



Elective (DCE)-

MCJ-18106DCE: 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)

Unit-III

Reviewing documentaries- Appreciation of any three award winning documentaries
Reviewing feature films- Appreciation of any three award winning feature films

Unit-IV

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

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