

CENTRAL UNIVERSITY OF HIMACHAL PRADESH

[Established under the Central Universities Act 2009]

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

www.cuhimachal.ac.in

Department of Mass Communication and Electronic Media

**Course Objectives 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 Objectives: The course is designed to

- This course 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.
- The course provides grounding in political and strategic communication research and media practices.
- The course aims to provide a broad knowledge of political issues and a deep understanding of how the political process and media work together.

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%
 - Assignments 10%

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

- People's Participation in Political Process
- Voting Behavior
- Electoral system
- Communicating Political Opinion
- Political Parties and Pressure Groups

Unit 2: Understanding Political Communication (8 Hrs)

- Communication in Politics and Advocacy/ Politics, Electorate and Democracy
- Public Communication Principles
- Advocacy and Political Campaigns
- Media Relations and Politics
- Media as Democratic Institutions

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

- Lobbying and Influence
- Policy Making Process/ Political network / communities
- Public interest
- Pressure Group Politics
- Strategic Lobbying Plan

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

- Elections and Party System
- Political Participation and Behavior in Elections
- Political Representations
- Electoral Reforms
- Political Ideologies

Unit 5: Media and Public Opinion

(8 Hrs)

- Political Engagement through Media
- Political Campaigns on Facebook and Twitter
- Production of Political Content on Social Media – Uses and Effects
- Media Influence: Bias, Agendas, Priming and Framing
- 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](http://trungtamwto.vn/sites/default/files/wto/3-Lobbying%20The%20Art%20of%20Political%20Persuasion.PDF)



(Prof. Pradeep Nair)

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Course Objectives and Focus Area for the Course MCE 405 (Corporate Communication) proposed for the Second Semester Students of MA (New Media Communication)

COURSE CODE: MCE 405

COURSE NAME: CORPORATE COMMUNICATIONS

FACULTY: DR. R.P. 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.
- 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 (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: Corporate Communications Strategies (06 hours)

- Corporate Communications: Perpetual Strategic Function.
- An Introduction to Corporate Communications Strategies.
- The Communications Strategy Model.
- Models for Managing Corporate Communications.

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.

(Dr. R.P. Rai)

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Course Objectives and Focus Area for the Course MCE 501 proposed for the Second Semester of M.A. Programme in New Media Communication

Course Code: MCE 501

Course Name: Introduction to Radio and Television Production

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 paper provides basic concept of sound production for radio and video production for television. The students will understand basic techniques used for sound and video acquisition, production, recording and aesthetics. The students will also be trained on operation and maintenance of sound and video (camera and lights) equipment used in studio & outdoor shooting/ recordings.

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:

7. Mid Term Examination: 25%
8. End Term Examination: 50%
9. Continuous Internal Assessment: 25%
 - Class test: 5%
 - Assignments: 10%
 - Class Participation: 5%
 - Presentation: 5%

COURSE CONTENTS:

UNIT – I: Introduction to radio production

- Radio production basics
- Understanding of equipment used in radio studio and outdoor production
- Microphone principles, classification, polar pattern, placement of microphones, stereo, RF microphones, microphone parameters and accessories

UNIT – II: Audio Production

- Analog audio production basics
- Digital audio production, Audio work station, advantages of digital production
- Digital audio formats
- Audio mixing principles

UNIT – III: Television Production: Processes and people (8 hours)

- Production process: introduction
- Pre-production: generating idea, idea to script, and script to production.
- Production team: Who Does What When?
- Introduction to television news production.
- Functioning of News channel.
- Television News formats.

UNIT-IV: Production Environment and Control: Studio

- Production environment: studio-
- 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.

UNIT-V: Audio and Video editing,

- Audio tape editing basics, digital audio editing, audio effects, and multi-track recording
- Protocol and Nuendo editing system features
- Basic recording principles, Tape, CD, Hard disk based recording, audio archiving
- Video editing basics
- Nonlinear editing: phase1- capture, 2- editing, 3-export to video tape or disc.

Prescribed Text Books:

1. Radio Handbook by Orr, William I., Howard W. Sams & Company (1987).
2. Radio Production Worktext: Studio and Equipment by David E. Reese, Lynne S. Gross and Brian Gross, Taylor and Francis (2006).
3. Audio in Media by Stanley R. Alten, Cengage Learning. 9th Edition, (2010).
4. Video Basics by Herbert Zettl, Wordsworth 2011
5. Television Production by Gerald Millerson, Focal Press, 2010

Suggested Additional Reading:

- Master Handbook of Audio Production by Jerry C. Whitaker, McGraw Hill (2001).
- Acoustic Design and Practice by R.L. Suri, Asia Publishing House (1966).
- Principals of Digital Audio by Ken C. Pohlmann, McGraw Hill (2010).
- Fundamentals of Digital Television Transmission by Gerald W Collins, John Willey, Artech House 2008



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Department of Mass Communication and Electronic Media

Course Objectives and Focus Area for the Course MCE 512 proposed for the Second Semester students of M.A. Programme in New Media Communication

Course Code: MCE 512

Course Name: Multimedia Production

Faculty: Kuldeep Singh

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 acquaint students with the fundamental technologies of the multimedia production.
- To make the students understand the multimedia production, the intricacies and its usefulness in modern media industry.

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%
- Group Discussion: 10%
- Home Assignments: 5%
- Role Play: 5%

UNIT 1:- MULTIMEDIA: AN INTRODUCTION (8 Hours)

- Genesis of multimedia: Linear and non-linear
- Fundamental of computer application
- Communication technologies and multi-media

- Creative writing
- Media ethics and laws

UNIT 2:- VARIOUS COMPONENTS OF MULTIMEDIA (8 Hours)

- Still photography
- Videography
- Importance of sound
- Light and its use
- Script writing
- Advanced Principles of Animation

UNIT 3:- Animation and Graphics (8 Hours)

- 2 D and 3 D animations
- Still and animated graphics
- Web & Interactive Media
- Animation and cartoon development
- Compression techniques – Lossless, Lossy – JPEG, MPEG, GIF, TIFF, RIFF- H.261, H.262, H.263 -File formats - Display technologies (output) – input

UNIT 4:- TECHNIQUES OF MULTI-MEDIA (8 Hours)

- Video production and editing
- Effects and transitions
- Sound effects
- Photoshop
- Maya and VizRT
- Pagemaker and Quark Express
- Data and file conversion formats

UNIT 5:- MULTIMEDIA AND VARIOUS SECTORS (8 Hours)

- Usage of animation in Television industry
- Graphics in newspapers and magazines
- Role of multi-media in web media
- Usage in advertising agency
- Role of multimedia techniques in web media.

BOOKS

- Ralf Steinmetz and Klara, “Multimedia Computing, Communications and

Applications,” Pearson Education, 2004.

- K.Andleigh, Kiran Thakrar , Multimedia Systems Design, PHI, 2007.

REFERENCES

- Ze Nian Li, S. Drew, “Fundamentals of Multimedia” , PHI,2006.
- Fred Halsall, “Multimedia Communications- Applications, Networks, Protocols and Standards , Pearson Education, 2007.

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