



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

1st semester

MCJ-18103CR: Media Ethics & Laws

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



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)



2nd Semester

Course Code	Course Name	Paper Category	Hours Per Week			Credits
			L	T	P	
MCJ-18201CR	Editing—Print	Core	3	0	2	3+0+1=4
MCJ-18202CR	Development Communication	Core	3	1	0	3+1+0=4
MCJ-18203CR	Media Publication	Core	1	0	6	1+0+3=4
MCJ-18204CR	Advertising	Core	1	2	0	1+2+0=2
MCJ-18205DCE	Media & Society	Elective (DCE)	3	2	0	3+1+0=4
MCJ-18206DCE	Still Photography Basics	Elective (DCE)	2	0	4	2+0+2=4
MCJ-18207DCE	Narrative Journalism	Elective (DCE)	2	2	0	2+2+0=4
MCJ-18208DCE	Urdu Journalism	Elective (DCE)	2	2	0	2+2+0=4
MCJ-18002GE	Media Literacy	Elective (GE)	1	1	0	1+1+0=2
MCJ-18002OE	Story Telling	Elective (OE)	1	1	0	1+1+0=2



MARKS SCHEME:

MCJ-18201CR: Editing—Print

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

MCJ-18202CR: Development Communication

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

MCJ-18203CR: Media Publication

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

MCJ-18204CR: Advertising

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

MCJ-18205DCE: Media & Society

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

MCJ-18206DCE: Still Photography Basics

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

MCJ-18207DCE: Narrative Journalism

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

MCJ-18208DCE: Urdu Journalism

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

MCJ-18002GE: Media Literacy

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

MCJ-18002OE: Story Telling

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

2nd semester



Semester 2nd

Core Paper-

MCJ-18201CR:

EDITING IN PRINT

Unit-I

Newspaper Organization, Divisions/departments: Hierarchy and Roles
Inside the Newsroom: Organization and operation, News flow from reporters, agencies, internet, other sources
Responsibilities of Chief News Editor, Chief Copy Editor and Copy Editor

Unit-II

Editing: Meaning, purposes, principles
Rewriting stories
Rewriting Press releases, Speech drafts, Organizational reports
Stylebooks: AP
Print Media Terminology

Unit-III

Defining Editorial
Functions of Editorial
Classification of Editorials
Critical reading of editorials from local, national and international Press

Unit-IV

Headlines- Functions, Techniques
Different kinds of headlines
Basics of Layout and Design of newspaper page
Different design elements—sidebars, boxes, blurbs, infographics
Editing Softwares: Functions and uses

2nd semester

MCJ-18201CR: Editing—Print

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



Core Paper-

MCJ-18202CR: DEVELOPMENT COMMUNICATION

Unit-I

Definition, meaning and process of development
UN and Specialized Agencies and their role in promoting development
Basic Needs Model
Theories and Paradigms of Development
Economic and Social Indicators of Development
Millennium Development Goals (MDG's)
Brief introduction about Indian models of Development and Planning

Unit-II

Development Communication- Definition, Concept and Philosophy
Approaches:
Diffusion of Innovation, Empathy, Magic Multiplier, Social Marketing, Entertainment
Education, Participatory Approach, Localised Approach

Unit-III

Media and Development
Designing messages for development communication
ICT & Development: The Indian Experience from SITE to Web:-
SITE, Kheda, Community Radio, E-governance, Soul City Project, Sonagachi
Communication Project
Role of NGOs in social development. (International and local)

Unit-IV

Development Communication in Agriculture
Agriculture Development in India—
Agriculture Extension, Extension approaches, System Approach
Case studies of Communication support to agriculture
Development Support Communication – Definition and genesis
Extension Approach—
Health and Family Welfare
Women Empowerment
Literacy & Education

MCJ-18202CR: Development Communication

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



Core Paper-

MCJ-18203CR: 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-18203CR: Media Publication

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

2nd semester



Core Paper-

MCJ-18204CR: ADVERTISING

Unit-I

Concept and definition

Advertising Agencies-structure and function of different departments

Ethics and Social Responsibility

ASCI Code

Consumer Behaviour

Advertising Appeals: Rational, Emotional and Moral

Unit-II

Models: AIDA, DAGMAR, Hierarchy of Effects, Diffusion of Innovation Model

A.H.Maslow's Human Needs Structure

Visualization-Idea Generation Techniques

Elements of copy-headlines, sub-head, Body Copy, Slogan, Logo

Public Service Advertising

Advertising terminology

2nd semester

MCJ-18204CR: Advertising

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



Elective (DCE)-

MCJ-18205DCE: MEDIA AND SOCIETY

Unit-I

Emergence, Development and Proliferation of Media, Ownership and Control of Media
Relationship between media and society: Areas of convergence and conflict
Emerging role of media in contemporary world

Unit-II

Media and Social Responsibility
Media and its Audiences: Media Effects
The Mainstream Media Discourse
Audience Interpretation of media content

Unit- III

Popular Culture
Television and Cultural Images
Media and Stereotypes (Case Studies)
Media and globalization, Alternative and New Media
Commercialization of Media; Impact on Public sphere
Construction and Representation of Reality; Codes of Interpretation

Unit-IV

Structure and functions of News Media in society
News Media and Social Institutions
Mediated Interpretation of Contemporary Issues in society: Violence, gender, politics, and development related
News media and international historical developments

2nd semester

MCJ-18205DCE: Media & Society

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



Elective (DCE)-

MCJ-18206DCE: STILL PHOTOGRAPHY BASICS

Unit-I

History of still Photography
Evolution from film based to Digital Photography
Digital SLR Cameras
Manual Over-rides
File formats
Resolutions

Unit-II

Lenses, Aperture, Shutter speed, Filter
Lighting: Indoors/Outdoors
Exposure Meters

Unit-III

Composition
Focus
Depth of Field
Colour , Black and White and Monochrome
Photoshop

Unit-IV

Genres
Photo Journalism
Photo Feature
Still Life
Portraits
Landscapes
Industrial
Fashion
Case Studies

2nd semester

MCJ-18206DCE: Still Photography Basics

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



Elective (DCE)-

MCJ-18207DCE: NARRATIVE JOURNALISM

Unit I

Narrative journalism: Historical perspective
Generating ideas
Writing styles and genres
Innovative approaches for story telling

Unit II

Techniques involved: Researching, Employing Imagery, Scene-setting, Dialogue and Interior Monologue, Sensory detail, Symbolic Detail and Negative Space
Character Arc
Theme and Advocacy
Cynicism and Empathy
Narrator/Point of View and Movement

Unit III

Structuring a literary nonfiction piece-
Beginning, Middle, End
Narrative thread

Unit IV

Journalistic Distance
Journalist as Witness
Journalist as a First Person Narrator
The Digital Future of Narrative Journalism
Critical Study of Narrative pieces

2nd semester

MCJ-18207DCE: Narrative Journalism

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



Elective (DCE)-

MCJ-18208DCE:

URDU JOURNALISM

Unit I

۱. خبر نگاری، خبر کی تعریف
۲. اہمیت اور اقسام، خبر کے اجزاء اور اقدار
۳. خبر میں کئی کچھ باتیں؛ خبر کا انداز، 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 کود کی خبریں، سپورٹس کی خبریں
۳. علمی و ادبی خبریں، ثقافتی سرگرمیوں کی خبریں
۴. سیاست کی 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

2nd semester

MCJ-18208DCE: Urdu Journalism

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



Elective (GE)-

MCJ-18002GE: MEDIA LITERACY

Unit-I

Media Literacy defined
Role and responsibility of Media
Social Construction of Reality by Media
Propaganda
Types, Techniques

Unit-II

Censorship
Censorship versus freedom of expression
Reasons, Types—Government and non-government
Censorship in News media, Books, Films, Internet
Media Education in India -Challenges and Opportunities

2nd semester

MCJ-18002GE: Media Literacy

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



Elective (Open)-

MCJ-18002OE: Story Telling

Unit-I

Birth of an Idea
Premise
Developing an Argument
Closing the Argument
Story telling Techniques
Story telling in the classroom (by students)

Unit-II

Plot
Characters
Building Scenes
Dialogue
Classic versus modern/post-modern structures

2nd semester

MCJ-18002OE: Story Telling

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



3rd 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)

3rd 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)

3rd 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

3rd 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)

3rd 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*

3rd 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

3rd 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

3rd 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)

3rd 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

3rd semester

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)

3rd semester

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

3rd semester

MCJ-18003OE: ADVERTISING AND CULTURE

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



4th Semester

Course Code	Course Name	Paper Category	Hours Per Week			Credits
			L	T	P	
MCJ-18401CR	Corporate Communication & Public Relations	Core	3	0	2	3+0+1=4
MCJ-18402CR	Project Work	Core	0	1	6	0+1+3=4
MCJ-18403CR	International Relations & International Communication	Core	3	1	2	3+1+1=4
MCJ-18404CR	Internship	Core	1	0	2	1+0+1=2
MCJ-18405DCE	Media Publication	Elective (DCE)	3	0	2	3+0+1=4
MCJ-18406DCE	Covering Inter-faith Relations	Elective (DCE)	3	0	2	3+0+1=4
MCJ-18407DCE	Covering Human Rights	Elective (DCE)	3	0	2	3+0+1=4
MCJ-18408DCE	Media & Gender	Elective (DCE)	3	0	2	3+0+1=4
MCJ-18004GE	Public Policy & Media	Elective (GE)	1	1	0	1+1+0=2
MCJ-18004OE	Public Relations-Concepts & Practices	Elective (OE)	1	1	0	1+1+0=2



MARKS SCHEME:

MCJ-18401CR: Corporate Communication & Public Relations

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

MCJ-18402CR: Project Work

Total Marks: 100 (External Viva: 60, Continuous Internal Assessment: 40)

MCJ-18403CR International Relations & International Communication

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

MCJ-18404CR: Internship

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

MCJ-18405DCE: Media Publication

Total Marks: 100 (Work Done- External): 60, Continuous Internal Assessment: 40)

MCJ-18406DCE: Covering Inter-faith Relations

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

MCJ-18407DCE: Covering Human Rights

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

MCJ-18408DCE: Media & Gender

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

MCJ-18004GE: Public Policy & Media

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

MCJ-18004OE: Public Relations-Concepts and Practices

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

4th semester



Semester 4th

Core Paper-

MCJ-18401CR : 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

MCJ-18401CR: Corporate Communication & Public Relations

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



Core Paper-

MCJ-18402CR:

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.

MCJ-18402CR: Project Work

Total Marks: 100 (External Viva: 60, Continuous Internal Assessment: 40)

4th semester



Core Paper-

MCJ-18403CR: 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
- 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

MCJ-18403CR International Relations & International Communication

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



Core Paper-

MCJ-18404CR:

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.

MCJ-18404CR: Internship

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

4th semester



Elective (DCE)-

MCJ-18405DCE: 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.

4th semester

MCJ-18405DCE: Media Publication

Total Marks: 100 (Work Done - External): 60, Continuous Internal Assessment: 40)



Elective (DCE)-

MCJ-18406DCE: 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

MCJ-18406DCE: Covering Inter-faith Relations

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



Elective (DCE)-

MCJ-18407DCE:

Covering Human Rights

Unit-I

Concept of Human Rights
Categories of Human Rights
Why human rights matter? (Case Study)
Evolution of Human Rights

Unit-II

Emerging Human Rights Issues and future challenges
Universal Human Rights in a World of Diverse Beliefs and Practices
International Human Rights Law-Salient features
The International Criminal Court and its inherent flaws
Theories of Human Rights: Natural Rights Theory, Legal Rights Theory, Economic Rights Theory, Social Rights Theory, Historical Rights Theory

Unit III

Covering Human Rights
General Principles
Methodological Standards for Human Rights Reportage
Award Winning Human Rights Journalism- Case Studies

- Blood Mica
- Missing Wombs: India's Health Scandal

Unit IV

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
Case Studies: Telework: When home becomes your newsroom
End Impunity - for a UN Convention on the Protection of Journalists

4th semester

MCJ-18407DCE: Covering Human Rights

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



Elective (DCE)-

MCJ-18408DCE: Media & Gender

Unit I

Gender definition
Conceptualizing Gender
Intersectionality & Standpoint perspectives of Gender
Theories of Gender: Cultural, Interpersonal & Critical

Unit II

Gender portrayals in media: Films, Ads, Television, Children cartoons
Positioning of traditional gender stereotypes
Gender & Spectatorship: Political & Cultural Implications
Gender, Media & Social Change: A Case Study

Unit III

Deconstructing gender myths
Media, Construction and Deconstruction of Beauty Myth: – A Case Study of Dove’s Real Beauty Campaign
Cultural sensibilities and media coverage
Media role in gender invasion and supremacy

Unit IV

Global Contexts and Case Studies of Gender and Media
Gender & Media Consumption
Media & Gendering of Public Discourse
Gender, Identity & Power

4th semester

MCJ-18407DCE: Covering Human Rights

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



Elective (GE)-

MCJ-18004 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

MCJ-18004GE: Public Policy & Media

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



Elective (Open)-

MCJ-18004OE: 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

MCJ-18004OE: Public Relations-Concepts and Practices
Total Marks: 50 (Term Examination: 40, Continuous Internal Assessment: 10)

////////////////////////////////////