



***Elective (DCE)-***

**MCJ-18105DCE: ISSUES MANAGEMENT**

**Unit-I**

Understanding basics of issues management

Classification of issues: Political, Social, Economic, Developmental etc.

Forecasting, Identification, Monitoring, Analyzing and Priority setting of Issues.

**Unit-II**

Media and its role in issues management.

Social-media and its negotiation of recent issues in news.

Agenda-setting, Priming and Framing of issues by media.

Media and its treatment of basic issues of society in shaping public opinion.

**Unit-III**

Civil society and their role in Issues Management

Market and Non-market forces and its impact on media content

Issues- Bias, Representation, Commercialization

**Unit-IV**

Audience Research

Gender issues and crisis Communication

Case Studies of Local, National and International issues: Political, Economic, Social, Developmental

**1<sup>st</sup> semester**

*MCJ-18105DCE: Issues Management*

*Total Marks: 100 (Term Examination: 80, Continuous Internal Assessment: 20)*