



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

Course Code	Course Name	Paper Category	Hours Per Week			Credits	Name of the Instructor
			L	T	P		
MCJ-17301CR	Media Research	Core	3	1	0	3+1+0=4	Dr. Sabeha Mufti
MCJ-17302CR	Convergent Journalism	Core	3	0	2	3+0+1=4	Dr. Syeda Afshana
MCJ-17303CR	Media Publication	Core	3	0	2	3+0+1=4	Ms. Muslim Jan
MCJ-17304DCE	T.V Journalism	(DCE)	3	0	2	3+0+1=4	Mr. Faruq Masudi
MCJ-17305DCE	Radio Production	(DCE)	3	0	2	3+0+1=4	Dr. Aaliya Ahmed
MCJ-17306DCE	TV Fiction Basics	(DCE)	3	0	2	3+0+1=4	Mr. Faruq Masudi
MCJ-17307*DCE	Radio Fiction – Introduction	(DCE)	3	0	2	3+0+1=4	Dr. Aaliya Ahmed
MCJ-17308DCE	Creative Writing	(DCE)	3	0	2	3+0+1=4	Mr. Nasir Mirza
MCJ-17309DCE	Urdu Journalism	(DCE)	3	0	2	3+0+1=4	Mr. Nasir Mirza
MCJ-17005GE	Understanding Media	(GE)	1	1	0	1+1+0=2	Dr. Malik Zahra
MCJ-17006GE	Citizen Journalism	(GE)	1	1	0	1+1+0=2	Dr. Syeda Afshana
MCJ-17005EO	Personality Development	(Open)	1	1	0	1+1+0=2	Ms. Muslim Jan
MCJ-17006EO	Advertising and Culture	(Open)	1	1	0	1+1+0=2	Dr. Aaliya Ahmad



**MARKS SCHEME:**

*MCJ17301CR. Media Research*

*Total Marks: 100 (Term Examination: 50, Continuous Assessment Test: 25 + 25)*

*MCJ17302CR. Convergent Journalism*

*Total Marks: 100 (Term Examination: 50, Continuous Assessment Test: 25 + 25)*

*MCJ17303CR. Media Publication*

*Total Marks: 100 (Term Examination: 50, Continuous Assessment Test: 25 + 25)*

*MCJ17304DCE. T.V Journalism*

*Total Marks: 100 (Term Examination: 50, Continuous Assessment Test: 25 + 25)*

*MCJ17305DCE. Radio Production*

*Total Marks: 100 (Term Examination: 50, Continuous Assessment Test: 25 + 25)*

*MCJ17306DCE. TV Fiction Basics*

*Total Marks: 100 (Term Examination: 50, Continuous Assessment Test: 25 + 25)*

*MCJ17307DCE. Radio Fiction-Introduction*

*Total Marks: 100 (Term Examination: 50, Continuous Assessment Test: 25 + 25)*

*MCJ17308DCE. Creative Writing*

*Total Marks: 100 (Term Examination: 50, Continuous Assessment Test: 25 + 25)*

*MCJ17309DCE. Urdu Journalism*

*Total Marks: 100 (Term Examination: 50, Continuous Assessment Test: 25 + 25)*

*MCJ17005GE. Understanding Media*

*Total Marks: 50 (Term Examination: 25, Continuous Assessment Test: 25)*

*MCJ17006GE. Citizen Journalism*

*Total Marks: 50 (Term Examination: 25, Continuous Assessment Test: 25)*

*MCJ17005EO. Personality Development*

*Total Marks: 50 (Term Examination: 25, Continuous Assessment Test: 25)*

*MCJ17006EO. Advertising and Culture*

*Total Marks: 50 (Term Examination: 25, Continuous Assessment Test: 25)*

3<sup>rd</sup> semester



**Core Paper-**

**MCJ17301CR**

**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)

Review of various Research Studies regarding effects, agenda setting, gate keeping, Uses and Gratification Approach

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

*MCJ17301CR. Media Research*

*Total Marks: 100 (Term Examination: 50, Continuous Assessment Test: 25 + 25)*



**Core Paper-**

**MCJ17302CR                      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

*MCJ17302CR. Convergent Journalism*

*Total Marks: 100 (Term Examination: 50, Continuous Assessment Test: 25 + 25)*



***Core Paper-***

**MCJ17303CR                      MEDIA PUBLICATION**

The students pursuing the course have to bring out the fortnightly Newspaper *MERC TIMES* and bi-annual magazine *MEDIATIMES* 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.

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

*MCJ17303CR. Media Publication*

*Total Marks: 100 (Term Examination: 50, Continuous Assessment Test: 25 + 25)*



***Elective (DCE)-***

**MCJ17304DCE**

**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**

*MCJ17304DCE. T.V Journalism*

*Total Marks: 100 (Term Examination: 50, Continuous Assessment Test: 25 + 25))*



*Elective (DCE)-*

**MCJ17305DCE**

**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

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

*MCJ17305DCE. Radio Production*

*Total Marks: 100 (Term Examination: 50, Continuous Assessment Test: 25 + 25)*



***Elective (DCE)-***

**MCJ17306DCE TV FICTION BASICS**

**Unit-I**

History of Television  
Public Broadcasting and GEC channels

**Unit-II**

PRE-PRODUCTION:

Concept  
Pitch  
Proposal  
Pilot

**Unit-III**

PRODUCTION:

Approval from channel  
Scripting  
Budgeting  
Casting  
Crew  
Scheduling  
Shooting

**Unit-IV**

POST- PRODUCTION:

Editing  
Promos  
Music  
Mixing  
Packaging  
Mastering  
Glossary

Case Study of any current soap  
Students to produce two-minute fiction short

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

*MCJ17306DCE. TV Fiction Basics*

*Total Marks: 100 (Term Examination: 50, Continuous Assessment Test: 25 + 25)*





*Elective (DCE)-*

**MCJ17307DCE**

**RADIO FICTION- Introduction**

**Unit I**

History of Radio Drama  
Evolution from stand-alone Plays to Series  
Concept  
Pitch  
Proposal  
Pilot

**Unit II**

Scripting  
Budgeting  
Casting  
Crew  
Scheduling

**Unit III**

Editing  
Music & SFX  
Mixing  
Studio Directing

**Unit-IV**

Packaging  
Promos  
Mastering  
Glossary

Case history of any current serial  
Students to produce 2 minutes Fiction Short

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

*MCJ17307DCE. Radio Fiction- Introduction*

*Total Marks: 100 (Term Examination: 50, Continuous Assessment Test: 25 + 25)*



***Elective (DCE)-***

**MCJ17308DCE**

**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**

*MCJ17308DCE. Creative Writing*

*Total Marks: 100 (Term Examination: 50, Continuous Assessment Test: 25 + 25)*



Elective (DCE)-

MCJ17309DCE URDU JOURNALISM

Unit I

۱. خبر نگاری، خبر کی تعریف
۲. اہمیت اور اقسام، خبر کے اجزاء اور اقدار
۳. خبر میں کئی لکھن واسن، خبر کا ابتدائی، 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 ٹورنگ خبریں، سپورٹس کی خبریں
۳. علمی و ادبی خبریں، ثقافتی سرگرمیوں کی خبریں
۴. سیاس 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

3rd semester

MCJ17309DCE. Urdu Journalism

Total Marks: 100 (Term Examination: 50, Continuous Assessment Test: 25 + 25)

3<sup>rd</sup> semester



*Elective (GE)-*

**MCJ17005GE**

**Understanding Media**

**Unit I**

Factual stories

Fake news

Embedded Journalism

Paid News

**Unit II**

Contemporary Media

Corporate Agenda

Media of Protest: “Guernica to Vigils”

Propaganda- Print to Photoshop

Media and Democracy (Framing and Agenda Setting)

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

*MCJ17005GE. Understanding Media*

*Total Marks: 50 (Term Examination: 25, Continuous Assessment Test: 25)*



***Elective (GE)-***

**MCJ17006GE**

**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)

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

*MCJ17006GE. Citizen Journalism*

*Total Marks: 50 (Term Examination: 25, Continuous Assessment Test: 25)*



***Elective (Open)-***

**MCJ17005EO**

**PERSONALITY DEVELOPMENT**

**Unit-I**

Definition and basics

Who am I?

Communication Skills: Articulation, Body Language, Overcoming shyness

Grooming: Dress Code, proper E-mail and Telephone etiquette

Have an attitude

Essentials of good curriculum vitae

Principles of facing an Interview

**Unit-II**

Leadership

Styles

Team Building

Group dynamics

Stress Management

Conflict Management

Time Management

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

*MCJ17005EO. Personality Development*

*Total Marks: 50 (Term Examination: 25, Continuous Assessment Test: 25)*



***Elective (Open)-***

**MCJ17006EO**

**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**

*MCJ17006EO. ADVERTISING AND CULTURE*

*Total Marks: 50 (Term Examination: 25, Continuous Assessment Test: 25)*