



CENTRAL UNIVERSITY OF HIMACHAL PRADESH

[ESTABLISHED UNDER THE CENTRAL UNIVERSITIES ACT 2009]

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

www.cuhimachal.ac.in

Semester: 3rd

Course Code: BVMC 07

Course Name: Value Education and Human Rights

Credits Equivalent: 4 Credits

Course Objectives: The course is designed to

- Impart basic Human values to students through formal education and contribute to making the student a true human being, who is able to face life and make it meaningful.
- Understand the meaning, aim, purpose, significance of value education.
- Explain the role of value education in personal development.
- Describe the application of value education in nation building.
- Know how media, civic body and voluntary organization can contribute in the spreading value education.

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

Course Contents:

UNIT- I: Value Education: An Introduction

- Its purpose and significance in the present world.

- Value system – The role of culture and civilization.
- Holistic living – Balancing the outer and inner –Body, Mind and Intellectual level- Duties and responsibilities.
- Components of value education.
- Role of culture and tradition in value education.

UNIT - II:Salient values for Life

- Truth, commitment, honesty and integrity, forgiveness and love, empathy and ability to sacrifice, care, unity, and inclusiveness.
- Self-esteem and self-confidence, punctuality – Time, task and resource management – Problem solving and decision making skills- Interpersonal and Intra personal relationship – Team work – Positive and creative thinking

UNIT - III:Human Rights

- Universal Declaration of Human Rights.
- Human Rights violations – National Integration – Peace and non-violence.
- Dr. A P J Kalam’s ten points for enlightened citizenship – Social Values and Welfare of the citizen.
- The role of media in value building.

UNIT - IV:Social Evils

- Corruption.
- Cybercrime.
- Terrorism.
- Alcoholism, Drug addiction.
- Women issues: Dowry – Domestic violence – untouchability – female infanticide – atrocities against women- How to tackle them.

UNIT- V: Value Education for Nation Building

- Constitutional or national values.
- Democracy.
- Socialism.
- Secularism.
- Equality

UNIT- VI:Value Education and Media.

- Media & Social Values.
- Media Activism for Welfare of citizen.
- Civic body, spiritual organization for spreading value education.

- Role of voluntary organization in value building.

Prescribed Text Books:

- Education and Human Values’ by M.G.Chitakra, A.P.H. Publishing Corporation, New Delhi, 2003.
- Values and Ethics for Organizations: Theory and Practice’ by Chakravarthy, S.K. , Oxford University Press, NewDelhi , 1999.
- Values and Education in Independent Indian’ by Kaul, G.N.,Associated Publishers, Mumbai, 1975 • ‘Education in Values’, NCERT, New Delhi, 1992 .
- M.G.Chitakra Education and Human Values, A.P.H. Publishing Corporation, New Delhi, 2003.
- Chakravarthy, S.K. Values and ethics for Organizations: Theory and Practice, Oxford University Press, New Delhi , 1999.
- Satchidananda, M.K. Ethics, Education, Indian Unity and Culture, Ajantha Publications, Delhi, 1991.
- Das, M.S. & Gupta, V.K. Social Values among Young adults: A changing Scenario, M.D. Publications, New Delhi, 1995

Suggested Additional Readings:

- Ethics, Education, Indian Unityand Culture’ by Satchidananda, M.K., Ajantha Publications, Delhi, 1991.
- Social Values among Youngadults: A changing Scenario’ by Das, M.S. & Gupta, V.K., M.D. Publications, NewDelhi, 1995.
- ‘Humanist Values: A Source Book’ by Bandiste, D.D., B.R.Publishing Corporation, Delhi, 1999.
- Human Values and education’ by Ruhela, S.P. , SterlingPublications, New Delhi, 1986.



CENTRAL UNIVERSITY OF HIMACHAL PRADESH

[ESTABLISHED UNDER THE CENTRAL UNIVERSITIES ACT 2009]

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

www.cuhimachal.ac.in

Semester: 3rd

Course Code: BVMC 08

Course Name: Web Journalism and Social Networking

Credits Equivalent: 4 Credits

Course Objectives: The course is designed to

- To introduce the students to the field of Web Journalism.
- To provide in depth knowledge about various Web Journalism forums.
- To impart knowledge about News Portals and, apps and social networking sites.
- To discuss the various aspect of communication through internet.

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

Course Contents:

UNIT- I: History of Internet: Emergence of New Media

- What is internet?
- History and spread of internet in India, reach and problem of access.
- Internet and Knowledge Society.
- Introduction to New media.
- New media Salient features and advantage over traditional media.

UNIT - II: Social Media and Social networking sites

- Web 2.0 and social networking sites.
- Social media technology.
- Multi media convergence.
- Convergence and Multi-media: Print, radio, TV, internet and mobile.
- Use of social networking sites.

UNIT - III: Web designing

- Web design and basics of Dreamweaver tools.
- Web publishing, web hosting; developing sites and creating documents.
- Web writing & structure, technical writing, web designing and animation.
- Setting up the structure of the site: website vs. portal, adding text and uploading the site.

UNIT - IV: Writing for Web

- Learn to report, write and produce in a manner that is appropriate for online media Feature.
- Writing for online media: Story idea, development and news updates.
- Citizen Journalists.
- Problem of verification, accuracy and fairness.
- Use of blogs, tweets, etc. for story generation and development.

UNIT- V: Online Journalism

- Earlier websites of newspapers.
- E-books and E-publishing Basic knowledge of HTML.
- Hyper-textuality, Multi-mediality and interactivity Use of various online tools to manage text, links, photos, maps, audio, video, etc.
- Status of online Journalism today.
- Introduction to Web Fonts, Design Platforms, Image Formats, Browsers and their Compatibility Issues

UNIT- VI: Mobile Journalism and Social Media

- Introduction to Online Maps and Apps.
- Social media engagement and optimization.
- Using Mobile devices and Social Media during live events/breaking news.
- The Mobile – First Newsroom.
- Mobile- friendly story layout.
- Mobile Journalist and Must- Have Apps.
- Online Apps and Social Media.

Prescribed Text Books:

- Nath, Shyam. Assessing the State of Web Journalism. Authors Press, New Delhi, 2002.
- Chakravarthy, Jagdish. Net, Media and the Mass Communication. Authors press, New Delhi, 2004.
- Bhargava, Gopal. Mass Media and Information Revolution. Isha Books, New Delhi, 2004.
- Suresh Kumar Internet Patrakarita, Takshila Publication, Delhi.
- Menon, Narayana. The Communication Revolution. National Book Trust.
- Pavlik J.V. Media in the Digital Age. Columbia University Press.

Suggested Additional Readings:

- Newspaper and magazine articles about New Media.
- Ronal Dewolk Introduction to Online Journalism Allyn & Bacon, ISBN 0205286895.
- John Vernon Pavlik New Media Technology Allyn & Bacon ISBN 020527093X.
- Michael M. Mirabito, New Communication Technologies: Application, Barbara . Mogrenstorn, Policy & Impact Focal Press, 4th edition ISBN 0240804295.
- Suresh Kumar Internet Patrakarita, Takshila Publication, Delhi



CENTRAL UNIVERSITY OF HIMACHAL PRADESH

[ESTABLISHED UNDER THE CENTRAL UNIVERSITIES ACT 2009]

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

www.cuhimachal.ac.in

Semester: 3rd

Course Code: BVMC 09

Course Name: Media Law and Ethics

Credits Equivalent: 4 Credits

Course Objectives: The course is designed to

- Understanding basic laws relating to media.
- Give an overview of recent amendments in Media laws.
- Develop students as responsible media person

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

Course Contents:

UNIT- I: Introduction to Media Law

- Mass media as a subject of media law.
- Legal framework.
- The Right to freedom of expression.
- Constitution and freedom of speech and expression.

- Media and the Protection of Personal Rights.

UNIT- II: Constitution of India; Press Freedom and Law:

- Fundamental Rights – Freedom of Speech and Expression and their Limits.
- Right to information.
- Right to privacy
- Provisions of Declaring Emergency and their Effects on Media
- Union and States; and Election Commission and its Machinery.

UNIT - III:Media Laws:

- History of Press Laws in India.
- Contempt of Courts Act 1971.
- Civil and Criminal Law of Defamation.
- Relevant Provisions of Indian Penal Code (Section -124A, 153AB, 292,293) with Reference of Sedition.
- Crime against Women and Children.
- Laws Dealing with Obscenity.
- Official Secrets Act, 1923.
- Right to Information.
- Criminal procedure Code 1973 (Section-93,95,96, 108, 144, 196,327)
- Intellectual property rights.
- Copy Right Act 1957.
- Information technology Act 2000

UNIT - IV:Media councils and committees:

- Press and Registration of Books Act, 1867.
- Working Journalists and Other Newspaper Employees (Conditions of Service & Miscellaneous Provisions) Act, 1955.
- Cinematograph Act, 1953.
- Prasar Bharati Act 1990.
- WTO Agreement And Intellectual Property Right Legislations, Including Copyright Act, Trade Marks Act And Patent Act.
- Information Technology,
- Convergence Legislations Including Cyber Laws and Cable Television Act and Media and Public Interest Litigation

UNIT - V:Media Codes and Ethics:

- Ethics: Meaning & definition.
- Media's Ethical Problems Including Privacy.

- Advertising Council of India.
- Parliamentary privileges: article 105, 193 and 361A of constitution.
- Guidelines for parliamentary coverage.
- AIR code for election coverage.
- Doordarshan commercial code
- Right to Reply, Communal Writing and Sensational and Yellow Journalism.
- Freebies, Bias, Coloured Reports.
- Ethical Issues Related with Ownership of Media.
- Role of Press Council of India and its Broad Guidelines for the Press – Codes Suggested for The Press by Press Council and Press Commissions, Accountability and Independence of Media.

Prescribed Text Books:

- A.n. Grover: Press and the Law.
- B Basu: Laws of Press in India.
- D D Basu Law of the Press, Wadhwa & Company, Nagpur.
- Vidisha Barua Press and Media Law Manual, Universal Law Publishing Co. Pvt. Ltd. New Delhi.

Suggested Additional Readings:

- Basu D.D: Press Laws; Wadhwa and company, Nagpur Publication.
 - K S Padhy: Battle for Freedom of Press in India.
 - S K Aggarwal: Media and Ethics.
 - P.K. Ravindranath Press Laws and Ethics of Journalism, Author Press, New Delhi
- THIRD SEMEST
