



## University of Himachal Pradesh

(Established under Central Universities Act 2009)

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

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### **Course Objectives and Focus Area for the Course MCE 403 proposed for the First Semester Students MA New Media Communication**

**Course Code:** MCE 403

**Course Name:** Reporting and Editing

**Faculty:** Kuldeep Singh

**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

- To acquaint the students with the reporting and editing techniques for television and radio.
- To train the students in various reporting beats for electronic media.
- To familiarize students with current changes taking place in the field of electronic news gathering and reporting.

#### **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%
  - Group Discussion: 5%
  - Assignments 15%

## **Course Contents**

### **Unit-I Introduction**

**(4 Hours)**

Assignment Desk, Input Desk & News Bureau  
What is news  
Sources of news  
Nose for news  
Legal complexities and remedies

### **Unit-II Objective Reporting**

**(8 Hours)**

Reporting facts and figures  
Visuals and byte  
Piece-to-camera, walk through, Vox-pop  
Interviews  
Live reporting, Live from desk and Live phone-in  
Studio Discussions

### **Unit-III Types of Reporting**

**(8 Hours)**

Spot Reporting  
Investigative reporting & Under Cover Operations  
Crime Reporting  
Riots/violence Reporting  
Court Reporting  
Parliament/Vidhan Sabha Reporting

### **Unit-IV News Writing**

**(8 hours)**

Anchor Intro and body part  
Essential of script writing  
Writing for graphics

### **Unit- V Editing of news**

**(12 hours)**

Out put desk and producer  
Re-writing of news  
Voice-over and video editing  
Project: Practical News Coverage

## **Essential Readings**

1. Shook, Fred., Larson, John & DeTarsio, John. (2012). Television and Field Reporting (6<sup>th</sup> Edition). Pearson.
2. Keller, Teresa. & Hawkins, S.A. (2005). Television News: A Handbook for Writing, Reporting, Shooting and Editing. Holcomb Hathaway Publishers.
3. Gibson, Roy. (1991). Radio and Television Reporting. Allyn & Bacon.

## **Suggested Readings**

1. Brooks, S.B., Kennedy, G. Moen, D.R. & Ranly, D. (2001). Telling the Story: Writing for Print, Broadcast and Online Media. New York: Bedford/St. Martin's
2. Cooper, C.R. & Peck, Susan. (2000). Writing the World: Reading and Writing about Issues of the Day. Boston: Bedford/St. Martin's
3. Wykes, Maggie. (2001). News, Crime and Culture. Sterling VA: Pluto Press.

**(Kuldeep Singh)**

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### Course Objectives and Focus Area for the Course MCE 425 proposed for the First Semester of M.A. Programme in New Media Communication

**Course Code:** MCE 425

**Course Name:** Audio and Video Fundamentals

**Faculty:** Dr. R.P. Rai

**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:

- Demonstrate proficiency in audio and video (A/V) image planning and acquisition.
- Demonstrate proficiency in A/V manipulation and editing.
- Demonstrate proficiency in A/V output and dissemination.
- Explain the mechanics and electronics of the digital video camera.
- Apply basic aesthetic values in the production of A/V media.

#### Attendance Requirements:

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

#### Evaluation Criteria:

4. Mid Term Examination: 25%
  5. End Term Examination: 50%
  6. Continuous Internal Assessment: 25%
- Assignments: 10%
  - Class Participation: 5%
  - Presentation: 10%

### COURSE CONTENTS:

#### AUDIO FUNDAMENTALS

##### UNIT I: Audio Basics

(8 hours)

- Analog and digital signals
- Digitalization of signals, sampling, quantization, encoding
- RF spectrum and propagation methods

- Optical communication basics
- Modulation of signals, Analog and Digital modulation basics

**UNIT II: Audio and Sound Control. (8 hours)**

- Sound pickup principle: Microphones.
- Sound control: manual volume control, audio mixer, audio console, cables and patch panels
- Sound recording: digital audio production equipment, analog recording equipment
- Audio post production, synthesized sound, sound aesthetics.

**VIDEO FUDAMENTALS**

**UNIT III: Image Creation: Digital Video and Camera (8 hours)**

- **Video Basics: introduction.**
- Basic image formation.
- Digital process: analog and digital signals, digital system, downloading and streaming.
- Video camera: function, elements and types.
- Operating the camera: Camera Mounts and Operational features.
- Light: types, intensity, Lighting instruments and Techniques.
- Shadows, Color and Contrast.
- Graphics and effects: Principles of graphics, standard electronic video effects, digital effects.

**UNIT IV: Image Control: Switching, Recording, and Editing. (8 hours)**

- Switcher and switching: Switcher layout, operation, automated production control.
- Video recording: systems, process and use of video recording.
- Non linear & linear editing.
- Off-line and On-line Editing.
- Editing principles, purpose and functions.

**UNIT V: Production Environment and Control. (8 hours)**

- Video production studio.
- Studio control room, master control.
- Electronic news gathering (ENG).
- Electronic field production (EFP).
- Talent, Clothing, and makeup.
- Script formats, visualization.
- Preparing for multi camera studio production: Single-camera directing, control room directing.

**ESSENTIAL READINGS**

S.No.	Title of the Book/ Research Manuscript	Author	Year of Publication	Publisher/Journal & Volume, Page No.
1	Video Basics	Herbert Zettl	2011	Wordsworth
2	HDTV and Transition to	Philip J Cianci	2010	Focal Press

	Digital Broadcasting			
3	Television Production	Gerald Millerson	2010	Focal Press

**Suggested Additional Reading**

1.	Fundamentals of Digital Television Transmission	Gerald W Collins, John Willey	2008	Artech House
2.	Electronic Media Then, Now and Later	Norman Medoff	2011	Focal Press

**Dr. R. P. Rai**

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**Department of Mass Communication and Electronic Media**

**Course Objectives and Focus Area for the Course MCE 401 proposed for the First Semester of M.A. Programme in New Media Communication**

**Course Code:** MCE 401

**Course Name:** Mass Communication: Theories and Processes

**Faculty:** Dr. R.P. Rai/Prof. Pradeep Nair

**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

- Introduce the students the basic concepts of communication, its importance and dynamics.
- Construct a model to conceptualize, organize and thereby understand the process of communication.
- Familiarize the students with some important theoretical and conceptual issues of communication, its effects and functions in society.

**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: 10%
- Project: 10%

**Course Contents:**

**UNIT- I: Communication (8 Hours)**

- Meaning, Definition and process of Communication
- Characteristics of Communication
- Stages, Growth and Development of Communication
- Elements of Communication
- Kinds of Communication

**UNIT- II: Functions and Barriers of Communication (8 Hours)**

- Functions of Communication- Information, Instruction, Entertainment
- Persuasion, Debate and Discussion, Culture Promotion
- Interpretation, Linkage, Transmission of Values
- Communication Barriers-

**UNIT - III: Models of Communication (8Hours)**

- Meaning, Definition, Developing Communication Models
- Harold D. Lasswell's Model
- Shannon and Weaver's Model
- Newcomb's Model
- Charles E. Osgood's Model
- George Gerbner's Model
- Westley and Mclean Model
- Wilbur Schramm's Model

**UNIT - IV: Theories of Mass Communication (8 Hours)**

- Aristotle Theory
- Bullet Theory
- Agenda Setting Theory
- The uses and Gratification Theory
- Dependency Theory, Play Theory

**UNIT - V: Four Press and Impact Theories (8 Hours)**



- Normative Theories of mass communication- Authoritarian Theory
- Libertarian Theory
- Social Responsibility theory
- Soviet Communist Theory
- Development Media Theory
- Democratic- Participant Media Theory
- Wilbur Schramm
- Lucian Pye
- Marshal McLuhan

**Prescribed Text Books:**

1. Baran, Stanley J. & Davis, Dennis K (2011), Mass Communication Theory: Foundations, Ferment and Future, Cengage Learning.
2. McQuail, Denis (2010) Mass Communication Theory, Sage Publications.
3. Stone, Gerald et al., Blackwell (2004), Clarifying Communication Theories– A Hands-on Approach, Reprinted in India by Surjeet Publication, New Delhi.

**Suggested Additional Readings:**

1. DeFleur, Melvin L. (2009), Mass Communication Theories: Explaining Origins, Processes, and Effects, Allyn& Bacon Publications.
2. Raymond S. Ross, Persuasion: Communication & Interpersonal Relations, Prentice-Hall, Inc., Englewood Cliffs, N. J., 1974

**(Dr. R.P. Rai)  
Pradeep Nair)**

**(Prof.**

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**DEPARTMENT OF MASS COMMUNICATION AND ELECTRONIC MEDIA**

**Course Objectives and Focus Area** for the **Course MCE 521** – Participatory Communication Approaches for Development proposed for PG Programme in New Media Communication

**Course Code:** MCE 521

**Course Name:** PARTICIPATORY COMMUNICATION APPROACHES FOR DEVELOPMENT

**Faculty:** Prof. Pradeep Nair

**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:**

- To help the students to become more aware and knowledgeable about development issues worldwide, especially the political, social and cultural context to development and communication.
- To make the students understand the facts, key theories and approaches to promote equitable and sustainable development process.

## **Unit I: Development and Development Communication**

1. Introduction to Development
2. Indicators to measure development
3. Development Communication
4. Development, Culture and Communication
5. Communication in Development Context

## **Unit II: Global Picture of Development**

1. Global concepts of development
2. Developed, Developing, Underdeveloped and Third World
3. Economic and Social Indicators
4. Human Development Index
5. UNDP Millennium Development Goals

## **Unit III: Theoretical Approaches to Development Communication**

1. Overview of key theoretical approaches
2. Modernization theories and development failures
3. Critics and alternative paradigms
4. Dependency theory and participatory communication
5. The practitioners approach

## **Unit IV: Communication and Development: Strategies and Applications**

1. Women in Development
2. Participatory approaches for community development
3. Cultural influence or impediment to development
4. Development, conflict and communication
5. Global partnerships for sustainable development

## **Unit V: Practical Applications**

1. Designing development messages at grassroot level
2. Presentation and discussion of case studies
3. Debates on role of culture
4. Review readings in small groups
5. Discussion on documentaries/short films

## **Assignments**

- The students will design three development messages to create awareness about development issues.
- Each student enrolled in the course has to submit a review on any development programme implemented in India in last five years.
- An open discussion will be organized on role of communication in development with a focus on Indian sub-continent and the students are required to participate and present their views on the issue.

## **Essential Readings:**

1. Melkote, S.R. & Steeves, H.L. (2001). *Communication for Development in Third World: Theory and Practice for Empowerment*. New Delhi: Sage.
2. Mefalopulos, P. (2008). *Development Communication Source Book: Broadening the boundaries of Communication*. Washington D.C.: World Bank Publications.
3. Bessette, Guy. (2004). *Involving the Community: A guide to participatory development communication*. IDRC.

## **Suggested Readings:**

1. E.M. Rogers (ed.) (1971). *Communication and Development: A Cross-Cultural Approach*, New York, Free Press.
2. Hamid Mowlana and Lawrie J. Wilson (1990). *The Passing of Modernity: Communication and the Transformation of Society*, New York and London, Longman.
3. Hornik, R.C. (1988). *Development Communication: Information, Agriculture and Nutrition in the Third World*. New York: Longman.
4. Moemeka, A.A. (2000). *Development Communication in Action: Building understanding and creating participation*. New York: University Press of America.

5. Rogers, E.M. (1993). Perspectives on Development Communication. In K.S. Nair & White, S.A. (Eds.), Perspectives on Development Communication (pp. 35-46). New Delhi: Sage Publications.