



### 3<sup>rd</sup> Semester

Course Code	Course Name	Paper Category	Hours Per Week			Credits
			L	T	P	
MCJ-18301CR	Media Research	Core	3	1	0	3+1+0=4
MCJ-18302CR	Convergent Journalism	Core	3	0	2	3+0+1=4
MCJ-18303CR	Media Publication	Core	3	0	2	3+0+1=4
MCJ-18304CR	Covering Disasters	Core	1	0	2	1+0+1=2
MCJ-18305DCE	Creative Writing	Elective (DCE)	2	2	0	2+2+0=4
MCJ-18306DCE	T.V Journalism	Elective (DCE)	2	0	4	2+0+2=4
MCJ-18307DCE	Radio Production	Elective (DCE)	2	2	0	2+2+0=4
MCJ-18308DCE	Media Management	Elective (DCE)	2	2	0	2+2+0=4
MCJ-18003GE	Citizen Journalism	Elective (GE)	1	1	0	1+1+0=2
MCJ-18003OE	Advertising and Culture	Elective (OE)	1	1	0	1+1+0=2



**MARKS SCHEME:**

*MCJ-18301CR. Media Research*

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

*MCJ-18302CR. Convergent Journalism*

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

*MCJ-18303CR. Media Publication*

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

*MCJ-18304CR Covering Disaster*

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

*MCJ-18305DCE Creative Writing*

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

*MCJ-18306DCE T.V Journalism*

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

*MCJ-18307DCE Radio Production*

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

*MCJ-18308DCE Media Management*

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

*MCJ-18003GE Citizen Journalism*

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

*MCJ-18003OE Advertising and Culture*

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

**3<sup>rd</sup> semester**



**Core Paper-**

**MCJ-18301CR:**

**MEDIA RESEARCH**

**Unit-I**

Research-Definition

Elements of research

Validity: internal, external

Reliability; concepts and constructs

Variables; hypothesis and research questions

Nature and levels of measurement; measurement scales

Sampling: Population and sample; probability and non-probability samples; sample size; sampling error

**Unit-II**

Qualitative and Quantitative Research Approaches- Advantages and disadvantages

Methods of data collection

Data analysis and interpretation

Quantitative methods: Survey, Content analysis, Experimental Research, Historical Research, Focus Group Discussion

Qualitative approach: Field Observation, In-depth Interviews, Case Study, Content Analysis

**Unit-III**

Formative and Summative Evaluation, Feedback

Communication Research

Pre and Post Production Research

Research in Various Fields; Print, Electronic, Advertising, Public Relations and the Internet

Insider and Outsider Bias in Research; Primary and Secondary Sources

Mean, Median, Mode; Correlation and Frequency

**Unit-IV**

Media Monitoring and Evaluation

Opinion Poll and Exit Poll

Audience and Market Research. TRP (Importance and Techniques)

**3<sup>rd</sup> semester**

*MCJ-18301CR. Media Research*

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



**Core Paper-**

**MCJ-18302CR: CONVERGENT JOURNALISM**

**Unit-I**

Introduction to Convergent Journalism

Three Types of Convergence-*Technological Convergence-Economic Convergence-Cultural Convergence*

Backpack Journalist

Implications of Convergence

Online standards vs. traditional journalistic standards

**Unit II**

Democratizing communication- Shift from vertical to horizontal communication

Information Overload, Usability, and Interactive Media

Online journalism as market-driven journalism

Revenue Models for Digital Media: Case Studies

**Unit III**

Evolution of Online Journalism

Elements of digital storytelling (Multimedia, Interactivity, Linking)

Online Journalism Tools and Terminology

Generating Story Ideas

Reporting Methods for Online

Ethical challenges of online journalism

**Unit IV**

Multiple Platforms

Online story construction

Online Copy Editing

Basic Online Layout and Design

Social Media and Web 2.0

3<sup>rd</sup> semester

*MCJ-18302CR. Convergent Journalism*

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



***Core Paper-***

**MCJ-18302CR: 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-18303CR. Media Publication*

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

**3<sup>rd</sup> semester**



**Core Paper-**

**MCJ-18304CR: Covering Disasters**

**Unit-I**

Definition and Types of disasters  
Trauma during disaster  
Newsroom preparation  
Newsroom start-up guidelines  
Reporting crisis coverage

**Unit-II**

Tips for dealing with victims and survivors  
Challenges for journalists  
Staying safe  
Following up  
Case studies-  
Tsunami 2005, Uttarakhand Disaster 2013  
Ethiopia Catastrophe, September, 2014 Deluge  
Screening of related documentaries like *An Inconvenient Truth*

3<sup>rd</sup> semester

*MCJ-18304CR Covering Disaster*

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



***Elective (DCE)-***

**MCJ-18305DCE: CREATIVE WRITING**

**Unit-I**

Introduction to Creative Writing:

Its meaning and definition

Essential characteristics-

Authenticity

Lucidity and directness

**Unit-II**

Authorial Voice

Various forms of Writing -

- Argumentative Essays
- Short Stories- Elements, Point of view, Characters, Dialogue
- Poetry Explication

**Unit III**

• Book Review

• Features-definition, structure

• Middles, Anecdotes, Special articles, Profiles

**Unit-IV**

Stages of Writing-

- Prewriting
- Outlining
- Drafting
- Revising and Fine Tuning

**3<sup>rd</sup> semester**

*MCJ-18305DCE: Creative Writing*

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



***Elective (DCE)-***

**MCJ-18306DCE:**

**T.V JOURNALISM**

**Unit-I**

History of Electronic Journalism  
ENG, SNG and OB operations  
Writing spoken word for TV as against Print Media  
Breaking News  
Immediacy  
Developing News  
Development Stories

**Unit-II**

Set up your Camera  
White Balance  
Angles  
Simple camera movements, Zoom, Tilts, Pans  
Camera support systems

**Unit-III**

Sound  
Lighting  
Editing

**Unit-IV**

Presentation of different Genres  
Dress Codes  
Field Reporting  
News Casting  
Anchoring  
Hosting talk shows  
Interviews  
Live Telecast  
Glossary

**3<sup>rd</sup> semester**

*MCJ-18306DCE: T.V Journalism*

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





*Elective (DCE)-*

**MCJ-18307DCE: RADIO PRODUCTION**

**Unit-I**

History of Broadcasting  
Evolution from Analogue to Digital and Satellite  
Public Broadcasting, FM and Community Radio

**Unit-II**

Genres:  
News  
Features  
Current Affairs  
Interviews  
Drama  
Phone-Ins

**Unit-III**

Writing spoken word for Radio as against Print Media  
Pitch  
Story  
Research  
Writing Techniques for Features and Current Affairs  
Commentary

**Unit-IV**

Importance of Voice and its delivery  
Field Reporting  
News Reading  
Editing and Mixing  
Podcasting  
Glossary  
Case Studies of any two popular radio programmes  
Students to produce short audios on different genres

*MCJ-18307DCE: Radio Production*

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

3<sup>rd</sup> semester



***Elective (DCE)-***

**MCJ-18308DCE:**

**Media Management**

**Unit-I**

Organizational Communication  
Media as an industry and profession

**Unit-II**

Concept of Management  
Principles of Management  
Different theories of Management  
Management by Objectives (MBO)

**Unit-III**

Leadership Qualities and Practices  
Categorizing Decisions  
Steps to Decision-making  
Analytical decision-making tools  
Hidden traps of decision making

**Unit-IV**

Journalists versus Managers  
Media ownership patterns and its impact  
FDI  
Market Analysis  
Fragmentation of media markets: Niche Publications

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*MCJ-18308DCE: Media Management*

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



***Elective (GE)-***

**MCJ18003GE: Citizen Journalism**

**Unit I**

Concept  
Modes of transmission:  
Mainstream Electronic and Print Media  
Social Media

**Unit II**

Essential skills of a Citizen Journalist  
Citizen Journalist: A loose cannon or a responsible journalist  
Credibility Issue of Citizen Journalist  
CJ journalism- An extension of traditional media or emergence of new media?  
Critical study of Michael Buerk's 2009 *BBC* documentary *CJ-Democracy or Chaos?*

(Practical Exercise: Two minutes video clip to be submitted immediately after the classwork)

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*MCJ-18003G: Citizen Journalism*

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



***Elective (Open)-***

**MCJ-18003OE:                    ADVERTISING AND CULTURE**

**Unit-I**

Contemporary Advertising  
Social and Ethical Issues in Advertising  
Advertising and Popular Culture

**Unit-II**

Global Culture and Advertising  
Consumer Behaviour  
Gendered Advertising and Culture

**3<sup>rd</sup> semester**

*MCJ-18003OE: ADVERTISING AND CULTURE*

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