



2nd Semester

Course Code	Course Name	Paper Category	Hours Per Week			Credits
			L	T	P	
MCJ-18201CR	Editing—Print	Core	3	0	2	3+0+1=4
MCJ-18202CR	Development Communication	Core	3	1	0	3+1+0=4
MCJ-18203CR	Media Publication	Core	1	0	6	1+0+3=4
MCJ-18204CR	Advertising	Core	1	2	0	1+2+0=2
MCJ-18205DCE	Media & Society	Elective (DCE)	3	2	0	3+1+0=4
MCJ-18206DCE	Still Photography Basics	Elective (DCE)	2	0	4	2+0+2=4
MCJ-18207DCE	Narrative Journalism	Elective (DCE)	2	2	0	2+2+0=4
MCJ-18208DCE	Urdu Journalism	Elective (DCE)	2	2	0	2+2+0=4
MCJ-18002GE	Media Literacy	Elective (GE)	1	1	0	1+1+0=2
MCJ-18002OE	Story Telling	Elective (OE)	1	1	0	1+1+0=2



MARKS SCHEME:

MCJ-18201CR: Editing—Print

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

MCJ-18202CR: Development Communication

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

MCJ-18203CR: Media Publication

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

MCJ-18204CR: Advertising

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

MCJ-18205DCE: Media & Society

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

MCJ-18206DCE: Still Photography Basics

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

MCJ-18207DCE: Narrative Journalism

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

MCJ-18208DCE: Urdu Journalism

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

MCJ-18002GE: Media Literacy

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

MCJ-18002OE: Story Telling

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

2nd semester



Semester 2nd

Core Paper-

MCJ-18201CR:

EDITING IN 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

MCJ-18201CR: Editing—Print

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



Core Paper-

MCJ-18202CR: 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

MCJ-18202CR: Development Communication

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



Core Paper-

MCJ-18203CR: 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.

MCJ-18203CR: Media Publication

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

2nd semester



Core Paper-

MCJ-18204CR: ADVERTISING

Unit-I

Concept and definition

Advertising Agencies-structure and function of different departments

Ethics and Social Responsibility

ASCI Code

Consumer Behaviour

Advertising Appeals: Rational, Emotional and Moral

Unit-II

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

A.H.Maslow's Human Needs Structure

Visualization-Idea Generation Techniques

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

Public Service Advertising

Advertising terminology

2nd semester

MCJ-18204CR: Advertising

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



Elective (DCE)-

MCJ-18205DCE: 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

Unit-II

Media and Social Responsibility
Media and its Audiences: Media Effects
The Mainstream Media Discourse
Audience Interpretation of media content

Unit- III

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-IV

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

MCJ-18205DCE: Media & Society

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



Elective (DCE)-

MCJ-18206DCE: 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

Unit-III

Composition
Focus
Depth of Field
Colour , Black and White and Monochrome
Photoshop

Unit-IV

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

2nd semester

MCJ-18206DCE: Still Photography Basics

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



Elective (DCE)-

MCJ-18207DCE: 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

Unit IV

Journalistic Distance
Journalist as Witness
Journalist as a First Person Narrator
The Digital Future of Narrative Journalism
Critical Study of Narrative pieces

2nd semester

MCJ-18207DCE: Narrative Journalism

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



Elective (DCE)-

MCJ-18208DCE:

URDU JOURNALISM

Unit I

۱. خبر نگاری، خبر کی تعریف
۲. اہمیت اور اقسام، خبر کے اجزاء اور اقدار
۳. خبر میں کئی نگاروں، خبر کا انداز، ابتدائی
سطر کی تحریر کے مختلف طریقے

Unit II

۱. سب ایڈیٹنگ، سرخیاں، سرخوں کے اقسام
۲. نامہ نگاری
۳. تقاریر کی نامہ نگاری، جرائم کی خبریں
۴. عدالت کی خبریں

Unit III

۱. سماجی رپورٹاژ، صحت سے متعلق خبریں
۲. کھیل کود کی خبریں، سپورٹس کی خبریں
۳. علمی و ادبی خبریں، ثقافتی سرگرمیوں کی خبریں
۴. سیاسیات کی خبریں، ماحولیات کی خبریں

Unit IV

۱. اخباروں انٹرویو
۲. تصویریں، صحافت، اخباروں تصویر کی اہمیت اور خصوصیت،
سرخیاں اور وضاحت
۳. ادارت محذرت اور اہمیت ادارہ نگاری

2nd semester

MCJ-18208DCE: Urdu Journalism

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



Elective (GE)-

MCJ-18002GE: 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 freedom of expression
Reasons, Types—Government and non-government
Censorship in News media, Books, Films, Internet
Media Education in India -Challenges and Opportunities

2nd semester

MCJ-18002GE: Media Literacy

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



Elective (Open)-

MCJ-18002OE: 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

MCJ-18002OE: Story Telling

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