

**Proposed Revised Syllabus of M.A Mass Communication and Journalism at
the Media Education Research Centre, University of Kashmir.**

**Recommended by
The Post Graduate Board of Studies of MERC
in its meeting
held on 18th August, 2009 at MERC.
Revised/Swapped in 2011/2012**

SYLLABUS DETAILS:

Semester – I

Courses:

MMCJ-001. Communication-Nature and Characteristics

Total Marks: 100 (Theory: 50, Practical: 30, Internal Assessment: 20)

MMCJ-002. Print Media I:News Reporting

Total Marks: 100 (Theory: 40, Practical: 40, Internal Assessment: 20)

MMCJ-003. Print Media II: Editing

Total Marks: 100 (Theory: 40, Practical: 40, Internal Assessment: 20)

MMCJ-004. Graphics and Layout Design

Total Marks: 100 (Theory: 40, Practical: 40, Internal Assessment: 20)

MMCJ-005. Media Publications*

Total Marks: Practical 50 (External Assessment: 25, Internal Assessment: 25)

Paper –I

MMCJ-001 Communication-Nature and Characteristics

Unit-I

Nature and process of human Communication, Functions and types of communication
Verbal & non verbal communication
Inter & Intra personal communication
Small Group/ Group Communication
Mass Communication
Barriers of Communication
Elements of communication

Unit-II

Characteristics and typology of Audiences
Ways of understanding communication process.
Various models of Communication

Unit-III

- i) Nature and process of Mass communication
- ii) Media of Mass Com.(from communication -to Mass communication)
- iii) Media functions for society(Laswells)
- iv) Media functions for Individuals
- v) Cognitive
- vi) Diversion
- vii) Social utility in companionship
- viii) Economics of Mass Media
- ix) Brief introduction to media literacy

Unit-IV

- i) Introduction to Mass Communication Theory
- ii) Four Eras of Media Theory
- iii) (Mass Society Theory, Era of scientific perspective ,Limited Effects Paradigm, Cultural Criticism, Sociological Theories, Uses and Gratification, Cultivation theory
- iv) Normative theories of Communication

Paper 2

MMCJ-002 Print Media-I : News Reporting

Unit I

News: Definition, Changing concepts of news
Elements, Values and Sources of news
The basic news story
Identification and Attribution
Lead writing, kinds
Reporting Speeches/ News Conferences/ Meetings
Reporting Crime, Weather, City life, Conflict Zones

Unit II

Spot News: Accident, Disaster
Breaking / Developing News, Follow-ups
Interviewing –kinds (spot, planned, telephonic, email); purposes, and techniques
Interpretative Reporting -purposes, techniques.
Investigative Reporting -purposes, sources, techniques

Unit III

Beat Reporting:
Politics
Legislature
Sports
Development
Business/issues
Police
Courts

Unit IV

Specialized Reporting:
Reporting Science, Health Care, Gender related issues, Environment
Human rights reporting, Covering Differently Abled
Reporting for magazines

Paper 3

MMCJ-003 Print Media II -Editing

Unit-I

Cultures in Newspaper Organizations
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
Editing: Meaning, purposes, principles
Rewriting stories
Rewriting Press Releases, speech drafts, organizational reports
Stylebooks: AP, AFP, REUTERS, BBC

Unit-II

Defining Editorial
Functions of Editorial
Classification of Editorials
Award winning editorials
Newspaper Terminology

Unit-III

Readability Formula
Headlines- Functions
Techniques of writing headlines
Different kinds of headlines

Unit-IV

Layout and design basics of newspaper page; Various layout formats
Putting different elements together on a page—visual, aesthetic and technical requirements
Adjusting headlines, trimming a story to fit the page, fitting bylines, datelines
Use of fonts and colours in a page layout
Getting visual and editorial balance in the page layout
Maintaining consistency of Stylesheet
Adding different design elements—sidebars, boxes, blurbs, infographics

Paper 4

MMCJ-004 Graphics and Layout Design

Unit I

- 1) Graphic Design for communication
- 2) Layout-stages and Types of Layout.
- 3) Type, Typeface-choosing a Type style for Design.
- 4) Understanding software for Page Layout and Image Editing.
 - a) Quark Express
 - b) Adobe In-Design
 - c) In-page/Corel Draw
- 5) Principles of Design.

Unit II

- 1) Newspaper made-up
- 2) Design Approach
- 3) Newspaper size, Form/format
- 4) Anatomy of a Newspaper
- 5) Design elements

Unit III

- 1) Magazine-Physical Character
- 2) Editorial Plan
- 3) Design Planning
- 4) Design Production

Unit IV

- 1) Making virtual sets with different software's
- 2) Arrangement of elements
- 3) E-paper edition
- 4) Uploading images
- 5) Different types of scripts used for on-line journalism.

Paper 5

MMCJ-005 Media Publications

This is a hundred percent practical oriented paper. The students pursuing the course will bring out the fortnightly Newspaper “MERC Times” and Bi-annual News Magazine “MEDIA TIMES” under the supervision of Editor and Chief Editor. Accordingly, the assignments done for these publications will be evaluated by an External Expert for 25 marks. The Internal Assessment shall also be of 25 marks.

Semester –II

MMCJ-006. Development Communication

Total Marks: 100 (Theory: 50, Practical: 30, Internal Assessment: 20)

MMCJ-007. Media Research

Total Marks: 100 (Theory: 50, Practical: 30, Internal Assessment: 20)

MMCJ-008. Media Ethics and Laws

Total Marks: 100 (Theory: 60, Practical: 20, Internal Assessment: 20)

MMCJ-009.

Option A. Urdu Journalism

Total Marks: 100 (Theory: 40, Practical: 40, Internal Assessment: 20)

Option B. Still photography and Photojournalism

Total Marks: 100 (Theory: 30, Practical: 50, Internal Assessment: 20)

Option C. Narrative Journalism

Total Marks: 100 (Theory: 40, Practical: 40, Internal Assessment: 20)

MMCJ-010. Media Output*

Total Marks: Practical 50 (External Assessment: 25, Internal Assessment: 25)

SEM II

Paper 6

MMCJ-006 Development Communication

Unit I

- i) Development-(Brief introduction to communication development and empowerment in 3rd World)
- ii) Concept of Development (Measurement of Development)
- iii) Theories and paradigms of development(Uni-linear world view & Non-linear world view)
- iv) Approaches to development (dominant & alternative approaches)
- v) Development Experience: The 3rd World
- vi) Development Dichotomies
 - Growth vs Justice
 - Rural vs Urban
- vii) Characteristics of developing societies

Unit-II

Development Communication: Introduction

Concept and definitions

Philosophy of development communication

Role of Media in development communication

Strategies in development communication

Case studies :

- i) SITE
- ii) KHEDA
- iii) JHABUA Communication Project

Unit-III

Development Communication in Agriculture:-

Introduction

DSC: Genesis (advent of Development Support Communication; difference Development and DSC)

Role of DSC professional

Focus of Agriculture Development-Shifting emphasis

Agriculture Development in India

- i) Agriculture Extension
- ii) Extension approaches
- iii) System Approach
- iv) Case studies of Communication support to agriculture
- v) Role of DSC in population, health, education, environment

Unit-IV

Development support communication (Current situation)

- i) Participatory Approach to Development
- ii) Empowerment
- iii) Sustainable Development
- iv) Writing messages for Development Communication

SEM II

Paper 7

MMCJ-007 Media Research

Unit-I

Research-Definition

Media Research based on concepts of communication process

Relevance and need of Media Research

Formative and summative research

Need Assessment, Audience Profile, Pre-testing and Pilot Study

Unit-II

Methods of Data Collection:

Interview, Observation, Questionnaire

Primary and secondary sources, Field notes, Field Dairy

Research Design

Sampling

Unit-III

Kinds of Research: Qualitative and Quantitative

Historical, Experimental

Content Analysis, Case Study, Focus Group discussion

Unit-IV

Media Evaluation and Monitoring;

Opinion and Exit poll

Audience and Market Research;

TRP Importance and Techniques

Frequency, Co-relation and median-mode, standard deviation, Regression

Research Report Writing: Citation, Indexing, Bibliography, footnotes, endnotes

Graphic and diagrammatic representation

Web Resources

How to avoid/reduce bias

Paper 8

MMCJ-008 Media Ethics and Laws

Unit I

Ethics: Principles and guidelines;

Ethical issues related to media – truth, fair play, impartiality honesty, decency, good taste, independence sensationalism, privacy, conflict of interest, social, cultural, religious and other sensitivities, suppressing information, overplaying, and plagiarism.

Reporting the News:

Half- truth and uncorroborated information as news; opinion as news; quoting unidentified sources, inventing quotes, quoting exact words , quoting out of context , quotes, /evidence

Objectivity, bias; faking the news; accountability:

Code of conduct for Journalists

Cheque book journalism, ethical issues concerning accepting gifts, cash, favors, refreshment, freebies from companies, institutions, organizations.

Unit II

Freedom of speech and expression and restrictions therein.

Officials Secrets Act, RTI,

Press council

Press commission I and II

Restrictions in special laws (like POTA, PSA, TADA, AFPSA etc.) and constitutional restrictions on freedom of media and expression.

Broadcasting code for AIR/DD. for news and advertising.

Cable TV Regulation Act

Film censorship

Defamation, libel, contempt of court, contempt of legislature.

Cyber laws governing publication of media content on the net.

Unit III

Ethical consideration in covering medical conditions, crime, torture, violence, rape conflict, disputes, ethnic and religious violence, disability, HIV/AIDS.

while interviewing victims of violence/rape/torture

Professional requirements versus officially defined national interest.

Sting operations and undercover journalism- ethical issues concerning it.

Honesty in investigative Journalism.

Ethical dilemmas in war reporting.

Unit-IV

Ethical controversies today an overview.

Ethical challenges.

Restrictions and controls on shaping media content by owners.

Study of following cases and the ethics and responsibilities concerning them:

1. Watergate scandal
2. Tehelka expose of commission in arms deal.
3. Abu Ghraib torture
4. Kunan Poshpora rape case.

SEM II

Paper 9

MMCJ-009 (Option-I) Urdu Journalism

MMCJ-09(Option I) Urdu Journalism

Unit I

- ۱۔ خبر نگاری۔ خبر کی تعریف
- ۲۔ اہمیت اور اقسام، خبر کے اجزاء اور اقدار
- ۳۔ اخباری اندازِ تحریر
- ۴۔ خبریں کیسے لکھی جائیں؟ خبر کا ابتدا، بیہ، ابتدا کی سطر کی تحریر کے مختلف طریقے
- ۵۔ سب ایڈیٹنگ، ہر خیاں، سرخیوں کے اقسام، ترجمے کے مسائل

Unit II

- ۱۔ نامہ نگاری
- ۲۔ تقاریر کی نامہ نگاری، جرائم کی خبریں، عدالت کی خبر نگاری
- ۳۔ سماجی رپورٹاژ، صحت سے متعلق خبریں، کھیل کود کی خبریں
- ۴۔ علمی و ادبی خبریں، ثقافتی سرگرمیوں کی خبریں، سیاسی خبریں، ماحولیاتی خبریں

Unit III

- ۱۔ تحقیقی صحافت
- ۲۔ تخریبی صحافت
- ۳۔ اخباری انٹرویو
- ۴۔ تصویری صحافت، اخباری تصویر کی اہمیت اور خصوصیت، سرخیاں اور وضاحت

Unit IV

- ۱۔ ادارہ نگاری
- ۲۔ ادارت۔ ضرورت اور اہمیت
- ۳۔ ریاست میں عصری اردو صحافت کا معیار، بدلے جالان میں نئے قاری کے تقاضے، عالمی شریاتی ادارے اور اردو

Practical

- ۱۔ اوپر دیئے گئے موضوعات میں عملی خبر نگاری
- ۲۔ انگریزی خبروں کا اردو میں ترجمہ
- ۳۔ تصویری کہانی
- ۴۔ ایک اردو نیوز میگزین/ اخبار کی اشاعت

SEM II

Paper-09

MMCJ-009 (Option-II) Still Photography and Photojournalism

Unit I

SLR camera basics---its construction, working and controls. The film camera. How film works. Film speeds. Types of cameras. Exposure explained.

Digital SLR---functioning and controls. How digital camera works and records images.

Various recording media; file formats;

Types of lenses---- their use and characteristics

Lens defects. Filters and their use

Unit II

Fundamentals of light and colour; light and its characteristics. Using light - picture taking consideration. Light and photography.

Shooting settings in DSLRs—P, A, S, M modes,

ISO Rating, bracketing, exposure compensation, white balance settings.

Focusing and focusing modes; Flash and flash photography

Light meters—Types and their working

Metering---spot, centre, matrix

Composition and framing basics; Depth of the field and its use. Selective focusing

Creative use of photographic variables like tones, contrast, lighting, exposure, movement, colours, etc.

Unit III

Photo developing and printing processes—an overview of the chemical process

Photo editing---software and hardware. Why edit – technical and aesthetic requirements.

The Digital Darkroom. Basic digital editing techniques and functions---cropping, resizing, RAW conversion, adjusting exposure, WB, contrast and brightness, sharpening, colour to B/W conversion, levels, curves, channels, colour adjustment, resampling, saving the edited file.

Unit IV

Fields of photography:

Landscape

Portrait

Still Life

Architecture

Photojournalism---spot news, general news, features, personality

Major forms---single picture, picture group, picture sequence, picture series photo essay and photo stories

Captioning photos

Considerations in using photography for journalistic purpose

Brief study of following photographers:

Ansel Adams

Henri Cartier-Bresson

Steve Mc Curry

Gary Night

James Nachtway

SEM II

Paper-09

MMCJ-009 (Option-III) Narrative Journalism

Unit I

Narrative journalism, historical perspective, importance and future
Writing styles; techniques that comprise this genre
Researching
Thinking imaginatively about a nonfiction story idea
Devising an innovative approach for story telling
Employing—
Imagery,
Scene-setting,
Dialogue and interior monologue,
Sensory detail,
Conflict in narrative
Creating “round” or multi-dimensional characters
Transforming landscape and place into a dramatic character

Unit II

Theme and Advocacy
Cynicism and Empathy
Narrator and Movement
Symbolic Detail and Negative Space

Unit III

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

Unit IV

Journalistic Distance
Journalist as Witness
Effects of Technology; Perspective
Journalist as a First Person Narrator
The Digital Future of Narrative Journalism
Critical Study of Narrative pieces from world press

Paper 10

MMCJ-010 Media Output: Total Marks 50 (Internal: 25, External: 25)

In 2nd and 3rd and 4th Semester, the students pursuing the course in Mass Communication and Journalism will produce media product/products for TV/PRINT/RADIO under the supervision of faculty concerned or the editor/Chief Editor. Students in equal numbers shall be distributed for the three media for which they will have to exercise their Choice on the 1st day of the semester. Accordingly, the work done will be evaluated by External Expert for 25 Marks. The Internal Assessment shall also be of 25 marks.

Semester –III

MMCJ-011. Media and Society

Total Marks: 100 (Theory: 60, Practical: 20, Internal Assessment: 20)

MMCJ-012. International Relation & International Communication

Total Marks: 100 (Theory: 60, Practical: 20, Internal Assessment: 20)

MMCJ-013. Communication Skills: Written and Spoken

Total Marks: 100 (Theory: 50, Practical: 30, Internal Assessment: 20)

MMCJ-014.

Option A. Television Production& Digital Film Making

Total Marks: 100 (Theory: 30, Practical: 50, Internal Assessment: 20)

Option B. Radio Production

Total Marks: 100 (Theory: 40, Practical: 40, Internal Assessment: 20)

Option C. Folk Media

Total Marks: 100 (Theory: 60, Practical: 20, Internal Assessment: 20)

MMCJ-015. Media Output *

Total Marks: Practical 50 (External Assessment: 25, Internal Assessment: 25)

SEM III

Paper 11

MMCJ-011 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
Media and social institutions
Emerging role of media in contemporary World Order
Media and Social Responsibility

Unit II

Media and its Audiences
Audiences and Media Effects
The Mainstream Media Discourse
Audience Interpretation of media content
Changing Nature of Audience
Popular Culture
Media Content—Construction, Representation

Unit III

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

Unit-IV

News Media and Society
Globalization of News
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 historical developments in post-1947 India
Growth and Emergence of Media in Kashmir

SEM III

Paper-12

MMCJ-012 International Relation and International Communication

Unit I

Nature of IR (International Relation) and its architecture, fundamental factors that influence/determine IR:

Geographic, Economic, strategic, military, security, cultural, political system, ideological, religious, historical, natural resources, ethnic, nuclear weapons and WMDs.

Importance of IR in global polices

How International Relations are conducted

Diplomacy on IR:

Ways of conducting diplomacy: Public, private, Back channel, Track 2 diplomacy, Major models of diplomacy. Current IR scenario

Media, media content and IR-How the three interfere,

Media as a means of conducting IR

Unit I

Contemporary International Communication Scenario, Communication and information as a tool of equality and exploitation

Political, economic and cultural dimensions of international communication;

Foreign policy, Strategic relations

Propaganda, Schools of Propaganda--types and strategies

Unit II

New World Information and Communication Order (NWICO),

Mac Bride Commission's report

Non- aligned news agencies news pool: Working, success, failure

A critique of western news values

Unit-III

Post-colonialism

Issues of Cultural Identities

Cultural imperialism-criticism

Effects of globalization on media systems and their functions

Transnational media ownership and issues of sovereignty and security

Unit-IV

Conflict Management; Conflict Reporting

Media in crisis management, Reputation management

Violence against media persons

International media institutions and professional organizations: BBC, Aljazeera, CNN

International news agencies- structure and functions

International conflicts and IR-their interface and influence, global geo-politics study of

Israeli-Palestinian conflict, Iran-America, Iraq-America, America-Afghanistan, Former

Yugoslavia, India-Kashmir, 9/11

SEM III

Paper-13

MMCJ-009 Communication Skills: Written and Spoken

Unit I

Introduction to Writing

Lucidity and directness

Authenticity and credibility

Authorial Voice

Various forms of Writing

- Essays -types
- Short Stories- Elements, Point of view, Characters, Dialogue
- Poetry—Explication
- Book Review

Unit II

Structure of Writing

a) Preparation

Opening, Middle, Conclusion

b) Titling

c) Content

d) Style—Form, Diction, Connotation & Denotation

e) Coherence and Consistency, Imagery

Features-definition, structure,

Middles, special articles, profiles

Unit III

a. Interpersonal; communication (IC)—Process, description and features; Factors that affect IC ; IC skills;

The conversation process and its effectiveness; IC conflict and its management

Interpersonal Relationships

b. Interview process and description; Types of interviews. Guidelines and techniques of interviewing

c. Group communication (GC) --- group definition and GC process; Group composition; small group communication; types of groups: types of group leaders; factors that affect group communication, effective GC

Unit IV

A. Public speaking----description, process and types impromptu, extempore, manuscripted, memorized speech.

Public speaker--- audience relationship. Audience analysis; types of audience. Stages in development and organization of public speech/presentation. Techniques and patterns of content presentation schools of public speaking. Factors that affect public speaking; use of audio-visual aids and other supportive material in public speeches/presentation.

1. Speech making approaches. Physical delivery, vocal delivery, verbal delivery and non-verbal delivery.

2. The listening process—Listening defined, stages in listening, barriers in listening, types of listening, improving listening skills.

SEM III

MMCJ-014(Option-I) Television Production & Digital Film Making

Unit I

Stages of the production process - an overview. Ideation. Preproduction, production and post production:
The film grammar--- Language of the camera frame, frame speed and motion picture. The shots--- long shots, medium shot, close up.
Angles---- low angle, high angle, eye-level, ducth angle point of view shots, OTS, subjective and objective camera.
Construction of the sequence – shot, scene, sequence.
Video Camera basics---its parts, features and functioning Basic out door single camera operation
Lens and camera movements---zoom, pan, tilt, dolly, crane, jib.
Different focal length lenses – normal, telephoto, wide, fisheye
Focus effects----- deep focus, shallow focus, shift focus, depth of field.
The video signal-----luminance and chrominance, RGB, colour difference signals R-Y, B-Y, Y.
Video systems---- analog and digital
Signal streaming-----composite, S-video, component, DV, SDI, HDMI
Broadcast platforms---NTSC, PAL, SECAM
Video recording formats---DV, DVCAM, DVCPRO, Betacam, DigiBeta, HD

Unit II

Shot framing and composition----Rules, techniques and aesthetic considerations
Mis en scene
Light and lighting---Nature and characteristics of light.
Importance of lighting----technical, creative and aesthetic consideration
Natural light and artificial lights
Studio light types and characteristics
Three point lighting. High key, low key lighting
Manipulating lighting... bounce boards, cutters, reflectors, scrims, dimmers, gels, filters, gobos,
Shooting in mixed lighting situation.

Unit III

Putting the scene together. Master scene technique. Purpose of editing and its general considerations.
Transitional devices---cut, dissolve, wipe, fade in, fade out
Cut aways and cut-ins. Jump cuts
Continuity in film and its dimensions
Analog editing---cut to cut. A/B Role
Assemble and insert mode.
Non-linear editing----Softwares and hardware

Sound designing---sound track and its elements---dialogue narration, sound effects, music, silence.

Recording and adding sound---technical and aesthetical considerations. Sound mixing. Use of graphics, CGI and animation in film. Basic studio set-up, layout and operation. Multi-cam operation. On line editing.

Unit IV

Genres in film:

The Documentary

Studio based programmes- interview/ chat show, panel show, quiz

The drama

The docu-drama

From idea to screenplay

Idea, research, synopsis, visualization, treatment plan, budget breakup, screenplay, shot break up, story board

Who's who in the film/TV

Film appreciation

Reading the film-----critique and film review

Discourse on classic and contemporary films of excellence

Paper-14

MMCJ-014(Option-II) Radio Production

Unit I

1. Sound- Nature, Characteristics and Elements
2. Technical aspects of sound and sound recording
3. Equipments used in sound recording
4. Radio Studio – Layout and Basic operations
5. Mikes – Types, Features and specific Applications, Handling & Placement of mikes
6. Sound editing and mixing – editing Softwares like Sound Forge, Nuendo, Audacity

Unit II

1. Components of Sound – Spoken word/ dialogue, music, sound effects, silence, ambient sounds
2. Writing for radio – Characteristics and Requirements
3. Writing the radio script – Language Essentials and Technical requirements
4. Voicing the script – Essentials of reading the radio script, voice and delivery
5. Going Live, speaking without a script

Unit III

1. From the concept to the air waves:
Conceiving, Planning, Researching, Budgeting, Coordinating, Executing & Airing a program
2. Reporting for radio – hard and soft news presentation
3. Production of a magazine, documentary, feature, panel discussion, interview
4. Desk top production

Unit IV

1. **Radio formats:** News Bulletins, Documentary, Feature, Live shows, Phone –in, Drama, Panel- Discussion, Interview/ Chats, Music shows, Advertisements – Elements and Production requirements
2. Making Live announcements
3. Planning a programme
4. Planning a day's broadcast

Paper-14

MMCJ-014(Option-III) Folk Media

Unit-I

Introduction to folk channels of communication
Categorization of folk forms in India
Advantages of folk media
Advantages of Folk over Electronic media

Unit-II

Introduction to Puppetry
Street Theatre
Ballads
Story Telling Forms
Kashmiri folk theatre (*Bandpather, Dastangoi, Dhambali*)

Unit-III

Flexibility of folk media
Folk media vis a vis the modern message (areas of conflict and compromise)
Integrated use of Folk and Mass Media
Folk media in the context of urbanization
Traditional media & com.message treatment
Case studies--(Song & Drama Division and Directorate of Field Publicity)

Unit-IV

Culture, communication and folk media
Dance & Music as instruments of intercultural communication
UNESCO's efforts in the promotion and intercultural communication
Codes of ethics

Paper 15

MMCJ-015 Media Output

In 2nd and 3rd and 4th Semester, the students pursuing the course in Mass Communication and Journalism will produce media product/products for TV/PRINT/RADIO under the supervision of faculty concerned or the editor/Chief Editor. Students in equal numbers shall be distributed for the three media for which they will have to exercise their Choice on the 1st day of the semester. Accordingly, the work done will be evaluated by External Expert for 25 Marks. The Internal Assessment shall also be of 25 marks.

Semester –IV

MMCJ-016.

Option A. Media Management

Total Marks: 100 (Theory: 60, Practical: 20, Internal Assessment: 20)

Option B. Corporate Communication and PR

Total Marks: 100 (Theory: 40, Practical: 40, Internal Assessment: 20)

Option C. Advertising

Total Marks: 100 (Theory: 50, Practical: 30, Internal Assessment: 20)

MMCJ-017. (*Specialization courses*):

Option A. Broadcast Journalism

Total Marks: 100 (Theory: 30, Practical: 50, Internal Assessment: 20)

Option B. Print Journalism

Total Marks: 100 (Theory: 50, Practical: 30, Internal Assessment: 20)

Option C. Online Journalism

Total Marks: 100 (Theory: 50, Practical: 30, Internal Assessment: 20)

Students will produce news magazine for Radio or TV or Special Print Supplement or News Portal or PR/Ad campaign on any topic.

MMCJ-018. Project Work- Students to produce a major media product in this semester that will carry 100 marks (Evaluation of the Work done: 70, Presentation of the work:30)

MMCJ-019. Media Products*

Total Marks: Practical 50 (External 25, Internal Assessment 25)

MMCJ-020. Internship with any media organization

Total Marks: 100 marks (Evaluation50, Presentation50)

Paper-16
MMCJ-016 (Option I) Media Management

Unit-I

Organizational Communication
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

Unit-III

Media ownership patterns and its impact
Legal issues in media businesses
Ethics of media profit chase
Influence of stockholder interests: FDI

Unit-IV

Budgeting and financial management
Sales, Marketing and Market Analysis
Consolidation and Convergence
Fragmentation of media markets: Niche Publications

Paper 16

MMCJ-016 (Option-II) Corporate Communications and PR

Unit I

Concept and definition of Public Relations
Present status and future of Public Relations
PR in India, Government information services, Role of PIB
PR in relation to marketing and advertising

Unit II

Audience segmentation—Publics in PR
Internal communication
External communication
Meeting, seminars and special occasions as tools of PR
Press Release
House Journals
Exhibitions
Open House
Brochures, pamphlets, folders, Bill Boards, Intranet

Unit III

Organization communication patterns
Advocacy, Lobbying
Corporate personality and corporate identity
Leadership and team building
PR in Public Sector
Public opinion, Publicity, Propaganda, Misinformation, Disinformation
Communication in Crisis management

Unit IV

Media relations
Media events—Press conferences, facility visits, interviews
Consumer relations
PR in educational institutions
PR in hotels
PR in hospitals
PR in police

Paper 16

MMCJ-016 (Option-III) Advertising

Unit-I

Advertising: Concept and definition

Society-Ethics and Social Responsibility

Advertising Agencies-structure and function of different departments

Media Planning and Solution

Unit-II

Advertising and Marketing, Marketing Mix

Consumer Behaviour

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

A.H.Maslow's Human Needs Structure

Advertising Appeals: Rational, Emotional, and Moral Appeal

Unit-III

Visualization-Idea Generation Techniques

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

Principles of Design and Layout

Creative Copy writing

Unit-IV

Comparative Advertising

Values and Life style Advertising

Public Service Advertising

Creating Print Ad

Creating Radio Ad

SEM IV

Paper-17

MMCJ-017 (Option-I) Broadcast Journalism

Unit I

The news channel set-up and operations.

News gathering process – planning, gathering, selection and presentation.

The input and output desks

ENG, SNG and OB operations.

The Television News story – types and its ingredients.

The news show and its ingredients

Unit II

The reporter at work – news gathering techniques, covering the spot news, generating ideas for stories, working through sources, coordinating and lining-up, pitching.

Researching the story

Filming the story, compiling the details, getting the interviews / sound bytes, doing the PTC, writing the voice over.

Filing the package

Reporting live / OB reports

Unit III

Editing the news story – sequencing, structuring, cutting the visuals, adding the audio, finishing and packaging.

Broadcast writing style – use of the spoken word in the broadcast copy.

Writing headlines, leads, lead-ins, promos, voice-overs and PTCs

Unit IV

Speaking to the mike and the camera – basic rules and requirements, the physical delivery, the vocal delivery and the content delivery.

Anchoring and moderating the news programmes.

Interviewing for news and the news interview

Designing the news show – the single bulletin, the rolling news.

Production and compilation of a news show

Students to produce and direct a 20 minute news (Soft/hard) magazine

Paper 17

MMCJ-017 (Option-II) Print Journalism

Unit I

Challenges before Print Media today

Govt- Press relationship: Adversaries, Parallels, Partners

Ethical Dilemmas

National Outlook and International perspective that shape content

Controls on the Media-Editorial controls, Commercial Pressures, Political Pressures,
Bureaucratic Pressures

Ownership Patterns

Unit II

Specialized writing styles:

Interpretative

Analytical

Investigative

Reviews

Opinion

Editorials

Features, Anecdotes, Middles, Exclusives and Obituaries

Unit III

Depth Reporting and Writing about:

Politics

Disasters

Conflict and Violence

Human Rights

Foreign Affairs and International Politics

Economics,

Defense and Strategic Affairs

Unit IV

Writing about:

Social, Cultural, Environmental and Developmental Issues

Press in Conflict zones—Pressures, Concerns, Challenges and Opportunities

Paper 17

MMCJ-017 (Option-III) Online Journalism

Unit I

The social and Technological Contexts of Digital Journalism
Democracy and New Media
Emerging news forms in the digital environment
Online journalism's relationship with its audience
The Job of the Online Journalist
Tools and Terminology
Generating Story Ideas

Unit II

HTML and Authoring
Web Resources and Databases
Working in Online Journalism
Sources and Interviewing
Using Online Reporting Sources
Online Writing Styles
The elements of digital storytelling

Unit III

Web Page Design
Hooking and Keeping Readers
Using Links in Online Stories
Multimedia and Interactivity
Online Copy Editing
Multimedia for News
Blogs, Webzines

Unit IV

Legal and Ethical Issues,
Ethics in Cyber-Land
New Gatekeepers -Networks, Network forums
The World Wide Web and the corporate media system
Online journalism as market-driven journalism
Basic Online Layout,
Online standards vs. traditional journalistic standards

SEM IV

Paper 18

MMCJ-18 Project Work

Students to produce a major media product in this semester

- Research Dissertation (minimum 50 pages)
- TV Documentary minimum 20 mins duration
- Radio Documentary/ Drama/ Feature minimum 20 mins duration
- 8 page tabloid-size(English/ Urdu)
- 2 Photo Features with minimum 15 original pictures each
- 12 Page Newsletter on any reputed organization of the State
- 2 Analytical/ Narrative pieces on any topic reflected in the syllabus or any contemporary issue (word limit: minimum 2500 words each)
- Creating a news portal/ web-based social network forum

The students will have to exercise their option and register the topic in consultation with his/her guide at the start of the semester.

Paper 19

MMCJ-019 Media Publications

In 2nd and 3rd and 4th Semester, the students pursuing the course in Mass Communication and Journalism will produce media product/products for TV/PRINT/RADIO under the supervision of faculty concerned or the editor/Chief Editor. Students in equal numbers shall be distributed for the three media for which they will have to exercise their Choice on the 1st day of the semester. Accordingly, the work done will be evaluated by External Expert for 25 Marks. The Internal Assessment shall also be of 25 marks.

Paper 20

MMCJ-20 Internship

At the end of 4th Semester the students shall have to go for a three week Internship with any media 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. The paper will have 100 marks in all, i.e, Evaluation= 50 and Presentation=50, (Evaluation and Presentation Assessment -both to be done by the faculty concerned).

M.A Mass Communication and Journalism (MMCJ)

Semester – I

Courses:

MMCJ-001. Communication-Nature and Characteristics

MMCJ-002. Print Media I:News Reporting

MMCJ-003. Print Media II: Editing

MMCJ-004. Graphics and Layout Design

MMCJ-005. Media Publications

Semester –II

MMCJ-006. Development Communication

MMCJ-007. Media Research

MMCJ-008. Media Ethics and Laws

MMCJ-009.

Option A. Urdu Journalism

Option B. Still photography and Photojournalism

Option C. Narrative Journalism

MMCJ-010. Media Output

- A) TV
- B) Print
- C) Radio

Semester –III

MMCJ-011. Media and Society

MMCJ-012. International Relation & International Communication

MMCJ-013. Communication Skills: Written and Spoken

MMCJ-014.

Option A. Television Production& Digital Film Making

Option B. Radio Production

Option C. Folk Media

MMCJ-015. Media Output

- A) TV
- B) Print
- C) Radio

Conti.....

Semester –IV

MMCJ-016.

Option A. Media Management

Option B. Corporate Communication and PR

Option C. Advertising

MMCJ-017. (*Specialization courses*):

Option A. Broadcast Journalism

Option B. Print Journalism

Option C. Online Journalism

MMCJ-018. Project Work-

MMCJ-019. Media Products

A) TV

B) Print

C) Radio

MMCJ-020. Internship with any media organization

Semester – I

Courses:

MMCJ-001. Communication-Nature and Characteristics

Total Marks: 100 (Theory: 50, Practical: 30, Internal Assessment: 20)

MMCJ-002. Print Media I: News Reporting

Total Marks: 100 (Theory: 40, Practical: 40, Internal Assessment: 20)

MMCJ-003. Print Media II: Editing

Total Marks: 100 (Theory: 40, Practical: 40, Internal Assessment: 20)

MMCJ-004. Graphics and Layout Design

Total Marks: 100 (Theory: 40, Practical: 40, Internal Assessment: 20)

MMCJ-005. Media Publications*

Total Marks: Practical 50 (External Assessment: 25, Internal Assessment: 25)

Semester –II

MMCJ-006. Development Communication

Total Marks: 100 (Theory: 50, Practical: 30, Internal Assessment: 20)

MMCJ-007. Media Research

Total Marks: 100 (Theory: 50, Practical: 30, Internal Assessment: 20)

MMCJ-008. Media Ethics and Laws

Total Marks: 100 (Theory: 60, Practical: 20, Internal Assessment: 20)

MMCJ-009.

Option A. Urdu Journalism

Total Marks: 100 (Theory: 40, Practical: 40, Internal Assessment: 20)

Option B. Still photography and Photojournalism

Total Marks: 100 (Theory: 30, Practical: 50, Internal Assessment: 20)

Option C. Narrative Journalism

Total Marks: 100 (Theory: 40, Practical: 40, Internal Assessment: 20)

MMCJ-010. Media Output*

Total Marks: Practical 50 (External Assessment: 25, Internal Assessment: 25)

Semester –III

MMCJ-011. Media and Society

Total Marks: 100 (Theory: 60, Practical: 20, Internal Assessment: 20)

MMCJ-012. International Relation & International Communication

Total Marks: 100 (Theory: 60, Practical: 20, Internal Assessment: 20)

MMCJ-013. Communication Skills: Written and Spoken

Total Marks: 100 (Theory: 50, Practical: 30, Internal Assessment: 20)

MMCJ-014.

Option A. Television Production & Digital Film Making

Total Marks: 100 (Theory: 30, Practical: 50, Internal Assessment: 20)

Option B. Radio Production

Total Marks: 100 (Theory: 40, Practical: 40, Internal Assessment: 20)

Option C. Folk Media

Total Marks: 100 (Theory: 60, Practical: 20, Internal Assessment: 20)

MMCJ-015. Media Output *

Total Marks: Practical 50 (External Assessment: 25, Internal Assessment: 25)

Semester –IV

MMCJ-016.

Option A. Media Management

Total Marks: 100 (Theory: 60, Practical: 20, Internal Assessment: 20)

Option B. Corporate Communication and PR

Total Marks: 100 (Theory: 40, Practical: 40, Internal Assessment: 20)

Option C. Advertising

Total Marks: 100 (Theory: 50, Practical: 30, Internal Assessment: 20)

MMCJ-017. (*Specialization courses*):

Option A. Broadcast Journalism

Total Marks: 100 (Theory: 30, Practical: 50, Internal Assessment: 20)

Option B. Print Journalism

Total Marks: 100 (Theory: 50, Practical: 30, Internal Assessment: 20)

Option C. Online Journalism

Total Marks: 100 (Theory: 50, Practical: 30, Internal Assessment: 20)

Students will produce news magazine for Radio or TV or Special Print Supplement or News Portal or PR/Ad campaign on any topic.

MMCJ-018. Project Work- Students to produce a major media product in this semester that will carry 100 marks (Evaluation of the Work done: 70, Presentation of the work:30)

MMCJ-019. Media Products*

Total Marks: Practical 50 (External 25, Internal Assessment 25)

MMCJ-020. Internship with any media organization

Total Marks: 100 marks (Evaluation 50, Presentation 50)