



Central University of Himachal Pradesh

(ESTABLISHED UNDER CENTRAL UNIVERSITIES ACT 2009)

Dharamshala, Himachal Pradesh-176215



NAAC Criterion-I

Key Indicator – 1.3.2

List of value added courses

1.3.2 Evidences



Department of Journalism & Mass Communication
Central University of Himachal Pradesh, Dharamshala,
Kangra



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Department of Journalism & Mass Communication

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PRADESH

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List of Value Added Courses

Sl No.	Name of Course	Course Code
1	Media and Gender	JCW 408
2	Blogging	JCW 548
3	Feature & Creative Writing	JCW 406

Head of the Department

Department of Journalism
& Mass Communication

Himachal Pradesh
-176215 (H.P.)

1.3.2.1

Value added
course



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Course Name: **Media and Gender**
Course Code: **JCW 408**
Level: **4**
Credits: **2**

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 Outcomes: The course is designed to

- CO¹ Understand gender as a social construct and its application to understand various social phenomena.
- CO² Explain different constitutional & legal provisions and special initiatives for women in India.
- CO³ Develop familiarity on the current social problems related to gender and development.
- CO⁴ Recognize the role of media to have gender justice and democratic order in the society.
- CO⁵ 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:

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

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धर्मशाला परिसर
धर्मशाला कांगड़ा (HP) 176215

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:

1. Plicher, J. & Whelehan, I. (2004). 50 key Concepts in Gender Studies, Sage Publication, New Delhi.
2. Basu, A. & Jefferey, P. (2004). Appropriating Gender, Routledge, London.
3. 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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Course Name: Blogging
Course Code: JCW 548
Level: 4
Credits: 2

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 Outcomes: The course is designed to

- CO¹ To enable students to understand the significance of blogging as a versatile self-publishing practice
CO² 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:

1. Mid Term Examination: 25%
2. End Term Examination: 50%
3. 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

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धर्मशाला परिसर
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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:

1. Houghton, R. (2012). Blogging for Creatives, Cincinatti: How Books.
2. Rowse, D., & Garrett, C. (2008). Problogger. Indianapolis, IN: Wiley.
3. Felder, L. (2012). Writing for the web: Creating compelling web content using words, pictures, and sound. Berkeley, Calif: New Riders.
4. Handouts distributed in the class

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Course Name: **Feature and Creative Writing**
 Course Code: **JCW 406**
 Level: **4**
 Credits: **2**

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 Outcomes: The course is designed to

- CO¹ Identify the desirable characteristics of a feature
- CO² Provide an opportunity to develop writing skills in the gathering and creation of in-depth features.
- CO³ The students will be given practical assignments to drill the skills needed for writing different types of features.

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

Course Contents:

UNIT- I: Fundamental Norms of Writing

(4 Hours)

- Writing, importance of writing, Kinds of writing: Creative and non-creative, creativity
- The substance of writing: content, form, structure, style
- Some tips to an aspiring writer
- Qualities of creative writing

UNIT- II: Feature Writing

(4 Hours)

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- What is a feature?
- Characteristics of a feature
- Qualities of a feature writer
- Difference between news, feature, and article.

UNIT - III: Process of Feature Writing (4Hours)

- The main components of a feature, Types of features
- Writing the feature, Identifying significant topic, Collection of material
- Types of feature leads
- Editing and organization
- Use of appropriate style and language

UNIT - IV: Interview and Feature Writing (4 Hours)

- Tools and techniques of writing
- Importance and uses of Interview in feature writing
- Profiles of personalities
- Writing reviews of books and films

UNIT- V: Writing Feature for other Media (4 Hours)

- Magazine feature writing
- Online Features
- Benefits of feature writing
- Varieties of the feature stories and examples

Text Books:

1. Garrison, Bruce (2010). Professional Feature Writing. Routledge publisher.
2. Kamath, M. V. (1992). Journalist's Handbook. Vikas Publishing House, New Delhi.

Additional Readings:

1. Ellie Levenson (2015). Creativity and Feature Writing: How to Get Hundreds of New Ideas Every Day. Routledge publisher.
2. David Morley (2007). Creative Writing. Cambridge University Press, New York.
3. Aggarwal, VirBala (2006). Essentials of Practical Journalism. Concept Publishing Company, New Delhi.
4. Friedlander, Edward Jay & Lee, John (2010). Feature Writing: The pursuit of Excellence. Allyn & Bacon Publisher.
5. Wheeler, Sharon (2009). Feature Writing For Journalists. Taylor & Francis Group.
6. Johanson, Caria (2004). 21st Century Feature Writing. Allyn & Bacon.