



4th Semester

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



MARKS SCHEME:

MCJ-18401CR: Corporate Communication & Public Relations

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

MCJ-18402CR: Project Work

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

MCJ-18403CR International Relations & International Communication

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

MCJ-18404CR: Internship

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

MCJ-18405DCE: Media Publication

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

MCJ-18406DCE: Covering Inter-faith Relations

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

MCJ-18407DCE: Covering Human Rights

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

MCJ-18408DCE: Media & Gender

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

MCJ-18004GE: Public Policy & Media

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

MCJ-18004OE: Public Relations-Concepts and Practices

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

4th semester



Semester 4th

Core Paper-

MCJ-18401CR : CORPORATE COMMUNICATION AND PUBLIC RELATIONS

Unit-I

Concept and definition
Public Relations : Evolution and Growth
PR industry in India: Private & Public sector

Unit-II

Publics in PR
Tools of PR: Meetings, Seminars, Special occasions, Press Release, Newsletter, Exhibitions, Open House, and Brochure, Posters, Bulletin Boards, Corporate Films
Online PR

Unit-III

Organization communication patterns
Advocacy, Lobbying
Corporate identity
Leadership and team building
Public opinion, Publicity, Propaganda
Crisis management

Unit-IV

Media relations
Media events— Media conferences, Press Releases, facility visits, interviews
Case Studies: Local, National & International

4th semester

MCJ-18401CR: Corporate Communication & Public Relations

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



Core Paper-

MCJ-18402CR:

PROJECT WORK

Student will be required to submit a Research Dissertation of not less than 100 pages, based on a theme/concept/topic of his/her choice. The thesis would be directly related to his/her course of study.

Besides, the student has to exercise his/her option and register the topic in consultation with his/her guide at the start of the semester.

MCJ-18402CR: Project Work

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

4th semester



Core Paper-

**MCJ-18403CR: INTERNATIONAL RELATIONS &
INTERNATIONAL COMMUNICATION**

Unit-I

Concept and Evolution
Fundamental factors that influence/ determine IR
Contemporary IR scenario
Foreign policy, Strategic relations
Diplomacy and IR
Public, private, Back channel, Track 2 diplomacy
Media and IR
Propaganda, Schools of Propaganda--types and strategies

Unit-II

Contemporary International Communication Scenario
Political, economic and cultural dimensions of international communication
New World Information and Communication Order (NWICO)
Mac Bride Commission's report
Non- aligned news agencies news pool: Working, success, failure

Unit-III

Post-colonialism, New World Order
Cultural imperialism, Satanic Cults
Globalization and media systems
Transnational media ownership and issues of sovereignty and security

Unit-IV

International conflicts and IR
Covering political conflicts
Violence against media persons, especially in a conflict zone
Profile of BBC, Aljazeera
Case studies and related screening of films/documentaries—
Israeli-Palestinian conflict, Iraq-America, America-Afghanistan, India-Kashmir, 9/11

4th semester

MCJ-18403CR International Relations & International Communication

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



Core Paper-

MCJ-18404CR:

INTERNSHIP

At the end of 4th Semester the students shall have to go for a 30 DAYS Internship with any media/corporate organization. The student shall have to get attendance certificate from the concerned organization. He/She shall have to make a presentation of his/her internship programme at the department that will be assessed by the all faculty members.

MCJ-18404CR: Internship

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

4th semester



Elective (DCE)-

MCJ-18405DCE: Media Publication

The students pursuing the course have to bring out the fortnightly Newspaper MERC Times and bi-annual magazine MEDIA TIMES under the supervision of Editor and Chief Editor. The students will be required to get story ideas/pitch for discussion with the Editor, and will be reporting, editing and designing their respective news stories/features/articles/interviews/profiles in a virtual newsroom style.

4th semester

MCJ-18405DCE: Media Publication

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



Elective (DCE)-

MCJ-18406DCE: COVERING INTER-FAITH RELATIONS

Unit-I

Overview of Abrahamic faiths and Hinduism
Religion as new age extremism
Covering Religion—local, national and global

Unit-II

Internal & external crises in religions
Religion and Politics-Nexus
Need for interfaith relations

Unit-III

Religion re-defined in New Age
Religion as Editorial Opinion
Islamophobia and Media

Unit-IV

Constructive interfaith reporting
Case Studies of relevant films

4th semester

MCJ-18406DCE: Covering Inter-faith Relations

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



Elective (DCE)-

MCJ-18407DCE: Covering Human Rights

Unit-I

Concept of Human Rights
Categories of Human Rights
International Human Rights Law-Salient features
Emerging Human Rights Issues and future challenges
The International Criminal Court and its inherent flaws

Unit-II

Tools of Human Rights Violations:
Print
Electronic Media
Cultural and Religious Posturing
Abuse of Executive Power
Defending Human Rights by:
Media, Legal Aid, NGO's, Civil Societies

4th semester

MCJ-18407DCE: Covering Human Rights

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



Elective (DCE)-

MCJ-18408DCE:

Media & Gender

Unit I

Gender definition

Gender portrayals in media:

Painting, Literature, Films, Ads, Television, Children cartoons, Commercial Services

Positioning of traditional gender stereotypes

Unit II

Deconstructing gender myths

Cultural sensibilities and media coverage

Media role in gender invasion and supremacy

4th semester

MCJ-18408DCE: Media & Gender

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



Elective (GE)-

MCJ-18004 GE: PUBLIC POLICY AND MEDIA

Unit-I

Public policy: Meaning and definition
Framing of Public policy by Government
Civil Groups response
The Fourth Estate as Coalition Partner
The Fourth Estate as Resistance Force
Media and Corporations
Gullibility of Public
Lobbying
Public resistance campaigns by media

Unit-II

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

4th semester

MCJ-18004GE: Public Policy & Media

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



Elective (Open)-

MCJ-18004OE: Public Relations-Concepts and Practices

Unit-I

Introduction to Public Relations
Importance, role and functions of Public Relations
Principles and tools of Public Relations

Unit-II

Public Relations Campaigns-Planning, execution and evaluation
Role of Public Relations in Crisis Management
Ethical issues in Public Relations-Apex bodies in PR

4th semester

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

