to drill the skills needed for writing and it will help them develop new skills as a critical thinker.
- Discuss the skills and judgment needed for writing and selection of opinion pieces.

### **Attendance Requirement:**

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:**

4. Mid Term Examination: 25%
5. End Term Examination: 50%
6. Continuous Internal Assessment : 25%
  - Class Participation: 5%
  - Writing skills: 5%
  - Home Assignments: 10%
  - Role Play: 5%

**Course Contents:**

**UNIT- I: Concept of Editorial Writing (4 Hours)**

- The editorial page
- Defining editorial
- Qualities and responsibilities of the editor
- Deputy editor, assistant editor and editorial staff

**UNIT- II: Editorial Writing Rules and Tools (4 Hours)**

- Rules for editorial writing
- Concept of op-ed page, Editorial policy
- The editorial board, Editorial conference
- Tools: Reading, library, clippings and research

**UNIT – III: Writing the Editorials (4 Hours)**

- Structure of editorials
- Types of editorials
- Leaders’ opinion articles, analytical articles, current topics, importance of letters to editor.
- Planning of editorial page, Editing the opinion articles: do's and don'ts

**UNIT - IV: Writing Columns and Middles (4 Hours)**

- Writing columns
- Series of Articles
- Middles
- Editorial cartoons

**UNIT - V: Editorials and other Forms of Writing (4 Hours)**

- Letter to editor
- Selecting and editing letters to the editor
- Comparative study of edit page of regional and national dailies
- Magazine Editorials

**Text Book:**

1. Aggarwal, VirBala (2006). Essentials of Practical Journalism. Concept Publishing Company, New Delhi.
2. Kamath, M. V. (2009). Professional Journalism. Vikas Publishing House, New Delhi.
3. Stonecipher, Harry (1990). Editorial and Persuasive Writing: Opinion functions of the News media. Hastings House, New York.

**Additional Readings:**

1. Clark, Roy Peter (2006). Writing Tools: 50 essential strategies for every writer. Little, Brown and Company, New York.
2. Nicholls, Brian (1972). Features with Flair. Vikas Publications, Delhi.
3. Rystrom, Kenneth (1983). The why, who and how of the Editorial Page. Random House, New York.

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**Course Code:** JCW 548

**Course Name:** Blogging

**Credits Equivalent:** 2 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 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

- To enable students to understand the significance of blogging as a versatile self-publishing practice
- To impart skills needed to set up and manage a hosted blog

**Attendance Requirement:**

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:**

7. Mid Term Examination: 25%
8. End Term Examination: 50%
9. Continuous Internal Assessment : 25%
  - Class Participation: 5%
  - Blog Assignments: 15%
  - Attendance: 5%

**Course Contents:**

**UNIT- I: Introduction to Blogging (6 Hours)**

- What is blogging
  - Web 2.0 and Self-publishing - Hosted and self-hosted blogs - Anatomy of a blog post - Some popular blogs – kaffila, Engadget
- Major blogging platforms and their comparison
  - Wordpress – Blogger – Tumblr – Medium - Comparison of different platforms
- Social significance of blogging
  - Blogs and Participatory democracy - Citizen journalism - Bloggers Vs Journalists - Death of blogging

## **UNIT - II: Blogging techniques**

**(3 Hours)**

- Finding a niche
  - What is niche blogging - What are the popular niches? - Strategies of finding a niche
- Developing a theme
  - Conceptualising the theme - Picking a name - Identity of the blog – logo and usable design
- Understanding the niche
  - Fellow bloggers - Blog directories

## **UNIT - III: Content strategies for bloggers**

**(5 Hours)**

- Writing posts for a blog
  - Writing for web versus writing for other platforms - Use of headlines, subheads and formatted text - Writing scannable posts
- Finding story ideas
  - Search trends - Reader comments - Social media trends - typical blog story formats – How to articles, listicles, etc
- Use of multimedia
  - Images – Videos - Interactive tools ( timelines, sound cloud etc)
- Other content strategies
  - Re-purposing content

## **UNIT- IV: Finding and managing Readers**

**(3 Hours)**

- Target audience
  - Finding the reader of your niche - Creating a Social Media identity (Facebook, Twitter, YouTube, New platforms) - Social Media Optimisation
- Reader Comments
  - Managing criticism - Moderation policy - Responding to comments
- SEO techniques
  - Search visibility - Ethical SEO practices for bloggers - Key word ratio

## **UNIT- V: Monitoring Traffic and Monetising**

**(3 Hours)**

- Monitoring Traffic
  - Why to monitor traffic - Metrics and dimensions (Page Views, Bounce Rate, Unique visitors) - Content goals - Web analytics services (Google Analytics, Piwik)
- Monetising
  - Different revenue sources for bloggers (Ad-serving platforms, Affiliate links, Passive revenue sources) - Ad-serving platforms

### **Prescribed Text Books:**

6. Houghton, R. (2012). Blogging for Creatives, Cincinatti : How Books.
7. Rowse, D., & Garrett, C. (2008). Probblogger. Indianapolis, IN: Wiley.

8. Felder, L. (2012). Writing for the web: Creating compelling web content using words, pictures, and sound. Berkeley, Calif: New Riders.
9. Handouts distributed in the class

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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:**

10. Mid Term Examination: 25%

11. 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
    - Sections technique
    - Hour-glass style
    - Q & A technique
- Writing news leads: Finding the lead
- Different types of lead: Hard news leads; Feature leads/alternative leads – buried or delayed 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: Plots; Characters; Dialogue; Conflict; Time
  - other techniques: interviewing for features; Preparing; Planning; Interview techniques; observation & body language; weaving in observation; weaving in background research
- Other formats: Follow-ups
- New trends in writing for print: Alternative story formats
  - Listics
  - 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



- Design softwares
  - Adobe InDesign

**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



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**Course Code:** Media and Gender

**Course Name:** JCW 408

**Faculty:** Dr Archna Katoch

**Credits Equivalent:** 2 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 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

- Understand gender as a social construct and its application to understand various social phenomena.
- Explain different constitutional & legal provisions and special initiatives for women in India.
- Develop familiarity on the current social problems related to gender and development.
- Recognize the role of media to have gender justice and democratic order in the society.
- Advance good journalistic sense in the critical areas of gender inequalities and make them communicate effectively through different media for women empowerment.

**Attendance Requirement:**

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:**

12. Mid Term Examination: 25%

13. End Term Examination: 50%

14. Continuous Internal Assessment : 25%

- Class Participation: 5%
- Group Discussion and presentation: 10%
- Home Assignments: 10%

**Course Contents:**

**UNIT- I: Sex, Gender and Media. (4 Hours)**

- Sex and Gender: The key concepts.
- Patriarchy, Gender equality, Sexism, Notion of Feminism, Women empowerment
- Concept and Process of Communication, Different types of communication
- Concept of news, Role of media in society and for women rights

**UNIT - II: Status of Women in Society.(4 Hours)**

- Women and Society
- Gender inequalities and its causes in India: Education, Health conditions

- Violence against women
- Economic opportunities, Political participation

### **UNIT-III: Important Constitutional and Legal Provisions for Women (4 Hours)**

- Universal declaration of human rights
- Constitutional provisions in India
- Legal provisions in India
- Special initiatives for women, India's sexual assault laws

### **UNIT- IV: Gender Representations in the Media (4 hours)**

- Gender equality/ inequality in the news stories, gender stereotypes
- Portrayal of women in the media
- Portrayal of women on television, advertisements, internet
- Print media and women issues

### **UNIT- V: Women, Media and Empowerment(4 hours)**

- Women in journalism and media profession
- Gender equality/inequality in media organisations
- Media as a tool in the crusade for women's education
- Digital divide
- Media and ICT: Catalyst for the empowerment of women

#### **Text Books:**

10. Pilcher, J. &Whelehan, I. (2004). 50 key Concepts in Gender Studies, Sage Publication, New Delhi.
11. Basu, A. &Jefferey, P. (2004). Appropriating Gender, Routledge, London.
12. Kataria, Pooja, (2007), Women and Media, Regal Publications, New Delhi.

#### **Additional Readings:**

1. Niall Richardson, Sadie Wearing (2014). Gender in the Media. Palgrave Macmillan, New York.
2. Cynthia Carter, Linda Steiner, Lisa McLaughlin (2014). The Routledge Companion to Media & Gender. Routledge, New York.
3. Rosalind Gill (2007).Gender and the Media. Polity Press, UK.
4. Mathur, K. (2004). Countering Gender Violence, Sage Publication, New Delhi.
5. IGNOU, (2008). Mass Media and Contemporary Social Issues, Communication Division, New Delhi.
6. Hindi and English Newspapers and Journals.



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**COURSE CODE:** JCW 505

**COURSE NAME:** Advertising

**Credits Equivalent:** 4 Credits (One credit is equivalent to 10 hours of lectures / organized classroom activity / contact hours; 20 hours of teacher-led / independent workload such as Conceptualizing and Designing Individual Advertisements & Advertising Campaigns for different media / Presentations / Writing Papers / Seminars / Conferences / Workshops, etc.)

**Course Objectives:** The Course is designed to:

- Enable the learners to understand the fundamentals of Advertising.
- Familiarize the learners with theoretical and practical aspects of Advertising.
- Enable the students to understand the key ingredients of effective advertising.
- Enable the learners to appreciate diverse views on perception and reception of advertising messages by the audiences.
- Encourage the students to explore the emerging trends in the field of advertising so that they may grasp the intricacies of modern advertising in a better manner.
- Expose the students to the ethical issues pertaining to the trade and practice of Advertising.
- Apprise the learners of the emerging challenges in the field of Advertising.

**Attendance Requirements:**

Students are expected to attend all lectures in order to be able to derive maximum 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:**

15. Mid Term Examination: 25%
16. End Term Examination: 50%
17. Continuous Internal Assessment: 25% (May include Conceptualizing and Designing Advertisements or Complete Advertising Campaigns for different media, Presentations, Preparation of Written Reports, Oral or Written Surprise Progress Review Tests , etc.)

**Course Contents:**

**UNIT I: Introduction to Advertising**

**(08 hours)**

- Advertising: Definitions & Concepts
- Origin, Evolution and Growth of Advertising
- Need, Significance & Scope of Advertising
- Functions of Advertising
- Roles of Advertising: Marketing; Economic; Communication; Social
- Classification of Advertising: based on geographical reach – local, national, international; based on media – print, radio, television, online; based on target

audiences; product advertising – pioneering, competitive & retentive; retail advertising; direct response advertising; subliminal advertising; surrogate advertising; public service advertising; green advertising

- Advertising Appeals: Logical vs. Emotional; Negative vs. Positive
- AIDA Model; Maslow's Hierarchy of Needs; DAGMAR Model; Elaboration Likelihood Model

**UNIT II: Advertising Agency, Account Management and Media Planning (08 hours)**

- Evolution of Advertising Agencies
- Functions of Advertising Agencies
- Departments in an Ad Agency and their Roles & Responsibilities
- Account Planning & Management: Client-Agency Relationship; Agency-Media Relationship; Pitching for an Account
- Media Planning: establishing the objectives; decide the target audience; developing the plan; creating the right media-mix; scheduling; reach & frequency; cost efficiency & budgeting;
- Media Buying: selection; negotiation; evaluation

**UNIT III: Branding (08 hours)**

- The Concept of Brands & Branding
- Image, Identity & Reputation
- Brand Anatomy & Architecture
- Brand Equity & Brand Management
- Brand Segmentation & Brand Positioning
- Role of Advertising in Creation and Management of Brands
- Corporate vs. Product Brands
- Brand Prism Model
- Co-branding & Brand Licensing

**UNIT IV: Creative Approaches to Advertising (08 hours)**

- Creativity in the context of Advertising
- Emergence of Creative Advertising
- Perspectives on Creativity in Advertising
- Aspects of Creative Strategy
- Planning and Managing Creative Strategy
- Psychographics and Creativity in Advertising

**UNIT V: Social, Ethical and Legal Issues in Advertising (08 hours)**

- A Socio-cultural Critique of Advertising
- Advertising & Representation
- Ethical Issues Pertinent to Advertising
- Self-Regulatory Framework for Advertising in India: AAI, ASCI & its Code of Conduct
- Laws Applicable to Advertising in India
- Significance of Ethical Conduct from the Perspective of the Advertiser

**Prescribed Text Books:**

- Batra, R., Myers, J. J., & Aaker, D. A. (2012). Advertising Management (5th ed.). Noida: Pearson.
- Belch, G. E., & Belch, M. A. (2012). Advertising & Promotion: An Integrated Marketing Communications Perspective. New York: McGraw-Hill/Irwin.
- MacRury, I. (2009). Advertising. New York: Routledge.

- McStay, A. (2013). *Creativity & Advertising: Affect, Events and Process*. Great Britain: Routledge.
- Rodgers, S., & Thomson, E. (Eds.). (2012). *Advertising Theory*. London: Routledge.
- Wells, W. D., Burnett, J., & Moriarty, S. (2012). *Advertising: Principles and Practice*. India: Pearson.

**Prescribed Research Papers:**

- Smith, R. E., & Yang, X. (2004). Toward a general theory of creativity in advertising: Examining the role of divergence. *Journal of Marketing Theory*, 31-58. doi:10.1177/1470593104044086
- Smith, R. E., MacKenzie, S. B., Yang, X., Buchholz, L. M., & Darley, W. K. (2007). Modeling the Determinants and Effects of Creativity in Advertising. *Marketing Science*, 819 - 833.
- Winter, E., Russell, J. T., & Wolter, L. J. (1973). Psychographics and Creativity. *Journal of Advertising*, 32-36+46.

**Suggested Additional Reading:**

- Aaker, D. (2015). *Aaker on Branding: 20 Principles that Drive Success*. New Delhi: Sage.
- Farbey, A.D. *How To Produce Successful Advertising: A Guide to Strategy, Planning and Targeting* (Third ed.). (2002). London: Kogan Page Limited.
- Eighmey, J., & Sar, S. (2007). Harlow Gale and the Origins of the Psychology of Advertising. *Journal of Advertising*, 147-158.
- Vivian, J. (2012). *The Media of Mass Communication*. New Delhi : Pearson.