



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 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
 - Qualities of light- observing light conditions-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
 - Lines-forms-shapes-patterns-textures-colour
- Basics of photo editing
 - Selecting photos-correcting brightness/contrast-correcting colours-cropping
- introduction to photo editing software
 - Adobe LightRoom

UNIT- IV: Basics of Photojournalism (11Hours)

- A brief history of photojournalism-famous photojournalists [HC Bresson, Robert Capa, Nick Ut, Raghu Rai, James Natchwey]
- Covering different beats
 - Spot news-breaking news-sports
- Story formats for photojournalism

- Photo features/photo essays-multimedia stories-photo series-portraits
- Writing captions
- Photojournalism in the convergence era
 - New story forms- new skills-interactive slideshows-360° videos-smartphones-apps-instagram-cardboard camera

UNIT- V: Photojournalism and ethical issues

(5 Hours)

- Ethics in photo journalism
 - Consent-ethical issues-legal issues – minor subjects-identity
- Stereotyping and news photographs
 - Stereotyping gender/social minorities
- Intellectual Property Rights
 - 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.
2. Sontag, S (2014), *On Photography*, Penguin Modern Classics, Penguin UK, 2014

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

4. Mid Term Examination: 25%
5. End Term Examination: 50%
6. 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:

4. Pilcher, J. &Whelehan, I. (2004). 50 key Concepts in Gender Studies, Sage Publication, New Delhi.
5. Basu, A. &Jefferey, P. (2004). Appropriating Gender, Routledge, London.
6. 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.

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

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Course Code: JCW 548

Course Name: Blogging

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

- To enable students to understand the significance of blogging as a versatile self-publishing practice
- To impart skills needed to set up and manage a hosted blog

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%
 - Blog Assignments: 15%
 - Attendance: 5%

Course Contents:

UNIT- I: Introduction to Blogging (6 Hours)

- What is blogging
 - Web 2.0 and Self-publishing - Hosted and self-hosted blogs - Anatomy of a blog post - Some popular blogs

- Major blogging platforms and their comparison
 - Wordpress – Blogger – Tumblr – Medium – Quora- Comparison of different platforms
- Social significance of blogging
 - Blogs and Participatory democracy - Citizen journalism - Bloggers Vs Journalists - Death of blogging

UNIT - II: Blogging techniques

(3 Hours)

- Finding a niche
 - What is niche blogging - What are the popular niches? - Strategies of finding a niche
- Developing a theme
 - Conceptualising the theme - Picking a name - Identity of the blog – logo and usable design
- Understanding the niche
 - Fellow bloggers - Blog directories

UNIT - III: Content strategies for bloggers

(5 Hours)

- Writing posts for a blog
 - Writing for web versus writing for other platforms - Use of headlines, subheads and formatted text - Writing scannable posts
- Finding story ideas
 - Search trends - Reader comments - Social media trends - typical blog story formats – How to articles, listicles, etc
- Use of multimedia
 - Images – Videos - Interactive tools (timelines, sound cloud etc)
- Vlogging skills
 - YouTube Skills-production skills – formats - strategies
- Other content strategies
 - Re-purposing content

UNIT- IV: Finding and managing Readers

(3 Hours)

- Target audience
 - Finding the reader of your niche - Creating a Social Media identity (Facebook, Twitter, YouTube, New platforms) - Social Media Optimisation
- Reader Comments
 - Managing criticism - Moderation policy - Responding to comments
- SEO techniques
 - Search visibility - Ethical SEO practices for bloggers - Key word ratio

UNIT- V: Monitoring Traffic and Monetising

(3 Hours)

- Monitoring Traffic
 - Why to monitor traffic - Metrics and dimensions (Page Views, Bounce Rate, Unique visitors) - Content goals - Web analytics services (Google Analytics, Piwik)
- Monetising

- Different revenue sources for bloggers (Ad-serving platforms, Affiliate links, Passive revenue sources) - Ad-serving platforms-monetising video content

Prescribed Text Books:

7. Houghton, R. (2012). *Blogging for Creatives*, Cincinnati : How Books.
8. Rowse, D., & Garrett, C. (2008). *Prologger*. Indianapolis, IN: Wiley.
9. Felder, L. (2012). *Writing for the web: Creating compelling web content using words, pictures, and sound*. Berkeley, Calif: New Riders.
- 10.** Handouts distributed in the class