



New Choice Based Credit System 2017
MA MASS COMMUNICATION AND JOURNALISM

1 st semester	=	24 credits
2 nd semester	=	24 credits
3 rd semester	=	24 credits
4 th semester	=	24 credits

Total = 96

1stSemester

Course Code	Course Name	Paper Category	Hours Per Week			Credits	Name of the Instructor
			L	T	P		
MCJ-17101CR	Introduction to Mass Communication	Core	3	0	2	3+0+1=4	Dr. Malik Zahra
MCJ-17102CR	News Reporting	Core	3	0	2	3+0+1=4	Mr. Nasir Mirza
MCJ-17103CR	Media Ethics & Laws	Core	1	0	6	1+0+3=4	Dr. Aaliya Ahmed
MCJ-17104DCE	Communication Skills	(DCE)	3	0	2	3+0+1=4	Mr. Faruq Masudi
MCJ-17105DCE	Media Appreciation	(DCE)	3	0	2	3+0+1=4	Dr. Syeda Afshana
MCJ-17106DCE	Kashmir History	(DCE)	3	0	2	3+0+1=4	Dr. Malik Zahra
MCJ-17107DCE	Issues Management	(DCE)	3	0	2	3+0+1=4	Dr. Sabeha Mufti
MCJ-17001GE	Media Management	(GE)	1	1	0	1+1+0=2	Dr. Syeda Afshana
MCJ-17002GE	Writing for Media	(GE)	1	1	0	1+1+0=2	Mr. Nasir Mirza
MCJ-17001EO	Journalism-Basics	(Open)	1	1	0	1+1+0=2	Dr. Aaliya Ahmed
MCJ-17002EO	Media Language	(Open)	1	1	0	1+1+0=2	Dr. Sabeha Mufti



MARKS SCHEME:

MCJ17101CR. Introduction to Mass Communication

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

MCJ17102CR. News Reporting

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

MCJ17103CR. Media Ethics & Laws

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

MCJ17104DCE. Communication Skills

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

MCJ17105DCE. Media Appreciation

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

MCJ17106DCE. Kashmir History

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

MCJ17107DCE. Issues Management

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

MCJ17001GE. Media Management

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

MCJ17002GE. Writing for Media

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

MCJ17001EO. Journalism-Basics

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

MCJ17002EO. Media Language

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

1st semester



Semester 1st

Core Paper-

MCJ17101CR 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

MCJ17101CR. Introduction to Mass Communication

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

1st semester



Core Paper-

MCJ17102CR 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

MCJ17102CR. News Reporting

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



Core Paper-

MCJ17103CR 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

1st semester

MCJ17103CR. Media Ethics & Laws

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



Elective (DCE)-

MCJ17104DCE

COMMUNICATION SKILLS

Unit-I

Description and features
Conversation process and its effectiveness
Interpersonal Communication
Facing an interview

Unit-II

Group communication--definition and process
Effective GC
Facilitating Group Discussions

Unit-III

Public speaking----description, process and types
Impromptu speaking
Extemporaneous speaking
Preparation of a speech,
Speech making approaches

Unit- IV

Listening defined
Stages in listening
Types of listening
Barriers in listening
Improving listening skills
Informative/persuasive speech presentation
Case Studies of Famous speeches—Martin Luther King Jr. ‘I have a Dream’

1st semester

MCJ17104DCE. Communication Skills

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



Elective (DCE)-

MCJ17105DCE 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)

MCJ17105DCE. Media Appreciation

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

1st semester



Elective (DCE)-

MCJ17106DCE

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

MCJ17106DCE. Kashmir History

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



Elective (DCE)-

MCJ17107DCE

ISSUES MANAGEMENT

Unit-I

Contemporary Media Scene in India
Issues Identification and Forecasting
Monitoring, Analyzing and Priority Setting.

Unit -II

Classification of Issues: Political, Social Economic, Developmental, etc
Social Media and their treatment and negotiation of recent issues in the news
Issues and their Manipulation and Treatment by Media

Unit-III

Media
Prime Time Activism
Interest Group Politics
Priming and Framing of Issues in Media
Negotiating Market and Non-Market Forces as Issues

Unit-IV

Organizations, Issues and Publics
Case Studies of Local, National and International issues from the Political, Economic, Social, Developmental, Gender and other domains and their management by the media
Private and State Controlled Media

1st semester

MCJ17107DCE. Issues Management

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



Elective (GE)-

MCJ17001GE Media Management

Unit-I

Media as an industry and profession
Concept of Management
Principles of Management
Different theories of Management
Management by Objectives (MBO)

Unit-II

Sources of Power
Leadership Qualities and Practices
Steps to Decision-making
Categorizing Decisions, Analytical decision-making tools
Hidden traps of decision making
Journalists versus Managers
Marketing and Market Analysis

1st semester

MCJ17001GE. Media Management

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



Elective (GE)-

MCJ17002GE

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

MCJ17002GE. Writing for Media

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



Elective (Open)-

MCJ17001EO

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

MCJ17001EO. Journalism-Basics

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

1st semester



Elective (Open)-

MCJ17002EO

Media Language

Unit-I

Purpose of Language

Media Language

Insinuated Language

Embedded Language

Unit-II

Words in Conflict

Use, abuse and misuse of words

Distorting history/events through words

Manufacturing reality through words

1st semester

MCJ17002EO. Media Language

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