



Central University of Himachal Pradesh

(Established under Central Universities Act 2009)

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

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

COURSE CODE: JCW 505

COURSE NAME: Advertising

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 Advertising.
- Familiarize the learners with theoretical and practical aspects of Advertising.
- Enable the students to understand the key ingredients of effective advertising.
- Enable the learners to appreciate diverse views on perception and reception of advertising messages by the audiences.
- Encourage the students to explore the emerging trends in the field of advertising so that they may grasp the intricacies of modern advertising in a better manner.
- Expose the students to the ethical issues pertaining to the trade and practice of Advertising.
- Apprise the learners of the emerging challenges in the field of Advertising.

Attendance Requirements:

Students are expected to attend all lectures in order to be able to derive maximum benefit from the course. A minimum of 75% attendance is a must failing which a student may not be permitted to appear in examination.

Evaluation Criteria:

1. Mid Term Examination: 25%
2. End Term Examination: 50%
3. Continuous Internal Assessment: 25% (May include Conceptualizing and Designing Advertisements or Complete Advertising Campaigns for different media, Presentations, Preparation of Written Reports, Oral or Written Surprise Progress Review Tests , etc.)

Course Contents:

UNIT I: Introduction to Advertising

(08 hours)

- Advertising: Definitions & Concepts
- Origin, Evolution and Growth of Advertising
- Need, Significance & Scope of Advertising
- Functions of Advertising
- Roles of Advertising: Marketing; Economic; Communication; Social
- 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

- Advertising Appeals: Logical vs. Emotional; Negative vs. Positive
- AIDA Model; Maslow's Hierarchy of Needs; DAGMAR Model; Elaboration Likelihood Model

UNIT II: Advertising Agency, Account Management and Media Planning (08 hours)

- Evolution of Advertising Agencies
- Functions of Advertising Agencies
- Departments in an Ad Agency and their Roles & Responsibilities
- Account Planning & Management: Client-Agency Relationship; Agency-Media Relationship; Pitching for an Account
- Media Planning: establishing the objectives; deciding the target audience; developing the plan; creating the right media-mix; scheduling; reach & frequency; cost efficiency & budgeting;
- Media Buying: selection; negotiation; evaluation

UNIT III: Advertising Copywriting – I (08 hours)

- Understanding the Audience: The Demographics; Social and Cultural Factors affecting Consumer Behaviour
- Psychological Process of Reception of Ad Messages by the Audiences; Perception; Motivation; Needs; Personality; Learning; Attitudes
- Using the Information to Elicit Desired Response from the Audiences
- Defining advertising copywriting
- Skills required to write advertising copy
- Roles & responsibilities of advertising copywriters
- The art and the science of advertising copywriting
- Language of advertising

UNIT IV: Advertising Copywriting - II (08 hours)

- Creativity in the context of Advertising
- Aspects of Creative Strategy
- Planning and Managing Creative Strategy
- Creativity through research
- Psychographics and Creativity in Advertising
- Elements of print ad copy
- Headlines – functions, types and writing strategy
- Display copy – captions, slogans and taglines
- Body copy – Humour & Creating Drama
- Psychological Triggers for an Effective Copy

UNIT V: Social, Ethical and Legal Issues in Advertising (08 hours)

- A Socio-cultural Critique of Advertising
- Advertising & Representation
- Ethical Issues Pertinent to Advertising
- Self-Regulatory Framework for Advertising in India: AAI, ASCI & its Code of Conduct
- Laws Applicable to Advertising in India
- Significance of Ethical Conduct from the Perspective of the Advertiser

Prescribed Text Books:

- Batra, R., Myers, J. J., & Aaker, D. A. (2012). *Advertising Management* (5th ed.). Noida: Pearson.
- Belch, G. E., & Belch, M. A. (2012). *Advertising & Promotion: An Integrated Marketing Communications Perspective*. New York: McGraw-Hill/Irwin.
- MacRury, I. (2009). *Advertising*. New York: Routledge.
- McStay, A. (2013). *Creativity & Advertising: Affect, Events and Process*. Great Britain: Routledge.
- Rodgers, S., & Thomson, E. (Eds.). (2012). *Advertising Theory*. London: Routledge.
- Wells, W. D., Burnett, J., & Moriarty, S. (2012). *Advertising: Principles and Practice*. India: Pearson.
- Bly, R. W. (2005). *The Copywriter's Handbook: A Step-by-Step Guide to Writing Copy that Sells* (3rd ed.). New York: Henry Holt and Company.
- Sugarman, J. (2007). *The Adweek Copywriting Handbook*. New Jersey: John Wiley & Sons, Inc.

Prescribed Research Papers:

- Smith, R. E., MacKenzie, S. B., Yang, X., Buchholz, L. M., & Darley, W. K. (2007). Modeling the Determinants and Effects of Creativity in Advertising. *Marketing Science*, 819 - 833.
- Winter, E., Russell, J. T., & Wolter, L. J. (1973). Psychographics and Creativity. *Journal of Advertising*, 32-35.

Suggested Additional Reading:

- Aaker, D. (2015). *Aaker on Branding: 20 Principles that Drive Success*. New Delhi: Sage.
- Farbey, A.D. *How To Produce Successful Advertising: A Guide to Strategy, Planning and Targeting* (Third ed.). (2002). London: Kogan Page Limited.
- Eighmey, J., & Sar, S. (2007). Harlow Gale and the Origins of the Psychology of Advertising. *Journal of Advertising*, 147-158.
- Vivian, J. (2012). *The Media of Mass Communication*. New Delhi : Pearson.
- Bowdery, R. (2008). *Copywriting*. AVA Publishing.

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PO BOX: 21, DHARAMSHALA, DISTRICT KANGRA - 176215 (HP)
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Course Code: JCW 528

Course Name: Science and Environment Journalism

Credits Equivalent: 4 Credits (One credit is equivalent to 10 hours of lectures / organised classroom activity / contact hours; 5 hours of laboratory work / practical / field work / Tutorial / teacher-led activity and 15 hours of other workload such as independent individual/ group work; obligatory/ optional work placement; literature survey/ library work; data collection/ field work; writing of papers/ projects/dissertation/thesis; seminars, etc.)

Course Objectives: The course is designed to

- To prepare students for a professional career as science and environmental writers, reporters and editors in the media industry, research institutions and environment related organisations.
- Describe the difference between general reporting and science reporting.
- Develop an understanding of science and environmental issues.

Attendance Requirement:

Students are expected to attend all lectures in order to be able to fully benefit from the course. A minimum of 75% attendance is a must failing which a student may not be permitted to appear in examination.

Evaluation Criteria:

1. Mid Term Examination: 25%
2. End Term Examination: 50%
3. Continuous Internal Assessment : 25%
 - Class Participation: 5%
 - Home Assignments: 20%

Course Contents:

UNIT- I: Communication and Science (8 Hours)

- Importance of communicating science to public – role of science journalism in society – importance of science and research development – need of scientific temper in society- Impact of science and technology on social attitudes
- outlets of science news-science sections of mainstream media-science blogs-science magazines
- Science journalism in India – science journalism in regional languages

UNIT - II: Reporting Science stories (8 Hours)

- Sources of Science news
 - Research journals-scientists-press releases-science events-other journalists-organizations-NGOs
- Judging the quality of scientific research

- Peer-review-predatory journals-open access journals-blind peer review-conflicts of interest-online first publications-embargos
- Understanding a research publication
 - Sections of a research publication -skimming through a publication-author bio-contact details-critically analyzing research output
- Methods of verification for science journalists
 - Triangulation - with existing research-other experts in the field-balancing perspectives
- Keeping track of the science beat
 - Building contacts and network- identifying key persons and journals-special search engines – research repositories-email alerts-press releases-social media lists-mailing lists

UNIT - III: Language of Science and Environment Reporting

(8 Hours)

- Language of science reporting
 - Simplifying jargon-use of narrative elements-event reporting-interviews-writing science for social media-writing a science story pitch to an editor-tailoring the story for your audience
 - Types of science news-routine reports-features-fun science-investigative science stories
- Ethical Issues
 - Plagiarism- fictitious stories- fake research- pseudo science-sensationalizing science-the urge to click bait

UNIT- IV: Reporting Environment

(8 Hours)

- Basics of Environment Journalism
 - The idea of environment journalism- role of media in imparting environment awareness
 - environment journalism in India- different streams – eco journalism, nature writing and environmental journalism
 - reporting environment: journalism and advocacy
- Sources of Environment Journalism
 - Government organisations-MoEF-NGT-CPCB-state pollution control boards-other governmental agencies-NGOs-activists-others
- Laws for environment protection: environment protection act

UNIT- V: Environment Journalism India: Issues of relevance

(8Hours)

- Pollution
 - Air pollution-water pollution-usual sources-reporting quality of environment
 - Air (prevention and control of pollution) act, water (prevention and control of pollution) act
- Climate Change and Global warming
 - Understanding climate change situation– reporting practices – IPCC – climate change denials – major global agreements –Kyoto Protocol-relevance in India
- Biodiversity conservation
 - Importance- issues-deforestation-wildlife conservation-threats-global agreements
 - Wildlife protection act, forest conservation act
 - Citizen science in biodiversity conservation

Activities:

Activity 1: Understanding science/environmental journalism practice

As part of this activity, each student has to critically analyze a story on science/environment published by mainstream media in the class – graded activity

Activity 2: Practicing science journalism

As part of this activity, each student has to pitch at least two ideas for science stories and after getting approval, has to submit the stories within deadline.

Activity 3: understanding issues of relevance

In this activity, students (individually or in group, as assigned from time to time) has to prepare a presentation about issues of relevance in science and journalism in the contemporary scenario and present it in the class and engage in discussion with the peers.

Prescribed Text Books/resources:

1. Blum, D., Knudson, M., Henig, R. M., & National Association of Science Writers. (2005). A field guide for science writers: The official guide of the National Association of Science Writers. New York: Oxford University Press.
2. IGNOU, (2008), Specialised Reporting, Communication Division, New Delhi.
3. Hayden, T. C., In Nijhuis, M., & SciLance. (2013). The science writers' handbook: Everything you need to know to pitch, publish, and prosper in the digital age
4. Nelson (1995) Practical Tips for Environment Journalists, International Center for Journalists, Washington DC

Suggested Additional Readings:

1. Science section of major newspapers and magazines
2. Down to Earth Magazine
3. Science Journalism Training in Australia. Science Journalism Training. [online] Available at: <http://scijourno.com.au>
4. Online Course in Science Journalism by World Federation of Science Journalists and Science and Development Network available online at <http://www.wfsj.org/course/index-e.html>



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Course Code: JCW 547

Course Name: Mass Media Research

Faculty: Dr Archna Katoch

Credits Equivalent: 4 Credits (One credit is equivalent to 10 hours of lectures / organized classroom activity / contact hours; 5 hours of laboratory work / practical / field work / Tutorial / teacher-led activity and 15 hours of other workload such as independent individual/ group work; obligatory/ optional work placement; literature survey/ library work; data collection/ field work; writing of papers/ projects/dissertation/thesis; seminars, etc.)

Course Objectives: 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.

Attendance Requirements:

Students are expected to attend all lectures in order to be able to fully benefit from the course. A minimum of 75% attendance is a must failing which a student may not be permitted to appear in examination.

Evaluation Criteria:

4. Mid Term Examination: 25%

5. End Term Examination: 50%

6. Continuous Internal Assessment : 25%

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

Course contents:

UNIT I: An Overview of Research in Communication (8 hours)

- Concept of Research, Nature of Communication Research, Its Need and Importance
- Areas of Media Research, The Development of Mass Media Research
- Research Procedures - Research problem formulation
- Review of literature, Hypothesis, Reliability and Validity

UNIT II: Elements of Research (8hours)

- Concepts and Constructs, Variables
- Levels of Measurements, Scales of Measurement
- Sampling
- Qualitative and Quantitative Research

UNIT III: Research Approaches (8hours)

- Experimental and Quasi Experimental Studies
- Longitudinal Studies, Trend Studies, Panel Studies, Cohort Analysis
- Survey Method

- Content Analysis
- Case Studies.

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

- Observation Methods
- Tools for Data Collection, Questionnaire and Schedules
- Diary Method, Field Studies
- Focus Groups, Telephone Surveys
- Online Polls , People's Meter

UNIT V: Introduction to Statistical Procedures (8hours)

- Coding and Tabulation
- Statistical Analysis-Non-parametric Statistics, Chi-Square Test, Contingency Table Analysis, Parametric Statistics
- The t-Test, Analysis of Variance (ANOVA), Co-relation
- Mechanics of Writing Research Report

Text Books:

- 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 Code: Media and Gender

Course Name: JCW 408

Faculty: Dr Archna Katoch

Credits Equivalent: 2 Credits (One credit is equivalent to 10 hours of lectures / organised classroom activity / contact hours; 5 hours of laboratory work / practical / field work / Tutorial / teacher-led activity and 15 hours of other workload such as independent individual/group work; obligatory/ optional work placement; literature survey/ library work; data collection/ field work; writing of papers/ projects/dissertation/thesis; seminars, etc.)

Course Objectives: The course is designed to

- Understand gender as a social construct and its application to understand various social phenomena.
- Explain different constitutional & legal provisions and special initiatives for women in India.
- Develop familiarity on the current social problems related to gender and development.
- Recognize the role of media to have gender justice and democratic order in the society.
- Advance good journalistic sense in the critical areas of gender inequalities and make them communicate effectively through different media for women empowerment.

Attendance Requirement:

Students are expected to attend all lectures in order to be able to fully benefit from the course. A minimum of 75% attendance is a must failing which a student may not be permitted to appear in examination.

Evaluation Criteria:

7. Mid Term Examination: 25%
8. End Term Examination: 50%
9. Continuous Internal Assessment : 25%
 - Class Participation: 5%
 - Group Discussion and presentation: 10%
 - Home Assignments: 10%

Course Contents:

UNIT- I: Sex, Gender and Media. (4 Hours)

- Sex and Gender: The key concepts.
- Patriarchy, Gender equality, Sexism, Notion of Feminism, Women empowerment
- Concept and Process of Communication, Different types of communication
- Concept of news, Role of media in society and for women rights

UNIT - II: Status of Women in Society.(4 Hours)

- Women and Society

- Gender inequalities and its causes in India: Education, Health conditions
- Violence against women
- Economic opportunities, Political participation

UNIT-III: Important Constitutional and Legal Provisions for Women (4 Hours)

- Universal declaration of human rights
- Constitutional provisions in India
- Legal provisions in India
- Special initiatives for women, India's sexual assault laws

UNIT- IV: Gender Representations in the Media (4 hours)

- Gender equality/ inequality in the news stories, gender stereotypes
- Portrayal of women in the media
- Portrayal of women on television, advertisements, internet
- Print media and women issues

UNIT- V: Women, Media and Empowerment(4 hours)

- Women in journalism and media profession
- Gender equality/inequality in media organisations
- Media as a tool in the crusade for women's education
- Digital divide
- Media and ICT: Catalyst for the empowerment of women

Text Books:

5. Pilcher, J. &Whelehan, I. (2004). 50 key Concepts in Gender Studies, Sage Publication, New Delhi.
6. Basu, A. &Jefferey, P. (2004). Appropriating Gender, Routledge, London.
7. Kataria, Pooja, (2007), Women and Media, Regal Publications, New Delhi.

Additional Readings:

1. Niall Richardson, Sadie Wearing (2014). Gender in the Media. Palgrave Macmillan, New York.
2. Cynthia Carter, Linda Steiner, Lisa McLaughlin (2014). The Routledge Companion to Media & Gender. Routledge, New York.
3. Rosalind Gill (2007).Gender and the Media. Polity Press, UK.
4. Mathur, K. (2004). Countering Gender Violence, Sage Publication, New Delhi.
5. IGNOU, (2008). Mass Media and Contemporary Social Issues, Communication Division, New Delhi.
6. Hindi and English Newspapers and Journals.