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 407

Course Name: Media Management and Newspaper Production

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

- Understand the principles and functions of media management.
- Describe the various types of ownership patterns of the press industry and its working.
- Discuss the organisational structures, economics and marketing of media-management.

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%
- Writing skills: 5%
- Home Assignments: 10%
- Presentation: 5%

Course contents:

UNIT I: Principles and Functions of Management   **(8 hours)**

- Management : concept and scope
- Principles of management
- Functions of management
- Media as an industry and profession
- Changing nature of newspaper management

UNIT II: Newspaper Ownership and Organisational Structures   **(8hours)**

- Newspaper ownership
- Various forms of newspaper ownership
- Sole proprietorship
- Partnership
- Company
- Cooperatives
- Trusts and societies
- Newspapers ownership in India

UNIT III: Organizational Structure of a Newspaper and its Working   **(8hours)**
- Functions and co-ordinations of different departments of a newspaper: Editorial department
- Advertising department
- Circulation department
- Printing and production department
- Changing role of editorial and other department
- Problems of small and medium newspapers
- Circulation and readership of newspapers in India
- Press Commissions

UNIT IV: Government Media Organisations   **(8hours)**

- Organisational structure of All India Radio
- Organisational structure of Doordarshan
- The government's print and related media organisations
- Government -run film medium organisations
- Government publicity organisations
- Government-funded centres for media learning

UNIT V: Economics and Marketing of Media-management   **(8hours)**
- Economics and marketing of newspapers

- Marketing mix
- Brand promotion
- Market survey techniques
- Foreign equity in Indian media
- Changing media management patterns and news ownership systems in the post globalization era

Text Books:

- Kamath, M. V. (1992), Journalist's Handbook, Vikas Publishing House, New Delhi.
- Aggarwal, VirBala and Gupta, V.S. (2001), Handbook of Journalism and Mass Communication, Concept Publishing Company, New Delhi.
- Aggarwal, VirBala (2006), Essentials of Practical Journalism, Concept Publishing Company, New Delhi.

Additional Readings:

- Kothari, Gulab (1995). Newspaper Management in India. Intercultural Open University, The Netherlands.
- Kamath, M. V. (2009), professional Journalism, Vikas Publishing House, New Delhi.
- I. A. guide for Newspapers, R. N.I. New Delhi.
- Lingam TNM Circulation Problems in Indian Newspaper PII, New Delhi.
- IGNOU notes.

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Course Code: JCW 502
Course Name: Photojournalism
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 photojournalists and photo-editors in the media organizations.
- To develop an understanding about how visuals play a major role in the communication process and how to create potent visuals.
- Enable them to understand and acquire skills needed for producing and fine tuning visuals for different media platforms like Print media and Web.

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%
- Photo Series: 5%
- Home Assignments: 10%
- Photo Feature: 5%

Course Contents:
UNIT- I: Basics of Photography (6 Hours)
- What is photography?
    - – Nature and scope of photography-writing with light-photographs and reality-visualization-image as expression and interpretation of the world
- Evolution of photography
    - Camera Obscura-Pin hole cameras-Duggerotype-Calotype-George Eastman-colour photographs
- Branches of photography
    - Photojournalism-food photography-wildlife photography-architectural photography-fashion photography- landscape/nature photography

UNIT - II: Equipment and technology   (10 Hours)
- Functioning of a DSLR camera
  What is a DSLR- SLR system-sensor/film-diagram of a camera-mirror/prism system
- Types of cameras
  - SLR-TLR-Polaroids-mirror less cams-point and shoot cams- FX and APS-C cameras
- Types of lenses
  - Normal lens-wide angle lens-telephoto lens-prime lenses
- Other accessories
  - Strobes-tripods-remote shutter releases
- Exposure
  - What is exposure-factors controlling exposure-aperture-shutter speed-iso-optimal combinations-IFS
- Depth of field
  What is DoF-factors affecting DoF-aperture-focal length-creative use of DoF
- Lighting techniques
  - white balance-calibrating white balance manually-Three-point lighting-key, fill and back lighting-measuring light-light meters

UNIT - III: Techniques of photography (8 Hours)
- Composing pictures
- Elements of composition
  o Lines-forms-shapes-patterns-textures-colour
- Basics of photo editing
  o Selecting photos-correcting brightness/contrast-correcting colours-cropping
- introduction to photo editing software
  o Adobe LightRoom

UNIT- IV: Basics of Photojournalism (11Hours)
- A brief history of photojournalism-famous photojournalists [HC Bresson, Robert Capa, Raghu Rai, James Natchwey]
- Covering different beats
  o Spot news-breaking news-sports
- Story formats for photojournalism
  o Photo features/photo essays-multimedia stories-photo series-portraits
- Writing captions
- Photojournalism in the convergence era
  o New story forms- new skills

UNIT- V: Photojournalism and ethical issues   (5 Hours)
- Ethics in photo journalism
  o Consent-ethical issues-legal issues – minor subjects-identity
- Stereotyping and news photographs
  o Stereotyping gender/social minorities
- Intellectual Property Rights
  o Relevant sections of Copyright Act, 1957- Creative Commons Licenses [4 CC licenses]-stock photography

Prescribed Text Books:

1. Kobre, Kenneth (2010), *Photojournalism: The professionals' Approach*, Sixth Edition. Focal Press
2. Langford et al, (2010), Langford's Basic Photography: The guide for serious photographers, Ninth Edition, Focal Press.
3. Parrish, Fred S. (2002), Photojournalism: An Introduction, Wadsworth/Thomson Learning, 2002

Suggested Additional Readings:
1. Ang, Tom. Fundamentals of Photography: The Essential Handbook for Both Digital and Film Cameras. New York, NY: Knopf, 2008.

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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:
1. Mid Term Examination: 25%
2. End Term Examination: 50%
3. Continuous Internal Assessment : 25%
   - Class Participation: 5%
   - Producing News stories: 10%
   - Home Assignments: 5%
   - Designing webpages: 5%

Course Contents:
UNIT- I: Contextualizing web journalism (5 Hours)
- Introduction to web journalism - features of web journalism - Approaches to web journalism: Web Journalist Vs. Conventional journalist
- Web journalism in India: -the digital transition of Indian media - Indian Digital media start-ups (The Quint, The Wire, Scroll, Scoopwhoop, etc) – Indian market for digital news
- Organizational structure, content & social media strategies (Digitally native Vs Legacy media on web)

UNIT - II: Media Production for web   (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, interactive, 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 and beyond
- HTML basics

UNIT- IV: – skills/story formats and tools (10 Hours)
- Verification skills – TinEye
- Creating timelines – Timeline.js
- Editing audio for web – Audacity
- Editing video for web – Premier pro
- Visualizing data – Tableau/other
- Curating social media content – Storify
- Video sharing on web – YouTube and associated interactive skills
- Sharing audio/podcasts – SoundCloud
- VR/360 degree videos – Cardboard camera app

UNIT- V: Peripheries of Web journalism (5 Hours)
- Participatory journalism on web
- Role of Citizen journalists and non-journalists
- 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 Production 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:

1. Kolodzy , J (2013), Practicing Convergence Journalism: An Introduction to Cross-Media Storytelling, London:Routledge, ISBN:978-0-415-89028-1
2. Siapera, E. & Veglis, A. (Eds), (2012), The Handbook of Global Online Journalism, Wiley-Blackwell, West Sussex. ISBN: 978-1-4443-3855-3
3. Indian Newspapers' Digital Transition: *Dainik Jagran*, Hindustan Times, and *Malayala Manorama*, Reuters institute for the study of journalism, December 2016
4. Digital Journalism Start-ups in India, Reuters institute for the study of journalism, May 2016
5. Wilkinson, J. S., Grant E. A. & Fisher, D. J. (2013) Principles of Convergent Journalism, New York, Oxford University Press. ISBN:978019983865

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]

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

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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:

1. Mid Term Examination: 25%

2. End Term Examination: 50%

3. 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.