

COURSE OUTLINES

Spring Semester -2020 January - June)

School of Journalism Mass Communication & New Media

➤ Department of Journalism & Mass Communication



Central University of Himachal Pradesh

(Established under Central Universities Act 2009)

PO Box no. 21, Dharamshala, Distt. Kangra, Himachal Pradesh- 176215

Course offered for II Semester

CENTRAL UNIVERSITY OF HIMACHAL PRADESH

[ESTABLISHED UNDER THE CENTRAL UNIVERSITIES ACT 2009]

PO BOX: 21, DHARAMSHALA, DISTRICT KANGRA - 176215 (HP)

www.cuhimachal.ac.in

Course Code: JCW 528

Course Name: Science and Environment Journalism

Faculty: Dr Archna Katoch

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

- To prepare students for a professional career as science and environmental writers, reporters and editors in the media industry, research institutions and environment related organisations.
- Describe the difference between general reporting and science reporting.
- Develop an understanding of science and environmental issues. It enables them to include these issues in their media productions and develop an understanding to the solutions of the problems related to the environment communication.

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%
 - Group Discussion: 10%
 - Home Assignments: 5%
 - Role Play: 5%

Course Contents:

UNIT- I: Communication and Science (8 Hours)

- Science and science journalism.
- Sourcing of science and technology news
- Institutions of research and development in India
- Persons who matter in science and technology
- Impact of science and technology on social attitudes
- Media's role in disseminating of information and public environmental awareness

UNIT - II: Writing in Science Journalism (8 Hours)

- Language in science reporting for popular appeal: Words, sentences and readability
- Report structure, human interest, avoiding exaggeration and sensationalism, the importance of rewriting
- Writing features and articles on science and technology
- Role of information and communication technologies for environmental protection

UNIT - III: Media and the Environment (8Hours)

- Definition, importance and need for public awareness via media for natural resources and associated problems: Forest resources
- Water resources
- Mineral resources
- Food resources
- Energy resources
- Land resources
- Role of media in conservation of natural resources

UNIT- IV: Media & Environmental pollution (8 Hours)

- Environmental pollution, its causes, and effects: Air pollution, water pollution
- Soil pollution, marine pollution
- Noise pollution, thermal pollution, nuclear hazards.
- Role of media in prevention of pollution
- Role of media in disaster management: foods, earthquakes, cyclones and landslides
- Laws for environment protection

UNIT- V: Communicating Human Welfare (8Hours)

- Sustainable Development Goals and Environment
- Environment and human health, smoking and cancer

- Weather and agriculture
- Climate change and global warming
- Growing need of energy, Conventional and non-conventional sources

Prescribed Text Books:

1. N. K. Uberoi, (2010), Environmental Studies, Excel Books, New Delhi, ISBN 978-81-7446-886-4
2. IGNOU, (2008), Specialised Reporting, Communication Division, New Delhi.
3. P. C Joshi & Namita Joshi (2009), A Text Book of Environmental Science, A. P. H. Pub. New Delhi, ISBN 81-313-0456-3

Suggested Additional Readings:

1. Dr B. S. Chauhan, (2008), Environmental Studies, Laxmi Publication, University Science Press, New Delhi.
2. Anubha Kaushik & C. P. Kaushik(2010), Environmental Studies, New Age International
3. Hindi and English Newspapers and Journals.



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COURSE CODE: JCW 513

COURSE NAME: BUSINESS JOURNALISM

Credits Equivalent: 4 Credits (One credit is equivalent to 10 hours of lectures / organized classroom activity / contact hours; 5 hours of journalistic writing work / practical / field work / Tutorial / teacher-led activity and 15 hours of other workload such as independent individual/ 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:

- Enable the students to learn to research and write on economy and business.
- Assist the students in understanding the basic concepts related with business and economy.
- Equip students with the knowledge and skills required to cover economy, businesses, financial markets as well as related socio-economic issues such as poverty, unemployment, sustainable development, and consumer affairs.
- Inculcate explanatory writing skills in the students.
- Enable the students to appreciate the role of Business Journalism in growth and advancement of developing economies.

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:

4. Mid Term Examination: 25%
5. End Term Examination: 50%
6. Continuous Internal Assessment: 25%
Surprise Progress Review Tests (Two) :
 - Surprise Progress Review Tests
 - Miscellaneous Assignments: Presentations/Group Discussions
 - Writing News/Articles/Features

Course Contents

UNIT I: Business Journalism: An Introduction

(08 hours)

- Business Journalism: Concept, Significance and Scope.
- Origin, Growth and Development of Business Journalism.
- Objectives of Business Journalism.
- Basic Skills Required for Writing Business News Stories.
- Role and Responsibilities of a Business Journalist.
- Language of Business Journalism.
- Sources for Gathering Business News.
- Ethical Challenges confronting a Business Journalists

UNIT II: The Economy

(12 hours)

- Economics: Concept and Definitions
- Market: Meaning and Types
- Capitalism, Socialism and Mixed Economy
- National Income: Meaning and Concepts
- Government Budget
- Fiscal Policy & Deficit Financing
- International Trade and Balance of Payments.
- NITI Aayog & Economic Planning.

**UNIT III: Money & Banking
hours)**

(08

- Fundamentals of Banking System
- The Central Bank of India & its Role
- Monetary Policy
- Inflation
- Types of Banks and their Role
- Micro-Finance Institutions

UNIT IV: The Business

(06 hours)

- Major Industries in India
- Large, Medium, Small and Micro Sector Enterprises
- Key Industry Associations in India: CII, ASSOCHAM and FICCI
- Globalization and Liberalization
- FII & FDI
- Corporate Governance Practices in India

**UNIT V: Financial Markets
hours)**

(06

- Fundamentals of Stock Markets.
- Indian Stock Markets: BSE & NSE
- Understanding Company Balance Sheets
- Mergers and Acquisitions
- Bonds, Shares, Debentures, Mutual Funds
- Securities and Exchange Board of India.

Prescribed Text Books:

- Roush, C. 2004. Show me the money. Writing business and economics stories for mass communication. Mahwah, N.J. & London: Lawrence Erlbaum Associates.
- K.K. Dewett, Modern Economic Theory, (Edition 2010), S. Chand & Company Ltd.

Suggested Additional Reading:

- Stiglitz, J.E. 2006. Making globalization work. London: Allen Lane.
- Vaitilingham, R. 2001. The Financial Times guide to using the financial pages, London: Prentice Hall.
- Jay Taparia, (2004), Understanding Financial Statements: A Journalist's Guide, Marion Street Press, 2004.

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PO Box: 21, Dharamshala, District Kangra - 176215 (HP)

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Course Code: JCW 502

Course Name: Photojournalism

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

- To prepare students for a professional career as photojournalists and photo-editors in the media organizations.
- To develop an understanding about how visuals play a major role in the communication process and how to create potent visuals.
- Enable them to understand and acquire skills needed for producing and fine tuning visuals for different media platforms like Print media and Web.

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%
 - Photo Series: 5%
 - Home Assignments: 10%
 - Photo Feature: 5%

Course Contents:

UNIT- I: Basics of Photography (6 Hours)

- What is photography?
 - – Nature and scope of photography-writing with light-photographs and reality-visualization-image as expression and interpretation of the world
- Evolution of photography
 - Camera Obscura-Pin hole cameras-Duggerotype-Calotype-George Eastman-colour photographs
- Branches of photography
 - Photojournalism-food photography-wildlife photography-architectural photography-fashion photography- landscape/nature photography

UNIT - II: Equipment and technology (10 Hours)

- Functioning of a DSLR camera
 - What is a DSLR- SLR system-sensor/film-diagram of a camera-mirror/prism system
- Types of cameras
 - SLR-TLR-Polaroids-mirror less cams-point and shoot cams- FX and APS-C cameras
- Types of lenses
 - Normal lens-wide angle lens-telephoto lens-prime lenses
- Other accessories
 - Strobes-tripods-remote shutter releases
- Exposure
 - 1. What is exposure-factors controlling exposure-aperture-shutter speed-iso-optimal combinations-IFS
- Depth of field
 - What is DoF-factors affecting DoF-aperture-focal length-creative use of DoF
- Lighting techniques
 - 1. Qualities of light- observing light conditions-white balance-calibrating white balance manually-Three-point lighting-key, fill and back lighting-measuring light-light meters

UNIT - III: Techniques of photography (8 Hours)

- Composing pictures
- Elements of composition
 - Lines-forms-shapes-patterns-textures-colour
- Basics of photo editing
 - Selecting photos-correcting brightness/contrast-correcting colours-cropping
- introduction to photo editing software
 - Adobe LightRoom

UNIT- IV: Basics of Photojournalism (11Hours)

- A brief history of photojournalism-famous photojournalists [HC Bresson, Robert Capa, Nick Ut, Raghu Rai, James Natchwey]
- Covering different beats
 - Spot news-breaking news-sports
- Story formats for photojournalism
 - Photo features/photo essays-multimedia stories-photo series-portraits
- Writing captions
- Photojournalism in the convergence era
 - New story forms- new skills-interactive slideshows-360° videos-smartphones-apps-instagram-cardboard camera

UNIT- V: Photojournalism and ethical issues (5 Hours)

- Ethics in photo journalism
 - Consent-ethical issues-legal issues – minor subjects-identity
- Stereotyping and news photographs
 - Stereotyping gender/social minorities
- Intellectual Property Rights
 - Relevant sections of Copyright Act, 1957- Creative Commons Licenses [4 CC licenses]-stock photography

Prescribed Text Books:

4. Kobre, Kenneth (2010), *Photojournalism: The professionals' Approach*, Sixth Edition. Focal Press
5. Langford et al, (2010), *Langford's Basic Photography: The guide for serious photographers*, Ninth Edition, Focal Press.
6. Parrish, Fred S. (2002), *Photojournalism: An Introduction*, Wadsworth/Thomson Learning, 2002

Suggested Additional Readings:

1. Ang, Tom. *Fundamentals of Photography: The Essential Handbook for Both Digital and Film Cameras*. New York, NY: Knopf, 2008.
2. Sontag, S (2014), *On Photography*, Penguin Modern Classics, Penguin UK, 2014

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PO Box: 21, DHARAMSHALA, DISTRICT KANGRA - 176215 (HP)

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Course Code: JCW 601

Course Name: Contemporary Issues in Media Studies

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

- Acquaint the students with the contemporary issues relevant to the representations of various sections of the society in the media.
- Assist the students in understanding the effects of media on the society.
- To review some of the historical and theoretical debates in detail and analyse the landscape of the fast changing field in connection with long standing debates on media

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:

10. Mid Term Examination: 25%
11. End Term Examination: 50%
12. Continuous Internal Assessment : 25%
 - Class Participation: 10%
 - Home Assignments: 15%

Unit-1

- Art-19 (1) A- Land Mark Cases
- Social Media and Freedom of Expression
- Media and Environmental Issues
- Cinema and Society
- Cyber Crimes & Laws and Social Issues
- ICT and Civil Society

Unit-2

- Citizen Journalism and the New Media
- Evaluating the Developmental Impact of E-Governance Initiatives
- Media Freedom and Right to Privacy
- Women and Media
- ICT and Rural Development
- Media and Human Rights
- Media and Consumerism
- Panchayati Raj and Participatory Communication for Social Change

Unit-3

- Issues in Public Service Broadcasting
- Community Radio in India: Opportunities and Challenges
- Explosion in Digital Space: Opportunities and Challenges
- Media and Political communication in India

Unit-4

- Global Consolidation of Media Industries
- Shifts in Audience Composition and its effects on Media Markets
- Globalization, Domestications and Convergence of Media Operations in Developing Countries
- Media Institutions in Transnational Societies

- Media and Economic Modernization
- Passing of Dominant Paradigm
- Correlations between Economic and Communication Process

Unit-5

- Social Media Technology – Web 2.0, Cloud Computing, Smart phones
- Introduction to Social Network and Social Networking
- Social Network and Knowledge Management System
- Social Network Analysis
- Social Media (Blogging, Facebook, LinkedIn, Twitter etc.)
- Social Media Policy
- Return on Investment (ROI) and social network measurement

References:

Prescribed Textbooks:

- AshwaniSaith, M. Vijayabhaskar& V. Gayathri (2008) ICTs and Indian Social Change, Sage Publication, New Delhi.
- Basu, D.D. (1996). *Law of the Press Third Edition*. New Delhi: Prentice Hall of India, Pvt.Ltd.
- NaliniRanjan (2007) 21st Century Journalism in India, Sage Publications. New Delhi
- Prasad, Kiran (2009). *Communication for Development: Reinventing Theory and Action* (in 2 Vols.). B.R. Publishing Corporation, New Delhi.
- Alison Alexander (2003), *Media Economics: Theory and Practice*, Routledge.
- David R. Croteau (2005), *The Business of Media: Corporate Media and the Public Interest*, Routledge.
- Colin, Hoskins, Stuart, McFadyen & Adam Finn (2004), *Media Economics: Applying Economics to New and Traditional Media*, Sage.
- Alan B. Albarran, 2002, *Media Economics: Understanding Markets, Industries and Concepts*, Iowa State University Press.

- Robert Waterman McChesney, 2008, *The Political Economy of Media: Enduring Issues, Emerging Dilemmas*, Monthly Review Press.
- Gillian, Doyle, 2002, *Understanding Media Economics*, Sage.
- Gillian, Doyle, 2002, *Media Ownership: The Economics and Politics of Convergence and Concentration in the UK and European Media*, Sage.
- Weinberg, Tamar. (2009). *The New Community Rules*. O'Really Media.
- Barger, Christopher, Barger. (2011). *Social Media Strategist*. Pinterest.
- Mitch, Joel. (2009). *Six Pixels of Separation: Everyone is Connected*. Business Plus.

Suggested Extra Readings:

- Basu, D.D. (1993). *Introduction to the Constitution of India*. New Delhi: Prentice-Hall of India, Pvt.Ltd.
- Neelambar. M. (2010). *Media laws and Ethics*. New Delhi: PHI Learning, Pvt. Ltd.
- Rayudu, C.S. &Nageswara, R (2010). *Mass Media Laws and Regulations*. New Delhi:Himalaya Publishing House.
- E.M. Rogers (1971). *Communication and Development: A Cross-Cultural Approach*. New York, Free Press.
- Joshi, P.C. (2002). *Communication and National Development*. Anamika Publishers & Distributors, New Delhi.
- SrinivasMelkote and H. Leslie Steevs (2001). *Communication for Development in the Third World* 2nd Edition. Sage, New Delhi.
- Jan Servaes, Thomas Jacobnson and Shirley White (1996). *Participatory Communication for Social Change*. Sage, New Delhi.
- Kirkpatrick, David. (2010). *The Facebook Effect*. Simon & Schuster.
- Christakis and Flower, J.H. (2009). *Connected: The Surprising Power of our Social Networks and How They Shapes Our Lives*. Little Brown & Co.



Department of Journalism and Creative Writing

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PO Box: 21, Dharamshala, District Kangra - 176215 (HP)

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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:

Mid Term Examination: 25%

End Term Examination: 50%

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:

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

Additional Readings:

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

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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:

13. Mid Term Examination: 25%

14. End Term Examination: 50%

15. 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 -
- 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)
- Monetising
 - Different revenue sources for bloggers (Ad-serving platforms, Affiliate links, Passive revenue sources) - Ad-serving platforms

Prescribed Text Books:

7. Houghton, R. (2012). Blogging for Creatives, Cincinnati : How Books.
8. Rowse, D., & Garrett, C. (2008). Problogger. Indianapolis, IN: Wiley.
9. Felder, L. (2012). Writing for the web: Creating compelling web content using words, pictures, and sound. Berkeley, Calif: New Riders.
10. Handouts distributed in the class