



Core Paper-

MCJ-18104CR: Media Language

Unit-I

Understanding media language
Purpose, Need and Significance of Language
Characteristics of media language
Bias, Ambiguity and Embedded language in media content

Unit-II

Reviving content of different media
Writing for different media genres
Use, abuse and misuse of words
Manufacturing reality through media language

1st semester

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