



4th Semester

Course Code	Course Name	Paper Category	Hours Per Week			Credits	Name of the Instructor
			L	T	P		
MCJ-17401CR	Corporate Communication & Public Relations	Core	3	0	2	3+0+1=4	Mr. Nasir Mirza
MCJ-17402CR	Project Work	Core	0	1	6	0+1+3=4	All Faculty members
MCJ-17403CR	International Relations & International Communication	Core	3	1	2	3+1+1=4	Dr. Syeda Afshana
MCJ-17404DCE	Covering Inter-faith Relations	(DCE)	3	0	2	3+0+1=4	Mr. Nasir Mirza
MCJ-17405DCE	Media Publication	(DCE)	3	0	2	3+0+1=4	Ms. Muslim Jan
MCJ-17406DCE	Internship	(DCE)	3	0	2	3+0+1=4	All Faculty members
MCJ-17407DCE	Radio Fiction – Advanced	(DCE)	3	0	2	3+0+1=4	Dr. Aaliya Ahmed
MCJ-17408DCE	Cinema Studies	(DCE)	3	0	2	3+0+1=4	Mr. Faruq Masudi
MCJ-17007GE	Covering Human Rights	(GE)	1	1	0	1+1+0=2	Dr. Syeda Afshana
MCJ-17008GE	Public Policy & Media	(GE)	1	1	0	1+1+0=2	Dr. Sabeha Mufti
MCJ-17007EO	Event Management	(Open)	1	1	0	1+1+0=2	Ms. Muslim Jan
MCJ-17008EO	Public Relations- Concepts and Practices	(Open)	1	1	0	1+1+0=2	Dr. Malik Zahra



MARKS SCHEME:

MCJ17401CR. Corporate Communication & Public Relations

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

MCJ17402CR. Project Work

Total Marks: 100 (External Viva: 70, Internal Assessment Test: 30)

MCJ17403DCE. International Relations & International Communication

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

MCJ17404DCE. Covering Inter-faith Relations

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

MCJ17405DCE. Media Publication

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

MCJ17406DCE. Internship

Total Marks: 100 (Presentation of Work Done: 75, Viva Voce: 25)

MCJ17407DCE. Radio Fiction-Advanced

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

MCJ17408DCE. Cinema Studies

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

MCJ17007GE. Covering Human Rights

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

MCJ17008GE. Public Policy & Media

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

MCJ17007EO. Event Management

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

MCJ17008EO. Public Relations-Concepts and Practices

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



Semester 4th

Core Paper-

MCJ17401CR

CORPORATE COMMUNICATION AND PUBLIC RELATIONS

Unit-I

Concept and definition

Public Relations : Evolution and Growth

PR industry in India: Private & Public sector

Unit-II

Publics in PR

Tools of PR: Meetings, Seminars, Special occasions, Press Release, Newsletter, Exhibitions, Open House, and Brochure, Posters, Bulletin Boards, Corporate Films

Online PR

Unit-III

Organization communication patterns

Advocacy, Lobbying

Corporate identity

Leadership and team building

Public opinion, Publicity, Propaganda

Crisis management

Unit-IV

Media relations

Media events— Media conferences, Press Releases, facility visits, interviews

Case Studies: Local, National & International

4th semester

MCJ17401CR. Corporate Communication & Public Relations

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



Core Paper-

MCJ17402CR

PROJECT WORK

Student will be required to submit a Research Dissertation of not less than 100 pages, based on a theme/concept/topic of his/her choice. The thesis would be directly related to his/her course of study.

Besides, the student has to exercise his/her option and register the topic in consultation with his/her guide at the start of the semester.

MCJ17402CR. Project Work

Total Marks: 100 (External Viva: 70, Internal Assessment Test: 30)

4th semester



Core Paper-

MCJ17403CR

**INTERNATIONAL RELATIONS & INTERNATIONAL
COMMUNICATION**

Unit-I

Concept and Evolution
Fundamental factors that influence/ determine IR
Contemporary IR scenario
Foreign policy, Strategic relations
Diplomacy and IR: major models
Public, private, Back channel, Track 2 diplomacy
Media and IR
Propaganda, Schools of Propaganda--types and strategies

Unit-II

Contemporary International Communication Scenario
Political, economic and cultural dimensions of international communication
New World Information and Communication Order (NWICO)
Mac Bride Commission's report
Non- aligned news agencies news pool: Working, success, failure

Unit-III

Post-colonialism, New World Order
Cultural imperialism, Satanic Cults
Globalization and media systems
Transnational media ownership and issues of sovereignty and security

Unit-IV

International conflicts and IR
Covering political conflicts
Violence against media persons, especially in a conflict zone
Profile of BBC, Aljazeera
Case studies and related screening of films/documentaries—
Israeli-Palestinian conflict, Iraq-America, America-Afghanistan, India-Kashmir, 9/11

4th semester

MCJ17403CR. International Relations & International Communication

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



Elective (DCE)-

MCJ17404DCE COVERING INTER-FAITH RELATIONS

Unit-I

Overview of Abrahamic faiths and Hinduism
Religion as new age extremism
Covering Religion—local, national and global

Unit-II

Internal & external crises in religions
Religion and Politics-Nexus
Need for interfaith relations

Unit-III

Religion re-defined in New Age
Religion as Editorial Opinion
Islamophobia and Media

Unit-IV

Constructive interfaith reporting
Case Studies of relevant films

4th semester

MCJ17404DCE. Covering Inter-faith Relations

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



Elective (DCE)-

MCJ17405DCE

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.

MCJ17405DCE. Media Publication

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

4th semester



Elective (DCE)-

MCJ17406DCE

INTERNSHIP

At the end of 4th Semester the students shall have to go for a 30 DAYS Internship with any media/corporate organization. The student shall have to get attendance certificate from the concerned organization. He/She shall have to make a presentation of his/her internship programme at the department that will be assessed by the all faculty members.

MCJ17406DCE. Internship

Total Marks: 100 (Presentation of Work Done: 75, Viva Voce: 25)

4th semester



Elective (DCE)-

MCJ17407 DCE

Radio Fiction- Advanced

Unit-I

Radio Drama: An Overview
Dramaturgy

Unit-II

Story
Sequences
Scenes
Transitions

Unit-III

Sound Designing of Dramas
Editing
Music & SFX
Mixing

Unit-IV

Packaging
Promos
Mastering
Glossary

Critical Evaluation of any Radio Drama of Radio Kashmir
Students to produce 2 minutes Short Fiction

4th semester

MCJ17407 DCE. Radio Fiction-Advanced

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



Elective (DCE)-

MCJ17408 DCE

Cinema Studies

Unit-I

History of World Cinema
Mainstream Commercial Cinema
Evolution of Star System

Unit-II

Cult Cinema
American Cinema
European Cinema
Asian Cinema

Unit-III

Indian Cinema
Evolution
Romantic Period

Unit-IV

Contemporary Trends
Parallel Cinema
Cult Cinema

4th semester

MCJ17408 DCE. Cinema Studies

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



Elective (Generic)-

MCJ17007 GE

Covering Human Rights

Unit- I

Concept of Human Rights

Categories of Human Rights

International Human Rights Law-Salient features

Emerging Human Rights Issues and future challenges

The International Criminal Court and its inherent flaws

Unit-II

Tools of Human Rights Violations:

Print

Electronic Media

Cultural and Religious Posturing

Abuse of Executive Power

Defending Human Rights by:

Media, Legal Aid, NGO's, Civil Societies

4th semester

MCJ17007 GE. Covering Human Rights

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



Elective (GE)-

MCJ17008 GE

PUBLIC POLICY AND MEDIA

Unit-I

Public policy: Meaning and definition
Framing of Public policy by Government
Civil Groups response
The Fourth Estate as Coalition Partner
The Fourth Estate as Resistance Force
Media and Corporations
Gullibility of Public
Lobbying
Public resistance campaigns by media

Unit-II

Policies of National and International ramifications
Case Studies-
ARTICLE 370
Indus Water Treaty
Al Gore's Inter Governmental Environmental Organization
Minorities development policies

4th semester

MCJ17008 GE. Public Policy & Media

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



Elective (Open)-

MCJ17007 EO

EVENT MANAGEMEMENT

Unit-I

Types
Role of Event Manager
Preparing a proposal
Budgeting
Scheduling
Sponsorships
Marketing and Promotions

Unit-II

The actual Event
Media Coverage
Event and Media ethics
Case Studies—
Zubin Mehta Musical Concert in Kashmir, 2013
The Earth Summit 1992
Oscars Awards
Nobel Peace Prize

4th semester

MCJ17007 EO. Event Management

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



Elective (Open)-

MCJ17008EO

Public Relations-Concepts and Practices

Unit-I

Introduction to Public Relations
Importance, role and functions of Public Relations
Principles and tools of Public Relations

Unit-II

Public Relations Campaigns-Planning, execution and evaluation
Role of Public Relations in Crisis Management
Ethical issues in Public Relations-Apex bodies in PR

4th semester

MCJ17008EO. Public Relations-Concepts and Practices

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

