

COURSE OUTLINES

Spring Semester -2020 January - June)

School of Journalism Mass Communication & New Media

➤ Department of Journalism & Mass Communication



Central University of Himachal Pradesh

(Established under Central Universities Act 2009)

PO Box no. 21, Dharamshala, Distt. Kangra, Himachal Pradesh- 176215

Course offered for IV Semester



Department of Journalism and Creative Writing

CENTRAL UNIVERSITY OF HIMACHAL PRADESH

[Established under the Central Universities Act 2009]

PO Box: 21, Dharamshala, District Kangra - 176215 (HP)

www.cuhimachal.ac.in

Course Code: JCW 521
Course Name: Media Laws and Ethics of Journalism
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:

This course aims at

1. To equip the learners an in depth information about Constitution of India in general with special reference to Articles with regard to Mass Communication.
2. The students will know the decisions of the Judiciary in Land mark cases of Freedom of Speech and Expression.
3. To make aware of the guidelines of Press Council of India and Rights of the Working Journalists.
4. The students will learn about the Law of Defamation, Contempt of court, Official Secrets Act, Censorship, Film censorship and Cinematographic Act.
5. They will know about the Cyber space crimes, Laws related to cable, Satellite communication and government regulations, IT Act 2000 and Cyber Laws.
6. The students will also know Regulations in Advertising, Intellectual Property Rights and Acts which are related to 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:

1. Mid Term Examination: 25%
2. End Term Examination: 50%
3. Continuous Internal Assessment : 25%
 - Class Participation: 5%
 - Group Discussion: 10%
 - Home Assignments: 5%
 - Role Play: 5%

Course Content:

I. (8 Hours)
Indian Constitution

Article 19 (1) A

The Official Secrets Act

The Press and Registration of Books Act

II (8 Hours)

Press and Publication (Parliamentary Proceedings) Act, 1977

The Working Journalists Act 1955

Press Council Act-1978

The Cinematography Act, 1952

III (8 Hours)

Law of Defamation

Contempt of Court Act, 1971

Censorship

Internet Law and Cyber crimes

IV (8Hours)

Laws Relating to Cable and Satellite Television

Information Technology Act-2000

Regulations on Advertising

Intellectual Property Rights (IPR)

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

Prescribed Textbooks:

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.

Suggested Extra Readings:

Basu, D.D. (1993). *Introduction to the Constitution of India*. New Delhi: Prentice-Hall of India, Pvt.Ltd.

Basu, D.D. (1996). *Law of the Press Third Edition*. 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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www.cuhimachal.ac.in; Phone: 01892 237285-2237289, 229330; Fax: 01892 237286

COURSE CODE: JCW 539

COURSE NAME: BASICS OF CORPORATE COMMUNICATIONS

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.

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% i.e. 25 Marks out of 100
 - Surprise Progress Review Tests (Two) : 10 marks (The tests may be oral or written)
 - Presentation: 5 marks
 - Assignments: 10

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: Public Relations

(08 hours)

- An Introduction to Public Relations.
- Models of Public Relations.
- Tools of Public Relations.
- Role & Responsibilities of PR Executive.
- Public Relations, Politics & Media
- Differentiating between Public Relations & Corporate Communications.

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:

- Joep Cornelissen, (2004), Corporate Communications: Theory and Practice, Sage Publications.
- Lars Thøger Christensen, Mette Morsing 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 Reading:

- 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 21st Century Primer, Sage Publications.

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

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Course Code: JCW 510

Course Name: Legislature 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

- Explain the different procedures of a house which a legislature reporter covering its proceedings must know.
- Describe the difference between general reporting and legislature reporting.
- Discuss the significance of the privileges of parliament, importance of the question hour and zero hour for a reporter and other important functions of parliament.

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: 10%
 - Home Assignments: 15%

Course Contents:

UNIT- I: Reporting Parliament

(8Hours)

- Importance of legislature reporting
- History of parliament, representative parliamentary democracy
- Composition of sovereign parliament– bicameralism, The President
- Lok sabha
- Rajya sabha
- Relative roles of the two Houses
- Parliament and the Executive
- Parliament and Judiciary

UNIT - II: The State Legislatures and Sourcing of News

(8Hours)

- State legislatures –compositions, functions and powers
- The legislative council
- Legislative assembly
- Parliament and the state legislatures
- Sourcing of legislature news
- Language in literature reporting for popular appeal: words, sentences and readability,
- Report structure, human interest, avoiding exaggeration and sensationalism
- the importance of rewriting

UNIT - III: Parliament in Session

(8Hours)

- Sittings of the Houses, sessions of parliament
- President’s Address.
- Speaker and his powers
- Panels of chairmen
- Chairman ofRajya Sabha
- Rules of procedure and conduct of business
- Adjournment sine-die and dissolution , Effects of dissolution
- Record of proceedings

UNIT- IV: Essentials of Parliamentary Proceedings

(8Hours)

- Parliament and the media
- Question Hour – types of questions
- Papers to be laid on the table of the house
- Half-an-Hour discussions
- Zero hour
- Legislative business
- Motions and discussions – no-confidence motion
- Adjournment motions

UNIT - V: Legislative and other Procedure

(8Hours)

- calling attention notices
- special mention
- Discussions, short duration discussions
- Budget in parliament
- Process of passing bills – general bills, money bills, financial bills, constitution amendment bills, private members' bills
- Parliamentary committees, their structure and functions
- Parliamentary privileges
- Breach of Privilege

Text Books:

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

Additional Readings:

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

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Course Code: JCW 506

Course Name: Web journalism & Designing

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 offer a broad perspective about the emerging forms of journalism based on the Internet and other digital platforms.
- To enable students to develop the skills needed for functioning as a web journalist.
- To develop basic skills to design webpages and to use it in storytelling.
- To equip students to work as a convergent journalist

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:

10. Mid Term Examination: 25%
11. End Term Examination: 50%
12. Continuous Internal Assessment : 25%
 - Class Participation: 5%
 - Producing News stories: 10%
 - Home Assignments: 10%

Course Contents:

UNIT- I: Contextualising web journalism (5 Hours)

- Introduction to web journalism
- Approaches to web journalism: Web Journalist Vs. Conventional journalist
- Web journalism in India: -some Indian Digital media start-ups (The Quint, The Wire, Scroll, Scoopwhoop, etc)
- Organizational structure, content & social media strategies
- Digitally native Vs Legacy media on web

UNIT - II: Producing Media for a web audience (10 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)
- Multimedia production for web
- Journalist as curator/producing the curated story
- Repurposing content and other practices (Clickbaitng, hyperlinking and SEO for web journalists)
- Reporting Live on web
- Managing social media

UNIT- III: Designing and other skill-sets (10 Hours)

- Introduction to web designing
- Responsive design
- HTML basics

UNIT- IV: – skills/story formats and tools (10 Hours)

- Verification skills for web
- Editing audio for web – Audacity
- Editing video for web – Premier pro
- Visualizing data – Flourish
- Video sharing on web – YouTube and associated interactive skills
- Sharing audio/podcasting

UNIT- V: New trends in Web journalism (5 Hours)

- Participatory journalism on web (Role of Citizen journalists and non-journalists)
- Automated journalism- chat bots

- Crowdsourcing in journalism
- Data-journalism, fact checkers and other trends
- Web journalism and the blurring boundaries

Assignments & Activities

Activity 1: Digitally native Vs Legacy Media: - each student should make a presentation comparing the web journalism practices and strategies of a legacy media organisation and digitally native organisation in the class.

Activity 2: Media Producing for Web: - Each student should produce at least five stories for web. Among the five, one should be a curated story, one should use alternative story formats, one should have data visualisation, etc. details to be announced later.

Activity 3 :- Reporting Live on web – students should participate in reporting a media event live on web using social media outlets and the class blog.

Assignments: Other assignments will be announced during the period of the course.

Prescribed Text Books:

4. Kolodzy , J (2013), *Practicing Convergence Journalism: An Introduction to Cross-Media Storytelling*, London:Routledge, ISBN:978-0-415-89028-1
5. Bradshaw, P., & Rohumaa, L. (2011). *The online journalism handbook: Skills to survive and thrive in the digital age*. London: Routledge.
6. Siapera, E. & Veglis, A. (Eds), (2012), *The Handbook of Global Online Journalism*, Wiley-Blackwell, West Sussex. ISBN: 978-1-4443-3855-3
7. *Indian Newspapers' Digital Transition: Dainik Jagran, Hindustan Times, and Malayala Manorama*, Reuters institute for the study of journalism, December 2016
8. *Digital Journalism Start-ups in India*, Reuters institute for the study of journalism, May 2016

Suggested Additional Readings:

- Allan, S (2006), *Online News: Journalism*
- Chaudhry, L. (2017). Can the digital revolution save Indian journalism? *Columbia Journalism Review*.
[www.cjr.org/special_report/india_digital_revolution_startups_scoopwhoop_wire_times.php]