



MODIFIED CHOICE BASED CREDIT SYSTEM 2018-19

MA MASS COMMUNICATION AND JOURNALISM

1st semester = 24 credits (14 CR + 08 DCE + 02 GE/EO)

2nd semester = 24 credits (14 CR + 08 DCE+ 02 GE/EO)

3rd semester = 24 credits (14 CR + 08 DCE + 02 GE/EO)

4th semester = 24 credits (14 CR + 08 DCE + 02 GE/EO)

Total = 96 (for four semesters)

1st Semester

Course Code	Course Name	Paper Category	Hours Per Week			Credits
			L	T	P	
MCJ-18101CR	Introduction to Mass Communication	Core	3	0	2	3+0+1=4
MCJ-18102CR	News Reporting	Core	3	0	2	3+0+1=4
MCJ-18103CR	Media Ethics & Laws	Core	3	0	2	3+0+1=4
MCJ-18104CR	Media Language	Core	1	2	0	1+1+0=2
MCJ-18105DCE	Issues Management	Elective (DCE)	3	0	2	3+0+1=4
MCJ-18106DCE	Media Appreciation	Elective (DCE)	3	0	2	3+0+1=4
MCJ-18107DCE	Kashmir History	Elective (DCE)	3	0	2	3+0+1=4
MCJ-18001GE	Writing for Media	Elective (GE)	1	1	0	1+1+0=2
MCJ-18001OE	Journalism-Basics	Elective (OE)	1	1	0	1+1+0=2



MARKS SCHEME:

MCJ-18101CR: Introduction to Mass Communication

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

MCJ-18102CR: News Reporting

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

MCJ-18103CR: Media Ethics & Laws

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

MCJ-18104CR: Media Language

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

MCJ-18105DCE: Issues Management

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

MCJ-18106DCE: Media Appreciation

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

MCJ-18107DCE: Kashmir History

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

MCJ-18001GE: Writing for Media

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

MCJ-18001OE: Journalism-Basics

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

1st semester



Semester 1st

Core Paper-

MCJ-18101CR : INTRODUCTION TO MASS COMMUNICATION

Unit-I

Communication: Meaning, Definition and Nature; Elements and process of communication; Functions of human communication and Mass communication; Various forms of communication: Intra-personal, Inter-personal, Group, Public and Mass communication; Non-verbal and verbal communication; Communication barriers

Unit-II

Scope, functions and limitations of communication models; Development of communication models from simple to complex; Models of Aristotle, Dance, Harold Lasswell, Berlo, Osgood, Wilbur Schramm, George Gerbner, Newcomb, Westley and MacLean

Unit-III

Nature and process of Mass Communication; Mass Communication through traditional and Modern Media; Media functions for individuals; Media functions for society; Economics of mass media; Characteristics and typology of audiences

Unit-IV

Magic Bullet Theory, Cultivation Theory, Agenda Setting theory, Spiral of Silence Theory, Media System Dependency Theory, Normative Theories, Functionalist & Marxist Theory of Mass Media, Hypodermic Needle Theory, Two-step & Multi-step Theory, Play Theory, Uses & Gratification Theory, Selective Exposure, Selective Perception & Selective Retention Theory, Individual Difference Theory

MCJ-18101CR: Introduction to Mass Communication

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

1st semester



Core Paper-

MCJ-18102CR: NEWS REPORTING

Unit-I

News: Definition, Changing concepts of news
Elements, Values and Sources of news
The basic news story structure
Identification and Attribution
Salience of journalistic writing
Lead writing, kinds
Spot News
Breaking / Developing News, Follow-ups
News reporting terminology

Unit-II

Reporting Speeches/ News Conferences/ Meetings
Reporting Crime, Politics, Legislature
Interviewing –kinds (spot, planned, telephonic, email)

Unit-III

Beat Reporting:
Sports
Development
Business
Science
Weather
City life
Health Care

Unit -IV

Interpretative Reporting -purposes, techniques
Covering Conflict, Human rights, Disability
Eco journalism
Reporting for magazines

1st semester

MCJ-18102CR: News Reporting

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



Core Paper-

MCJ-18103CR: MEDIA ETHICS AND LAWS

Unit-I

Principles and guidelines

Ethical issues related to media – truth, sensationalism, privacy, conflict of interest, plagiarism, sources, objectivity, bias; faking news; accountability: SPJ Code of conduct for journalists; Chequebook journalism, ethical issues concerning freebies from companies, institutions

Unit-II

Freedom of speech and expression, Restrictions

Officials Secrets Act, RTI

Press Council Act

Cable TV Regulation Act

Film Censorship

Defamation, slander, libel, contempt of court, contempt of legislature

Working Journalists Act

Press and books registration Act 1867

Cyber Laws governing publication of media content on the net

Press Laws in Kashmir

Unit -III

Ethical consideration in covering crime, torture, violence, rape, disability, HIV/AIDS while interviewing victims

Ethical dilemmas during war reporting

Journalist—As professional, as victim

Unit-IV

Guidelines for media coverage in the wake of 9/11 and 26/11 attacks

Study of following cases in the light of sting operations, paid news, embedded journalism-

- Watergate Scandal
- Tehelka expose of Gujarat Riots
- Abu Ghraib torture case
- Kunan Poshpora rape case
- Any other major media related case

MCJ-18103CR: Media Ethics & Laws

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

1st semester



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

MCJ-18104CR: Media Language

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



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

1st semester

MCJ-18105DCE: Issues Management

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



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

MCJ-18106DCE: Media Appreciation

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



Elective (DCE)-

MCJ-18107DCE: KASHMIR HISTORY

Unit-I

Medieval History of Kashmir

Relations with neighboring world during medieval period

Unit-II

Islam in Kashmir: Stages of its spread

Society, Culture and Economy under the Sultans

Role of Lal Ded, Shiekh Nur-ud-din and Mir Syed Ali Hamdani in shaping Kashmiri society

Unit-III

Mughal, Afghan and Sikh rule in Kashmir—an overview

Economic, Social and Cultural changes under these regimes

Unit- IV

State's position vis-a-vis British Paramountacy, British policy towards Kashmir

Mass discontent: Causes and Implications

1931 Watershed

Political formations: Muslim Conference & National Conference

Contemporary Scenario: socio, political and economic formations

1st semester

MCJ-18107DCE: Kashmir History

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



Elective (GE)-

MCJ-18001GE:

Writing for Media

Unit I

Basics of writing for the Mass Media
Characteristics of a News Story
Five Ws and One H
The Inverted Pyramid
The Lead Paragraph Types
Writing Argumentative Essays
Writing a Radio Talk

Unit II

Writing Photo Captions
Writing Classified Ads
Writing Press Release
Writing Letter to the Editor
Writing Book Review
Writing for the Social Media

1st semester

MCJ-18001GE: Writing for Media

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



Elective (Open)-

MCJ18001OE:

JOURNALISM-BASICS

Unit-I

Concept and definition of news
Criteria of Selecting News
Structure of news- 5W and 1H
Intro
Nut Graph
Inverted pyramid pattern need and usefulness
Reporting Beats

Unit-II

Role of the Editor, Sub-Editors, Reporter, Proof-readers
Headline writing: techniques and types
Feature and its types
Difference between television, radio, web and newspaper reporting

1st semester

MCJ-18001OE: Journalism-Basics

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