



**New Choice Based Credit System 2015
MA MASS COMMUNICATION AND JOURNALISM**

1 st semester	=	24 credits
2 nd semester	=	24 credits
3 rd semester	=	24 credits
4 th semester	=	24 credits

Total = 96

1stSemester

Course Code	Course Name	Paper Category	Hours Per Week			Credits	Name of the Instructor
			L	T	P		
MCJ-15101CR	Introduction to Mass Communication	Core	3	0	2	3+0+1=4	Dr. Malik Zahra
MCJ-15102CR	News Reporting	Core	3	0	2	3+0+1=4	Mr. Nasir Mirza
MCJ-15103CR	Media Ethics & Laws	Core	3	0	2	3+0+1=4	Dr. Aaliya Ahmed
MCJ-15104DCE	Communication Skills	Elective (DCE)	2	0	2	2+0+1=3	Mr. Faruq Masudi
MCJ-15105DCE	Media Appreciation	Elective (DCE)	2	0	2	2+0+1=3	Dr. Syeda Afshana
MCJ151-06DCE	Kashmir History	Elective (DCE)	2	0	2	2+0+1=3	Dr. Malik Zahra
MCJ-15107DCE	Issues Management	Elective (DCE)	2	0	2	2+0+1=3	Dr. Sabeha Mufti
MCJ-15108GE	Media Management	Elective (GE)	2	0	2	2+0+1=3	Dr. Syeda Afshana
MCJ-15109GE	Writing for Media	Elective (GE)	2	0	2	2+0+1=3	Mr. Nasir Mirza
MCJ-15110EO	Journalism-Basics	Elective (Open)	1	1	0	1+1+0=2	Dr. Aaliya Ahmed
MCJ-15111EO	Media Language	Elective(Open)	1	1	0	1+1+0=2	Dr. Sabeha Mufti



MARKS SCHEME:

MCJ15101CR. Introduction to Mass Communication

Total Marks: 100 (Theory: 80, Internal Assessment Test: 20)

MCJ15102CR. News Reporting

Total Marks: 100 (Theory: 80, Internal Assessment Test: 20)

MCJ15103CR. Media Ethics & Laws

Total Marks: 100 (Theory: 80, Internal Assessment Test: 20)

MCJ15104DCE. Communication Skills

Total Marks: 75 (Theory: 60, Internal Assessment Test: 15)

MCJ15105DCE. Media Appreciation

Total Marks: 75 (Theory: 60, Internal Assessment Test: 15)

MCJ15106DCE. Kashmir History

Total Marks: 75 (Theory: 60, Internal Assessment Test: 15)

MCJ15107DCE. Issues Management

Total Marks: 75 (Theory: 60, Internal Assessment Test: 15)

MCJ15108GE. Media Management

Total Marks: 75 (Theory: 60, Internal Assessment Test: 15)

MCJ15109GE. Writing for Media

Total Marks: 75 (Theory: 60, Internal Assessment Test: 15)

MCJ15110EO. Journalism-Basics

Total Marks: 50 (Theory: 40, Internal Assessment Test: 10)

MCJ15111EO. Media Language

Total Marks: 50 (Theory: 40, Internal Assessment Test: 10)

1st semester



Semester 1st

Core Paper-

MCJ15101CR INTRODUCTION TO MASS COMMUNICATION

Unit-I

Communication: Meaning, Definition and Nature; Elements and process of communication; Functions of human communication and Mass communication; Various forms of communication: Intra-personal, Inter-personal, Group, Public and Mass communication; Non-verbal and verbal communication; Communication barriers

Unit-II

Scope, functions and limitations of communication models; Development of communication models from simple to complex; Models of Aristotle, Dance's, Harold Lasswell, Berlo, Osgood, Wilbur Schramm, George Gerbner, Newcomb, Westley and MacLean

Unit-III

Nature and process of Mass Communication; Mass Communication through traditional and Modern Media; Media functions for individuals; Media functions for society; Economics of mass media; Characteristics and typology of audiences

Unit-IV

Magic Bullet Theory, Cultivation Theory, Agenda Setting theory, Spiral of Silence Theory, Media System Dependency Theory, Normative Theories, Functionalist & Marxist Theory of Mass Media, Hypodermic Needle Theory, Two-step & Multi-step Theory, Play Theory, Uses & Gratification Theory, Selective Exposure, Selective Perception & Selective Retention Theory, Individual Difference Theory



Core Paper-

MCJ15102CR NEWS REPORTING

Unit-I

News: Definition, Changing concepts of news
Elements, Values and Sources of news
The basic news story structure
Identification and Attribution
Salience of journalistic writing
Lead writing, kinds
Spot News
Breaking / Developing News, Follow-ups
News reporting terminology

Unit-II

Reporting Speeches/ News Conferences/ Meetings
Reporting Crime, Politics, Legislature
Interviewing –kinds (spot, planned, telephonic, email)

Unit-III

Beat Reporting:
Sports
Development
Business
Science
Weather
City life
Health Care

Unit -IV

Interpretative Reporting -purposes, techniques
Covering Conflict, Human rights, Disability
Eco journalism
Reporting for magazines

1st semester

MCJ15102CR. News Reporting

Total Marks: 100 (Theory: 80, Internal Assessment Test: 20)



Core Paper-

MCJ15103CR MEDIA ETHICS AND LAWS

Unit-I

Principles and guidelines

Ethical issues related to media – truth, sensationalism, privacy, conflict of interest, plagiarism, sources, objectivity, bias; faking news; accountability: SPJ Code of conduct for journalists; Chequebook journalism, ethical issues concerning freebies from companies, institutions

Unit-II

Freedom of speech and expression, Restrictions

Officials Secrets Act, RTI

Press Council Act

Cable TV Regulation Act

Film Censorship

Defamation, slander, libel, contempt of court, contempt of legislature

Working Journalists Act

Press and books registration Act 1867

Cyber Laws governing publication of media content on the net

Press Laws in Kashmir

Unit -III

Ethical consideration in covering crime, torture, violence, rape, disability, HIV/AIDS while interviewing victims

Ethical dilemmas during war reporting

Journalist—As professional, as victim

Unit-IV

Guidelines for media coverage in the wake of 9/11 and 26/11 attacks

Study of following cases in the light of sting operations, paid news, embedded journalism-

- Watergate Scandal
- Tehelka expose of Gujarat Riots
- Abu Ghraib torture case
- Kunan Poshpora rape case
- Any other major media related case

1st semester

MCJ15103CR. Media Ethics & Laws

Total Marks: 100 (Theory: 80, Internal Assessment Test: 20)



Elective (DCE)-

MCJ15104DCE COMMUNICATION SKILLS

Unit-I

Description and features
Conversation process and its effectiveness
Interpersonal Communication
Facing an interview

Unit-II

Group communication--definition and process
Effective GC
Facilitating Group Discussions
Public speaking----description, process and types
Impromptu speaking
Extemporaneous speaking
Preparation of a speech,
Speech making approaches

Unit- III

Listening defined
Stages in listening
Types of listening
Barriers in listening
Improving listening skills
Informative/persuasive speech presentation
Case Studies of Famous speeches—Martin Luther King Jr. ‘I have a Dream’

1st semester

MCJ15104DCE. Communication Skills

Total Marks: 75 (Theory: 60, Internal Assessment Test: 15)



Elective (DCE)-

MCJ15105DCE MEDIA APPRECIATION

Unit-I

Introduction to Media Appreciation,
Subjective & Objective Appreciation
Principles of evaluation for different media genres

Unit-II

Reviewing Radio programs-Appreciation of any two popular Radio Kashmir programmes (feature/drama)
Reviewing TV programs- Appreciation of any two popular TV programmes (Comedy Show & Current Affairs Program)
Reviewing documentaries- Appreciation of any three award winning documentaries

Unit-III

Reviewing feature films- Appreciation of any three award winning feature films
Reviewing Newspaper Editorials & Features- Appreciation of any one award winning editorial and feature
Reviewing books (fiction/non-fiction) - Appreciation of one award winning book (International)

1st semester

MCJ15105DCE. Media Appreciation
Total Marks: 75 (Theory: 60, Internal Assessment Test: 15)



Elective (DCE)-

MCJ15106DCE

KASHMIR HISTORY

Unit-I

Medieval History of Kashmir

Relations with neighboring world during medieval period

Islam in Kashmir: Stages of its spread

Society, Culture and Economy under the Sultans

Role of Lal Ded, Shiekh Nur-ud-din and Mir Syed Ali Hamdani in shaping Kashmiri society

Unit- II

Mughal, Afghan and Sikh rule in Kashmir—an overview

Economic, Social and Cultural changes under these regimes

Unit- III

State's position vis a vis British Paramountacy, British policy towards Kashmir

Mass discontent: Causes and Implications

1931 Watershed

Political formations: Muslim Conference & National Conference

Contemporary Scenario: socio, political and economic formations

1st semester

MCJ15106DCE. Kashmir History

Total Marks: 75 (Theory: 60, Internal Assessment Test: 15)



Elective (DCE)-

MCJ15107DCE

ISSUES MANAGEMENT

Unit-I

Contemporary Media Scene in India
Issues Identification and Forecasting
Monitoring, Analysing and Priority Setting.
Classification of Issues: Political, Social Economic, Developmental, etc.
Social Media and their treatment and negotiation of recent issues in the news

Unit-II

Issues and their Manipulation and Treatment by Media
Prime Time Activism
Interest Group Politics
Priming and Framing of Issues in Media
Negotiating Market and Non-Market Forces as Issues

Unit-III

Organizations, Issues and Publics
Case Studies of Local, National and International issues from the Political, Economic, Social, Developmental, Gender and other domains and their management by the media
Private and State Controlled Media

1st semester

MCJ15107DCE. Issues Management

Total Marks: 75 (Theory: 60, Internal Assessment Test: 15)



**Elective(GE)-
MCJ15108GE Media Management**

Unit-I

Organizational Communication
Media as an industry and profession
Concept of Management
Principles of Management
Different theories of Management
Management by Objectives (MBO)

Unit-II

Sources of Power
Leadership Qualities and Practices
Steps to Decision-making
Categorizing Decisions
Analytical decision-making tools
Hidden traps of decision making
Journalists versus Managers

Unit-III

Media ownership patterns and its impact
Legal issues in media businesses
Ethics of media profit chase
FDI
Sales, Marketing and Market Analysis
Consolidation and Convergence
Fragmentation of media markets: Niche Publications

1st semester

*MCJ15108GE. Media Management
Total Marks: 75 (Theory: 60, Internal Assessment Test: 15)*



Elective (GE)-

MCJ15109GE

Writing for Media

Unit I

Basics of writing for the Mass Media
Characteristics of Journalistic writing
Stylebooks
Building an audience

Unit II

Characteristics of a News Story
Five Ws and One H
The Inverted Pyramid
The Lead Paragraph Types
Writing Argumentative Essays
Writing a radio talk

Unit III

Writing Photo Captions
Writing Advertising Copy
Writing Press Release
Writing Letters to the Editor
Writing Reviews
Writing for the Social Media

1st semester

MCJ15109GE. Writing for Media

Total Marks: 75 (Theory: 60, Internal Assessment Test: 15)



Elective (Open)-

MCJ15110EO

JOURNALISM-BASICS

Unit-I

Concept and definition of news

Criteria of Selecting News

Structure of news- 5W and 1H

Intro

Nut Graph

Inverted pyramid pattern need and usefulness

Reporting Beats

Unit-II

Role of the Editor, Sub-Editors, Reporter, Proof-readers

Headline writing: techniques and types

Feature and its types

Difference between television, radio, web and newspaper reporting

1st semester

MCJ15110EO. Journalism-Basics

Total Marks: 50 (Theory: 40, Internal Assessment Test: 10)



Elective (Open)-

MCJ15111EO

Media Language

Unit-I

Purpose of Language

Media Language

Insinuated Language

Embedded Language

Unit-II

Words in Conflict

Use, abuse and misuse of words

Distorting history/events through words

Manufacturing reality through words

1st semester

MCJ15111EO. Media Language

Total Marks: 50 (Theory: 40, Internal Assessment Test: 10)



2nd Semester

Course Code	Course Name	Paper Category	Hours Per Week			Credits	Name of the Instructor
			L	T	P		
MCJ-15201CR	Editing—Print	Core	3	0	2	3+0+1=4	Dr. Syeda Afshana
MCJ-15202CR	Development Communication	Core	3	1	0	3+1+0=4	Dr. Malik Zahra
MCJ-15203CR	Media Publication	Core	1	0	6	1+0+3=4	Ms. Muslim Jan
MCJ-15204DCE	Narrative Journalism	Elective (DCE)	2	0	2	2+0+1=3	Dr. Syeda Afshana
MCJ-15205DCE	Still Photography Basics	Elective (DCE)	1	0	4	1+0+2=3	Mr. Faruq Masudi
MCJ-15206DCE	Advertising	Elective (DCE)	2	1	0	2+1+0=3	Dr. Aaliya Ahmed
MCJ-15207DCE	Media & Society	Elective (DCE)	2	0	2	2+0+1=3	Dr. Sabeha Mufti
MCJ-15208GE	Media Literacy	Elective (GE)	2	0	2	2+0+1=3	Mr. Nasir Mirza
MCJ-15209GE	Covering Disasters	Elective (GE)	2	1	0	2+1+0=3	Dr. Malik Zahra
MCJ-15210EO	Gender in Media	Elective (Open)	1	1	0	1+1+0=2	Dr. Aaliya Ahmed
MCJ-15211EO	Story Telling	Elective (Open)	1	1	0	1+1+0=2	Dr. Syeda Afshana



MARKS SCHEME:

MCJ15201CR. Editing—Print

Total Marks: 100 (Theory: 80, Internal Assessment Test: 20)

MCJ15202CR. Development Communication

Total Marks: 100 (Theory: 80, Internal Assessment Test: 20)

MCJ15203CR. Media Publication

Total Marks: 100 (External: 60, Internal Assessment Test: 40)

MCJ15204DCE. Narrative Journalism

Total Marks: 75 (Theory: 60, Internal Assessment Test: 15)

MCJ15205DCE. Still Photography Basics

Total Marks: 75 (Theory: 60, Internal Assessment Test: 15)

MCJ15206DCE. Advertising

Total Marks: 75 (Theory: 60, Internal Assessment Test: 15)

MCJ15207DCE. Media & Society

Total Marks: 75 (Theory: 60, Internal Assessment Test: 15)

MCJ15208GE. Media Literacy

Total Marks: 75 (Theory: 60, Internal Assessment Test: 15)

MCJ15209GE. Covering Disaster

Total Marks: 75 (Theory: 60, Internal Assessment Test: 15)

MCJ15210EO. Gender in Media

Total Marks: 50 (Theory: 40, Internal Assessment Test: 10)

MCJ15211EO. Story Telling

Total Marks: 50 (Theory: 40, Internal Assessment Test: 10)

2nd semester



Semester 2nd

Core Paper-

MCJ15201CR

EDITING -PRINT

Unit-I

Newspaper Organization, Divisions/departments: Hierarchy and Roles
Inside the Newsroom: Organization and operation, News flow from reporters, agencies, internet, other sources
Responsibilities of Chief News Editor, Chief Copy Editor and Copy Editor

Unit-II

Editing: Meaning, purposes, principles
Rewriting stories
Rewriting Press releases, Speech drafts, Organizational reports
Stylebooks: AP
Print Media Terminology

Unit-III

Defining Editorial
Functions of Editorial
Classification of Editorials
Critical reading of editorials from local, national and international Press

Unit-IV

Headlines- Functions, Techniques
Different kinds of headlines
Basics of Layout and Design of newspaper page
Different design elements—sidebars, boxes, blurbs, infographics
Editing Softwares: Functions and uses

2nd semester

MCJ15201CR. Editing—Print

Total Marks: 100 (Theory: 80, Internal Assessment Test: 20)



Core Paper-

MCJ15202CR

DEVELOPMENT COMMUNICATION

Unit-I

Definition, meaning and process of development
UN and Specialized Agencies and their role in promoting development
Basic Needs Model
Theories and Paradigms of Development
Economic and Social Indicators of Development
Millennium Development Goals (MDG's)
Brief introduction about Indian models of Development and Planning

Unit-II

Development Communication- Definition, Concept and Philosophy
Approaches:
Diffusion of Innovation, Empathy, Magic Multiplier, Social Marketing, Entertainment
Education, Participatory Approach, Localised Approach

Unit-III

Media and Development
Designing messages for development communication
ICT & Development: The Indian Experience from SITE to Web:-
SITE, Kheda, Community Radio, E-governance, Soul City Project, Sonagachi
Communication Project
Role of NGOs in social development. (International and local)

Unit-IV

Development Communication in Agriculture
Agriculture Development in India—
Agriculture Extension, Extension approaches, System Approach
Case studies of Communication support to agriculture
Development Support Communication – Definition and genesis
Extension Approach—
Health and Family Welfare
Women Empowerment
Literacy & Education

2nd semester

MCJ15202CR. Development Communication

Total Marks: 100 (Theory: 80, Internal Assessment Test: 20)



Core Paper-

MCJ15203CR MEDIA PUBLICATION

The students pursuing the course have to bring out the fortnightly Newspaper *MERC Times* and bi-annual magazine *MEDIATIMES* under the supervision of Editor and Chief Editor. The students will be required to get story ideas/pitch for discussion with the Editor, and will be reporting, editing and designing their respective news stories/features/articles/interviews/profiles in a virtual newsroom style.

2nd semester

MCJ14203CR. Media Publication

Total Marks: 100 (External: 60, Internal Assessment Test: 40)



Elective (DCE)-

MCJ15204DCE

NARRATIVE JOURNALISM

Unit I

Narrative journalism: Historical perspective
Generating ideas
Writing styles and genres
Innovative approaches for story telling

Unit II

Techniques involved: Researching, Employing Imagery, Scene-setting, Dialogue and Interior Monologue, Sensory detail, Symbolic Detail and Negative Space
Character Arc
Theme and Advocacy
Cynicism and Empathy
Narrator/Point of View and Movement

Unit III

Structuring a literary nonfiction piece-
Beginning, Middle, End
Narrative thread
Journalistic Distance
Journalist as Witness
Journalist as a First Person Narrator
The Digital Future of Narrative Journalism
Critical Study of Narrative pieces

2nd semester

MCJ15204DCE. Narrative Journalism

Total Marks: 75 (Theory: 60, Internal Assessment Test: 15)



Elective (DCE)-

MCJ15205DCE

STILL PHOTOGRAPHY BASICS

Unit-I

History of still Photography
Evolution from film based to Digital Photography
Digital SLR Cameras
Manual Over-rides
File formats
Resolutions

Unit-II

Lenses, Aperture, Shutter speed, Filter
Lighting: Indoors/Outdoors
Exposure Meters
Composition
Focus
Depth of Field
Colour , Black and White and Monochrome
Photoshop

Unit-III

Genres
Photo Journalism
Photo Feature
Still Life
Portraits
Landscapes
Industrial
Fashion
Case Studies

2nd semester

MCJ15205DCE. Still Photography Basics

Total Marks: 75 (Theory: 60, Internal Assessment Test: 15)



Elective (DCE)-

MCJ15206DCE

ADVERTISING

Unit-I

Concept and definition

Advertising Agencies-structure and function of different departments

Ethics and Social Responsibility

ASCI Code

Consumer Behaviour

Models: AIDA, DAGMAR, Hierarchy of Effects, Diffusion of Innovation Model

A.H.Maslow's Human Needs Structure

Unit-II

Visualization-Idea Generation Techniques

Elements of copy-headlines, sub-head, Body Copy, Slogan, Logo

Creative Copy writing

Advertising terminology

Advertising Appeals: Rational, Emotional, and Moral

Unit-III

Values and Life style Advertising

Public Service Advertising

Creating Print and Radio Ad

Creating Merchandising

Creating TV/Film spots

Creating Outdoor Advertising

New Age Advertising

2nd semester

MCJ15206DCE. Advertising

Total Marks: 75 (Theory: 60, Internal Assessment Test: 15)



Elective (DCE)-

MCJ15207DCE MEDIA AND SOCIETY

Unit-I

Emergence, Development and Proliferation of Media, Ownership and Control of Media
Relationship between media and society: Areas of convergence and conflict
Emerging role of media in contemporary world
Media and Social Responsibility
Media and its Audiences: Media Effects
The Mainstream Media Discourse

Unit-II

Audience Interpretation of media content
Popular Culture
Television and Cultural Images
Media and Stereotypes (Case Studies)
Media and globalization, Alternative and New Media
Commercialization of Media; Impact on Public sphere
Construction and Representation of Reality; Codes of Interpretation

Unit-III

Structure and functions of News Media in society
News Media and Social Institutions
Mediated Interpretation of Contemporary Issues in society: Violence, gender, politics, and development related
News media and international historical developments

2nd semester

MCJ15207DCE. Media & Society
Total Marks: 75 (Theory: 60, Internal Assessment Test: 15)



Elective (GE)-

MCJ15208GE

MEDIA LITERACY

Unit-I

Media Literacy defined
Role and responsibility of Media
Social Construction of Reality by Media
Propaganda
Types, Techniques

Unit-II

Censorship
Censorship versus irresponsible freedom
Reasons, Types—Government and non-government
Censorship in News media, Books, Films, Internet

Unit –III

Media Education
Growth and Evolution
Challenges and Opportunities
Contemporary media education scene in India

2nd semester

MCJ15208GE. Media Literacy
Total Marks: 75 (Theory: 60, Internal Assessment Test: 15)



Elective (GE)-

MCJ15209GE Covering Disasters

Unit-I

Types of disasters
Trauma during disaster
Newsroom preparation
Preview of destruction
Newsroom start-up guidelines
Newsroom production back-up plan

Unit-II

Managing crisis coverage
Reporting a crisis
Tips for dealing with victims and survivors
Challenges for journalists
Staying safe
Following up

Unit-III

Disasters in the making- Dal Lake , Amarnath yatra
Case Studies—
Tsunami 2005
Uttarakhand Disaster 2013
Ethiopia Catastrophe
Screening of related documentaries like *Politics of Food*

2nd semester

MCJ15209GE. Covering Disasters

Total Marks: 75 (Theory: 60, Internal Assessment Test: 15)



Elective (Open-

MCJ15210EO

Gender in Media

Unit I

Gender definition

Gender portrayals in media:

Painting, Literature, Films, Ads, Television, Children cartoons, Commercial Services

Positioning of traditional gender stereotypes

Unit II

Deconstructing gender myths

Cultural sensibilities and media coverage

Media role in gender invasion and supremacy

2nd semester

MCJ15210EO. Gender in Media

Total Marks: 50 (Theory: 40, Internal Assessment Test: 10,)



Elective (Open)-

MCJ15211EO

Story Telling

Unit-I

- Birth of an Idea
- Premise
- Developing an Argument
- Closing the Argument
- Story telling Techniques
- Story telling in the classroom (by students)

Unit-II

- Plot
- Characters
- Building Scenes
- Dialogue
- Classic versus modern/post-modern structures

2nd semester

MCJ15211EO. Story Telling
Total Marks: 50 (Theory: 40, Internal Assessment Test: 10)



3rdSemester

Course Code	Course Name	Paper Category	Hours Per Week			Credits	Name of the Instructor
			L	T	P		
MCJ-15301CR	Media Research	Core	3	1	0	3+1+0=4	Dr. Sabeha Mufti
MCJ-15302CR	Convergent Journalism	Core	3	0	2	3+0+1=4	Dr. Syeda Afshana
MCJ-15303CR	Media Publication	Core	3	0	2	3+0+1=4	Ms. Muslim Jan
MCJ-15304DCE	T.V Journalism	Elective (DCE)	1	0	4	1+0+2=3	Mr. Faruq Masudi
MCJ-15305DCE	Radio Production	Elective (DCE)	1	0	4	1+0+2=3	Dr. Aaliya Ahmed
MCJ-15306DCE	TV Fiction Basics	Elective (DCE)	1	0	4	1+0+2=3	Mr. Faruq Masudi
MCJ-15307DCE	Radio Fiction –Introduction	Elective (DCE)	1	0	4	1+0+2=3	Dr. Aaliya Ahmed
MCJ-15308DCE	Creative Writing	Elective (DCE)	2	0	2	2+0+1=3	Mr. Nasir Mirza
MCJ-15309DCE	Urdu Journalism	Elective (DCE)	2	0	2	2+0+1=3	Mr. Nasir Mirza
MCJ-15310GE	Understanding Media	Elective (GE)	2	0	2	2+0+1=3	Dr. Malik Zahra
MCJ-15311GE	Citizen Journalism	Elective (GE)	2	0	2	2+0+1=3	Dr. Syeda Afshana
MCJ-15312EO	Personality Development	Elective (Open)	1	1	0	1+1+0=2	Ms. Muslim Jan
MCJ-15313EO	Advertising and Culture	Elective (Open)	1	1	0	1+1+0=2	Dr. Aaliya Ahmad



MARKS SCHEME:

MCJ15301CR. Media Research

Total Marks: 100 (Theory: 80, Internal Assessment Test: 20)

MCJ15302CR. Convergent Journalism

Total Marks: 100 (Theory: 80, Internal Assessment Test: 20)

MCJ15303CR. Media Publication

Total Marks: 100 (External: 60, Internal Assessment Test: 40)

MCJ15304DCE. T.V Journalism

Total Marks: 75 (Theory: 60, Internal Assessment Test: 15)

MCJ15305DCE. Radio Production

Total Marks: 75 (Theory: 60, Internal Assessment Test: 15)

MCJ15306DCE. TV Fiction Basics

Total Marks: 75 (Theory: 60, Internal Assessment Test: 15)

MCJ15307DCE. Radio Fiction-Introduction

Total Marks: 75 (Theory: 60, Internal Assessment Test: 15)

MCJ15308DCE. Creative Writing

Total Marks: 75 (Theory: 60, Internal Assessment Test: 15)

MCJ15309DCE. Urdu Journalism

Total Marks: 75 (Theory: 60, Internal Assessment Test: 15)

MCJ15310GE. Understanding Media

Total Marks: 75 (Theory: 60, Internal Assessment Test: 15)

MCJ15311GE. Citizen Journalism

Total Marks: 75 (Theory: 60, Internal Assessment Test: 15)

MCJ15312EO. Personality Development

Total Marks: 50 (Theory: 40, Internal Assessment Test: 10)

MCJ15313EO. Advertising and Culture

Total Marks: 50 (Theory: 40, Internal Assessment Test: 10)

3rd semester



Core Paper-

MCJ15301CR

MEDIA RESEARCH

Unit-I

Research-Definition

Elements of research

Validity: internal, external

Reliability; concepts and constructs

Variables; hypothesis and research questions

Nature and levels of measurement; measurement scales

Sampling: Population and sample; probability and non-probability samples; sample size; sampling error

Unit-II

Qualitative and Quantitative Research Approaches- Advantages and disadvantages

Methods of data collection

Data analysis and interpretation

Quantitative methods: Survey, Content analysis, Experimental Research, Historical Research, Focus Group Discussion

Qualitative approach: Field Observation, In-depth Interviews, Case Study, Content Analysis

Unit-III

Formative and Summative Evaluation, Feedback

Communication Research

Pre and Post; Production Research

Research in Various Fields; Print, Electronic, Advertising, Public Relations and the Internet

Insider and Outsider Bias in Research; Primary and Secondary Sources

Mean, Median, Mode; Correlation and Frequency

Unit-IV

Media Monitoring and Evaluation

Opinion Poll and Exit Poll

Audience and Market Research. TRP (Importance and Techniques)

Review of various Research Studies regarding effects, agenda setting, gate keeping, Uses and Gratification Approach

3rd semester

MCJ15301CR. Media Research

Total Marks: 100 (Theory: 80, Internal Assessment Test: 20)



Core Paper-

MCJ15302CR CONVERGENT JOURNALISM

Unit-I

Introduction to Convergent Journalism

Three Types of Convergence-*Technological Convergence-Economic Convergence-Cultural Convergence*

Backpack Journalist

Implications of Convergence

Online standards vs. traditional journalistic standards

Unit II

Democratizing communication- Shift from vertical to horizontal communication

Information Overload, Usability, and Interactive Media

Online journalism as market-driven journalism

Revenue Models for Digital Media: Case Studies

Unit III

Evolution of Online Journalism

Elements of digital storytelling (Multimedia, Interactivity, Linking)

Online Journalism Tools and Terminology

Generating Story Ideas

Reporting Methods for Online

Ethical challenges of online journalism

Unit IV

Multiple Platforms

Online story construction

Online Copy Editing

Basic Online Layout and Design

Social Media and Web 2.0

3rd semester

MCJ15302CR. Convergent Journalism

Total Marks: 100 (Theory: 80, Internal Assessment Test: 20)



Core Paper-

MCJ15303CR MEDIA PUBLICATION

The students pursuing the course have to bring out the fortnightly Newspaper *MERC TIMES* and bi-annual magazine *MEDIA TIMES* under the supervision of Editor and Chief Editor. The students will be required to get story ideas/pitch for discussion with the Editor, and will be reporting, editing and designing their respective news stories/features/articles/interviews/profiles in a virtual newsroom style.

3rd semester

MCJ15303CR. Media Publication
Total Marks: 100 (External: 60, Internal Assessment Test: 40)



Elective (DCE)-

MCJ15304DCE

T.V JOURNALISM

Unit-I

History of Electronic Journalism
ENG, SNG and OB operations
Writing spoken word for TV as against Print Media
Breaking News
Immediacy
Developing News
Development Stories

Unit-II

Set up your Camera
White Balance
Angles
Simple camera movements, Zoom, Tilts, Pans
Camera support systems
Sound
Lighting
Editing

Unit-III

Presentation of different Genres
Dress Codes
Field Reporting
News Casting
Anchoring
Hosting talk shows
Interviews
Live Telecast
Glossary

3rd semester

MCJ15304DCE. T.V Journalism

Total Marks: 75 (Theory: 60, Internal Assessment Test: 15)



Elective (DCE)-

MCJ15305DCE

RADIO PRODUCTION

Unit-I

History of Broadcasting
Evolution from Analogue to Digital and Satellite
Public Broadcasting, FM and Community Radio
Genres:
News
Features
Current Affairs
Interviews
Live Broadcast
Music

Unit-II

Writing spoken word for Radio as against Print Media
Pitch
Story
Research
Writing Techniques for Features and Current Affairs
Commentary
Fiction

Unit-III

Presentation of different Genres
Importance of Voice and its delivery
Field Reporting
News Reading
Hosting talk shows
Interviews
Radio Jockey for music
Dramas
Editing and Mixing
Glossary
Case Studies of certain radio programs: *King's Speech, Dhadkan*

3rd semester

MCJ15305DCE. Radio Production

Total Marks: 75 (Theory: 60, Internal Assessment Test: 15)



Elective (DCE)-

MCJ15306DCE TV FICTION BASICS

Unit-I

History of Television

Public Broadcasting and GEC channels

PRE-PRODUCTION:

Concept

Pitch

Proposal

Pilot

Unit-II

PRODUCTION:

Approval from channel

Scripting

Budgeting

Casting

Crew

Scheduling

Shooting

Unit-III

POST- PRODUCTION:

Editing

Promos

Music

Mixing

Packaging

Mastering

Glossary

Case Study of any current soap

Students to produce two-minute fiction short

3rd semester

MCJ15306DCE. TV Fiction Basics

Total Marks: 75 (Theory: 60, Internal Assessment Test: 15)



Elective (DCE)-

MCJ15307DCE

RADIO FICTION- Introduction

Unit I

History of Radio Drama
Evolution from stand-alone Plays to Series
Public Broadcasting and FM Stations

Unit II

PRE PRODUCTION

Concept
Pitch
Proposal
Pilot

Unit III

PRODUCTION

Approval from the Broadcaster
Scripting & Radio Scripting Techniques
Budgeting
Casting
Crew
Scheduling
Production

Unit-IV

POST PRODUCTIONS

Editing
Promos
Music & SFX
Mixing
Packaging
Mastering
Glossary

Case history of any current serial
Students to produce 2 minutes Fiction Short

MCJ15307DCE. Radio Fiction- Introduction
Total Marks: 75 (Theory: 60, Internal Assessment Test: 15)

3rd semester



Elective (DCE)-

MCJ15308DCE

CREATIVE WRITING

Unit-I

Introduction to Creative Writing:
Its meaning and definition
Essential characteristics
Lucidity and directness
Authorial Voice

Unit-II

Various forms of Writing

- Argumentative Essays
- Short Stories- Elements, Point of view, Characters, Dialogue
- Poetry Explication
- Book Review
- Features-definition, structure
- Middles, special articles, profiles

Unit-III

Stages of Writing-

- Prewriting
- Content design
- Writing techniques
- Diction & Tone

Revision and fine tuning

3rd semester

MCJ15308DCE. Creative Writing
Total Marks: 75 (Theory: 60, Internal Assessment Test: 15)



Elective (DCE)-
MCJ15309DCE URDU JOURNALISM

MCJ-15309(DCE) Urdu Journalism

Unit I

- ۱۔ خبر نگاری۔ خبر کی تعریف
- ۲۔ اہمیت اور اقسام، خبر کے اجزاء اور اقدار
- ۳۔ خبریں کیسے لکھی جائیں؟ خبر کا ابتدائی، ابتدائی سطر کی تحریر کے مختلف طریقے
- ۴۔ سب ایڈیٹینگ، سرخیاں، سرخیوں کے اقسام، ترجمے کے مسائل

Unit II

- ۱۔ نامہ نگاری
- ۲۔ تقاریر کی نامہ نگاری، جرائم کی خبریں، عدالت کی خبر نگاری
- ۳۔ سماجی رپورٹاژ، صحت سے متعلق خبریں، کھیل کود کی خبریں، سیروسیاحت کی خبریں
- ۴۔ علمی و ادبی خبریں، ثقافتی سرگرمیوں کی خبریں، سیاسی خبریں، ماحولیاتی خبریں

Unit III

- ۱۔ اخباری انٹرویو
- ۲۔ تصویری صحافت، اخباری تصویر کی اہمیت اور خصوصیت، سرخیاں اور وضاحت
- ۳۔ ادارہ نگاری
- ۴۔ ادارت۔ ضرورت اور اہمیت



Elective (GE)-

MCJ15310GE

Understanding Media

Unit I

Early Media
Pigeons
Trumpeters
Drummers
Public Address System (PAS)

Unit II

Information or disinformation
Factual stories
Embedded Journalism
Paid News

Unit III

Contemporary Media
Corporate Agenda
Media of Protest: “Guernica” to “Vigils”
Propoganda- Print to Photoshop
Media and Democracy (Framing and Agenda Setting)

3rd semester

MCJ15310GE. Understanding Media

Total Marks: 75 (Theory: 60, Internal Assessment Test: 15)



Elective (GE)-

MCJ15311EO

Citizen Journalism

Unit I

Concept
News on the go
Modes of transmission:
Mainstream Electronic and Print Media
Social Media

Unit II

Essential skills of a Citizen Journalist
Citizen Journalist: A loose cannon or a responsible journalist
Credibility Issue of Citizen Journalist
CJ Case studies in Electronic and Online Media

Unit III

CJ journalism- An extension of traditional media or emergence of new media?
Critical study of Michael Buerk's 2009 *BBC* documentary *CJ-Democracy or Chaos?*
Practical Exercise: Two minutes video clip to be submitted immediately after the classwork

3rd semester

MCJ15311GE. Citizen Journalism

Total Marks: 75 (Theory: 60, Internal Assessment Test: 15)



Elective (Open)-

MCJ15312EO

PERSONALITY DEVELOPMENT

Unit-I

Definition and basics

Who am I?

Communication Skills: Articulation, Body Language, Overcoming shyness

Grooming: Dress Code, proper E-mail and Telephone etiquette

Have an attitude

Essentials of good curriculum vitae

Principles of facing an Interview

Unit-II

Leadership

Styles

Team Building

Group dynamics

Stress Management

Conflict Management

Time Management

3rd semester

MCJ15312EO. Personality Development

Total Marks: 50 (Theory: 40, Internal Assessment Test: 10)



Elective (Open)-

MCJ15313EO

Advertising and Culture

Unit-I

Contemporary Advertising
Social and Ethical Issues in Advertising
Advertising and Popular Culture

Unit-II

Global Culture and Advertising
Consumer Behaviour
Gendered Advertising and Culture

3rd semester

MCJ15313EO. Advertising and Culture

Total Marks: 50 (Theory: 40, Internal Assessment Test: 10)



4thSemester

Course Code	Course Name	Paper Category	Hours Per Week			Credits	Name of the Instructor
			L	T	P		
MCJ-15401CR	Corporate Communication & Public Relations	Core	3	0	2	3+0+1=4	Mr. Nasir Mirza
MCJ-15402CR	Project Work	Core	0	1	6	0+1+3=4	Supervision- All Faculty members
MCJ-15403CR	International Relations & International Communication	Core	3	1	2	3+1+1=4	Dr. Syeda Afshana
MCJ-15404DCE	Covering Inter-faith Relations	Elective (DCE)	2	0	2	2+0+1=3	Mr. Faruq Masudi
MCJ-15405DCE	Media Publication	Elective (DCE)	0	1	4	0+1+2=3	Ms. Muslim Jan
MCJ-15406DCE	Internship	Elective (DCE)	0	0	6	0+0+3=3	Supervision- All Faculty members
MCJ-15407DCE	Radio Fiction – Advanced	Elective (DCE)	1	0	4	1+0+2=3	Dr. Aaliya Ahmed
MCJ-15408DCE	Cinema Studies	Elective (DCE)	2	0	2	2+0+1=3	Mr. Faruq Masudi
MCJ-15409GE	Covering Human Rights	Elective (GE)	2	0	2	2+0+1=3	Dr. Syeda Afshana
MCJ-15410GE	Public Policy & Media	Elective (GE)	2	0	2	2+0+1=3	Dr. Sabeha Mufti
MCJ-15411EO	Event Management	Elective (Open)	1	1	0	1+1+0=2	Ms. Muslim Jan
MCJ-15412EO	Public Relations- Concepts and Practices	Elective (Open)	1	1	0	1+1+0=2	Dr. Malik Zahra



MARKS SCHEME:

MCJ15401CR. Corporate Communication & Public Relations

Total Marks: 100 (Theory: 80, Internal Assessment Test: 20)

MCJ15402CR. Project Work

Total Marks: 100 (External: 70, Internal Assessment Test: 30)

MCJ15403CR. International Relations & International Communication

Total Marks: 100 (Theory: 80, Internal Assessment Test: 20)

MCJ15404DCE. Covering Inter-faith Relations

Total Marks: 75 (Theory: 60, Internal Assessment Test: 15)

MCJ15405DCE. Media Publication

Total Marks: 75 (External: 60, Internal Assessment Test: 15)

MCJ15406DCE. Internship

Total Marks: 75 (Presentation of Work Done: 60, Viva Voice: 15)

MCJ15407DCE. Radio Fiction-Advanced

Total Marks: 75 (Theory: 60, Internal Assessment Test: 15)

MCJ15408DCE. Cinema Studies

Total Marks: 75 (Theory: 60, Internal Assessment Test: 15)

MCJ15409GE. Covering Human Rights

Total Marks: 75 (Theory: 60, Internal Assessment Test: 15)

MCJ15410GE. Public Policy & Media

Total Marks: 75 (Theory: 60, Internal Assessment Test: 15)

MCJ15411EO. Event Management

Total Marks: 50 (Theory: 40, Internal Assessment Test: 10)

MCJ15412EO. Public Relations-Concepts and Practices

Total Marks: 50 (Theory: 40, Internal Assessment Test: 10)



Semester 4th

Core Paper-

MCJ15401CR

CORPORATE COMMUNICATION AND PUBLIC RELATIONS

Unit-I

Concept and definition

Public Relations : Evolution and Growth

PR industry in India: Private & Public sector

Unit-II

Publics in PR

Tools of PR: Meetings, Seminars, Special occasions, Press Release, Newsletter, Exhibitions, Open House, and Brochure, Posters, Bulletin Boards, Corporate Films

Online PR

Unit-III

Organization communication patterns

Advocacy, Lobbying

Corporate identity

Leadership and team building

Public opinion, Publicity, Propaganda

Crisis management

Unit-IV

Media relations

Media events— Media conferences, Press Releases, facility visits, interviews

Case Studies: Local, National & International

4th semester

MCJ15401CR. Corporate Communication & Public Relations

Total Marks: 100 (Theory: 80, Internal Assessment Test: 20)



Core Paper-

MCJ15402CR

PROJECT WORK

Student will be required to submit a Research Dissertation of not less than 100 pages, based on a theme/concept/topic of his/her choice. The thesis would be directly related to his/her course of study.

Besides, the student has to exercise his/her option and register the topic in consultation with his/her guide at the start of the semester.

4th semester

MCJ15402CR. Project Work

Total Marks: 100 (External: 70, Internal Assessment Test: 30)



Core Paper-

MCJ15403CR

**INTERNATIONAL RELATIONS & INTERNATIONAL
COMMUNICATION**

Unit-I

Concept and Evolution
Fundamental factors that influence/ determine IR
Contemporary IR scenario
Foreign policy, Strategic relations
Diplomacy and IR: major models
Public, private, Back channel, Track 2 diplomacy
Media and IR
Propaganda, Schools of Propaganda--types and strategies

Unit-II

Contemporary International Communication Scenario
Political, economic and cultural dimensions of international communication
New World Information and Communication Order (NWICO)
Mac Bride Commission's report
Non- aligned news agencies news pool: Working, success, failure

Unit-III

Post-colonialism, New World Order
Cultural imperialism, Satanic Cults
Globalization and media systems
Transnational media ownership and issues of sovereignty and security

Unit-IV

International conflicts and IR
Covering political conflicts
Violence against media persons, especially in a conflict zone
Profile of BBC, Aljazeera
Case studies and related screening of films/documentaries—
Israeli-Palestinian conflict, Iraq-America, America-Afghanistan, India-Kashmir, 9/11

4th semester

MCJ15403CR. International Relations & International Communication

Total Marks: 100 (Theory: 80, Internal Assessment Test: 20)



Elective (DCE)-

MCJ15404DCE COVERING INTER-FAITH RELATIONS

Unit-I

Overview of world Religions
Religion as new age extremism
Covering Religion—local, national and global
Internal & external crises in religions
Religion and Politics-Nexus
Need for interfaith relations

Unit-II

Religion re-defined in New Age
Islamophobia and Media
Constructive interfaith reporting

Unit-III

Case Studies of relevant films

4th semester

MCJ15404DCE. Covering Inter-faith Relations

Total Marks: 75 (Theory: 60, Internal Assessment Test: 15)



Elective (DCE)-

MCJ15405DCE

MEDIA PUBLICATION

The students pursuing the course have to bring out the fortnightly Newspaper *MERC TIMES* and bi-annual magazine *MEDIATIMES* under the supervision of Editor and Chief Editor. The students will be required to get story ideas/pitch for discussion with the Editor, and will be reporting, editing and designing their respective news stories/features/articles/interviews/profiles in a virtual newsroom style.

4th semester

MCJ15405DCE. Media Publication

Total Marks: 75 (External: 60, Internal Assessment Test: 15)



Elective (DCE)-

MCJ15406DCE

INTERNSHIP

At the end of 4th Semester the students shall have to go for a three-weeks Internship with any media/corporate organization. The student shall have to get attendance certificate from the concerned organization. He/She shall have to make a presentation of his/her internship programme at the department that will be assessed by the all faculty members.

4th semester

MCJ15406DCE. Internship

Total Marks: 75 (Presentation of Work Done: 60, Viva Voice: 15)



Elective (DCE)-

MCJ15407 DCE

Radio Fiction- Advanced

Unit-I

Radio Drama: An Overview
Dramaturgy

Unit-II

Story
Sequences
Scenes
Transitions
Sound Designing of Dramas

Unit-III

POST PRODUCTION

Editing
Music & SFX
Mixing
Packaging
Promos
Mastering
Glossary

Critical Evaluation of any Radio Drama of Radio Kashmir
Students to produce 2 minutes Short Fiction

4th semester

MCJ15407DCE. Radio Fiction-Advanced

Total Marks: 75 (Theory: 60, Internal Assessment Test: 15)



Elective (DCE)-

MCJ15408 DCE

Cinema Studies

Unit-I

History of World Cinema
Mainstream Commercial Cinema
Evolution of Star System

Unit-II

American Cinema
European Cinema
Asian Cinema

Unit-III

Indian Cinema
Evolution
Romantic Period
Contemporary Trends
Cult Cinema

4th semester

MCJ15408DCE. Cinema Studies

Total Marks: 75 (Theory: 60, Internal Assessment Test: 15)



Elective (Generic)-

MCJ15409 GE

Covering Human Rights

Unit I

Concept of Human Rights
Categories of Human Rights
International Human Rights Law-Salient features
Emerging Human Rights Issues and future challenges
The International Criminal Court and its inherent flaws

Unit II

Tools of Human Rights Violations:
Print
Electronic Media
Cultural and Religious Posturing
Abuse of Executive Power

Unit III

Defending Human Rights by:
Media
Legal Aid
Educational Institutions
NGO's
Civil Societies

4th semester

MCJ15409GE. Covering Human Rights

Total Marks: 75 (Theory: 60, Internal Assessment Test: 15)



Elective (GE)-

MCJ15410GE

PUBLIC POLICY AND MEDIA

Unit-I

Public policy: Meaning and definition
Framing of Public policy by Government
Civil Groups response
The Fourth Estate as Coalition Partner
The Fourth Estate as Resistance Force

Unit-II

Media and Corporations
Gullibility of Public
Lobbying
Public resistance campaigns by media

Unit-III

Policies of National and International ramifications
Case Studies-
ARTICLE 370
Indus Water Treaty
Al Gore's Inter Governmental Environmental Organization
Minorities development policies

4th semester

MCJ15410GE. Public Policy & Media

Total Marks: 75 (Theory: 60, Internal Assessment Test: 15)



Elective (Open)-

MCJ15411 EO

EVENT MANAGEMEMENT

Unit-I

Types
Role of Event Manager
Preparing a proposal
Budgeting
Scheduling
Sponsorships
Marketing and Promotions

Unit-II

The actual Event
Media Coverage
Event and Media ethics
Case Studies—
Zubin Mehta Musical Concert in Kashmir, 2013
The Earth Summit 1992
Oscars Awards
Nobel Peace Prize

4th semester

MCJ15411EO. Event Management

Total Marks: 50 (Theory: 40, Internal Assessment Test: 10)



Elective (Open)-

MCJ15412EO

Public Relations-Concepts and Practices

Unit-I

Introduction to Public Relations
Importance, role and functions of Public Relations
Principles and tools of Public Relations

Unit-II

Public Relations Campaigns-Planning, execution and evaluation
Role of Public Relations in Crisis Management
Ethical issues in Public Relations-Apex bodies in PR

4th semester

*MCJ15412EO. Public Relations-Concepts and Practices
Total Marks: 50 (Theory: 40, Internal Assessment Test: 10)*

