NAAC Criterion-I

Key Indicator – 1.3.2

Course Content of Value added Courses

1.3.2 Evidences

Department of New Media

Central University of Himachal Pradesh, Dharamshala, Kangra

Central University of Himachal Pradesh

(ESTABLISHED UNDER CENTRAL UNIVERSITIES ACT 2009)

Dharamshala, Himachal Pradesh-176215

INDEX

Department of New Media

Department of New Media

Course Outcomes and Focus Area for the Course MCE 407 proposed for the Third Semester of M.A. Programme in New Media Communication

Course Code: MCE 407

Course Name: Communication Research

Faculty: Prof. Pradeep Nair

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 Outcomes: The course is designed to

CO   1   To acquaint the students with different research methods and approaches used in Communication Research.

CO   2   To train the students in qualitative and quantitative approaches of communication research techniques.

CO   3   To familiarize the students with emerging research areas and trends of Communication Research.

CO   4   To develop a deeper understanding in students about how communication research is conducted and executed in different socio-cultural settings.

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%

1

Unit 1: Introduction to Communication Research (10 Hrs)

- o Introduction to research in communication studies
- o Conceptualization, Operationalization & Measurement.
- o Qualitative and Quantitative Approaches
- o Research Ethics
- o Ethnography, Participant Observation
- o Case Studies
- o Experiments
- o Focus Groups & Reception Analysis
- o Sampling

Unit 2: The Research Process (8 Hrs)
- o Planning Research
- o Research Design
- o Hypothesis Formulation
- o Collecting and Documenting Data
- o Organizing, Coding and Analysis of Data
- o Planning and Action
- o Textual and Visual Analysis

Unit 3: Methods Toolbox (10 Hrs)

- ✓ Key Methods of Communication Research
- ✓ Participant Observation
- ✓ Field Notes
- ✓ In-depth Interviews
- ✓ Group Interviews
- ✓ Diaries and Self Documentation
- ✓ Media Audit and Content Analysis
- ✓ Questionnaire/Schedule based Surveys
- ✓ Published Information and Documentary Material
- ✓ Feedback Mechanism

Unit 4: Writing a Research Paper (7 Hrs)

- ✓ Doing research and writing a paper
- • Introduction
- • Literature Review
- • Theoretical Framework
- • Research Questions
- • Research Methodology
- • Results
- • Discussion
- • Conclusion
- • References (In-text citations and bibliography)

Unit 5: Assignments/ Workshops: (5 Hrs)

This unit will combine a workshop and lecture format so that students work on methodologies in class. They will be required to demonstrate an understanding of each method by doing an exercise in every class.

students are required to:

1) Submit a one-page paper at the beginning of each class on the discussions of the previous class.
2) Write quantitative and qualitative questionnaires
3) Complete a pilot project on collecting quantitative and qualitative data
4) Do Excel and SPSS exercises
5) Write the research report

ESSENTIAL READINGS:

1. Wimmer, R.D. & Dominick, J.R. (1994). Mass Media Research (6th Ed.). NY: Wadsworth Publishing Company.

2. Anderson, James. (1987). Communication Research Issues and Methods. New York: McGraw Hill Inc.

3. Berger, Arthur Asa. (2011). Media Analysis Techniques (Fourth Edition). New York: Sage.

SUGGESTED READINGS:

1. Angrosino, Michael. (2007). Doing Ethnographic and Observational Research. London: Sage.

2. Poindexter, Paula & McCombs, Max. (2000). Research in Mass Communication: A Practical Guide. Boston: Bedford/St. Martins'.

3. Lowery, S. & Defleur, M.L. (1995). Milestones in Mass Communication Research (3rd Edition). White Plains, NY: Longman.

4. Koivisto, Juha and Thomas, Peter. (2008). Mapping Communication and Media Research: Paradigms, Institutions, Challenges. Department of Communication Research, University of Helsinki Research Reports 11/2008. Available at http://www.helsinki.fi/crc/Julkaisut/Koivisto-ThomasPDF.pdf

5. Katz, Elihu. (1959). Mass Communication Research and the Study of Popular Culture. Departmental Paper, Annenberg School for Communication, University of Pennsylvania. Available at http://repository.upenn.edu/cgi/viewcontent.cgi?article=1168&context=asc_papers

Course Articulation Matrix of MCE 407

Course Outcomes	PO 1	PO2	PO 3	PO 4	PO5	All	PSO1	PSO2	PSO 3
CO	1	2	4	1	3	7	1	3	
CO	2		1			4	3	4	
CO	3					1			
CO	4					1			
CO									
CO									

(Prof. Pradeep Nair)

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Department of New Media

Course Outcomes and Focus Area for the Course MCE 522 proposed for the Second Semester of M.A. Programme in New Media Communication

Course Code: MCE 522

Course Name: Political Communication

Faculty: Prof. Pradeep Nair

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 Outcomes: The course is designed to meet the following outcomes......

CO 1 - To prepare the students to understand government, politics, political advocacy, public affairs, public policy and communication through the study of political and communication theory, research and practice.

CO 2 - To provide the students grounding in political and strategic communication research and media practices.

CO3 - To provide the students a broad knowledge of political issues and a deep understanding of how the political process and media work together.

CO4 - To help to students to develop a better understanding of the art and craft of lobbying.

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: 60%
3. Continuous Internal Assessment : 25%
   - Class Participation: 5%

1

- Group Discussion: 10%
- Assignments   10%

Unit 1: People, Politics and Participation   (8 Hrs)

o People's Participation in Political Process

o Voting Behavior

o Electoral system

o Communicating Political Opinion

o Political Parties and Pressure Groups

Unit 2: Understanding Political Communication   (8 Hrs)

o Communication in Politics and Advocacy/ Politics, Electorate and Democracy

o Public Communication Principles

o Advocacy and Political Campaigns

o Media Relations and Politics

o Media as Democratic Institutions

Unit 3: The Art and Craft of Lobbying   (6 Hrs)

o Lobbying and Influence

o Policy Making Process/ Political network / communities

o Public interest

o Pressure Group Politics

o Strategic Lobbying Plan

Unit 4: Voting Behavior, Elections and Democracy   (10 Hrs)

o Elections and Party System

o Political Participation and Behavior in Elections

o Political Representations

o Electoral Reforms

o Political Ideologies

Unit 5:   Media and Public Opinion   (8 Hrs)

o Political Engagement through Media

o Political Campaigns on Facebook and Twitter

o Production of Political Content on Social Media – Uses and Effects

o Media Influence: Bias, Agendas, Priming and Framing

o Political News Consumption: Who uses what and why?

Assignments:

Students are required to:

1) Writing and presenting political speeches to persuade voters.

2) Debate on political system, media and democracy.

3) Engage in researching, designing and developing political news stories for print, electronic and social media.

ESSENTIAL READINGS:

1. Enli, G. & Moe, H. (2015). Social Media and Election Campaigns: Key Tendencies and Ways Forward. Routledge.

2. Lippmann, W. (1997). Public Opinion. Free Press.

3. McNair, B. (2003). An Introduction to Political Communication. Psychology Press.

4. Semetko, H.A. & Scammell, M. (2012). The SAGE Handbook of Political Communication. New York: Sage.

SUGGESTED READINGS:

1. Narshimamurthy, N. (2014). Use and Rise of Social Media as Election Campaign Medium in India. International Journal of Interdisciplinary and Multidisciplinary Studies. 1 (8): 202-209.

   http://www.ijims.com/uploads/7f33858cd2c22045d277A27.pdf

2. Smith, K. (2011). Social Media and Political Campaigns. Knoxville: University of Tennessee. http://trace.tennessee.edu/cgi/viewcontent.cgi?article=2442&context=utk_chanhonoproj

3. Brooker, R.G. (2012). Methods of Measuring Public Opinion. Washington: Central Washington University. http://www.uky.edu/AS/PoliSci/Peffley/pdf/473Measuring%20Public%20Opinion.pdf

4. Zetter, L. (2008). Lobbying: The Art of Political Persuasion. Hampshire: Harriman House Ltd. http://trungtamwto.vn/sites/default/files/wto/3-Lobbying%20The_Art_of_Political_Persuasion.PDF

Course Articulation Matrix of MCE 522

Course Outcomes	PO 1	PO2	PO 3	PO 4	PO5	All	PSO1	PSO2	PSO 3
CO	1	2	4	1	3	7	1	3	
CO	2		1			4	3	4	
CO	3					1			
CO	4					1			
CO									
CO									

(Prof. Pradeep Nair)

4

Department of Mass Communication and Electronic Media

Course Objectives and Focus Area for the Course MCE 515 proposed for the Fourth Semester of M.A. Programme in New Media Communication

Course Code: MCE 515 **Course Name:** Film Production **Faculty:** Dr. R.P. Rai **Credits Equivalent:** 4 Credits

(One credit is equivalent to 40 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 make the students understand the film making process

Course Outcome:

        CO1- Students will learn the pre film production planning and acquisition

        CO2- Elucidate the basic film production process

        CO3- Students will understand the film production techniques and exercise with equipments.

        CO4- Explain the mechanics, treatment of story, aesthetics and presentation

        CO5- Learning by doing through making of a short film by the team

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%

      ❖ Project and team spirit: 15%

COURSE CONTENT:

Unit- 01: Introduction to Cinema   (15 hours)
- What is cinema?
- Evolution of Cinema
- Cinema Genres
- Eminent Film Makers
- Film Components
- **Film Theory**

Unit-02: Pre Production   (5 hours)
- Concept and Theme
- Selecting a Story for Film Making
- Script and Dialogue Writing (celtx software)
- **Film economics**

Unit-03: **Production**   (10 hours)
  - Direction
  - **Mise-en-Scene**
  - Character and Acting
  - Shooting-Script and Shots
  - Set Designing, Makeup and Dress
  - Light, Music, Camera Angle and Action

Unit-04: **Post Production**   (5 hours)
  - Editing
  - Sound
  - Special Effects
  - Graphics and Chroma key
  - **Colour correction**
  - Exporting

Unit-05: **Project**   (10 hours)

  - Production of a Short/Documentary Film
  - Poster and Promo/Trailer Making
  - Promotion
  - Preview

ESSENTIAL READINGS

1. Katz, S.D. (1991). Film Directing Shot by Shot: Visualizing from Concept to Screen. Michael Wiese Productions.

2. Lumet, Sidney. (1996). Making Movies. Vintage.

3. Ascher, S. Pincus, E., Burn, R., Keller, C., McCarthy, S. &Spagna, T. (1999). The Filmmaker's Handbook: A Comprehensive Guide for the Digital Age. Plume.

SUGGESTED READINGS

1. Pepperman, R.D. (2005). Setting Up Your Scenes: The Inner Workings of Great Films. Michael Wiese Productions.

2. Cinematography: Theory and Practice: Image Making for Cinematographers, Directors, and Videographers. Oxford: Focal Press.

3. Rabiger, Michael. (2003). Directing: Film Techniques and Aesthetics. Oxford: Focal Press.

4. Underdahl, Douglas. (2010). The 16 mm Camera Book. Long Valley Equipment Inc.

Course Articulation Matrix

Course Outcomes	PO 1	PO2	PO 3	PO 4	PO5	All	PSO1	PSO2	PSO 3
CO	1		4	1	3	4		2	
CO	2	1	1			4	3	1	
CO	3					1		3	
CO	4								
CO	5					1	1		
CO									

Dr.R.P.Rai

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Course Code: MCE 437
Course Name: Basics of Videography
Faculty: Kuldeep Singh
Credits Equivalent: 2 (Two)

Course Objectives: The course is designed to
- Make students from different disciplines efficient in handling video camera
- To make them proficient in video recording.
- To acquaint them with basics of video editing, so that they can convert recorded videos into end product.

Course Outcome: After the completion of the course
- Clarity in the pros and cons of videography.
- Students can handle professional cameras.
- Video recordings done in efficient manner.
- Efficient in video editing for various purposes.
- This skill open vistas of career in the realm of cinematography.

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: 50 Marks
2. End Term Examination: 100 Marks
3. Continuous Internal Assessment: 50 Marks
News reporting in different beats: 15 Marks
Interviews and Live-phone ins: 15 Marks
Assignments: 14 Marks
Attendance: 6 Marks

Unit I:- Video Camera
Lens: focal length, zoom range, lens speed and Iris or aperture
F-stop settings, Shutter Speed, Depth of field
Imaging device and viewfinder

Unit II:- Use of Light
Natural Light
Artificial Light
Three point light
White Balance and colour temperature

Nose for news
Follow-up of news stories
Legal complexities and remedies
Fundamental rights and duties

Unit II:-Types of Reporting

(8 Hours)

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

Unit III:-Objective Reporting

(8 Hours)

Assignment Desk, Input Desk & News Bureau
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 IV:-News Writing and Editing

(8 hours)

Output Desk: Producer, Assistant Producer
Essential of script writing
Anchor Intro and body part
Re-writing stories of news agencies
Text for graphics and promos
Data analysis and interpretation

Unit V:-Glimpse Of History

(8 hours)

A brief history of press in India: Role of James Augustus Hicky, Lord Metcalfe, Raja Ram Mohan Roy
Mahatama Gandhi and Dr. B. R. Ambedkar
Case Study: Watergate Scandal, Bofors Scandal, Bhopal Gas Tragedy, Wikileaks, Panama Papers, Nira Radia Tapes

Books

- **News Reporting and Editing** - By K.M. Shrivastav
- **News Reporting (Techniques and Trends)** - By Manukonda Rabindranath
- **How to Report and Write the News** - By Rajesh Kumar
- **Modern Journalism Reporting and Editing** - By Diwakar Sharma

Course Objectives and Focus Area for the Course MCE 405 Corporate Communications

COURSE CODE: MCE 405   **COURSE NAME:** CORPORATE COMMUNICATIONS
FACULTY: DR. RAM PRAVESH RAI

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.

Course Outcome:

> CO1- Students will have the basic skills for practice of Corporate Communications.
> CO2- Students will learn the multifarious Corporate Communications activities.
> CO3- Students will be equipped with the skills required to plan and execute Corporate Communications activities in different types of organisations.
> CO4- 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:

1. Mid Term Examination: 25%
2. End Term Examination: 50%
3. 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   (12 hours)

- Basics of Communication.
- Corporate Communications: Definitions and Key Concepts.
- Origin, Evolution and Growth of Corporate Communications.
- Tools of Corporate Communications.
- Key functions of Corporate Communications.

- Scope and Significance of Corporate Communications.

UNIT II: The Corporate Communications Universe   (12 hours)

- An Introduction to Public Relations.
- Public Relations and Corporate Communications.
- An Introduction to Advertising.
- Advertising and Corporate Communications.
- Introduction to Integrated Marketing Communications (IMC)
- IMC and Corporate Communications.

UNIT III:Corporate Branding &Identity   (04 hours)

- An Introduction to Corporate Brands and Corporate Identity.
- Corporate Branding vs. Product Branding.
- Role of Corporate Communications in Creating and Managing Corporate Brands.
- Conflict between Internal and External Corporate Brand Perceptions.

UNIT IV: Social Media Advertising   (06 hours)

- Social networking and Social Media
- Social Media technology- Web 2.0,
- Cloud Computing, Smart phones
- Social Media Policy
- Social Media Measurement & ROI
- Advertising through Social Media

UNIT V: Corporate Communications: Trends and Issues (06 hours)

- Corporate Communications in the Digital Era
- Ethics in Corporate Communications.
- Crisis Communications.
- Corporate Social Responsibility.

Prescribed Text Books:

- Joseph Fernandez, (2004), Corporate Communications-A 21st Century Primer, Sage Publications.
- Sandra M. Oliver, (2004), Handbook of Corporate Communications and Public Relations, Routledge.
- JoepCornelissen, (2004), Corporate Communications: Theory and Practice, Sage Publications.

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.

- Lars Thøger Christensen, MetteMorsing and George Cheney (2008), Corporate Communications: Convention, Complexity, and Critique, Sage Publications.

Course Articulation Matrix

Course Outcomes	PO 1	PO2	PO 3	PO 4	PO5	All	PSO1	PSO2	PSO 3
CO	1	1	3	1	4	6	1	2	
CO	2		1			3	3	1	
CO	3					1		3	
CO	4				2	1			
CO									
CO									

(RP RAI)

CENTRAL UNIVERSITY OF HIMACHAL PRADESH

Department New Media

Course Objectives and Focus Area for the Course MCE 416 proposed as a university-wide course of M.A. Programme in New Media Communication

Course Code: MCE 416, **Course Name:** e-Education and Learning

Faculty: Dr. R. P. Rai

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

Course Objectives: The course is designed to familiarize the students with the various aspects of e-learning

Course outcome:

CO1- Introduce the students to the basic concepts of e-learning, its importance and dynamics.

CO2- Construct a model to conceptualize, organize and thereby understand the process and techniques of e-learning.

CO3- Familiarize the students with popular important e-learning platforms.

CO4- Impart cognitive skills for e-learning course development.

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 an examination.

Evaluation Criteria:

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

Course Contents

UNIT- I: e-Learning   (3 Hours)
- Conceptual framework
- Scope and challenges
- F2F, ODL,e, and blended modes of learning

UNIT- II: Approaches and components   (2 Hours)
- Self-paced and Instructor-led
- Asynchronous and synchronous
- Components of e-learning

UNIT - III: Educational techniques and e-Learning (8 Hours)

- LMS (learning management system)
- Moodle
- Smartboard
- Video conferencing
- E-learning2.0
    - Wikis
- m Learning

UNIT - IV: Attempts and efforts (3 Hours)

- Khan Academy
- A-view virtual classroom
- CEC, Gyandarshan
- IGNOU

UNIT - V: Developing an e-Learning syllabus (4 Hours)

- Selecting a model- ADDIE model
- Evaluation,
- Assessment and feedback
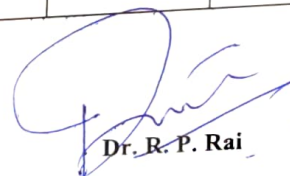- Discussion/debate/forum

ESSENTIAL READINGS:

S.No.	Name of the Book	Author	Year of Publication	Publisher
1	E-Learning Concepts and Techniques	Bloomsburg University of Pennsylvania's Department of Instructional Technology	2006	Springer
2	Research on e-Learning and ICT in Education	Athanassios Jimoyiannis (Editor)	2012	Springer
3	Mobile Learning	Edited by Mohamed Ally	2009	AU Press, Athabasca University

SUGGESTED READINGS:

S.No.	Title of the Book/ Research Manuscript	Author	Year of Publication	Publisher/Journal & Volume, Page No.
	Handbook of e-Learning Strategy	Bill Brandon, Editor	2007	The eLearning Guild
2	CDC's E-learning Essentials	--	January 2013	Centres for Disease Control and Prevention 1600 Clifton Road NE, Atlanta, GA E-mail: cdcinfo@cdc.gov Web: www.atsdr.cdc.gov
3	Plan to Learn: case studies in elearning project management	Beverly Pasian, M.A. Gary Woodill, Ed.D.	2006	Canadian eLearning Enterprise Alliance

Course Articulation Matrix of MCE416

Course Outcomes	PO 1	PO2	PO 3	PO 4	PO5	All	PSO1	PSO2	PSO 3
		2	4	1	3	7	1	3	
CO 1	1		1			4	3	4	
CO 2	2					1			
CO 3	3					1			
CO 4	4								
CO									
CO									

Dr. R. P. Rai

CENTRAL UNIVERSITY OF HIMACHAL PRADESH

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

Course Code:MCE 401
Course Name: Mass Communication Theory and Processes
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: The course is designed to conceptualize the communication theories in the contemporary milieu

Course Outcome:

CO1- Introduce the students to the basic concepts of communication, its importance and dynamics

CO2-Construct a model to conceptualize, organize and thereby understand the process of communication

CO3- Familiarize the students with important theoretical issues that seek to explain how the audience uses media and the effects of mass media 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:

1. Mid Term Examination: 25%
2. End Term Examination: 50%
3. 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
- Johari Window's Model
- Charles E. Osgood's Model
- George Gerbner's Model
- Frank Dance's 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
- Lucian Pye
- Marshal McLuhan

Prescribed Text Books

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

Suggested Additional Readings

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

Course Articulation Matrix

Course Outcomes	PO 1	PO2	PO 3	PO 4	PO5	All	PSO1	PSO2	PSO 3
			2	1	3	4		2	
CO	1					4	3	1	
CO	2	1	3			1		1	
CO	3								
CO									
CO									
CO									

Dr. R. P. Rai

University of Himachal Pradesh

(Established under Central Universities Act 2009)

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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 / library work; data collection/ field work; reporting/ News bulletin production etc.)

Course Objectives: The course is designed to
- Make students proficient in news reporting
- To hone skills of students' in sub-editing
- To give fillip to observation power and nose for news.
- To make students efficient in live reporting and studio discussion.

Course Outcome: After the completion of the course
- Students become efficient in news gathering and news writing.
- Students do proof reading and sub editing in accurate manner.
- Boost to the ability to find news as well as to communication skills.
- Enhancement in the ability of live reporting and studio discussions.
- Improvement in understanding of media laws and their practical usage.
- Help students in UGC/NET and competitive exams.

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: 50 Marks
2. End Term Examination: 100 Marks
3. Continuous Internal Assessment: 50 Marks
News reporting: 15 Marks
Interviews and Live-phone-ins: 15 Marks
News Editing: 14 Marks
Attendance: 6 Marks

Unit I:-Introduction   (8 Hours)

Definition of News
Sources of news

Unit III:- Recording of Sound
Different types of mics
Benefits of acoustics
Ambience sound

Unit IV:- Recording of Video, Camera Movement and Mounts
Different types of shots and importance
Panning, tilting, zoom-in and out, Pedestal, Dolly, Truck, Arc, Crane and Tongue
Bipod, Tripod, Tripod Dolly, Field Dolly, Stunt Bar, Body Mounted Stabilizer, Jib Arm and Studio
Pedestal

Unit V:- Editing of Video Files
Linear Video Editing
Non Linear Video Editing
Sound Editing
Exporting of Video and rendering

ESSENTIAL READING

1. Video Basics by Zettle
2. Video Journalism for the Web by Kurt Lancaster
3. Television Production by Jim Owens & Gerald Millerson