



Elective (Open)

MCJ-21004OE

Semester 2nd

Rural Affairs Reporting

Course Objectives

- To report on diverse rural issues and to improve rural news coverage
- To promote skill enhancement on covering rural issues

Learning Outcomes

- To get acquainted with role and importance of journalism in rural context and understand various issues confronting rural communities
- To develop broader understanding about various rural development programmes and acquire basic skills and fundamental reporting techniques on rural issues and concerns

Unit I

Characteristics of rural Life and rural areas

Issues and challenges confronting rural areas

Rural development programmes in India and role of media

Local self-governance, media and publicity activities

Unit II

Rural journalism in India

Rural journalism in Jammu and Kashmir

Techniques and strategies for covering rural issues

Case Studies: Media campaigns

Suggested Readings

- *Paul, S. K. (2015). Rural development: Concept and recent approaches.*
- *Moseley, M. (2015). Rural development: Principles and practice. Place of publication not identified: SAGE Publications Ltd.*
- *Gallent, N., & In Scott, M. J. (2017). Rural planning and development. Routledge*
- *Moorthi, M. K., & Raheem, A. A. (2012). Mass Media and Rural Development in India: Socio Economic Change in Rural Society.*
- *Sainath, P. (2017). Everybody loves a good drought: Stories from India's poorest districts.*
- *Hicks, W., Adams, S., Gilbert, H., Holmes, T., & Bentley, J. (2016). Writing for journalists.*

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