

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 549
Course Name: Audience Research For Media

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 practice of audience research for different media organisations
- To enable students to develop the skills needed for conducting original media audience research
- To develop basic skills to handle a web analytics application to understand web audience and make editorial decisions

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%
 - Assignments: 20%

Course Contents:

UNIT- I: Audience Research: An Introduction (5 Hours)

- What is Audience Research?
- Types of Audience research
- History of Audience Research
- Qualitative and quantitative research
- Audience research in an attention economy

UNIT - II: Audience research methods (10 Hours)

- Defining the audience & planning research
- Sampling & research design

- Surveys
- Focus Groups
- Audience measurement: - dairies, meters, etc
- Sentiment analysis

UNIT- III: Web Analytics (10 Hours)

- Introduction to web analytics
- Editorial Analytics
- Metrics and dimensions of web analytics
- Using Google Analytics
- Social media analytics

UNIT- IV: – Audience Research for Print & electronic media (10 Hours)

- Circulation research
- Readership research
- Readability research
- Market research
- Television rating research
- Major organizations and methods

UNIT- V: the networked audience in an attention economy (5 Hours)

- Nature of the attention economy
- Formation of the digital media audience
- Audience fragmentation
- Media multi-tasking and other consumption behaviour
- New trends in audience research

Assignments & Activities

Assignments:

- i. Prepare research design and tools for audience research for a local media organisation
- ii. Successfully complete Google Analytics Individual qualification
- iii. Other assignments will be announced during the period of the course.

Prescribed Text Books:

1. Webster, J., Phalen, P. and Lichty, L. (2013). Ratings analysis. Mahwah, N.J.: L. Erlbaum Associates.
2. Webster, J. (2014). The marketplace of attention. Cambridge (MA): The MIT Press.
3. Cherubini, F. and Nielsen, R. (2016). Editorial analytics. Reuters Institute for the Study of Journalism.
4. Kaushik, A. (2012). Web analytics 2.0. Indianapolis, Ind: Wiley.
5. Wimmer, R. and Dominick, J. (2011). Mass media research. Boston, Mass.: Cengage-Wadsworth.
6. Mytton, G. (1999). Handbook on radio and television audience research. London: BBC World Service Training Trust.



Department of Journalism and Creative Writing
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PO Box: 21, Dharamshala, District Kangra - 176215 (HP)

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Course Code: JCW 521
Course Name: Media Laws and Ethics of Journalism
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:

This course aims at

1. To equip the learners an in depth information about Constitution of India in general with special reference to Articles with regard to Mass Communication.
2. The students will know the decisions of the Judiciary in Land mark cases of Freedom of Speech and Expression.
3. To make aware of the guidelines of Press Council of India and Rights of the Working Journalists.
4. The students will learn about the Law of Defamation, Contempt of court, Official Secrets Act, Censorship, Film censorship and Cinematographic Act.
5. They will know about the Cyber space crimes, Laws related to cable, Satellite communication and government regulations, IT Act 2000 and Cyber Laws.
6. The students will also know Regulations in Advertising, Intellectual Property Rights and Acts which are related to media.

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

Course Content:

I.
Indian Constitution

(8 Hours)

Article 19 (1) A	
The Official Secrets Act	
The Press and Registration of Books Act	
II	(8 Hours)
Press and Publication (Parliamentary Proceedings) Act, 1977	
The Working Journalists Act 1955	
Press Council Act-1978	
The Cinematography Act, 1952	
III	(8 Hours)
Law of Defamation	
Contempt of Court Act, 1971	
Censorship	
Internet Law and Cyber crimes	
IV	(8Hours)
Laws Relating to Cable and Satellite Television	
Information Technology Act-2000	
Regulations on Advertising	
Intellectual Property Rights (IPR)	
V	(8 Hours)
The Indecent Representation of Women (Prohibition) Act, 1986	
The Children Act, 1960	
The Young Persons (Harmful Publications) Act 1956	
Mass Communication Ethics	

Prescribed Textbooks:

Manukonda. R. (2013). *Mass Communication Laws and Ethics*. Delhi: D.P.S. Publications.

Neelambar. M. (2010). *Media laws and Ethics*. New Delhi: PHI Learning, Pvt. Ltd.

Suggested Extra Readings:

Basu, D.D. (1993). *Introduction to the Constitution of India*. New Delhi: Prentice-Hall of India, Pvt.Ltd.

Basu, D.D. (1996). *Law of the Press Third Edition*. New Delhi: Prentice Hall of India, Pvt.Ltd.

Rayudu, C.S. & Nageswara, R (2010). *Mass Media Laws and Regulations*. New Delhi: Himalaya Publishing House.



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www.cuhimachal.ac.in; Phone: 01892 237285-2237289, 229330; Fax: 01892 237286

COURSE CODE: JCW 539

COURSE NAME: BASICS OF CORPORATE COMMUNICATIONS

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:

7. Mid Term Examination: 25%
8. End Term Examination: 50%
9. 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 (08 hours)

- Corporate Communications: Definitions and Key Concepts.
- Origin, Evolution and Growth of Corporate Communications.
- Tools of Corporate Communications.
- Key functions of Corporate Communications.
- Stakeholders & Publics; Types of Stakeholders
- Scope and Significance of Corporate Communications.

UNIT II: Public Relations (08 hours)

- An Introduction to Public Relations.
- Models of Public Relations.
- Tools of Public Relations.
- Role & Responsibilities of PR Executive.
- Public Relations, Politics & Media
- Differentiating between Public Relations & Corporate Communications.

UNIT III: Corporate Branding, Identity & Reputation (08 hours)

- Corporate Branding vs. Product Branding.
- Role of Corporate Communications in Creating and Managing Corporate Brands.
- Conflict between Internal and External Corporate Brand Perceptions.
- Building and Managing Corporate Reputation
- Creating & Managing Corporate Identity
- Stakeholder Management

UNIT IV: Corporate Communications Strategies (08 hours)

- Perspectives on Corporate Communications Strategy.
- The Communications Strategy Model.
- Grunig & Repper's Model
- Moss & Warnaby's conceptual Model
- Steyn's (educational) Model
- Organizing Corporate Communications

UNIT V: Corporate Communications: Trends and Issues (08 hours)

- Corporate Communications in the Digital Era
- Corporate Communications through Social Media

- Ethics in Corporate Communications.
- Crisis Communications.
- Corporate Social Responsibility.
- Social Marketing

Prescribed Text Books:

- Joep Cornelissen, (2004), Corporate Communications: Theory and Practice, Sage Publications.
- Lars Thøger Christensen, Mette Morsing and George Cheney (2008), Corporate Communications: Convention, Complexity, and Critique, Sage Publications.
- Sandra M. Oliver, (2004), Handbook of Corporate Communications and Public Relations, Routledge

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.
- Joseph Fernandez, (2004), Corporate Communications-A 21st Century Primer, Sage Publications.