



**Central University of Himachal Pradesh**

(ESTABLISHED UNDER CENTRAL UNIVERSITIES ACT 2009)

Dharamshala, Himachal Pradesh-176215



# **NAAC Criterion-I**

## **Key Indicator – 1.1.3**

**Syllabus copies of the courses highlighting the focus on employability/ entrepreneurship/ skill development along with their course outcomes**

## **1.1.3 Evidences**



**Central University of Himachal Pradesh, Dharamshala,  
Kangra**



# Central University of Himachal Pradesh

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Dharamshala, Himachal Pradesh-176215



## DEPARTMENT OF JOURNALISM & MASS COMMUNICATION

### INDEX

S. No.	Description
1	Syllabus copies of the courses highlighting the focus on employability/ entrepreneurship/ skill development along with their course outcomes.



# Central University of Himachal Pradesh

(Established under Central Universities Act 2009)

DHARAMSHALA, DISTRICT KANGRA – 176215

HIMACHAL PRADESH

[www.cuhimachal.ac.in](http://www.cuhimachal.ac.in)

## Department of Journalism & Mass Communication

### Syllabus of Courses as per NEP 2020 Framework

#### MA (Journalism & Mass Communication)



## Department of Journalism & Mass Communication Central University of Himachal Pradesh

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DHARAMSHALA, DISTRICT KANGRA – 176215

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**Course Name: Media Management and Newspaper Production**

**Course Code: JMC 406**

**Level: 4**

**Credits: 4**

**Credits Equivalent:** (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:

- Understand the concepts, principles and functions of media management.
- Describe the various types of ownership patterns of the media industry.
- Discuss the organisational structures, economics and marketing of newspapers.

### **Course Outcomes:**

Students should be able to:

- Identify various media management principles, functions and features of press in India.
- Learn about the working and co-ordinations of different departments of a newspaper organisation.
- Understand different forms of newspaper ownership pattern in India.
- Identify several government media organisations and their specific areas of work.
- Know about different techniques of marketing of newspapers.

### **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: 20%
2. End Term Examination: 60%
3. Continuous Internal Assessment : 20%
  - Class Participation: 5%
  - Home Assignments: 10%

- Presentation: 5%

**Course contents:**

**UNIT I: Media Management: An overview (8 hours)**

- The management process, Significance of management
- Henry Fayol's principles of management
- Basic functions of management, Levels of management
- Media management, media as an industry and profession
- Changing nature of newspaper management

**UNIT II: Organizational Structure of a Newspaper (8hours)**

- Functions of different departments of a newspaper: Editorial department
- Advertising department
- Circulation department
- Printing and production department
- Problems of small and medium newspapers
- Circulation and readership of newspapers in India
- Press Commissions

**UNIT III: Newspaper Ownership Patterns in India (8hours)**

- Newspaper ownership and its various types:
- Sole proprietorship or Individual ownership
- Partnership
- Company
- Cooperatives
- Trusts and societies
- Chain ownership
- Cross media ownership
- Conglomerate ownership
- Vertical integration

**UNIT IV: Government Media Organisations (8hours)**

- Organisational structure of All India Radio
- Organisational structure of Doordarshan
- The government's print and related media organisations
- Government run film medium organisations
- Government publicity organisations
- Government-funded centres for media learning

**UNIT V: Economics and Marketing of Newspapers (8hours)**

- Marketing mix
- Brand promotion
- Market survey techniques
- Foreign equity in Indian media

**Text Books:**

- Kamath, M. V. (1992), Journalist's Handbook, Vikas Publishing House, New Delhi.

- Aggarwal, VirBala and Gupta, V.S. (2001), Handbook of Journalism and Mass Communication, Concept Publishing Company, New Delhi.
- Aggarwal, VirBala (2006), Essentials of Practical Journalism, Concept Publishing Company, New Delhi.

**Additional Readings:**

- Kothari, Gulab(1995). Newspaper Management in India. Intercultural Open University, The Netherlands.
- Kamath, M. V. (2009), professional Journalism, Vikas Publishing House, New Delhi.
- I. A. guide for Newspapers, R. N.I. New Delhi.
- Lingam TNM Circulation Problems in Indian Newspaper PII, New Delhi.
- IGNOU notes.

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**Course Name: Media Laws and Ethics of Journalism**

**Course Code: JMC 415**

**Level: 4**

**Credits: 4**

**Credits Equivalent:** (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:

- Know about basic features of the Indian constitution and its development.
- Discuss about various constitutional Acts related to freedom of speech and expression and their significance.
- Describe different aspects of media ethics and challenges related to it.

### **Course Outcomes:**

Students will be able to:

- Learn in depth about Constitution of India in general with special reference to mass communication.
- Know about the Freedom of Speech and Expression, the guidelines of Press Council of India and rights of the working journalists.
- Understand the Law of Defamation, Contempt of Court, Official Secrets Act, Censorship and Cinematographic Act, etc.
- Know about the cyber space crimes, laws related to cable, satellite communication and government regulations, IT Act 2000 and cyber laws.
- Recognize Regulations in Advertising, Intellectual Property Rights and others Acts like Indecent Representation of Women (Prohibition) Act, the Children Act, the Young Persons (Harmful Publications) Act, etc. related to media.
- Develop media ethics in their professional career.

### **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: 20%
2. End Term Examination: 60%

3. Continuous Internal Assessment : 20%

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

**Course Contents:**

**UNIT I: (8 Hours)**

- Salient features of the Constitution of India, Preamble, Federal system, Fundamental rights, Fundamental duties, Judiciary, Main characteristics of Constitution of India.
- Article 19(1) (a), Article 19(2), Article 361A of constitution.
- The Official Secrets Act
- The Press and Registration of Books Act

**UNIT II: (8 Hours)**

- The Working Journalists Act 1955
- The Cinematography Act, 1952
- Press and Publication (Parliamentary Proceedings) Act, 1977
- Press Council Act, 1978

**UNIT III: (8 Hours)**

- Law of Defamation, exceptions to offence of defamation
- Contempt of Court Act, 1971
- Censorship
- Internet Law and Cyber crimes

**UNIT IV: (8 Hours)**

- Information Technology Act, 2000
- Laws Relating to Cable and Satellite Television
- Regulations on Advertising
- Intellectual Property Rights (IPR)

**UNIT 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

**Essential Readings:**

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

**Additional Readings:**

- Basu, D.D. (1993). Introduction to the Constitution of India. 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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**Course Name: Mass Media Research**

**Course Code: JMC 421**

**Level: 4**

**Credits: 4**

**Credits Equivalent:** (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:

- Comprehend the concept and importance of communication Research.
- Describe the elements and approaches of mass media research.
- Discuss various research methods, tools for data collection and different statistical procedures.

### Course Outcomes:

Students will be able to:

- Understand the nature of mass media research, its development and research procedures.
- Know the basic elements of research process like concepts, constructs, measurement, Variables and scales.
- Describe the basics of the sampling methods used in mass media research.
- Learn about different qualitative research methods like field observations, focus groups, intensive interviews, case studies and ethnography.
- Use various quantitative research methods like content analysis, survey research, longitudinal research and experimental research.
- Apply different tools for data collection and different statistical procedures for doing communication research.

### 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: 20%
2. End Term Examination: 60%
3. Continuous Internal Assessment : 20%
  - Assignments: 10%
  - Group Discussion: 5%
  - Presentation: 5%

**Course contents:**

**UNIT I: The Mass Media Research Process (8 hours)**

- Research process, Communication research: Its need and importance
- Different areas of mass media research, Development of mass Media research
- Two sectors of research: Academic and private research
- Research Procedures – Selection of research problem, Review of literature, Statement of hypothesis or research questions,
- Determination of appropriate methodology and research design, Data collection, Analysis and interpretation of data, Presentation of results.

**UNIT II: Elements of Research (8hours)**

- Understanding of concepts, constructs and variables
- Levels of measurements
- Scales of measurement
- Population, Sampling, Probability and nonprobability samples and their types

**UNIT III: Various Research Approaches (8hours)**

- Qualitative and Quantitative Research
- Field observations,
- Focus groups
- Intensive interviews
- Case studies
- Ethnography

**UNIT IV: Research Methods and Tools for Data Collection (8hours)**

- Content analysis
- Survey research
- Longitudinal Studies: Trend Studies, Panel Studies, Cohort Analysis
- Experimental and Quasi Experimental Studies
- Tools for Data Collection: Questionnaire and Schedules
- Diary Method, People's Meter

**UNIT V: Introduction to Statistics (8hours)**

- Coding and Tabulation
- Statistical Methods-Nonparametric Statistics, Chi-square Test, Contingency Table Analysis
- Parametric Statistics, The t-Test, Analysis of Variance (ANOVA), Basic Correlation Statistics

**Essential Readings:**

- Wimmer, Roger D. & Dominick, Joseph R. (2009), Mass Media Research: Processes, Approaches and Applications, New Delhi: Cengage Learning Wadsworth.
- Kothari, C. R. (2004), Research Methodology: Methods and Techniques, New Delhi: New Age International.

**Additional Readings:**

- Wimmer, Roger D. & Dominick, Joseph R. (2011), Mass Media Research: An Introduction, New Delhi: Wadsworth (Indian Edition).
- Treadwell, Donald F. (2014), Introducing Communication Research-Paths of Inquiry, New Delhi: Sage.
- Berger, Arthur Asa. (2005). Media Analysis Techniques. (Third Edition), California: Sage.
- Rubin, Rebecca B. et al (Eds.) (2009). Communication Research measures: A Sourcebook, New York: Routledge.
- Sparks, Glenn B. (2006). Media Effects Research. (Third Edition), Boston: Wadsworth (International Edition).
- Stacks, Don W. and Michael B. Salwen. (Eds.) (2009). An Integrated Approach to Communication Theory and Research. New York: Routledge.
- National and international communication journals, monographs, conference papers etc.

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**Course Name: Development Communication**

**Course Code: JMC 430**

**Level: 4**

**Credits: 4**

**Credits Equivalent:** (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:

- Understand various concepts, definitions and ideas of development.
- Develop the knowledge of the various theories and approaches of development and development communication.
- Explain the role of various media in development communication.
- Discuss the role & impact of new communication technologies for imparting development communication.

### Course Outcomes:

Students will be able to:

- Analyze various problems and issues of development.
- Acquire the proficiency to make communication strategies for development.
- Understand how the development communication can help in the growth of democracy, health, education, awareness, environment, agriculture etc.
- Learn about the use of several mass media including folk & traditional media for development communication.
- Identify the appropriate utilization of community radio and modern technology driven media for development communication 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: 20%
2. End Term Examination: 60%
3. Continuous Internal Assessment : 20%
  - Home Assignments: 10%

- Presentation: 5%
- Class Participation: 5%

**Course contents:**

**UNIT I: Concept, Theories and Practice of Development Communication (8 hours)**

- Concept of development, Measurement of development, Economic development, Physical quality of the life index, Human Development Index, sustainable development.
- Various problems and issues of under development, Definition and concept of development communication.
- Different theories of development communication: The modernization paradigm, the dependency paradigm, the participatory paradigm.
- Strategies in development communication

**UNIT II: Development Support Communication. (8hours)**

- Health Communication
- Communication for Education
- Environmental communication and public awareness
- Communication for population control and family welfare
- Democratization, decentralization
- Panchayati Raj and promotion of participation society

**UNIT III: 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 IV: Developmental Agencies and Communication Technologies (8hours)**

- Governmental, semi-governmental and non-governmental organizations
- Communication in agricultural extension
- Communication for rural development - Role of print, electronic, traditional media
- Role of information and communication technologies (ICT) for development: Issues and challenges.
- E-governance

**UNIT V: Communication in the Changing World (8hours)**

- Digital divide and digital opportunities
- Digital India programme for development.
- United Nations Sustainable Development Goals
- Various institutions of Development.

**Essential Readings:**

- 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.*
- *Mefalopulos, Paolo (2008). Development Communication Sourcebook: Broadening the Boundaries of Communication. Washington, DC: World Bank.*
- *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 Name: Science and Environment Journalism**

**Course Code: JMC 502**

**Level: 4**

**Credits: 4**

**Credits Equivalent:** (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:

- Understand the concept of science journalism, sourcing of science and environment news and impact of science journalism on social attitudes.
- Know about science reporting, writing of features and articles on various science and environment issues.
- Understand the role of science communication for human welfare, achievement of Sustainable Development Goals and environment conservation.

### **Course Outcomes:**

Students should be able to:

- Learn the difference between general reporting and science reporting.
- Know the role of media in conservation of natural resources, prevention of pollution and disaster management.
- Learn about different laws for environment protection.
- Develop an understanding of science and environmental issues that enables them to include these issues in their media productions and develop an understanding to the solutions of the problems related to the environment degradation.
- Choose the professional career as science and environmental writers, reporters and editors in the media industry, research institutions and environment related organizations.

### **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: 20%
2. End Term Examination: 60%

3. Continuous Internal Assessment : 20%
- Home Assignments: 10%
  - Presentation: 5%
  - Class Participation: 5%

**Course Contents:**

**UNIT- I: Concept of Science and Environment Journalism (8 Hours)**

- Science, technology and science journalism.
- Media and public environmental awareness
- Impact of science journalism on social attitudes
- Sources of science and environment news
- Various institutions of research and development in India
- Persons who matter in science and technology

**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 for conservation of natural resources (8Hours)**

- Role of media in conservation of natural resources
- Forest resources
- Water resources
- Mineral resources
- Food resources
- Energy resources
- Land resources

**UNIT- IV: Environment Journalism and Laws for Environment protection (8 Hours)**

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

**UNIT- V: Communication for 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

**Essential Readings:**



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

**Additional Readings:**

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

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**Course Name:** Principles of Mass Communication

**Course Code:** JMC 414

**Level:** 4

**Credits:** 4

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

- Introduce the students to the field of mass communication.
- Apprise the students of fundamentals of mass communication.
- Enable the students to understand multifarious ways in which mass communication affects daily lives of human beings.
- Assist the students in developing theoretical and conceptual understanding of the field.

**Course Outcomes:** After successful completion of this course the learners will be able to:

- Understand and appreciate the theoretical contexts of the process of communication.
- Describe the theoretical frameworks which are used to understand multifarious types of human communication.
- Use the conceptual understanding gained while pursuing this course to design better and more perspicuous communication material in the profession of their choice such as journalism, advertising or academic research.
- Pursue further research in the field of communication theories.

#### **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:20%
2. End Term Examination:60%
3. Continuous Internal Assessment : 20%
  - Home Assignments: 10%
  - Presentation: 5%
  - Class Participation: 5%

## **COURSE CONTENTS**

### **UNIT I: An Introduction to Mass Communication**

**(08 hours)**

- Defining communication.
- Elements and process of communication.
- Types of communication.
- Need, functions and significance of communication.
- Concept of Mass.
- Media Audiences: Elite, General & Specialized / Active & Passive
- Defining Mass Communication.
- Mass Media, Mass Society and Mass Culture.
- Demassification
- Democratization
- Marshall McLuhan: Global Village

### **UNIT II: Models of Communication**

**(08 hours)**

- Aristotle's Model of Communication
- David K. Berlo's SMCR Model
- Harold D. Lasswell's Model
- Shannon and Weaver's Model
- Theodore M. Newcomb's Model
- Charles E. Osgood's Model
- Johari's Window Model
- George Gerbner's Model
- Westley & McLean's Model
- Frank Dance's model
- Wilbur Schramm's Model

### **UNIT III: Theories of Mass Communication-I**

**(08 hours)**

- Bullet theory.
- Individual Difference theory.
- Personal Influence theory.
- Cognitive Dissonance Theory
- Sociological Theories: Cultivation Theory, Agenda Setting Theory, The Uses and Gratification Theory, Dependency Theory

- Social Identity Theory

#### **UNIT IV: Theories of Mass Communication-II**

**(08 hours)**

- Normative Theories: Authoritarian Theory, Free Press Theory, Social Responsibility Theory, Communist Media Theory, Development Communication Theory, Democratic-Participant Media Theory
- Comparative Media Systems Theory: Polarized Pluralist Model; Democratic; Corporatist Model; Liberal Model
- Information Processing theory
- Political-Economic Media Theory
- Hegemony Theory
- Framing
- Neil Postman: Media Ecology

#### **UNIT V: Theories of Media Power**

**(08 hours)**

- Jean Baudrillard: Hyperreality and Simulation
- Perspectives on Media Power
- Manuel Castells: Mass Self-Communication and Network Society
- Manuel Castells: Forms of Media Power
- Henry Jenkins: Convergence Culture/ Participatory Culture

#### **Prescribed Text Books**

- McQuail, D. (2010). *Mass Communication Theory - An Introduction* (6th ed.). London: Sage.
- Baran, S. J., & Davis, D. K. (Eds.). (2010). *Mass Communication Theory - Foundations, Ferment & Future* (6th ed.). United States: Wadsworth Cengage Learning.
- Freedman, D. (2015). *Paradigms of Media Power. Communication, Culture & Critique*, 273-289.
- Stevenson, N. (2002). *Understanding Media Cultures: Social Theory & Mass Communication* (2nd ed.). Sage Publications.
- Hallin, D. C., & Mancini, P. (2004). *Comparing media systems: Three models of media and politics*. Cambridge university press.

#### **Prescribed Research Papers**

- Daniel C. Hallin & Paolo Mancini (2016): Ten Years After Comparing Media Systems: What Have We Learned?, *Political Communication*, DOI: 10.1080/10584609.2016.1233158
- Chakravartty, P., & Roy, S. (2013). Media pluralism redux: Towards new frameworks of comparative media studies "beyond the West". *Political Communication*, 30(3), 349-370.

#### **Suggested Additional Reading**

- Castells, M. (2009). *Communication Power*. Oxford University Press.

- Freedman , D. (2014). *The Contradictions of Media Power*. New Delhi: Bloomsbury.
- Jenkins, H. (2006). *Convergence Culture: Where Old and New Media Collide*. New York: New York University Press.
- Laughey, D. (2007). *Key Themes in Media Theory*. Berkshire, England: Open University Press McGraw Hill .
- Littlejohn, S. W., & Foss, K. A. (Eds.). (2009). *Encyclopedia of Communication Theory*. California: Sage.
- McLuhan, M. (1994). *Understanding Media - The Extensions of Man*. Massachusetts: The MIT Press.
- Postman, N. (1993). *Technopoly - The Surrender of Culture to Technology*. New York: Vintage Books.
- Hallin, D. C., & Mancini, P. (Eds.). (2012). *Comparing media systems beyond the Western world*. Cambridge University Press.

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**Course Name:** Corporate Communication

**Course Code:** JMC 416

**Level:** 4

**Credits:** 4

**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.

**Course Outcomes: After successful completion of this course:**

- Students will be able to plan & execute advertising campaigns.
- Students will be able to plan & execute public relations campaigns.
- Students will be able to plan & execute corporate communications campaigns.
- Students will be able to perform the tasks of media planning and media buying for the advertisers.

**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:20%
2. End Term Examination:60%
3. Continuous Internal Assessment : 20%
  - Home Assignments: 10%
  - Presentation: 5%
  - Class Participation: 5%

**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: Advertising &Public Relations (08 hours)**

- Defining Advertising
- 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
- Elaboration Likelihood Model
- Advertising Agencies
- Media Planning: establishing the objectives; decide the target audience; developing the plan; creating the right media-mix; scheduling; reach & frequency
- Defining Public Relations
- Models of Public Relations
- Tools of Public Relations

**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:**

- JoepCornelissen, (2004), Corporate Communications: Theory and Practice, Sage Publications.
- Lars Thøger Christensen, MetteMorsing 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 Readings**

- 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 21<sup>st</sup> Century Primer, Sage Publications.

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**Department of Journalism & Mass Communication**  
**Central University of Himachal Pradesh**  
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**Course Name:** QUANTITATIVE TECHNIQUES FOR MASS MEDIA RESEARCH

**Course Code:** JMC 422

**Level:** 4

**Credits:** 4

**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 quantitative research in mass media.
- Familiarize the learners with theoretical and practical aspects of quantitative mass media research.
- Enable the learners to understand and appreciate diverse perspectives on quantitative mass media research.
- Expose the students to the ethical issues pertinent to quantitative mass media research.

**Course Outcomes: After successful completion of this course the learners will be able to:**

- Apply the tools and techniques of quantitative research in the field of mass media research.
- Able to appreciate the theoretical and practical aspects of quantitative research.
- Find jobs as academic researchers with both the academic as well as the business/market research organizations.
- Pursue further research in the field of academic research.

**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:20%
2. End Term Examination:60%
3. Continuous Internal Assessment : 20%
  - Home Assignments: 10%
  - Presentation: 5%
  - Class Participation: 5%

**COURSE CONTENTS:****UNIT I: Introduction to Quantitative Mass Media Research (08 hours)**

- What to research?
- Process of Research
- Formulating a Research Problem
- Quantitative Research Design
- Sampling
- Variables: Nominal, Ordinal, Interval & Ratio
- Types of Data
- Research Ethics
- Plagiarism

**UNIT II: Methods of Data Collection (08 hours)**

- Observation
- Interview
- Questionnaire
- Attitudinal Scales
- Reliability, Validity& Triangulation
- Data Processing &Analysis

**UNIT III:Measures of Central Tendency, Dispersion & Asymmetry (08 hours)**

- Mean
- Median
- Mode
- Mean Deviation & Standard Deviation
- Variance
- Range
- Properties and uses of the Normal Curve
- Skewness & Kurtosis

**UNIT IV: Measures of Relationships (08 hours)**

- Concept of Correlation
- Properties of Correlation Coefficient
- Karl Pearson's Coefficient
- Spearman's Coefficient
- Concept of Regression

- Linear Regression
- Properties of Regression Coefficient
- Difference between Correlation & Regression

**UNIT V: Testing of Hypotheses**

**(08 hours)**

- Concept of Hypotheses
- Parametric Tests
- Nonparametric Tests
- Chi-Square Test]
- ANOVA
- Researching New Media platforms

**Prescribed Text Books:**

- Balnaves M. & Caputi P. (2001). Introduction to Quantitative Research Methods: An Investigative Approach. Sage Publications.
- Dayal M. (2017). Media Metrics: An Introduction to Quantitative Research in Mass Communication. Sage Publications. New Delhi.
- Kumar R. (2011). Research Methodology: A Step-by-Step Guide for Beginners. Sage Publications. 3<sup>rd</sup> Edition. New Delhi

**Suggested Additional Reading:**

- Creswell, W.J. (2014). Research Design: Qualitative, Quantitative and Mixed Method Approaches, Fourth Edition. Sage Publications.
- Treiman D.J. (2009). Quantitative Data Analysis: Doing Social Research to Test Ideas. Jossey Bass, A Wiley Imprint. San Francisco.

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**Course Name: BUSINESS JOURNALISM**

**Course Code: JMC 435**

**Level: 4**

**Credits: 2**

**Credits Equivalent:** 2Credits (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.

**Course Outcomes: After successful completion of this course the students will be able to:**

- Write business and economy based news reports for newspapers.
- Understand the intricacies of the economy, appreciate the manner in which socio-economic issues affect the lives of the common citizens and write human interest news articles/features with an objective to improve their living conditions.
- Understand and write news reports/articles/features on the functioning of the Indian banking system.
- Appreciate the nuances of the Indian economic system and the process of economic policy making in the context of improving the living standards of the citizens and write comprehensive news reports about the various issues pertinent to the Indian economy.
- Find jobs as business journalists with both the Hindi and the English newspapers.
- Work with the research teams of different newspapers or media houses.

**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:20%
2. End Term Examination:60%
3. Continuous Internal Assessment : 20%
  - Home Assignments: 10%
  - Presentation: 5%
  - Class Participation: 5%

**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 (08 hours)**

- 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**

**(06 hours)**

- 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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## Department of Journalism & Mass Communication

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**Course Name:** IKS – II – Pioneers of Indigenous Journalism in India

**Course Code:** JMC IKS 02

**Level:** 4

**Credits:** 2

**Credits Equivalent:** (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:**

- Familiarize the students with the evolution of indigenous press in India.
- Apprise the students of the contributions of eminent Indian personalities in the field of print journalism.
- Acquaint the students with the history of regional language press in India.
- Enable the students to understand the indigenous perspectives on press.

#### **Course Outcomes: After successful completion of this course:**

- Students will be able to appreciate the importance of the role of Indian journalists in the Indian struggle for independence.
- Students will be able to apply the principles of journalism as propounded by prominent Indian journalists in their journalistic work in order to produce news stories pertinent to the Indian audiences' needs and expectations.
- Students will be able to appreciate the role of the Indian language press in growth and development of journalism in India.

#### **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:20%
2. End Term Examination:60%
3. Continuous Internal Assessment : 20%
  - Home Assignments: 10%
  - Presentation: 5%
  - Class Participation: 5%

**COURSE CONTENTS:**

**UNIT I: Pioneers of Indigenous Press during the 19th Century (04 hours)**

- Raja Ram Mohan Roy: Samvaad Kaumudi & Mirat-ul-Akbar
- Mahadev Govind Ranade: Indu Prakash & Sudharak
- BalGangadharTilak: Kesari&Maharatta
- Gopal Krishna Gokhale: The Hitavada

**UNIT II:Pioneers of Indigenous Press during the 20<sup>th</sup> Century (04 hours)**

- Swami Vivekanand: Udbodhan
- Mahatma Gandhi: Indian Opinion, Young India, Navjivan&Harijan
- B.R. Ambedkar: Mooknayak&Bahishkrit Bharat
- Ganesh Shankar Vidyarthi: Pratap&Prabha

**UNIT III:Regional Language Press in India - I(04 hours)**

- Hindi
- Bengali
- Marathi
- Sanskrit

**UNIT IV: Regional Language Press in India - II**

**(04 hours)**

- Malyalam
- Kannada
- Telugu
- Tamil

**UNIT V: Indigenous Journalistic Thought (04 hours)**

- Indigenous perspectives on responsibilities of journalists
- Indigenous perspectives on responsibilities of editors
- Press and Social Reforms in India
- Indigenous perspectives on ethical aspects of journalism

**Prescribed Text Books:**

- Natarajan, J. (1955). *History of Indian Journalism*.New Delhi: Publications Division, Ministry of Information and Broadcasting, Government of India.
- Parthasarthy, R. (2011). *Journalism in India*. New Delhi: Sterling Publishers Pvt. Ltd.

**Suggested Additional Reading:**

- Bhatnagar, R.R. (1997). *The Rise and Growth of Hindi Journalism: (1826-1925.)*Prayagraj: Kitab Mahal.

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**Course Name:** Basics of Academic Writing

**Course Code:** JMC 506

**Level:** 4

**Credits:** 2

**Credits Equivalent:** (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:**

- Apprise students about the meaning and importance of academic research
- Learn basics of academic writing
- Enable students to use technical advancements
- Publish and popularize the research findings

#### **Course Outcomes:**

**Students will be able to:**

- Analyze various aspects of problems and formulate research topics
- Demonstrate knowledge gap
- Use open resources and popular tools used in the academic writings
- Write the a paper in different format
- Learn creating research profile and
- Highlights the research finding through various platforms

#### **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:20%
2. End Term Examination:60%
3. Continuous Internal Assessment : 20%
  - Home Assignments: 10%
  - Presentation: 5%
  - Class Participation: 5%

**COURSE CONTENTS:**

**Unit 1. Academic Writing: An introduction (4 hours)**

- Academic Writing: Meaning, Scope and its importance
- Critical thinking and getting ideas for research
- Organizing the ideas in the right format
- Rough draft: Description, logical division of ideas, Process, comparison/contrast

**Unit 2. Writing Research Articles (4 hours)**

- Knowledge and Knowledge gap
- Open resources for Research
- Literature Review
- Research Papers structures

**Unit 3. Useful Softwares and tools used in Research (4 hours)**

- Proofreading, Grammarly, Latex
- Referencing: Mendeley, Zotero, Myref, Mybib
- Paraphrasing: Quillbot
- Data analysis tool like SPSS

**Unit 4. Publishing Research Articles in Journal (4 hours)**

1. Research Paper and Review paper
2. Perspective, Comment
3. Short Communication, Book Review
4. Dissertations

**Unit 5. Academic Research Outreach (4 hours)**

1. Journals in Mass Communication
2. Creating Research Profile
3. Altmetrics
4. Highlighting Research Findings

**Essential Readings:**

- McLuhan, M. (1994). *Understanding Media - The Extensions of Man*. Massachusetts: The MIT Press.
- McQuail, D. (2010). *Mass Communication Theory - An Introduction* (6th ed.). London: Sage.
- Berger, Arthur Asa. (2005). *Media Analysis Techniques*. (Third Edition), California: Sage.
- Treadwell, Donald F. (2014), *Introducing Communication Research-Paths of Inquiry*, New Delhi: Sage.
- Stacks, Don W. and Michael B. Salwen. (Eds.) (2009). *An Integrated Approach to Communication Theory and Research*. New York: Routledge.
- National and international communication journals, monographs, conference papers etc.

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**Course Name:** Indian Knowledge System

**Course Code:** JMC IKS1 01

**Level:** 4

**Credits:** 2

**Credits Equivalent:** (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:**

- Apprise about the Indian Knowledge System
- Familiarize students with the evolution of the Indian Knowledge System and its engagement with the masses.
- Analyze and appreciate the rich cultural heritage of India
- Discuss the significance of the Indian Knowledge System in contemporary times.
- Know the stalwart who engaged people with the Indian Knowledge System

#### **Course Outcomes:**

**Students will be able to:**

- Know about the Bhartiya Civilization and its core principles
- Contribution made by ancient seers in the growth of Indian Knowledge System
- Explain the essence of the Indian Knowledge System
- Write about the rationality and evolution of Indian Knowledge System
- Learn about the practices in the ancient science and technology

#### **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:20%
2. End Term Examination:60%
3. Continuous Internal Assessment : 20%
  - Home Assignments: 10%

- Presentation: 5%
- Class Participation: 5%

### **COURSE CONTENTS:**

#### **UNIT-I: Bharatiya Civilization and Development of Knowledge System (4 hours)**

- Antiquity Of civilization,
- Discovery of the Saraswati River, the Saraswati-Sindhu
- Civilization, Traditional Knowledge System,
- The Vedas, School of Philosophy (6+3),
- Ancient Education System, the Takshashila University, the Nālandā University

#### **UNIT-II: Arts, Literature, and Scholars in Ancient Bharat (4 hours)**

- Art, Music, and Dance, Natarāja— A Masterpiece of Shāratīya Art,
- Literature, Life and works of Agastya, Lopāmudrā, Ghosā, Vālmiki, Patanjali, Vedavyāsa, Yājñavalkya, Gārgī, Caraka, Susruta, Kanāda, Kautilya, Pānini, Thiruvalluvar, Āryabha1a, ghāskarācārya, Mādhavācārya.

#### **UNIT III: Ancient Bhartiya Contribution towards Science Mathematics (4 hours)**

- Sage Agastya's Model of Battery,
- Vedic Cosmology and Modern Concepts,
- Concept Of Zero and Pi, Number System,
- Pythagoras Theorem, and Vedic Mathematics;
- Kerala School for Mathematics and History Of Culture Of
- Astronomy, Astronomical Of day, year and Yuga.

#### **UNIT-IV: Ancient Bhartiya Engineering, Technology & Architecture (4 hours)**

- Pre-Harappan and Sindhu Valley Civilization,
- Juices, Dyes, paints and Cements,
- Glass and Pottery, Metallurgy,
- Iron Pillar of De'hi, Rakhigarhi, Mehrgarh, Sindhu Valley Civilization, Marine Technology, and set—DWārka.

#### **UNIT-V: Ancient Bhartiya Contribution in Environment & Health (4 hours)**

- Ethnic Studies, Life Science in Plants, Agriculture, Ecology and Environment,
- Āyurveda, Integrated Approach to Healthcare, Surgery, and Yoga, etc.

### **Essential Readings:**

1. Textbook on The Knowledge System of Bharat by Bhag Chand Chauhan, Under publication
2. Knowledge Traditions and Practices of India ( CBSE Textbook Modules for Class XI) edited by Prof Kapil Kapoor and Prof Michel Danino
3. Ramdhari Singh Dinkar (2009), SanskritiKeChaarAdhyaya, Lok Bharti Prakashan, Allahabad , ISBN 81-85341-05-2.

**Reference books:**

1. Pride of India – A glimpse of India’s Scintific Heritage edited by Pradeep Kohle et al. Sanskrit bharti (2006)
2. History of Science in India Vol 1, Part 1, Part II, Voulme VIII by Sibaji Raha et. Al. National Academy of Science, India and the Ramkrishan Mission Institute of Culture, Kolkatta (2014)
3. India’s Glorious Scientific Tradition by Suresh Soni, Ocean Books Pvt Ltd(2010)

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**Course Name:** Basics of Journalism

**Course Code:** JMC 490

**Level:** 4

**Credits:** 2

**Credits Equivalent:** (One credit is equivalent to 10 hours of lectures / organized classroom activity / contact hours; 5 hours of writing work / practical / field work / tutorial / teacher-led activities and 15 hours of other workload such as independent / 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 students to know the basics of Journalism. They will be introduced to various concepts related to field of mass communication and Journalism. Also, the focus would be to apprise students with fundamentals of various genre of journalistic writing.

- Understand the basic concepts of Journalism
- Differentiate between Journalism, Communication and Mass Communication
- Develop the understanding of News-stories and other journalistic writings
- Able to analyze and assess the events and put them into the right context
- Understand the concept of journalistic thinking
- Familiarize the process of reporting and its various facets
- Understand Newsroom operations

#### **Course Outcomes:**

**On completion of the course, the students will be able to:**

- distinguish between rumours, facts, information and news.
- Will be able to understand and express as per the requirement of different mediums.
- Will be able to write different genres of journalistic writings.
- Will be able to analyze the news stories.
- Will be able to articulate in a journalistic manner.

#### **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:20%
2. End Term Examination:60%
3. Continuous Internal Assessment : 20%
  - Home Assignments: 10%
  - Presentation: 5%
  - Class Participation: 5%

**COURSE CONTENTS:****UNIT I: An Introduction to Journalism****(04 hours)**

- Basics of Journalism
- News and News values
- News sense and News stories
- Newsroom operations

**UNIT II: Writing for the Press****(04 hours)**

- News report writing
- Article/Special Article/Column
- Opinion and Editorial writing
- Features and Interviews

**UNIT III: Critical thinking and Journalistic Attitude****(04 hours)**

- Democratic spirit and Scientific temper
- Salient features of the Constitution of India
- Journalistic ethics: Freedom of Speech and media responsibility
- Context and text

**UNIT IV: Specialized Journalism(04 hours)**

- Legal and Crime Journalism
- Political Journalism
- Development Journalism
- Citizen Journalism

**UNIT V: New trends in Journalism****(04 hours)**

- Salient features of different medium
- Uses of social/new media
- Journalism as public relations
- Journalism as a profession

**Essential Readings:**

- Keval J. Kumar, *Mass communication in India (2010)*, Jaico Publication, New Delhi
- M.V. Kamath, *Professional Journalism (2006)*, Vikas Publishing House Pvt Ltd. New Delhi

- McLuhan, M. (1994). *Understanding Media - The Extensions of Man*. Massachusetts: The MIT Press.
- McQuail, D. (2010). *Mass Communication Theory - An Introduction* (6th ed.). London: Sage.

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**Course Name:** Introduction to Print Journalism

**Course Code:** JCW 498

**Level:** 4

**Credit:** 2

**Credits Equivalent:** 2 Credits (One credit is equivalent to 10 hours of lectures / organized classroom activity / contact hours; 5 hours of writing work / practical / field work / tutorial / teacher-led activities and 15 hours of other workload such as independent / 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 students to know the basics of Journalism. They will be introduced to various concepts related to field of mass communication and Journalism. Also, the focus would be to apprise with fundamentals of journalistic writing and help in writing different genres of Print medium.

**Course Outcomes: After successful completion of the course, students will be able to:**

- Understand the role of journalist in the society.
- Appreciate the requirement of different journalistic attitudes and skills to be a journalist
- Learn the specialised beat in the field of journalism.
- Come to know the different journalistic writing.
- Acquire the critical thinking to write on any issues of concern.

### 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:20%
2. End Term Examination:60%
3. Continuous Internal Assessment : 20%
  - Home Assignments: 10%
  - Presentation: 5%
  - Class Participation: 5%

### COURSE CONTENTS:

**UNIT I: An Introduction to Print Journalism**

**(04 hours)**

- Basics of Print Journalism
- Information, Communication and News stories
- Managing the News stories
- Principles of Journalism
- Newsroom operations

**UNIT II: Knowledge and understanding of Journalist (04hours)**

- Knowing the country: National ethos, Mass perception and practices
- Knowledge of the domain of work
- Salient features of different medium
- Journalistic language : forms, styles and new practices

**UNIT III: Critical thinking and Journalistic Attitude (08 hours)**

- Approaches, Perspective
- Frame and Framework
- Context and text
- Individual differences and Nation building
- Competition and Creating own niche

**UNIT IV: Journalistic writing skills (04 hours)**

- News reports writing
- Article/Spl Article/Column
- Editorial
- Feature
- Letters to Editor

**UNIT V: Specialized Journalism (04hours)**

- Legal and Crime Journalism
- Political Journalism
- Legislative Journalism
- Development Journalism

**Prescribed Text Books:**

- M.V. Kamath, Professional Journalism (2006), Vikas Publishing House Pvt Ltd. New Delhi
- McLuhan, M. (1994). *Understanding Media - The Extensions of Man*. Massachusetts: The MIT Press.
- McQuail, D. (2010). *Mass Communication Theory - An Introduction* (6th ed.). London: Sage



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**Course Name:** Political Journalism

**Course Code:** JMC 437

**Level:** 4

**Credit:** 4

**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:** After completing this course, the students will be able to know meaning and scope of political journalism. It will enable them to delineate the very domain of Political Journalism and give an idea how to contribute their best in this specialized arena of journalism. It is designed keeping in view the need of even those students who are not from political science background and has got enrolled in this course

**Course Outcome:**

- Students will learn about the democratic practices
- Students will be able to appreciate the democratic temper
- Student will come to know the role of political journalist in democratic setup
- Student will be able to write the news report, articles etc based on political party activities
- Student will learn to cover political events in a fair and objective manner.

**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:20%
2. End Term Examination:60%
3. Continuous Internal Assessment : 20%
  - Home Assignments: 10%
  - Presentation: 5%
  - Class Participation: 5%

**COURSE CONTENTS:**

**UNIT- I: An Introduction to Political Journalism**

**(8 Hours)**

- 1) Political Journalism: Meaning, scope and its importance

- 2) Political Communication
- 3) Political News writing
- 4) Writing on Political issues in different genre

**UNIT - II: The framework of Political Journalism (8 Hours)**

- 1) Democracy : Concept and its evolution
- 2) Democracy at work and its reporting
- 3) Different Forms of government
- 4) Dominant Ideologies

**UNIT - III: The domain of Political Journalism-1 (8 Hours)**

- 1) People and their engagement in Political activities
- 2) Civil Societies and other institutions
- 3) Political Parties: National and regional
- 4) Political Parties: Structure, Culture, Activities, and their stands on the contemporary issues

**UNIT- IV: The domain of Political Journalism-2 (8Hours)**

- 1) Election Commission of India
- 2) Electoral Process
- 3) Election Campaign
- 4) Electoral reforms
- 5) Delimitation Commission and its role

**UNIT- V: New practices in Political Journalism (8 Hours)**

- 1) New media use (Twitter, Facebook, WhatsApp)
- 2) Changing content style
- 3) Political News Consumption
- 4) Prominent Political Journalism

**Prescribed Text Books:**

- M.V. Kamath, Professional Journalism (2006), Vikas Publishing House, New Delhi
- M.P Singh, Indian Political System (2017),Fourth Edition, Pearson India

**Suggested Readings:**

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



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**Course Name:** Legislative Journalism

**Course Code:** JMC 438

**Level:** 4

**Credit:** 4

**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; 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**

- Explain the procedures of conducting business in the Parliament and State assembly.
- Know the difference between legislative and non –legislative business
- Know how to communicate the parliamentary business and business of the day
- Describe the difference between general reporting and legislative reporting.
- Discuss the significance of the privileges of parliament, importance of the parliament committee.

**Course Outcome: After successful completion of the course, students will be able to:**

- Understand the proceedings of both the houses of parliament i.e. Lok Sabha, Rajya Sabha and also the legislative assembly in the state
- Appreciate the functioning and role of parliament
- Acquire the necessary skill to find out the news stories from the discussion in parliament and legislative assembly.
- Write stories in different journalistic genres i.e. news report, articles, feature etc.

**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:20%
2. End Term Examination:60%
3. Continuous Internal Assessment : 20%
  - Home Assignments: 10%
  - Presentation: 5%
  - Class Participation: 5%

**COURSE CONTENTS:**

**UNIT- I: Introduction to Legislative Journalism (8Hours)**

- Understanding Legislative journalism: Meaning, Scope and Significance
- Understanding legislation and its process
- Evolution of legislative institutions in India
- Parliament and State assembly
- Writing on legislative issues

**UNIT - II: Media and Legislation (8Hours)**

- The interplay of media and law-making
- Sources of law-making
- Theoretical aspects of legislation
- The context of legislation: Role of different ideologies
- Sources of legislative news and other stories

**UNIT - III: Parliament and its Functioning (8Hours)**

- Structure, composition and functioning of Parliament
- Parliament in Session
- Parliamentary business: Legislative and non-legislative business
- Parliamentary committee
- Parliamentary Privilege

**UNIT- IV: Functioning of State Legislature (8Hours)**

- Parliament and the State assembly
- Unicameral and Bicameral assembly
- State assembly, compositions, Functions and Power
- Legislative and other Procedures in the state assembly

**UNIT - V: Political and Legislative Reporting (8Hours)**

- Stalwarts of parliament reporting in India
- Avenues of parliamentary reporting in India
- Reporting from parliament and St
- Cautions in writing on legislative issues

**Prescribed Text Books:**

- Subhash C. Kashyap (2005), Our Parliament- An Introduction to the parliament of India, National Book Trust, India, New Delhi, ISBN 81-237-0147-0.
- K. M. Srivastava (2011), News Reporting and Editing, Sterling Publishers, New Delhi.
- A. P. Awasthi (2005), Indian Government and Politics, Lakshmi Narain Agarwal, Educational Publishers, Agra, ISBN 81-85778-58-2.

**Suggested Additional Readings:**

- S. L. Sikri, (1997), Indian Government and Politics, Kalyani Publishers, New Delhi.
- IGNOU, (2008), Specialised Reporting, Communication Division, New Delhi.
- Hindi and English Newspapers and Journals.

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HIMACHAL PRADESH

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**Course Name:** Data Journalism

**Course Code:** JMC 417

**Level:** 4

**Credits:** 4

**Credits Equivalent:** (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 offer a broad perspective about the emerging forms of journalism.
- To enable students to develop the skills needed for functioning as a data journalist.
- To develop basic skills to explore datasets to find insights to facilitate story telling
- To equip students to produce data visualizations to supplement story telling for a media audience
- To develop a conceptual clarity regarding the ethical challenges of practicing data journalism

**Course Outcomes: After the successful completion of the course, students will be able to:**

- Access open data sets from national and international data sources
- Critically approach data infrastructures and datasets by comprehending the data gathering and compilation processes involved
- Access, clean and analyze datasets to measure change and to identify central tendencies as to ideate news stories
- Visualize insights from datasets in an interactive way

**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:20%
2. End Term Examination:60%
3. Continuous Internal Assessment : 20%
  - Home Assignments: 10%
  - Presentation: 5%
  - Class Participation: 5%

**COURSE CONTENTS:****UNIT- I: Contextualizing data journalism (5 Hours)**

- Introduction to data journalism
- The evolution of data journalism as a news practice
- Comparing data journalism with other similar emerging practices (computational journalism, CAR, drone journalism, sensor journalism, etc)
- Key areas of data journalism practice – data reporting, data visualization
- Present status of data journalism practice – case studies

**UNIT - II: Data reporting: The basics (10 Hours)**

- Basic numeracy skills
- Understanding a dataset
- Finding datasets for your stories
  - Open data
  - RTI
  - Scraping
  - Other means
- Dirty data and data cleaning
- Data interrogation
- Finding patterns/story angles
- Using a spreadsheet application (MS Excel) to analyze data

**UNIT- III: Producing Data visualizations (10 Hours)**

- Visualizing data
- Types of data visualizations
- Explanatory and exploratory data visualizations
- Data visualizations interactivity
- Data visualization tools – Flourish, Data Wrapper, Tableau
- Best practices in the use of data visualizations

**UNIT- IV: – Telling a data story (10 Hours)**

- Writing a data story
- Triangulating datasets
- Stand-alone data stories – data dashboards, etc
- Use of narrative techniques in data stories
- Picking the suitable visualizations to aid story telling



- Weaving in data viz and narrative on a web page

#### **UNIT- V: Ethical challenges and other aspects (5 Hours)**

- Ethical aspects of data journalism practice
- Transparency
- Privacy concerns
- Advanced data journalism practice – some trends
- Critical data practice

#### **Assignments & Activities**

**Activity 1:** Critiquing a data story – students need to choose a data story published by a mainstream news organisation and critically analyse its different aspects.

**Activity 2:** Gathering datasets: - File an RTI query with the government agencies to access a dataset to clean and analyse it.

**Activity 3 :-** Producing Data visualisations – produce data visualisations using any of the tools discussed to tell a story

**Assignments:** Other assignments will be announced during the period of the course; however students shall submit at least two data stories by the completion of the course.

#### **Prescribed Text Books:**

1. Stray, J. (2016). *The Curious Journalist's Guide to Data*. Columbia Journalism School.
2. Data Handbook 2. DataJournalism.Com; European Journalism Centre and Google News Initiative., from <https://datajournalism.com/read/handbook/two>
3. Gray, J., Chambers, L., & Bounegru, L. (2012). *The data journalism handbook: How journalists can use data to improve the news*. " O'Reilly Media, Inc."
4. Feigenbaum, A., & Alamalhodaie, A. (2020). *The Data Storytelling Workbook*. Routledge.
5. Other handouts shared during the class

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**Course Name:** News Report Writing

**Course Code:** JMC 404

**Level:** 4

**Credits:** 4

**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:**

- To equip the learners with an in-depth understanding and skills in news reporting and news writing.
- To enable students to learn the techniques of interviewing and news gathering.
- To help students to appreciate and produce different formats of news/features for print and web publications

**Course Outcomes:**

- Students after the successful completion of the course would be able to:
- Ideate news stories and pitch them for editorial acceptance
- Comprehend and critically appreciate news coverage, treatment and presentation
- Utilise different news story telling formats for Print, Digital and Electronic Media outlets
- Design and layout newspaper pages for print output

**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:20%
2. End Term Examination:60%
3. Continuous Internal Assessment : 20%
  - Home Assignments: 10%

- Presentation: 5%
- Class Participation: 5%

## **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 and verification
- 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
    - Hour-glass style
    - Q & A technique
    - Explainers
- Writing news leads: Finding the lead
- Different types of lead: Hard news leads; Feature leads/alternative leads – anecdotal 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: Theme, Plots; Characters; Dialogue; Conflict; Time
  - Other techniques: Interviewing for features; Preparing; Planning; Interview techniques; observation & body language; weaving in observation and background research
- Other formats: Follow-ups
- New trends in writing for print & web: Alternative story formats
  - Listicles
  - 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

**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
- Hand-outs distributed in the class

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**Course Name: Literature Review**

**Course Code: JMC504**

**Level: 5**

**Credits:4**

**Credits Equivalent:** (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 Objective:**

The course aims to help students to understand the importance of reviewing research literature for the purpose of a research study. It also intends to enable students to identify relevant literature and its bibliometric qualities with the help of indexing databases and special search engines. It will also help students to carry out different methods of literature review like systematic and scoping reviews for a study. The course also will help the students to get a hand-on experience of how to structure the results from a review to identify and establish the existence of research gaps.

### **Course Outcomes:**

On completion of the course, the students will be able to:

- Understand the basic concepts of reviewing literature for a research study
- Differentiate between systematic literature review and scoping reviews
- Develop a theoretical discussion by critically analyzing the literature reviewed
- Able to produce diagrams to elucidate the process and outcomes of a review

### **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:20%

2. End Term Examination:60%
3. Continuous Internal Assessment: 20%

## **Course Contents:**

- UNIT 1- Introduction to Literature Review (8 hours)**  
The idea of research  
Incremental nature of scientific research  
The practice of literature review  
History of the development of the practice  
Some trends
- Unit 2- Identifying sources (8 hours)**  
Different kinds of sources  
Identifying quality sources  
Grey-literature  
Using indexes and repositories  
Identifying predatory sources
- Unit-3 Types of Literature Reviews (8 hours)**  
Scoping review  
Systematic Review  
Meta-Analysis  
Thematic Review
- UNIT 4- Techniques of literature review (8 hours)**  
Effective search strategies  
Use of Keywords  
Use of citation data to expand the literature base  
Identifying impactful literature  
Developing a literature matrix  
Taking notes and developing a coding system
- UNIT 5- Presenting the literature Review (8 hours)**  
Literature Review as a thesis chapter and other formats  
Synthesis in literature Review  
Establishing the research gaps  
Developing the theoretical base  
Identifying and supporting the research questions  
Bibliometric analysis as a supplementary synthesis for literature reviews

## **Essential Readings:**

- Gough, D., S. Oliver, and J. Thomas. 2012. *An Introduction to Systematic Reviews*. London: Sage
- Jesson, J. K., L. Matheson, and F. M. Lacey. 2011. *Doing Your Literature Review: Traditional and Systematic Techniques*. Los Angeles, CA: Sage.
- Petticrew, M., and H. Roberts. 2006. *Systematic Reviews in the Social Sciences: A Practical Guide*. Oxford: John Wiley & Sons



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**Course Name: Web Journalism**

**Course Code: JMC 491**

Level: 4

Credits: 2

**Credits Equivalent:** 2 Credits (One credit is equivalent to 10 hours of lectures / organized classroom activity / contact hours; 5 hours of writing work / practical / field work / tutorial / teacher-led activities and 15 hours of other workload such as independent / group work / house journals; obligatory / optional work placement; literature survey / library work; writing of papers / presentations / seminars, etc.)

### **Course Objectives:**

The course aims to help students to understand the theories and practices of web journalism. It also intends to enable students to be part of a web journalism team with production inputs. The course also will help the students to get a hand-on experience of how to adapt to arbitrarily changing educational and industrial systems.

### **Course Outcomes:**

On completion of the course, the students will be able to:

- Understand the basic concepts of web journalism
- Differentiate between Web journalism with other forms of journalism practice
- Develop the understanding of journalistic practice as part of web journalism
- Able to produce news stories for a web audience
- Understand the functioning of newsroom operations in a web journalistic organisation

### **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:20%
2. End Term Examination:60%
3. Continuous Internal Assessment: 20%

## **Course Contents:**

### **UNIT 1- Introduction to Web Journalism (4 hours)**

Introduction to journalism  
The development of web journalism  
Web journalism and other forms of journalism practice  
Approaches to web journalism: Web Journalist Vs. Conventional journalist  
The change in the role of audience in web journalism  
The sociology of news production and distribution via web technologies

### **Unit 2- Understanding Web Journalism Practices (5 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)  
Journalist as curator/producing the curated story  
Repurposing content

### **Unit-3 Audience Management Strategies (3 hours)**

Platforms as middlemen in news distribution  
Distributed discovery and other strategies  
Editorial analytics  
Personalized news delivery

### **UNIT 4- Economics Of Web Journalistic Organisations (5 hours)**

News vs audience attention as a commodity  
Traditional revenue models of media organisations in an attention economy  
Shift to reader revenue models and other models  
Different reader revenue models

### **UNIT 5- New Trends in Web Journalism (3 hours)**

Presence of Automation strategies in web journalism  
News production algorithms  
Changing boundaries of journalism

### **Essential Readings:**

Bradshaw, P., & Rohumaa, L. (2011). *The online journalism handbook: Skills to survive and thrive in the digital age*. London: Routledge

Aneez, Z., Chattapadhyay, S., Parthasarathi, V., & Nielsen, R. K. (2017). *Indian news media and the production of news in the age of social discovery*. Reuters Institute for the Study of Journalism

Rashidian, N., Tsiveriotis, G., Brown, P. D., Bell, E. J., & Hartstone, A. (2020). *Platforms and publishers: The end of an era*. Tow Center for Digital Journalism

Balázs Bodó (2019) *Selling News to Audiences – A Qualitative Inquiry into the Emerging Logics of Algorithmic News Personalization in European Quality News Media*, *Digital Journalism*, 7:8, 1054-1075, DOI: 10.1080/21670811.2019.1624185

Leino, J. (2019). *Recommendation Tools*. *The International Encyclopedia of Journalism Studies*, 1-5.





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**Course Name: Practicum (Audience Research for Media)**

**Course Code: JCW 480**

**Level: 4**

**Credits: 4**

**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 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

**Course Outcomes:**

After the successful completion of the course, the student will be able to:

- Ideate and develop an audience analysis plan for a media organization
- set-up, collect, analyse and generate insights for a web asset ( website or app) using Google Analytics
- conduct focus groups and analyse qualitative data to understand audience perceptions

**Attendance Requirement:**

A minimum of 75% attendance is a must failing which a student may not be permitted to appear in examination.

**Evaluation Criteria:**

1. Final Product: 40%
2. Project Report: 20%
3. Continuous Internal Assessment: 20%
4. Viva-voce & Project Presentation: 20%

Evaluation of the final product should be done by the faculty offering the course and the external expert.

Student should submit a sampling framework which can be used for conducting audience research using interviews/surveys in a locality picked by the student

Submission of an analysis of the audience data collected through interviews/focus groups or surveys. In all cases, the instrument used for collecting data should also be submitted.

OR

Students may also develop innovative audience study techniques like smartphone-based diary methods to study user experience with interfaces, etc.

Students should complete Google Analytics Individual certification before completion of the course

OR

Students should submit a report on the performance of the content of the class blog or any other web publication using the audience data sourced from the Google Analytics dashboard

Any other activity with a tangible output ( a write-up, data analysis report, etc), as assigned by the faculty

Other general guidelines:

Final project report: Report should describe the steps of the learning process the student was involved in, learning outcomes experienced by the student, innovative approaches if any.

Presentation – Presentation should visually and concisely convey his/her workflow used in the practical, outcomes, examples (like a published story) and what he/she learned.

Innovative approaches should be encouraged.

Students should keep a diary/journal about the consultations made with the faculty during the course with details of the meetings and assigned activities.

**Potential Reading:**

1. Myton, G, Diem, P, & van Dam, P. H. (2015) Media Audience Research: A Guide to Professionals, 3<sup>rd</sup> Edition, New Delhi: Sage
2. Webster, J., Phalen, P. and Lichty, L. (2013). Ratings analysis. Mahwah, N.J.: L. Erlbaum Associates.
3. Webster, J. (2014). The marketplace of attention. Cambridge (MA): The MIT Press.
4. Cherubini, F. and Nielsen, R. (2016). Editorial analytics. Reuters Institute for the Study of Journalism.