

# Media Education Research Centre, University of Kashmir, Srinagar

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## Choice Based Credit System (CBCS) SYLLABUS Mass Communication & Journalism

### 1<sup>st</sup> SEMESTER

#### General Instructions for the Candidates

- 1) The two year(4 semester) PG Programmes is of 96 credit weightage i.e. 24 credits/semester (24x4=96).
- 2) A candidate has compulsorily to opt for 12 credits from the core component in each semester
- 3) A candidate has a choice to opt for any 12 credits (3 papers) out of minimum of 16 credits (4 papers) offered as Electives (Allied), except for a particular semester as mentioned by the Department where a candidate is required to gain a minimum of 4 credits (1 paper) form Elective (Open) offered by the department.
- 4) A candidate has compulsorily to obtain a minimum of 4 credits (1 paper) from Elective (open) from outside the parent Department in any of the semesters.
- 5) A candidate can earn more than the minimum required credits (i.e, more than 96 credits for four semester programme) which shall be counted towards the final result of the candidate.

SEMESTER I							
Course Code	Course Name	Paper Category	Hours Per Week			Credits	Page No.
			L	T	P		
MCJ14101CR	Introduction to Mass Communication	Core	3	0	2	3+0+1=4	
MCJ14102CR	News Reporting	Core	3	0	2	3+0+1=4	
MCJ14103CR	Media Publication	Core	0	0	8	0+0+4=4	
MCJ14104EA	Communication Skills	Elective (Allied)	1	0	2	1+0+1=2	
MCJ14105EA	Media Appreciation	Elective (Allied)	2	0	2	2+0+1=3	
MCJ14106EA	Issues Management	Elective (Allied)	2	0	2	2+0+1=3	
MCJ14107EA	Practicals	Elective (Allied)	0	0	8	0+0+4=4	
MCJ14108EO	Journalism-Basics	Elective (Open)	3	2	0	3+1+0=4	
<b>28 credit= 42 Contact Hours</b>			<b>14</b>	<b>2</b>	<b>26</b>	<b>28</b>	

# Media Education Research Centre, University of Kashmir, Srinagar

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## Choice Based Credit System (CBCS) SYLLABUS Mass Communication & Journalism

### MARKS SCHEME:

*MCJ14101CR. Introduction to Mass Communication*

*Total Marks: 100 (Theory: 80, Internal Assessment Test: 15, Assignments: 5)*

*MCJ14102CR. News Reporting*

*Total Marks: 100 (Theory: 80, Internal Assessment Test: 15, Assignments: 5)*

*MCJ14103CR. Media Publication*

*Total Marks: 100 (Published Work: 60, Viva-Voce: 40)*

*MCJ14104EA. Communication Skills*

*Total Marks: 100 (Theory: 80, Internal Assessment Test: 15, Assignments: 5)*

*MCJ14105EA. Media Appreciation*

*Total Marks: 100 (Theory: 80, Internal Assessment Test: 15, Assignments: 5)*

*MCJ14106EA. Issues Management*

*Total Marks: 100 (Theory: 80, Internal Assessment Test: 15, Assignments: 5)*

*MCJ14107EA. Practicals*

*Total Marks: 100 (Practical Work: 60, Viva-Voce: 40)*

*MCJ14108EO. Journalism-Basics*

*Total Marks: 100 (Theory: 80, Internal Assessment Test: 15, Assignments: 5)*

**1<sup>st</sup> semester**

# Media Education Research Centre, University of Kashmir, Srinagar

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## Choice Based Credit System (CBCS) SYLLABUS Mass Communication & Journalism

### Semester Ist

#### *Core Paper-*

#### **MCJ14101CR 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

*MCJ14101CR. Introduction to Mass Communication*

*Total Marks: 100 (Theory: 80, Internal Assessment Test: 15, Assignments: 5)*

# Media Education Research Centre, University of Kashmir, Srinagar

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## Choice Based Credit System (CBCS) SYLLABUS Mass Communication & Journalism

### Core Paper-

MCJ14102CR

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

Investigative Reporting -purposes, techniques  
Interpretative Reporting -purposes, techniques  
Covering Conflict, Human rights, Gender, Children, Disability  
Eco journalism  
Reporting for magazines

1<sup>st</sup> semester

MCJ14102CR. News Reporting

Total Marks: 100 (Theory: 80, Internal Assessment Test: 15, Assignments: 5)

# Media Education Research Centre, University of Kashmir, Srinagar

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## Choice Based Credit System (CBCS) SYLLABUS Mass Communication & Journalism

### *Core Paper-*

**MCJ14103CR**

**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.

*MCJ14103CR. Media Publication*

*Total Marks: 100 (Published Work: 60, Viva-Voce: 40)*

**1<sup>st</sup> semester**

# Media Education Research Centre, University of Kashmir, Srinagar

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## Choice Based Credit System (CBCS) SYLLABUS Mass Communication & Journalism

*Elective (Allied)-*

**MCJ14104EA**

**COMMUNICATION SKILLS**

### **Unit-I**

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

### **Unit-II**

Group communication--definition and process  
Styles and structures  
Group leaders  
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’

**1<sup>st</sup> semester**

*MCJ14104EA. Communication Skills*

*Total Marks: 100 (Theory: 80, Internal Assessment Test: 15, Assignments: 5)*

# Media Education Research Centre, University of Kashmir, Srinagar

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## Choice Based Credit System (CBCS) SYLLABUS Mass Communication & Journalism

*Elective (Allied)-*

**MCJ14105EA**

**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)

*MCJ14105EA. Media Appreciation*

*Total Marks: 100 (Theory: 80, Internal Assessment Test: 15, Assignments: 5)*

**1<sup>st</sup> semester**

# Media Education Research Centre, University of Kashmir, Srinagar

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## Choice Based Credit System (CBCS) SYLLABUS Mass Communication & Journalism

*Elective (Allied)-*

**MCJ14106EA**

### **ISSUES MANAGEMENT**

#### **Unit-I**

Contemporary Media Scene In India  
Issues identification and forecasting-  
monitoring, analysing and priority setting.  
Issues versus risks/problems  
Issues as questions  
Issue types: Universal /Advocacy /Selective / Technical  
Stages in the development of issues–definition, legitimization, polarization, identification

#### **Unit-II**

Issues and the media-  
Agenda setting function of Mass Media (Priming, Framing)  
Prime time activism  
Interest group politics  
Issues management and corporate reputation  
Issues management and social media-online communities and influencers

#### **Unit-III**

The Issues Environment-  
Organizations, issues and publics  
Anticipatory management process  
Steps in issues management  
Issues management models  
Negotiating market and non-market forces issues  
Building an integrated issue management process

#### **Unit-IV**

Using Media in issues management  
Guidelines for responding to the media  
Dealing with unexpected interviews  
The 'doorstop' interview or unexpected phone calls  
Radio /TV current affairs programmes –  
Guidelines for discussion with print/radio/TV journalist, 'live to air' interviews on the issues  
in the backdrop of case studies about :  
Environmental concerns,  
Gender issues,  
Civil rights,  
Consumer movements

**1<sup>st</sup> semester**



# Media Education Research Centre, University of Kashmir, Srinagar

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## Choice Based Credit System (CBCS) SYLLABUS Mass Communication & Journalism

*MCJ14106EA. Issues Management*

*Total Marks: 100 (Theory: 80, Internal Assessment Test: 15, Assignments: 5)*

### ***Elective (Allied)-***

**MCJ14107EA**

### **PRACTICALS**

In this paper, the candidate will carry out the application of gained knowledge in a creative way, which can be in identifying and exploring a real life/difficult problem for expression through different forms of media.

*MCJ14107EA. Practicals*

*Total Marks: 100 (Practical Work: 60, Viva-Voce: 40)*

**1<sup>st</sup> semester**

# Media Education Research Centre, University of Kashmir, Srinagar

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## Choice Based Credit System (CBCS) SYLLABUS Mass Communication & Journalism

*Elective (Open)-*

**MCJ14108EO**

**JOURNALISM-BASICS**

### **Unit-I**

Concept and definition of news  
News values  
News sources  
Criteria of Selecting News  
Structure of news- 5W and 1H  
Importance of intro and types of intro  
Inverted pyramid pattern need and usefulness

### **Unit-II**

Writing the Lead  
Kinds of Leads  
Thinking through the Lead  
Finding the appropriate verb  
Organizing the facts  
Datelines, Credit Lines, Bylines  
Checklist for the standard of the news story.

### **Unit-III**

Functions & responsibilities of the Editor;  
Duties & functions of Chief Sub-Editor and Sub-Editors  
Duties, responsibilities & qualities of a Chief Reporter  
Duties & responsibilities of a Reporter  
Reporting press conference  
Types of reporting  
Reporting : crime, court, weather, legislature and parliament, human interest, life style

### **Unit-IV**

Headline writing: techniques, styles and types  
News rewriting  
Paragraphing  
Feature: Definition, different types  
Difference between television, radio, web and newspaper reporting

**1<sup>st</sup> semester**

*MCJ14108EO. Journalism-Basics*

*Total Marks: 100 (Theory: 80, Internal Assessment Test: 15, Assignments: 5)*

# Media Education Research Centre, University of Kashmir, Srinagar

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## Choice Based Credit System (CBCS) SYLLABUS Mass Communication & Journalism

### 2<sup>nd</sup> SEMESTER

#### General Instructions for the Candidates

- 1) The two year(4 semester) PG Programmes is of 96 credit weightage i.e. 24 credits/semester (24x4=96).
- 2) A candidate has compulsorily to opt for 12 credits from the core component in each semester
- 3) A candidate has a choice to opt for any 12 credits (3 papers) out of minimum of 16 credits (4 papers) offered as Electives (Allied), except for a particular semester as mentioned by the Department where a candidate is required to gain a minimum of 4 credits (1 paper) form Elective (Open) offered by the department.
- 4) A candidate has compulsorily to obtain a minimum of 4 credits (1 paper) from Elective (open) from outside the parent Department in any of the semesters.
- 5) A candidate can earn more than the minimum required credits (i.e, more than 96 credits for four semester programme) which shall be counted towards the final result of the candidate.

SEMESTER II							
Course Code	Course Name	Paper Category	Hours Per Week			Credits	Page No.
			L	T	P		
MCJ14201CR	Editing—Print	Core	2	0	4	2+0+2=4	
MCJ14202CR	Kashmir History	Core	3	0	2	3+0+1=4	
MCJ14203CR	Media Publication	Core	0	0	8	0+0+4=4	
MCJ14204EA	Narrative Journalism	Elective (Allied)	1	0	2	1+0+1=2	
MCJ14205EA	Media & Society	Elective (Allied)	1	0	2	1+0+1=2	
MCJ14206EA	Media Ethics & Laws	Elective (Allied)	1	0	2	1+0+1=2	
MCJ14207EA	Advertising	Elective (Allied)	1	0	2	1+0+1=2	
MCJ14208EA	Still Photography Basics	Elective (Allied)	1	0	2	1+0+1=2	
MCJ14209EO	Media Literacy	Elective (Open)	2	0	4	2+0+2=4	
<b>26 credit= 40 Contact Hours</b>			<b>12</b>	<b>0</b>	<b>28</b>	<b>26</b>	

# Media Education Research Centre, University of Kashmir, Srinagar

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## Choice Based Credit System (CBCS) SYLLABUS Mass Communication & Journalism

### MARKS SCHEME:

MCJ14201CR. *Editing—Print*

*Total Marks: 100 (Theory: 80, Internal Assessment Test: 15, Assignments: 5)*

MCJ14202CR. *Kashmir History*

*Total Marks: 100 (Theory: 80, Internal Assessment Test: 15, Assignments: 5)*

MCJ14203CR. *Media Publication*

*Total Marks: 100 (Published Work: 60, Viva-Voce: 40)*

MCJ14204EA. *Narrative Journalism*

*Total Marks: 100 (Theory: 80, Internal Assessment Test: 15, Assignments: 5)*

MCJ14205EA. *Media & Society*

*Total Marks: 100 (Theory: 80, Internal Assessment Test: 15, Assignments: 5)*

MCJ14206EA. *Media Ethics & Laws*

*Total Marks: 100 (Theory: 80, Internal Assessment Test: 15, Assignments: 5)*

MCJ14207EA. *Advertising*

*Total Marks: 100 (Theory: 80, Internal Assessment Test: 15, Assignments: 5)*

MCJ14208EA. *Still Photography Basics*

*Total Marks: 100 (Theory: 80, Internal Assessment Test: 15, Assignments: 5)*

MCJ14209EO. *Media Literacy*

*Total Marks: 100 (Theory: 80, Internal Assessment Test: 15, Assignments: 5)*

**2<sup>nd</sup> semester**

# Media Education Research Centre, University of Kashmir, Srinagar

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## Choice Based Credit System (CBCS) SYLLABUS Mass Communication & Journalism

### Semester 2<sup>nd</sup>

#### *Core Paper-*

**MCJ14201CR**

#### **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  
Layout terminology

##### **Unit-III**

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

##### **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

**2<sup>nd</sup> semester**

*MCJ14201CR. Editing—Print*

# Media Education Research Centre, University of Kashmir, Srinagar

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## Choice Based Credit System (CBCS) SYLLABUS Mass Communication & Journalism

Total Marks: 100 (Theory: 80, Internal Assessment Test: 15, Assignments: 5)

### Core Paper-

MCJ14202CR

### KASHMIR HISTORY

#### Unit-I

Medieval History of Kashmir

Relations with neighboring world during medieval period

Socio, Economic and Political structure in medieval Kashmir

#### Unit-II

Islam in Kashmir: Stages of its spread

Role of Lal Ded, Shiekh Nur-ud-din and Mir Syed Ali Hamdani in shaping Kashmiri society

Society, Culture and Economy under the Sultans

#### 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

Growth and Emergence of Media in Kashmir

Essential characteristics of media in Kashmir

2<sup>nd</sup> semester

MCJ14202CR. Kashmir History

Total Marks: 100 (Theory: 80, Internal Assessment Test: 15, Assignments: 5)

# Media Education Research Centre, University of Kashmir, Srinagar

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## Choice Based Credit System (CBCS) SYLLABUS Mass Communication & Journalism

### *Core Paper-*

**MCJ14203CR**

### **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.

*MCJ14203CR. Media Publication*

*Total Marks: 100 (Published Work: 60, Viva-Voce: 40)*

**2<sup>nd</sup> semester**

# Media Education Research Centre, University of Kashmir, Srinagar

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## Choice Based Credit System (CBCS) SYLLABUS Mass Communication & Journalism

*Elective (Allied)-*

**MCJ14204EA**

**NARRATIVE JOURNALISM**

### **Unit-I**

Narrative journalism: Historical perspective  
Brainstorming nonfiction 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  
Conflict in narrative

### **Unit-IV**

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

**2<sup>nd</sup> semester**

*MCJ14204EA. Narrative Journalism*

*Total Marks: 100 (Theory: 80, Internal Assessment Test: 15, Assignments: 5)*



# Media Education Research Centre, University of Kashmir, Srinagar

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## Choice Based Credit System (CBCS) SYLLABUS Mass Communication & Journalism

*Elective (Allied)-*

**MCJ14205EA**

**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  
Media and Social Responsibility

### **Unit-II**

Media and its Audiences: Media Effects  
The Mainstream Media Discourse  
Audience Interpretation of media content  
Popular Culture

### **Unit-III**

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

**2<sup>nd</sup> semester**

*MCJ14205EA. Media & Society*

*Total Marks: 100 (Theory: 80, Internal Assessment Test: 15, Assignments: 5)*

# Media Education Research Centre, University of Kashmir, Srinagar

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## Choice Based Credit System (CBCS) SYLLABUS Mass Communication & Journalism

*Elective (Allied)-*

**MCJ14206EA**

**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

**2<sup>nd</sup> semester**

*MCJ14206EA. Media Ethics & Laws*

*Total Marks: 100 (Theory: 80, Internal Assessment Test: 15, Assignments: 5)*

# Media Education Research Centre, University of Kashmir, Srinagar

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## Choice Based Credit System (CBCS) SYLLABUS Mass Communication & Journalism

*Elective (Allied)-*

**MCJ14207EA**

**ADVERTISING**

### **Unit-I**

Concept and definition  
Advertising Agencies-structure and function of different departments  
Media Planning and Solution  
Ethics and Social Responsibility  
Advertising as a PR, publicity and propaganda tool  
ASCI Code

### **Unit-II**

Advertising and Marketing, Marketing Mix  
Consumer Behaviour  
Models: AIDA,DAGMAR, Hierarchy of Effects, Diffusion of Innovation Model  
A.H.Maslow's Human Needs Structure  
Advertising Appeals: Rational, Emotional, and Moral

### **Unit-III**

Visualization-Idea Generation Techniques  
Elements of copy-headlines, sub-head, Body Copy, Slogan, Logo  
Creative Copy writing  
Advertising terminology

### **Unit-IV**

Values and Life style Advertising  
Public Service Advertising  
Creating Print and Radio Ad  
Creating Merchandising  
Creating TV/Film spots  
Creating Outdoor Advertising  
New Age Advertising

**2<sup>nd</sup> semester**

*MCJ14207EA. Advertising*

*Total Marks: 100 (Theory: 80, Internal Assessment Test: 15, Assignments: 5)*

# Media Education Research Centre, University of Kashmir, Srinagar

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## Choice Based Credit System (CBCS) SYLLABUS Mass Communication & Journalism

*Elective (Allied)-*

**MCJ14208EA**

### **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  
Filters

#### **Unit-III**

Lighting: Indoors/Outdoors  
Exposure Meters  
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

**2<sup>nd</sup> semester**

*MCJ14208EA. Still Photography Basics*

*Total Marks: 100 (Theory: 80, Internal Assessment Test: 15, Assignments: 5)*

# Media Education Research Centre, University of Kashmir, Srinagar

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## Choice Based Credit System (CBCS) SYLLABUS Mass Communication & Journalism

*Elective (Open)-*

**MCJ14209EO**

**MEDIA LITERACY**

**Unit-I**

Media Literacy defined  
Media Determinants  
Role and responsibility of Media  
Social Construction of Reality by Media

**Unit II**

Propaganda  
Types, Techniques  
Pre modern precedents  
Propaganda in contemporary times

**Unit-III**

Censorship  
Censorship versus irresponsible freedom  
Reasons, Types—Government and non-government  
Censorship in News media, Books, Films, Internet

**Unit -IV**

Media Education  
Growth and Evolution  
Challenges and Opportunities  
Contemporary media education scene in India  
Indian media scape

*MCJ14209EO. Media Literacy*

*Total Marks: 100 (Theory: 80, Internal Assessment Test: 15, Assignments: 5)*

**2<sup>nd</sup> semester**

# Media Education Research Centre, University of Kashmir, Srinagar

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## Choice Based Credit System (CBCS) SYLLABUS Mass Communication & Journalism

### 3<sup>rd</sup> SEMESTER

#### General Instructions for the Candidates

- 1) The two year(4 semester) PG Programmes is of 96 credit weightage i.e. 24 credits/semester (24x4=96).
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- 4) A candidate has compulsorily to obtain a minimum of 4 credits (1 paper) from Elective (open) from outside the parent Department in any of the semesters.
- 5) A candidate can earn more than the minimum required credits (i.e, more than 96 credits for four semester programme) which shall be counted towards the final result of the candidate.

SEMESTER III							
Course Code	Course Name	Paper Category	Hours Per Week			Credits	Page No.
			L	T	P		
MCJ14301CR	Media Research	Core	3	0	2	3+0+1=4	
MCJ14302CR	Development Communication	Core	3	0	2	3+0+1=4	
MCJ14303CR	Convergent Journalism	Core	3	0	2	3+0+1=4	
MCJ14304EA	T.V Journalism	Elective (Allied)	1	0	2	1+0+1=2	
MCJ14305EA	Radio Production	Elective (Allied)	1	0	2	1+0+1=2	
MCJ14306EA	TV Fiction Basics	Elective (Allied)	1	0	2	1+0+1=2	
MCJ14307EA	Radio Fiction Basics	Elective (Allied)	1	0	2	1+0+1=2	
MCJ14308EA	Creative Writing	Elective (Allied)	1	0	2	1+0+1=2	
MCJ14309EA	Media Publication	Elective (Allied)	0	0	4	0+0+2=2	
MCJ14310EA	Urdu Journalism	Elective (Allied)	1	0	2	1+0+1=2	
MCJ14311EO	Personality Development	Elective (Open)	2	2	2	2+1+1=4	
<b>30 credit= 43 Contact Hours</b>			<b>17</b>	<b>2</b>	<b>24</b>	<b>30</b>	

# Media Education Research Centre, University of Kashmir, Srinagar

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## Choice Based Credit System (CBCS) SYLLABUS Mass Communication & Journalism

### MARKS SCHEME:

MCJ14301CR. Media Research

Total Marks: 100 (Theory: 55, Seminar: 25, Internal Assessment Test: 15, Assignments: 5)

MCJ14302CR. Development Communication

Total Marks: 100 (Theory: 55, Seminar: 25, Internal Assessment Test: 15, Assignments: 5)

MCJ14303CR. Convergent Journalism

Total Marks: 100 (Theory: 55, Seminar: 25, Internal Assessment Test: 15, Assignments: 5)

MCJ14304EA. T.V Journalism

Total Marks: 100 (Theory: 80, Internal Assessment Test: 15, Assignments: 5)

MCJ14305EA. Radio Production

Total Marks: 100 (Theory: 80, Internal Assessment Test: 15, Assignments: 5)

MCJ14306EA. TV Fiction Basics

Total Marks: 100 (Theory: 80, Internal Assessment Test: 15, Assignments: 5)

MCJ14307EA. Radio Fiction Basics

Total Marks: 100 (Theory: 80, Internal Assessment Test: 15, Assignments: 5)

MCJ14308EA. Creative Writing

Total Marks: 100 (Theory: 80, Internal Assessment Test: 15, Assignments: 5)

MCJ14309EA. Media Publication

Total Marks: 100 (Published Work: 60, Viva-Voce: 40)

MCJ14310EA. Urdu Journalism

Total Marks: 100 (Theory: 80, Internal Assessment Test: 15, Assignments: 5)

MCJ14311EO. Personality Development

Total Marks: 100 (Theory: 80, Internal Assessment Test: 15, Assignments: 5)

3<sup>rd</sup> semester

# Media Education Research Centre, University of Kashmir, Srinagar

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## Choice Based Credit System (CBCS) SYLLABUS Mass Communication & Journalism

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

#### Core Paper-

#### MCJ14301 CR

#### 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

Qualitative approach : Field Observation, In-depth Interviews, Case Study, Content Analysis

##### Unit-III

Research applications

Research in various fields: print, electronic, advertising, public relations, Internet

Integrating theory and research: review of various research studies regarding effects, agenda-setting, gatekeeping, uses and gratifications, feminist theory etc.

Research measures: tests, scales and indices

##### Unit-IV

Statistical data Analysis: Descriptive statistics; parametric and non-parametric statistics. Basic concepts in statistics: data distribution; hypothesis testing; chi-square test, t-test;

Introduction to SPSS and its application

3<sup>rd</sup> semester

*MCJ14301CR. Media Research*

*Total Marks: 100 (Theory: 55, Seminar: 25, Internal Assessment Test: 15, Assignments: 5)*



# Media Education Research Centre, University of Kashmir, Srinagar

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## Choice Based Credit System (CBCS) SYLLABUS Mass Communication & Journalism

### Core Paper-

**MCJ14302CR**

### **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

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

*MCJ14302CR. Development Communication*

*Total Marks: 100 (Theory: 55, Seminar: 25, Internal Assessment Test: 15, Assignments: 5)*

# Media Education Research Centre, University of Kashmir, Srinagar

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## Choice Based Credit System (CBCS) SYLLABUS Mass Communication & Journalism

### Core Paper-

MCJ14303CR

### 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

Evolution of Online Journalism

Elements of digital storytelling (Multimedia; Interactivity; Linking)

Online Journalism Tools and Terminology

Generating Story Ideas

Reporting Methods for Online

#### Unit-III

Multiple Platforms

Online story construction

Online Copy Editing

Basic Online Layout and Design

Ethical challenges of online journalism

Social Media and Web 2.0-- Types

#### Unit-IV

Democratizing communication- Shift from vertical to horizontal communication

Online journalism as market-driven journalism

Revenue Models for Digital Media: Case Studies

Information Overload, Usability, and Interactive Media

3<sup>rd</sup> semester

MCJ14303CR. *Convergent Journalism*

Total Marks: 100 (Theory: 55, Seminar: 25, Internal Assessment Test: 15, Assignments: 5)

# Media Education Research Centre, University of Kashmir, Srinagar

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## Choice Based Credit System (CBCS) SYLLABUS Mass Communication & Journalism

*Elective (Allied)-*

**MCJ14304EA**

**T.V JOURNALISM**

### **Unit-I**

History of Electronic Journalism  
Satellites. Up linking and down linking  
Studio Operations  
ENG, SNG and OB operations  
Immediacy of Electronic News

### **Unit-II**

Writing spoken word for TV as against Print Media  
Breaking News  
Immediacy  
Developing News  
Development Stories

### **Unit-III**

Set up your Camera  
White Balance  
Angles  
Simple camera movements, Zoom, Tilts, Pans  
Camera support systems  
Sound  
Lighting  
Editing

### **Unit-IV**

Presentation of different Genres  
Dress Codes  
Field Reporting  
News Casting  
Anchoring  
Hosting talk shows  
Interviews  
Live Telecast  
Glossary

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

*MCJ14304EA. T.V Journalism*

*Total Marks: 100 (Theory: 80, Internal Assessment Test: 15, Assignments: 5)*

# Media Education Research Centre, University of Kashmir, Srinagar

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## Choice Based Credit System (CBCS) SYLLABUS Mass Communication & Journalism

*Elective (Allied)-*

**MCJ14305EA**

**RADIO PRODUCTION**

### **Unit-I**

History of Broadcasting  
Evolution from Analogue to Digital and Satellite  
Public Broadcasting, FM and Community Radio  
Studio Operations

### **Unit-II**

Genres  
News  
Features  
Current Affairs  
Interviews  
Live Broadcast  
Music

### **Unit-III**

Writing spoken word for Radio as against Print Media  
Pitch  
Story  
Research  
Writing Techniques for Features and Current Affairs  
Commentary  
Fiction

### **Unit-IV**

Presentation of different Genres  
Importance of Voice and its delivery  
Field Reporting  
News Reading  
Hosting talk shows  
Interviews  
Radio Jockey for music  
Dramas  
Editing and Mixing  
Glossary  
Case Studies of certain radio programs: *King's Speech, Dhadkan*

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

*MCJ14305EA. Radio Production*

*Total Marks: 100 (Theory: 80, Internal Assessment Test: 15, Assignments: 5)*

# Media Education Research Centre, University of Kashmir, Srinagar

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## Choice Based Credit System (CBCS) SYLLABUS Mass Communication & Journalism

*Elective (Allied)-*

**MCJ14306EA**

**TV FICTION BASICS**

**Unit-I**

History of Television  
Evolution from stand alone Plays to Soaps and Sitcoms  
Public Broadcasting and GEC Channels  
Franchise or Original Productions

**Unit-II**

PRE PRODUCTION

Concept  
Pitch to the Channel  
Proposal  
Pilot

**Unit-III**

PRODUCTIONS

Approval from the channel  
Scripting  
Budgeting  
Casting  
Crew  
Scheduling  
Shooting

**Unit-IV**

POST PRODUCTIONS

Editing  
Promos  
Music  
Mixing  
Packaging  
Mastering  
Glossary

Case Study of any current soap  
Students to produce 2 minutes Fiction Short

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

*MCJ14306EA. TV Fiction Basics*

*Total Marks: 100 (Theory: 80, Internal Assessment Test: 15, Assignments: 5)*

# Media Education Research Centre, University of Kashmir, Srinagar

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## Choice Based Credit System (CBCS) SYLLABUS Mass Communication & Journalism

*Elective (Allied)-*

**MCJ14307EA**

**RADIO FICTION BASICS**

### **Unit-I**

History of Radio Drama  
Evolution from stand alone Plays to Series  
Public Broadcasting and FM Stations  
Franchise or Original Productions

### **Unit-II**

PRE PRODUCTION  
Concept  
Pitch to the Broadcaster  
Proposal  
Pilot

### **Unit-III**

PRODUCTIONS  
Approval from the Broadcaster  
Scripting & Radio Scripting Techniques  
Budgeting  
Casting  
Crew  
Scheduling  
Production

### **Unit-IV**

POST PRODUCTIONS  
Editing  
Promos  
Music & SFX  
Mixing  
Packaging  
Mastering  
Glossary

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

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

*MCJ14307EA. Radio Fiction Basics*  
*Total Marks: 100 (Theory: 80, Internal Assessment Test: 15, Assignments: 5)*

# Media Education Research Centre, University of Kashmir, Srinagar

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## Choice Based Credit System (CBCS) SYLLABUS Mass Communication & Journalism

*Elective (Allied)-*

**MCJ14308EA**

**CREATIVE WRITING**

### **Unit-I**

Introduction to Creative Writing:  
Its meaning and definition  
Essential characteristics  
Lucidity and directness  
Authorial Voice

### **Unit-II**

Various forms of Writing

- Essays -types
- Short Stories- Elements, Point of view, Characters, Dialogue
- Poetry
- Book Review
- Features-definition, structure
- Middles, special articles, profiles

### **Unit-III**

Stages of Writing-

- Prewriting
- Content design
- Writing techniques
- Diction & Tone

Revision and fine tuning

### **Unit-IV**

National and International Case Study of essays/ short stories/ poetry/ features/Middles

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

*MCJ14308EA. Creative Writing*

*Total Marks: 100 (Theory: 80, Internal Assessment Test: 15, Assignments: 5)*

# Media Education Research Centre, University of Kashmir, Srinagar

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## Choice Based Credit System (CBCS) SYLLABUS Mass Communication & Journalism

*Elective (Allied)-*

**MCJ14309EA**

**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.

*MCJ14309EA. Media Publication*

*Total Marks: 100 (Published Work: 60, Viva-Voce: 40)*

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



# Media Education Research Centre, University of Kashmir, Srinagar

## Choice Based Credit System (CBCS) SYLLABUS Mass Communication & Journalism

*Elective (Allied)-*  
MCJ14310EA

### 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 ابتدائی، ابتدائی سطر کی تحریر کے مختلف طریقے
- ۵۔ سب ایڈیٹنگ، سرخیاں، 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۔ تشریحی صحافت
- ۳۔ اخباری انٹرویو
- ۴۔ تصویریری 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، بدلتے حالات میں نئے قاری کے تقاضے، عالمی نشریاتی ادارے اور اردو

##### Practical

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

MCJ14310EA. Urdu Journalism

Total Marks: 100 (Theory: 80, Internal Assessment Test: 15, Assignments: 5)

3<sup>rd</sup> semester

# Media Education Research Centre, University of Kashmir, Srinagar

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## Choice Based Credit System (CBCS) SYLLABUS Mass Communication & Journalism

*Elective (Open)-*

**MCJ14311EO**

**PERSONALITY DEVELOPMENT**

### **Unit-I**

Definition and basics  
Analyzing Strength and Weakness  
Enhancing articulation  
Body Language  
Who am I?

### **Unit-II**

Communication Skills: Individual Communication, Self-advertising, Over-stating and under-stating, Overcoming shyness  
Grooming basics, Social Graces and proper E-mail and Telephone etiquette  
Have an attitude  
Essentials of good curriculum vitae  
Principles of facing an Interview

### **Unit-III**

Leadership  
Styles  
Team Building  
Group dynamics

### **Unit-IV**

Stress Management  
Conflict Management  
Time Management

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

*MCJ14311EO. Personality Development*

*Total Marks: 100 (Theory: 80, Internal Assessment Test: 15, Assignments: 5)*

# Media Education Research Centre, University of Kashmir, Srinagar

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## Choice Based Credit System (CBCS) SYLLABUS Mass Communication & Journalism

### 4<sup>th</sup> SEMESTER

#### General Instructions for the Candidates

- 1) The two year(4 semester) PG Programmes is of 96 credit weightage i.e. 24 credits/semester (24x4=96).
- 2) A candidate has compulsorily to opt for 12 credits from the core component in each semester
- 3) A candidate has a choice to opt for any 12 credits (3 papers) out of minimum of 16 credits (4 papers) offered as Electives (Allied), except for a particular semester as mentioned by the Department where a candidate is required to gain a minimum of 4 credits (1 paper) form Elective (Open) offered by the department.
- 4) A candidate has compulsorily to obtain a minimum of 4 credits (1 paper) from Elective (open) from outside the parent Department in any of the semesters.
- 5) A candidate can earn more than the minimum required credits (i.e, more than 96 credits for four semester programme) which shall be counted towards the final result of the candidate.

SEMESTER IV							
Course Code	Course Name	Paper Category	Hours Per Week			Credits	Page No.
			L	T	P		
MCJ14401CR	Corporate Communication & Public Relations	Core	3	0	2	3+0+1=4	
MCJ14402CR	Project Work	Core	0	0	8	0+0+4=4	
MCJ14403EA	Internship	Elective(Allied)	0	0	4	0+0+2=2	
MCJ14404EA	Media Publication	Elective(Allied)	0	0	4	0+0+2=2	
MCJ14405EA	International Relations & International Communication	Elective (Allied)	1	0	2	1+0+1=2	
MCJ14406EA	Covering Inter-faith Relations	Elective (Allied)	1	0	2	1+0+1=2	
MCJ14407EA	Covering Disasters	Elective (Allied)	1	0	2	1+0+1=2	
MCJ14408EA	Event Management	Elective (Allied)	0	2	2	0+1+1=2	
MCJ14409EO	Public Policy & Media	Elective (Open)	3	0	2	3+0+1=4	
<b>24 credit= 37 Contact Hours</b>			<b>9</b>	<b>2</b>	<b>26</b>	<b>24</b>	

# Media Education Research Centre, University of Kashmir, Srinagar

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## Choice Based Credit System (CBCS) SYLLABUS Mass Communication & Journalism

### MARKS SCHEME:

*MCJ14401CR. Corporate Communication & Public Relations*

*Total Marks: 100 (Theory: 55, Seminar:25, Internal Assessment Test: 15, Assignments: 5)*

*MCJ14402CR. Project Work*

*Total Marks: 100 (Project Work: 60, Viva-Voce: 40)*

*MCJ14403EA. Internship*

*Total Marks: 100 (Presentation:100 (Work output: 50, Work Presentation:50)*

*MCJ14404EA. Media Publication*

*Total Marks: 100 (Published Work: 60, Viva-Voce: 40)*

*MCJ14405EA. International Relations & International Communication*

*Total Marks: 100 (Theory: 80, Internal Assessment Test: 15, Assignments: 5)*

*MCJ14406EA. Covering Inter-faith Relations*

*Total Marks: 100 (Theory: 80, Internal Assessment Test: 15, Assignments: 5)*

*MCJ14407EA. Covering Disasters*

*Total Marks: 100 (Theory: 80, Internal Assessment Test: 15, Assignments: 5)*

*MCJ14408EA. Event Management*

*Total Marks: 100 (Theory: 80, Internal Assessment Test: 15, Assignments: 5)*

*MCJ14409EO. Public Policy & Media*

*Total Marks: 100 (Theory: 80, Internal Assessment Test: 15, Assignments: 5)*

# Media Education Research Centre, University of Kashmir, Srinagar

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## Choice Based Credit System (CBCS) SYLLABUS Mass Communication & Journalism

### Semester 4<sup>th</sup>

#### *Core Paper-*

**MCJ14401CR**

### **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  
Brand promotion  
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

**4<sup>th</sup> semester**

*MCJ14401CR. Corporate Communication & Public Relations*

# Media Education Research Centre, University of Kashmir, Srinagar

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## Choice Based Credit System (CBCS) SYLLABUS Mass Communication & Journalism

*Total Marks: 100 (Theory: 55, Seminar:25, Internal Assessment Test: 15, Assignments: 5)*

### **Core Paper-**

**MCJ14402CR**

### **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.

*MCJ14402CR. Project Work*

*Total Marks: 100 (Project Work: 60, Viva-Voce: 40)*

**4<sup>th</sup> semester**

# Media Education Research Centre, University of Kashmir, Srinagar

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## Choice Based Credit System (CBCS) SYLLABUS Mass Communication & Journalism

*Elective (Allied)-*

**MCJ14403EA**

### **INTERNSHIP**

At the end of 4<sup>th</sup> 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.

*MCJ14403EA. Internship*

*Total Marks: 100 (Presentation:100 (Work output: 50, Work Presentation:50)*

**4<sup>th</sup> semester**

# Media Education Research Centre, University of Kashmir, Srinagar

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## Choice Based Credit System (CBCS) SYLLABUS Mass Communication & Journalism

*Elective (Allied)-*

**MCJ14404EA**

### **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.

*MCJ14404EA. Media Publication*

*Total Marks: 100 (Published Work: 60, Viva-Voce: 40)*

**4<sup>th</sup> semester**



# Media Education Research Centre, University of Kashmir, Srinagar

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## Choice Based Credit System (CBCS) SYLLABUS Mass Communication & Journalism

*Elective (Allied)-*

**MCJ14405EA**

### **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

**4<sup>th</sup> semester**

*MCJ14405EA. International Relations & International Communication*

# Media Education Research Centre, University of Kashmir, Srinagar

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## Choice Based Credit System (CBCS) SYLLABUS Mass Communication & Journalism

Total Marks: 100 (Theory: 80, Internal Assessment Test: 15, Assignments: 5)

**Elective (Allied)-**

### **MCJ14406 EA                      COVERING INTERFAITH RELATIONS**

#### **Unit-I**

Overview of Abrahamnic faiths and Hinduism  
Significance of covering interfaith relations  
Religion as new age extremism  
Religion and cultural arrogance

#### **Unit-II**

Covering Religion—local, national and global  
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, in National and Global Media  
Guidelines for constructive interfaith reporting

#### **Unit-IV**

New Media and Religion Interface  
Case Studies and screening of related films-  
Moses versus Pharaoh, (Film-*Ten Commandments*)  
Jesus versus Jews, (Film-*The Passion of Christ*)  
Islam versus old Order, (Film-*The Message*)  
Babri Masjid upheaval, (Related footage)

**4<sup>th</sup> semester**

*MCJ14406EA. Covering Inter-faith Relations*

*Total Marks: 100 (Theory: 80, Internal Assessment Test: 15, Assignments: 5)*

# Media Education Research Centre, University of Kashmir, Srinagar

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## Choice Based Credit System (CBCS) SYLLABUS Mass Communication & Journalism

*Elective (Allied)-*

**MCJ14407 EA**

**COVERING DISASTERS**

### **Unit-I**

Disaster—Concept and definition  
Types of disasters  
Trauma during disaster

### **Unit-II**

Newsroom preparation  
How to develop a disaster plan  
Preview of destruction  
Newsroom start-up guide  
Newsroom back-up plan  
Personal preparation

### **Unit-III**

Managing crisis coverage  
Reporting a crisis  
Tips for dealing with victims and survivors  
Challenges for journalists  
Staying safe  
Following up

### **Unit-IV**

Disasters in the making- Dal Lake , Amarnath yatra  
Case Studies—  
Tsunami 2005  
Uttarakhand Disaster 2013  
Ethiopia Catastrophe  
Screening of related documentaries, like *Politics of Food*

**4<sup>th</sup> semester**

*MCJ14407EA. Covering Disasters*

*Total Marks: 100 (Theory: 80, Internal Assessment Test: 15, Assignments: 5)*

# Media Education Research Centre, University of Kashmir, Srinagar

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## Choice Based Credit System (CBCS) SYLLABUS Mass Communication & Journalism

*Elective (Allied)-*

**MCJ14408 EA**

**EVENT MANAGEMEMENT**

**Unit-I**

History and Growth  
Concept and Principles  
Types  
Marketing and Promotions

**Unit-II**

Preparing a proposal  
Budgeting  
Scheduling  
Sponsorships  
Role of Event Manager

**Unit-III**

The actual Event  
Media Coverage  
Event as Promotion  
Event as Propaganda

**Unit-IV**

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

**4<sup>th</sup> semester**

*MCJ14408EA. Event Management*

*Total Marks: 100 (Theory: 80, Internal Assessment Test: 15, Assignments: 5)*

# Media Education Research Centre, University of Kashmir, Srinagar

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## Choice Based Credit System (CBCS) SYLLABUS Mass Communication & Journalism

*Elective (Open)-*

**MCJ14409EO**

**PUBLIC POLICY AND MEDIA**

### **Unit-I**

Public Policy: meaning and definition  
Framing of Public policy by Government  
Executive's Role  
Legislature's Role

### **Unit-II**

Unfolding of the Policy in Public  
Socio, Economic and Political Impact on Public  
Civil Groups response  
The Fourth Estate as Coalition Partner  
The Fourth Estate as Resistance Force

### **Unit-III**

Vulnerability of Media persons as an arm of Media conglomerates  
Gullibility of Public  
Support of self-interest Business or political forces  
Public resistance campaigns by media  
Policy in Jeopardy

### **Unit-IV**

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

**4<sup>th</sup> semester**

*MCJ14409EO. Public Policy & Media*

*Total Marks: 100 (Theory: 80, Internal Assessment Test: 15, Assignments: 5)*

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