



Elective (GE)-

MCJ-18004 GE: 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
Media and Corporations
Gullibility of Public
Lobbying
Public resistance campaigns by media

Unit-II

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

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Total Marks: 50 (Term Examination: 40, Continuous Internal Assessment: 10)