COURSE OUTLINES

Spring Semester -2020 January   - June)

School of Journalism Mass Communication & New Media

> ➢ Department of New Media

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 Central Universities Act 2009)

PO BOX: 21, DHARAMSHALA, DISTRICT KANGRA – 176215, HIMACHAL PRADESH

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Course Objectives and Focus Area for the Course MCE 405 (Corporate Communication) proposed for the Second Semester Students of MA (New Media Communication)

COURSE CODE: MCE 405

COURSE NAME: CORPORATE COMMUNICATIONS

FACULTY: DR. R.P. RAI

Credits Equivalent: 4 Credits (One credit is equivalent to 10 hours of lectures / organized classroom activity / contact hours; 5 hours of CC 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 learners to understand the basic concepts associated with the theory and practice of Corporate Communications.
- Develop basic skills for practice of Corporate Communications.
- Expose the students to multifarious Corporate Communications activities.
- Enable the students to appreciate the role of Corporate Communications in growth and advancement of corporate entities.
- Equip the learners with the skills required to plan and execute Corporate Communications activities in different types of organisations.
- Apprise the learners of the emerging challenges in the field of Corporate Communications.

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% i.e. 25 Marks out of 100

- Surprise Progress Review Tests (Two) : 10 marks (The tests may be oral or written)
- Presentation: 5 marks
- Assignments: 10

Course Contents:

UNIT I: Corporate Communications: An Introduction   **(12 hours)**

- Basics of Communication.
- Corporate Communications: Definitions and Key Concepts.
- Origin, Evolution and Growth of Corporate Communications.
- Tools of Corporate Communications.
- Key functions of Corporate Communications.
- Scope and Significance of Corporate Communications.

UNIT II: The Corporate Communications Universe   **(12 hours)**

- An Introduction to Public Relations.
- Public Relations and Corporate Communications.
- An Introduction to Advertising.
- Advertising and Corporate Communications.
- Introduction to Integrated Marketing Communications (IMC)
- IMC and Corporate Communications.

UNIT III:Corporate Branding &Identity   **(04 hours)**

- An Introduction to Corporate Brands and Corporate Identity.
- Corporate Branding vs. Product Branding.
- Role of Corporate Communications in Creating and Managing Corporate Brands.
- Conflict between Internal and External Corporate Brand Perceptions.

UNIT IV: Corporate Communications Strategies   **(06 hours)**

- Corporate Communications: Perpetual Strategic Function.
- An Introduction to Corporate Communications Strategies.
- The Communications Strategy Model.
- Models for Managing Corporate Communications.

UNIT V: Corporate Communications: Trends and Issues (06 hours)

- Corporate Communications in the Digital Era
- Ethics in Corporate Communications.
- Crisis Communications.
- Corporate Social Responsibility.

Prescribed Text Books:

- Joseph Fernandez, (2004), Corporate Communications-A 21st Century Primer, Sage Publications.
- Sandra M. Oliver, (2004), Handbook of Corporate Communications and Public Relations, Routledge.
- JoepCornelissen, (2004), Corporate Communications: Theory and Practice, Sage Publications.

Suggested Additional Reading:

- Balan K.R., Corporate Public Relations, Sterling Publishers Private Limited, New Delhi.
- Frazier Moore and Frank B.Kalupa (2002), Public Relations: Principles, Cases and Problems, Surjeet Publications, New Delhi.

- Narasimha Reddy C.V. (2009), Effective Public Relations and Media Strategy, PHI Learning Private Limited, New Delhi.
- Sam Black, (2008), Practical Public Relations, Universal Book Stall, New Delhi.
- Lars Thøger Christensen, MetteMorsing and George Cheney (2008), Corporate Communications: Convention, Complexity, and Critique, Sage Publications.

(Dr. R.P. Rai)

Course Objectives and Focus Area for the Course MCE 501 proposed for the Second Semester of M.A. Programme in New Media Communication

Course Code: MCE 501

Course Name: Introduction to Radio and Television Production

Faculty: Dr. Yogesh Kr. Gupta

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 paper provides basic concept of sound production for radio and video production for television. The students will understand basic techniques used for sound and video acquisition, production, recording and aesthetics. The students will also be trained on operation and maintenance of sound and video (camera and lights) equipment used in studio & outdoor shooting/ recordings.

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%
    - Class test: 5%

- Assignments: 10%
- Class Participation: 5%
- Presentation: 5%

COURSE CONTENTS:

UNIT – I: Introduction to radio production

- Radio production basics

- Understanding of equipment used in radio studio and outdoor production

- Microphone principles, classification, polar pattern, placement of microphones, stereo, RF microphones, microphone parameters and accessories

UNIT – II: Audio Production

- Analog audio production basics
- Digital audio production, Audio work station, advantages of digital production
- Digital audio formats
- Audio mixing principles

UNIT – III: Television Production: Processes and people   (8 hours)

- Production process: introduction
- Pre-production: generating idea, idea to script, and script to production.
- Production team: Who Does What When?
- Introduction to television news production.
- Functioning of News channel.
- Television News formats.

UNIT-IV: Production Environment and Control: Studio

- Production environment: studio-
- Video production studio.
- Studio control room, Master control.
- Electronic news gathering (ENG).
- Electronic field production (EFP).
- Talent, clothing and makeup.
- Script formats, Visualization.
- Preparing for multi camera studio production: Single-camera directing, control room directing.

UNIT-V: Audio and Video editing,

- Audio tape editing basics, digital audio editing, audio effects, and multi-track recording
- Protool and Nuendo editing system features
- Basic recording principles, Tape, CD, Hard disk based recording, audio archiving
- Video editing basics
- Nonlinear editing: phase1- capture, 2- editing, 3-export to video tape or disc.

Prescribed Text Books:

1. Radio Handbook by Orr, William I., Howard W. Sams & Company (1987).
2. Radio Production Worktext: Studio and Equipment by David E. Reese, Lynne S. Gross and Brian Gross, Taylor and Francis (2006).
3. Audio in Media by Stanley R. Alten, Cengage Learning. 9th Edition, (2010).
4. Video Basics by Herbert Zettl, Wordsworth 2011
5. Television Production by Gerald Millerson, Focal Press, 2010

Suggested Additional Reading:

- Master Handbook of Audio Production by Jerry C. Whitaker, McGraw Hill (2001).
- Acoustic Design and Practice by R.L. Suri, Asia Publishing House (1966).
- Principals of Digital Audio by Ken C. Pohlmann, McGraw Hill (2010).
- Fundamentals of Digital Television Transmission by Gerald W Collins, John Willey, Artech House 2008

Dr. Yogesh Kr. Gupta

Department of Mass Communication and Electronic Media

Course Objectives and Focus Area for the Course MCE 512 proposed for the Second Semester students of M.A. Programme in New Media Communication

Course Code: MCE 512

Course Name: **Multimedia Production**

Faculty: **Kuldeep Singh**

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 acquaint students with the fundamental technologies of the multimedia production.
- To make the students understand the multimedia production, the intricacies and its usefulness in modern media industry.

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%

UNIT 1:- MULTIMEDIA: AN INTRODUCTION   (8 Hours)

- Genesis of multimedia: Linear and non-linear
- Fundamental of computer application
- Communication technologies and multi-media
- Creative writing
- Media ethics and laws

UNIT 2:- VARIOUS COMPONENTS OF MULTIMEDIA   (8 Hours)

- Still photography
- Videograpy
- Importance of sound
- Light and its use
- Script writing
- Advanced Principles of Animation

UNIT 3:- Animation and Graphics   (8 Hours)

- 2 D and 3 D animations
- Still and animated graphics
- Web & Interactive Media
- Animation and cartoon development
- Compression techniques – Lossless, Lossy – JPEG, MPEG, GIF, TIFF, RIFF-H.261, H.262, H.263 -File formats - Display technologies (output) – input

UNIT 4:- TECHNIQUES OF MULTI-MEDIA   (8 Hours)

- Video production and editing
- Effects and transitions

- Sound effects
- Photoshop
- Maya and WizRT
- Pagemaker and Quark Express
- Data and file conversion formats

UNIT 5:- MULTIMEDIA AND VARIOUS SECTORS　　　　(8 Hours)

- Usage of animation in Television industry
- Graphics in newspapers and magazines
- Role of multi-media in web media
- Usage in advertising agency
- Role of multimedia techniques in web media.

BOOKS

- Ralf Steinmetz and Klara, "Multimedia Computing, Communications and Applications," Pearson Education, 2004.

- K.Andleigh, Kiran Thakrar , Multimedia Systems Design, PHI, 2007.

REFERENCES

- Ze Nian Li, S. Drew, "Fundamentals of Multimedia" , PHI,2006.

- Fred Halsall, "Multimedia Communications- Applications, Networks, Protocols and Standards , Pearson Education, 2007.

Kuldeep Singh

Asst. Prof. (School of Journalism)

Department of Mass Communication and Electronic Media,

Central University of Himachal Pradesh

Department of Mass Communication and Electronic Media

Course Objectives and Focus Area for the Course MCE 522 proposed for the Second Semester of M.A. Programme in New Media Communication

Course Code: MCE 522

Course Name: Political Communication

Faculty: Prof. Pradeep Nair

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

- This course prepare the students to understand government, politics, political advocacy, public affairs, public policy and communication through the study of political and communication theory, research and practice.

- The course provides grounding in political and strategic communication research and media practices.
- The course aims to provide a broad knowledge of political issues and a deep understanding of how the political process and media work together.

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%
    - Group Discussion: 10%
    - Assignments   10%

Unit 1: People, Politics and Participation   (8 Hrs)

o People's Participation in Political Process

o Voting Behavior

o Electoral system

o Communicating Political Opinion

o Political Parties and Pressure Groups

Unit 2: Understanding Political Communication   (8 Hrs)

o Communication in Politics and Advocacy/ Politics, Electorate and Democracy

o Public Communication Principles

o Advocacy and Political Campaigns

o Media Relations and Politics

o Media as Democratic Institutions

Unit 3: The Art and Craft of Lobbying (6 Hrs)

o Lobbying and Influence

o Policy Making Process/ Political network / communities

o Public interest

o Pressure Group Politics

o Strategic Lobbying Plan

Unit 4: Voting Behavior, Elections and Democracy (10 Hrs)

o Elections and Party System

o Political Participation and Behavior in Elections

o Political Representations

o Electoral Reforms

o Political Ideologies

Unit 5:   Media and Public Opinion (8 Hrs)

o Political Engagement through Media

o Political Campaigns on Facebook and Twitter

o Production of Political Content on Social Media – Uses and Effects

o Media Influence: Bias, Agendas, Priming and Framing

o Political News Consumption: Who uses what and why?

Assignments:

Students are required to:

1) Writing and presenting political speeches to persuade voters.
2) Debate on political system, media and democracy.
3) Engage in researching, designing and developing political news stories for print, electronic and social media.

ESSENTIAL READINGS:

1. Enli, G. & Moe, H. (2015). Social Media and Election Campaigns: Key Tendencies and Ways Forward. Routledge.
2. Lippmann, W. (1997). Public Opinion. Free Press.
3. McNair, B. (2003). An Introduction to Political Communication. Psychology Press.
4. Semetko, H.A. & Scammell, M. (2012). The SAGE Handbook of Political Communication. New York: Sage.

SUGGESTED READINGS:

1. Narshimamurthy, N. (2014). Use and Rise of Social Media as Election Campaign Medium in India. International Journal of Interdisciplinary and Multidisciplinary Studies. 1 (8): 202-209. http://www.ijims.com/uploads/7f33858cd2c22045d277A27.pdf
2. Smith, K. (2011). Social Media and Political Campaigns. Knoxville: University of Tennessee.

http://trace.tennessee.edu/cgi/viewcontent.cgi?article=2442&context=utk_chanhonoproj

3. Brooker, R.G. (2012). Methods of Measuring Public Opinion. Washington: Central Washington University. http://www.uky.edu/AS/PoliSci/Peffley/pdf/473Measuring%20Public%20Opinion.pdf

4. Zetter, L. (2008). Lobbying: The Art of Political Persuasion. Hampshire: Harriman House Ltd. http://trungtamwto.vn/sites/default/files/wto/3-Lobbying%20The_Art_of_Political_Persuasion.PDF

(Prof. Pradeep Nair)

Department of Mass Communication and Electronic Media

Course Objectives and Focus Area for the Course MCE 437 proposed for the Second Semester of students as a Skill Development Course

Course Code: MCE 437

Course Name: Basics of Videography

Faculty: Kuldeep Singh

Credits Equivalent: 2 Credits (One credit is equivalent to 10 hours of lectures / classroom activity / contact hours; 5 hours of 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

- Introduce the students to the basic concepts of e-learning, its importance and dynamics.
- Construct a model to conceptualize, organize and thereby understand the process and techniques of e-learning.
- Familiarize the students with some important e-learning platforms.
- Impart cognitive skills for e-learning course development.

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%
- Group Discussion: 10%
- Project: 10%

Course Contents

Unit I

VIDEO CAMERA

- Camera
- Lens: focal length, zoom range, lens speed and Iris or aperture
- F-stop settings, Shutter Speed, Depth of field
- Imaging device and viewfinder

Unit II

USE OF LIGHT

- Natural Light
- Artificial Light
- Three point light
- White Balance and colour temperature

Unit III

RECORDING OF SOUND

- Different types of mics
- Benefits of acoustics
- Ambience sound

Unit IV

RECORDING OF VIDEO, CAMERA MOVEMENT AND MOUNTS

- Different types of shots and importance
- Panning, tilting, zoom-in and out, Pedestal, Dolly, Truck, Arc, Crane and Tongue
- Bipod, Tripod, Tripod Dolly, Field Dolly, Stunt Bar, Body Mounted Stabilizer, Jib Arm and Studio Pedestal

Unit V

EDITING OF VIDEO FILES

- Linear Video Editing
- Non Linear Video Editing
- Online Video Editing
- Sound Editing
- Exporting of Video and rendering

ESSENTIAL READING

6. Video Basics by Herbert Zettl, Wordsworth 2011
7. Television Production by Gerald Millerson, Focal Press, 2010

(Kuldeep Singh)

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Department of Mass Communication and Electronic Media

Course Objectives and Focus Area for the Course MCE 431 proposed for the Second Semester of students as a Skill Development Course

Course Code: MCE 431

Course Name: Social Media and citizen engagement

Faculty: Dr. Yogesh Kr. Gupta

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 Description:

The proposed human making course will explore the relationship between social media, culture and civic engagement with a special focus on Indian sub-continent. The course will focus on the role of social media in developing an active and engaged citizenry, and how the changes taking place in social media affects the level and quality of the engagement. The course will also help the students to understand the potential of social media in increasing the ability of citizens to connect with one another, and to engage directly on policy issues. We believe that during the course, the students will progress from exploring concepts and frameworks, their understanding of civic information and engagement and will have some opportunities through assignments to work and engage with the nearby community to obtain input, distribute social media messages and to encourage citizen action.

Course Objectives:

- The course will help the students to understand how social media situates itself in the large realm of public and civic communications.
- The course will deepen the students understating of the relationship between social media civic engagement.
- The course will help the students to learn about the information needs of communities and how culture shapes social media consumption and levels of civic engagement.

Unit I: Social Media and Civic Engagement

1. Introduction to Social Media
2. Citizen Engagement: What it is and why it matters
3. Using Social Media for Civic Engagement

Unit II: Citizens, Communication and Democracy

1. The information needs of communities
2. Informing communities and thinking about change
3. Sustaining democracy in digital age

Unit III: Cultural roots of democracy, media and citizen engagement

1. Civic environments and political socialization

2. Cultivating democracy through social media
3. Convergence Culture: Conventional versus New Media

Unit IV: Social Connectivity

1. Citizen Journalism
2. Media literacy and limitations of information
3. Why social media matters

Unit V: The practitioner approach

1. Developing/producing a print, video or audio piece about a contemporary civic issue
2. Partnering with a community based organization to develop media content to raise awareness or to encourage action on a civic issue
3. Researching, analyzing and reporting on existing social media and civic engagement

Assignments for Internal Assessment

1. Review readings in small groups
2. Discussion on media and civic engagement in a particular cultural community
3. Participation in online and social media forums on a civic issue

Essential Readings:

1. Dahlgren, P. (2009). Media and Political Engagement: Citizens, Communication and Democracy. Cambridge: Cambridge University Press.

2. Gillmor, D. (2006). We the Media: Grassroots Journalism by the People, for the People. California: O' Reilly Media.

3. Informing Communities: Sustaining democracy in the digital age. The report of Knight Commission on the Information Needs of the Communities.

Grassroots leaders of the nearby communities, cultural organizers, and journalists will be invited occasionally to join the class discussions and to share their experience with the students as guest participants.