



Central University of Himachal Pradesh

(Established under Central Universities Act 2009)

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Department of Mass Communication and Electronic Media

Minutes of the Second BoS Meeting Held on March 3, 2015

The Meeting of the Second Board of Studies (BoS) for the Department of Mass Communication and Electronic Media was held on March 3, 2015 at 2.30 P.M at Temporary Academic Block (TAB) of Central University of Himachal Pradesh. The meeting formally started with a Welcome Note delivered by the Chairman and Convener of BoS Dr. Pradeep Kumar to all the distinguished members present.

Dr. M. Rabindranath, Dean, School of Journalism, Mass Communication and New Media explained the external members of the BoS about the vision of the University and about the practices of Choice Based Credit System in the curricula of CUHP.

The following members were present:

1. Dr. Pradeep Kumar - Chairman & Convener
2. Prof. Arbind Sinha - Subject Expert–Mudra Institute of Communication, Ahmedabad
3. Prof. M. Kasim - Subject Expert–AJK-MCRC, Jamia Millia Islamia, New Delhi
4. Prof. I.V. Malhan – Dean, School of Mathematics, Computer and Information Sciences, CUHP (VC Nominee)
5. Prof. H.R. Sharma, Head, Department of Economics and Public Policy, CUHP (VC Nominee)
6. Dr. M. Rabindranath, -Dean, School of Journalism, Mass Communication and New Media, CUHP
7. Mr. Kuldeep Singh, Assistant Professor New Media, CUHP (Special Invitee)

The deliberations held and decisions taken in the BOS as per the Agenda are as follows:

Item MCE-BoS-2.1: Approval of the new courses to be included in the existing course catalogue.

Decision: It was suggested by the members that some of the proposed courses like MCE 426 Audience Ethnography, MCE 427 Media Practices with Wearable Technologies, MCE 428 Visual Knowledge, MCE 433 Beyond Bollywood: Regional Films in India, MCE 434 Introduction to Data Visualization, MCE 435 New Media and Visual Culture, MCE 436 Media & Popular Culture, MCE 440 Investigative Reporting & Undercover Operations, MCE 442 Defence Reporting for Television shall be further discussed in detail in a brainstorming session by inviting the industry experts and academia to have a wider discourse. The content of the proposed courses shall be developed after the brainstorming session so that the inputs of both industry experts and academia should be incorporated.

All the proposed courses were thoroughly discussed and both the external and internal members of BoS were agreed that the practical courses from MCE 525 to MCE 529 should be titled as Media Products and these courses will be offered as practical courses to supplement the theory courses in the same area. The modalities of these courses given in Annexure – 1 are approved. The courses MCE 602 and MCE 603 for RD students were also approved and the board suggested that the course MCE 603 Applied Communication Research may be re-titled as ***Tools and Techniques of Media Research***.

The Courses – MCE 429 Digital Gate-keeping, MCE 430 Mobile Advertising, MCE 431 Social Media and Citizen Engagement, MCE 432 Contemporary Editing Trends in Cinema, MCE 437 Basics of Videography, MCE 438 News Anchoring and Voice Over, MCE 439 Sports News Production for Television, MCE 441 Business News Production for Television, MCE 519 Media Anthropology, MCE 520 Health Communications, MCE 521 Participatory Communication Approaches for Development, MCE 522 Political Communications, MCE 523 Documentary Film Production, MCE 524 News Production for Web Media were approved.

The board suggested that the detailed course contents of these proposed courses if offered should be prepared and should be approved in the next meeting of Board of Studies.

Item MCE-BoS-2.2: Review of the existing course catalogue for M.A. Program in New Media Communication

Decision: The Courses approved by the **Curriculum Development Committee** held on 23-24 June, 2011 and the courses approved by the **First meeting of Board of Studies** held on August 30, 2012 were discussed and reviewed. (**Annexure-2**).

Item MCE-BoS-2.3: Approval of Supervisors for the students enrolled in research degree programme in Department of Mass Communication and Electronic Media.

Decision: The name of the students enrolled in Research Degree Programme and their supervisors are approved as given in **Annexure – 3**.

Item MCE-BoS-2.4: Approval of the Research Progress Monitoring Committee as per the University Ordinance.

Decision: The committee constituted by the Dean, SoJMC & NM for the Department of Mass Communication and Electronic Media was approved as per the CUHP Ordinance Vol. IV, No. 42, Clause 15.

Item MCE-BoS-2.5: Approval for Final Media Productions at Third and Fourth Semester of the Programme.

Decision: The practical courses proposed in Annexure – 1 – MCE 525, MCE 526, MCE 527, MCE 528 and MCE 529 were approved along with the operational modalities. The board suggested that these production courses shall be titled as Media Product instead of End Product. The board has suggested that the Media product MCE 529 shall be re-titled as Media Product (Mobile Content Production).

Item MCE-BoS-2.6: Approval to follow the new Choice based Credit System as per UGC guidelines from the next semester.

Decision: It was unanimously approved that the new Choice based Credit System as per UGC guidelines shall be followed from the next semester.

The meeting ended with a vote of thanks to all the members of the board.

(Dr. Pradeep Kumar)
Chairman and Convener
Board of Studies – Mass Communication & Electronic Media
Central University of Himachal Pradesh

Copy of the above is forwarded to the following for information and necessary action:

1. All the members of the Board of Studies, Department of Mass Communication and Electronic Media, CUHP, Dharamshala for approval.
2. The Registrar, CUHP, Camp Office for kind information and for record.
3. The Finance Officer, CUHP, Dharamshala for kind information and for record.
4. Dean, School of Journalism, Mass Communication and New Media for for kind information and for record.
5. PS to Vice-Chancellor, for the kind information of the Hon'ble Vice-Chancellor please.

ANNEXURE - 1

LIST OF NEW COURSES PROPOSED FOR APPROVAL IN THE MEETING OF BOS FOR RESEARCH DEGREE PROGRAMME IN NEW MEDIA AND M.A. PROGRAMME IN NEW MEDIA COMMUNICATION

Course Code	Name of the Course	Credits	Level	Prerequisites	Co-requisites
MCE 426	Audience Ethnography	2	4	-	-
MCE 427	Media Practices with Wearable Technologies	2	4	-	-
MCE 428	Visual Knowledge	2	4	-	-
MCE 429	Digital Gate-keeping	2	4	-	-
MCE 430	Mobile Advertising	2	4	-	-
MCE 431	Social Media & Citizen Engagement	2	4		
MCE 432	Contemporary Editing Trends in Cinema	2	4	-	-
MCE 433	Beyond Bollywood: Regional Films in India	2	4	-	-
MCE 434	Introduction to Data Visualization	2	4	-	-
MCE 435	New Media & Visual Culture	2	4	-	-
MCE 436	Media & Popular Culture	2	4	-	-
MCE 437	Basics of Videography	2	4	-	-
MCE 438	News Anchoring & Voice Over	2	4	-	-
MCE 439	Sports News Production for Television	2	4	-	-
MCE 440	Investigative Reporting & Undercover Operations	2	4	-	-
MCE 441	Business News Production for Television	2	4	-	-
MCE 442	Defence Reporting for Television	2	4	-	-
MCE 519	Media Anthropology	4	5	-	-

MCE 520	Health Communications	4	5	-	-
MCE 521	Participatory Communication Approaches for Development	4	5	-	-
MCE 522	Political Communication	4	5	-	-
MCE 523	Documentary Film Production	4	5	-	-
MCE524	News Production for Web Media	4	5	-	-
MCE 525	End Product (News Bulletin Production)	4	5	MCE 514	-
MC E 526	End Product (Radio Production)	4	5	MCE 513	
MCE 527	End Product (Documentary/Short Film)	4	5	MCE 515	
MCE 528	End Product (Web Production)	4	5	MCE 512	
MCE 529	End Product (Mobile Production)	4	5	MCE 516	
MCE 602	New Media and Cultural Studies	4	6		
MCE 603	Applied Communication Research	4	6	-	-

THE OBJECTIVES AND SCOPE OF THE PROPOSED COURSES -

MCE 426 - AUDIENCE ETHNOGRAPHY

In last two decades, ethnography has acquired a central role theoretically and empirically in media studies. The proposed two credit course will help the students to understand audience ethnography as a field work based practice of data collection and analysis which will help them further to assess and map the role communication and media plays in everyday life of the communities. The course will help the students to develop an understanding of the reception dynamics of media messages and the complexities that evolves between consumers of media messages and cultural products.

MCE 427 - MEDIA PRACTICES WITH WEARABLE TECHNOLOGIES

Wearable technologies are gradually permeating into the newsrooms of top media organizations. It is an exciting technology for the journalists, changing the way news stories are reported and shared with the audiences. The proposed two credit course will help the students to understand the social-media capabilities of wearable technologies which could provide the journalists new ways to connect with their sources and audiences. The courses will help the students to learn new recording etiquette and practices to accommodate privacy concerns and legal consequences.

MCE 428 - VISUAL KNOWLEDGE

The course will deal with the issues related to visual knowledge produced by media and how it shapes social and cultural values within a society. The two credit proposed course will help the students to develop a theoretical consensus as what visual knowledge can do as an inter-disciplinary practice and praxis in the area of media and cultural studies. The course will help the students to explore the emerging premise of visual knowledge and how it is been revisited and evolved by the media practitioners to develop a critical perspective on media, culture and society.

MCE 429 - DIGITAL GATE-KEEPING

The course will deal with the global opportunities and risks created by the transition from conventional to digital media. The proposed two credit course will help the students to examine how these changes affect the core democratic service that any media system should provide – news about political, economic and social affairs. The course will help the students to understand the ecology of

digital media markets, in particular competition and cost, by checking and balancing the regulation of media.

MCE 430 - MOBILE ADVERTISING

Mobile phone devices such as Smartphones and Tablets are seeing rapid adoption rate globally and in India also. With consumers carrying mobile phone devices for most of the time, it is destined to be the most effective medium to reach larger number of consumers through advertisements and promotional messages. Mobile advertising platform and technology allow advertisers to use advance targeting techniques to reach the desired consumers of differential characteristics and criteria. The extensive measurability is an added feature which is boosting the mobile advertising market in both developed and developing countries.

The proposed two credit course will explore the scope for mobile advertising with a focus on the selling points of this innovative media. The course will help the students to analyze the existing mobile advertising strategies which are in practice, the global and domestic mobile market and the industry dynamics, key trends, the future prospects of mobile advertising industry, and the cost effective connectivity solutions allowing the people of to access advertising and promotional campaigns whenever and wherever they wish to.

MCE 431 - SOCIAL MEDIA AND CITIZEN ENGAGEMENT

Government is considered transparent only when the public can see how decisions are being made. The governance will be seen transparent and interactive when people will have an opportunity to participate in the decision-making process. Social media can provide ample scope for citizen's to connect and interact with government and governance. The proposed two credit course will help the students to plan and execute their citizen engagement activities.

MCE 432 – CONTEMPORARY EDITING TRENDS IN CINEMA

The power and art of film editing has moved from the idea of just putting together hundreds or thousands of discrete images to make up a film to deciding cultural identities in a world where visuals travel across cultural and geographic boundaries. The proposed two credit course aims to introduce the contemporary trends in film editing to post graduate students. The course envisions enabling the students to understand the political/ideological reasons for the prevalence of a

particular trend in a particular industry, thus enabling them to understand films as a complex socio-cultural mass media message.

MCE 433 – BEYOND BOLLYWOOD: REGIONAL FILMS IN INDIA

Bollywood is the poster boy of Indian film industry. This dominant global term which refer to the prolific and box-office oriented Hindi-language based film industry, has thus far marginalized the vibrant regional cinema industry existing in different parts of India. The proposed two credit course aims to help post-graduate students to understand the aesthetic and cultural difference/similarities between Bollywood and regional film industries in India, thus examining the construction of a different national/regional cultural identity.

MCE 434 – INTRODUCTION TO DATA VISUALIZATION

With the emergence of digital technologies and internet, data are getting available on the public domain which helps new generation journalists to find invisible, but interesting and socially relevant news stories. A major skill in this emerging journalistic practice which is known as Data journalism is the skill to visually represent massive chunks of quantitative data. The proposed two credit course intends to help students to visualize quantitative data for audience across different media platforms, by popular data visualizing tools like Many-eyes, or data story forms like info-graphics, map projections, etc.

MCE 435 – NEW MEDIA & VISUAL CULTURE

Many of the popular forms of internet based new media applications are ocular centric. Instagram, Pinterest, YouTube, Flickr, you name it. The proposed two credit course aims to help students understand the idea of visual culture and how emerging new media forms are shaped by existing visual cultures or are major influences in changing the existing visual culture.

MCE 436 – MEDIA & POPULAR CULTURE

Popular culture plays a vital role in shaping not only how we think about ourselves and each other, but also about the larger world around us. The proposed two credit course intends to enable students how to analyze popular culture from a sociological perspective and the role played by media in defining and shaping the boundaries of popular culture.

MCE 437 – BASICS OF VIDEOGRAPHY

The proposed two credit course will help the students to learn the basics of Videography. The course will primarily concentrate on camera and its usage in television and video production.

MCE 438 – NEWS ANCHORING & VOICE OVER

The news anchor is responsible for interpreting happenings locally, nationally, and internationally for a wider audience. This entails keeping at the forefront of news that has an impact on the viewing audience. The proposed two credit course is designed specifically for the students of media studies aspiring for a career in news anchoring, voice-over and dubbing. The course will contain everything one needs to successfully launch their voice-over and news anchoring career.

MCE 439 SPORTS NEWS PRODUCTION FOR TELEVISION

The proposed two credit course is intent to provide students a comprehending understanding of sports news production in relation to both theory and practice. The course will facilitate the students an understanding of the historical development of sports broadcasting practice and an appreciation of the application of traditional values to modern platforms, such as 24 hour news and the Internet. The course will also help them to gain a critical understanding of the complex ethical issues in sports broadcasting.

MCE 440 INVESTIGATIVE REPORTING & UNDERCOVER OPERATIONS

A journalist has a passion for news reporting and writing. The main driving force behind it is an aim of holistic betterment of the society. It is the investigative reporting and undercover operations which helps a journalist in achieving this target. It helps them in bringing the nefarious designs of greedy officials and politicians into fore. This course will help the students' in bringing scoops to the news channels. It will help them to know the different steps involved in bringing exclusive news story for news channel.

MCE 441 BUSINESS NEWS PRODUCTION FOR TELEVISION

This course will help the students in writing news stories and their editing (script and video) for business news bulletins and channels. It will give a fillip to their biodata, particularly of those who

want to make their career in the field of business news reporting and production. It will open more vistas for students as sufficient number of business news channels are operating in India.

MCE 442 DEFENCE REPORTING FOR TELEVISION

This course will help to understand the concept of defence reporting. As the armed forces are responsible for ensuring the national sovereignty and integrity so the news reporting of their activities becomes a job of huge onus. This course will help the students to report the news of Forces in responsible manner without affecting the morale of our legions and undue advantages to the foes and anti-national forces.

MCE 519 - MEDIA ANTHROPOLOGY

Media Anthropology is an emerging and evolving discipline which engages with the social and cultural aspects of Media and its inter-face with people. As an inter-disciplinary field of study Media anthropology is enriched by the contributions, innovations and practice of all cultural and human studies. The proposed four credit course will help the students to go for an in-depth analysis of the interactions taking place between various academic and applied aspects of anthropology and multitude of media. The course will help the students to deal with the new directions to reconceptualize mass media relations to culture and society and their particular role in providing common arenas for constructing social relations.

MCE 520 - HEALTH COMMUNICATIONS

Health communications is advancing rapidly with new technologies and media, social marketing, health literacy and culturally competent materials. The proposed four credit course will help the students to learn to deliver, and evaluate health promotion and disease prevention programs and campaigns; to disseminate health information to diverse audience and to develop, formulate and implement health policy initiatives.

MCE 521 - PARTICIPATORY COMMUNICATION APPROACHES FOR DEVELOPMENT

In development studies, participatory communication approaches are used to facilitate community participation in development initiatives. Participatory communication is a powerful tool to facilitate the process of development by accompanying the local development dynamics. It is about

encouraging community participation with development initiatives through a strategic utilization of various communication strategies.

The proposed four credit course will help the students to understand the concepts and methodology of participatory communication while keeping the ground realities in concern. The course will help them to understand that how researchers and communication practitioners can improve communication with local communities and other stakeholders while using a two-way communication approach to enhance community participation in development initiatives and to improve the capacity of communities to participate in the management of their own resources.

MCE 522 - POLITICAL COMMUNICATIONS

Political communication as an academic discourse provides an understanding of the role and significance of media in shaping the public opinion. The proposed four credit course will help the students to know how interactions take place between government, policy makers, activists, journalists and citizens. The course will also make the students familiarize with how people use media to keep themselves informed and how media influence and affect public opinion and political behaviour.

MCE 523 – DOCUMENTARY FILM PRODUCTION

The proposed four credit course is predicated on a paradigm of documentary as an independent media that values artistic expression, aesthetics, social awareness and an articulated perspective. The course aims to make the student conversant with the documentary tradition as well as with alternative media and new directions in documentary film making. In addition to train the students in documentary production, the course will provide them an intellectual and theoretical framework within which creative work is realized.

MCE 524 NEWS PRODUCTION FOR WEB MEDIA

The purpose of this course is to hone the skills of the students in the field of news production for web media. It will help the students to get acquainted with the production techniques required for this realm. It will increase the chances of employability of the students as the coverage area of web media is increasing at a huge speed. Now it has started dominating the traditional media in news dissemination.

MCE 525 END PRODUCT (NEWS BULLETIN PRODUCTION)

MCE 526 END PRODUCT (RADIO PRODUCTION)

MCE 527 END PRODUCT (DOCUMENTARY/SHORT FILM)

MCE 528 END PRODUCT (WEB PRODUCTION)

MCE 529 END PRODUCT (MOBILE PRODUCTION)

All the proposed four credit end product courses (MCE 525 to MCE 529) will help the students to create a niche in the area of media production whether it is radio, television, web or mobile media. The proposed courses will help the students to understand the technicalities and production phases involved in the whole process. These practical works will help the students to have firsthand experience of media production which will help them to join the media industry after the completion of the course.

The assignments will be given in groups. These end products will have an overall weightage of 100 marks; the production itself will have a weightage of 70 marks, followed by a weightage of 30 marks as viva-voce to assess the individual roles in the production process. The final products will be evaluated by an expert committee having an external expert from the concerned field/industry, concerned course teacher and a faculty nominated by the Head of the concerned department. The same committee will conduct the viva-voce to assess the individual roles of the students in the production process. There will be no mid-term and end-term theory examination in these courses as these courses are practice based courses and are supplement to the theory courses offered in the same stream. The aim of these practical courses is to develop professional competence among the students who are willing to make a career in media production industry.

MCE 602 - NEW MEDIA AND CULTURAL STUDIES

The course will help the students of research degree programme to engage with theoretical concepts and perspectives from a range of disciplines, including media studies, cultural studies, media history, visual culture, sound studies, anthropology, sociology, political science in order to deploy interdisciplinary strategies of analysis. The proposed four credit course shall be multi-methodological in approach, and will draw on a diverse array of research methods in media and cultural analysis, including audience studies, semiotics, ethnography, qualitative and quantitative discourse analysis,

political-cultural economy, network analysis, and other interpretive and critical approaches. The course will have a global, comparative approach in relation to cultural differences, media forms, historical frameworks, and theoretical paradigms.

MCE 603 - APPLIED COMMUNICATION RESEARCH

This four credit course proposed to offer for the students of research degree programmes will prepare them to assess audience needs and to solve audience problems using polls, surveys, focus group and other research strategies. The course will help the students to learn to design applied research strategies, techniques and report writing. The specialization will offer them entry-level opportunities as research analyst in the field of advertising, public relations, political campaigning, health communication, and international communication. The course will provide a research and theory background for those who preparing for more advanced study in communication.

Annexure – 2

**School of Journalism, Mass communication and New Media
Department of Mass Communication and Electronic Media
Consolidated List of Courses Approved by CDC & First BoS**

Course Code	Name of Course	Credits	Level	PR-RQ	CO-RQ	App. By
MCE 401	Mass Communication: Theories and Processes	4	4			CDC

MCE 402	Origin and Growth of Media	4	4			CDC
MCE 402 A	Origin & Growth of Electronic & New Media	2	4			
MCE 403	Reporting and Editing	4	4			CDC
MCE 404	New Media Applications	4	4			CDC
MCE 405	Corporate Communication	4	4			CDC
MCE 406	New Media Technologies and Applications	4	4			CDC
MCE 406 A	Web Technologies and Application	2	4			
MCE 407	Communication Research	4	4			CDC
MCE 408	Writing for New Media	4	4			CDC
MCE 409	Critical Issues in New Media	4	4			CDC
MCE 410	Social Networking (Note; Practical also. Blogs, Twitter, Face book, SMS)	4	4			CDC
MCE 411	Dynamics of New Media Communication	2	4			BOS
MCE 412	Economics of New Media Communication	2	4			BOS
MCE 413	New Media and Social Change	2	4			BOS
MCE 414	ICT in Governance	2	4			BOS
MCE 415	ICT and Health	2	4			BOS
MCE 416	e-Education and Learning	2	4			BOS
MCE 417	Digital Technology Divide and Social Inclusion	2	4			BOS
MCE 418	Exposure to New Media Industries	2	4			BOS
MCE 419	Social and Cultural Context of Communication	2	4			BOS
MCE 420	Philosophy of New Media	2	4			BOS
MCE 421	Community Media	2	4			BOS

MCE 422	New Media Policies	2	4			BOS
MCE 423	Media Appreciation	2	4			BOS
MCE 424	Ethics and Laws on Digital Frontier	2	4			BOS
MCE 425	Audio and Video Fundamentals	4	4		MCE511	BOS
MCE 501	Introduction to radio and television production	4	5			CDC
MCE 502	Video Editing/ Online Editing	4	5			CDC
MCE 504	Language of New Media	4	5			CDC
MCE 505	New Media Tools for Social Change	4	5			CDC
MCE 506	Globalization and New Media Trends	4	5			CDC
MCE 507	Mobile Communication	4	5			CDC
MCE 508	New Media and Corporate Communication	4	5			CDC
MCE 509	Cyber Laws and Ethics	4	5			CDC
MCE 510						
MCE 511	Media Production Techniques	4	5	MCE425	MCE512	BOS
MCE 512	Multi-media Production	4	5	MCE511	MCE516	BOS
MCE 513	Radio Production	4	5			BOS
MCE 514	Television Production	4	5		MCE515	BOS
MCE 515	Film Production	4	5	MCE514		BOS
MCE 516	Internet and Mobile Production	4	5	MCE512		BOS
MCE 517	Production Management			MCE511		BOS
MCE 518	Media Internship	4	5			BOS
MCE 599	Dissertation (M. Phil)	20	5			CDC
MCE 699	Thesis (PhD)	60	5			CDC

Annexure - 3

Approval of the Supervisors for the students enrolled in Research Degree programmes

S.No.	Name of the	Enrolment No.	Year of	Supervisor
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	Student		Enrolment	
1.	Monika Shandil *	CUHP13RDNMC01	2013	Dr. Pradeep Nair
2.	Reeta Kumari	CUHP13RDNMC03	2013	Dr. Pradeep Nair
3.	Prafull Kumar Sinha	CUHP13RDNMC02	2013	Dr. R.P. Rai
4.	Sandhya Yadav	CUHP15RDNMC01	2015	Dr. R.P. Rai
5.	Sudhir	CUHP15RDNMC02	2015	Dr. Pradeep Nair