



MODIFIED CHOICE BASED CREDIT SYSTEM 2021 - 22

MA MASS COMMUNICATION AND JOURNALISM

1st semester = 24 credits (14 CR + 08 DCE + 02 GE/EO)

2nd semester = 24 credits (14 CR + 08 DCE + 02 GE/EO)

3rd semester = 24 credits (14 CR + 08 DCE + 02 GE/EO)

4th semester = 24 credits (14 CR + 08 DCE + 02 GE/EO)

Total= 96 (for four semesters)

1st Semester

| Course Code | Course Name | Paper Category | Hours Per Week | | | Credits |
|--------------|------------------------------------|----------------|----------------|---|---|---------|
| | | | L | T | P | |
| MCJ-21101CR | Introduction to Mass Communication | Core | 3 | 0 | 2 | 3+0+1=4 |
| MCJ-21102CR | News Reporting | Core | 3 | 0 | 2 | 3+0+1=4 |
| MCJ-21103CR | Media Ethics & Laws | Core | 3 | 0 | 2 | 3+0+1=4 |
| MCJ-21104CR | Media Language | Core | 1 | 0 | 2 | 1+0+1=2 |
| MCJ-21105DCE | Issues Management | Elective (DCE) | 3 | 0 | 2 | 3+0+1=4 |
| MCJ-21106DCE | Media Appreciation | Elective (DCE) | 3 | 0 | 2 | 3+0+1=4 |
| MCJ-21107DCE | Media History (India) | Elective (DCE) | 3 | 0 | 2 | 3+0+1=4 |
| MCJ-21108DCE | Magazine Journalism | Elective (DCE) | 3 | 0 | 2 | 3+0+1=4 |
| MCJ-21109DCE | Folk Media & Oral History | Elective (DCE) | 3 | 0 | 2 | 3+0+1=4 |
| MCJ-21110DCE | Communication Skills | Elective (DCE) | 3 | 0 | 2 | 3+0+1=4 |
| MCJ-21001GE | Writing for Media | Elective (GE) | 1 | 1 | 0 | 1+1+0=2 |
| MCJ-21001OE | Journalism-Basics | Elective (OE) | 1 | 1 | 0 | 1+1+0=2 |
| MCJ-21002OE | Still Photography Basics | Elective (OE) | 1 | 0 | 2 | 1+0+1=2 |



MARKS SCHEME:

MCJ-21101CR: Introduction to Mass Communication

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

MCJ-21102CR: News Reporting

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

MCJ-21103CR: Media Ethics & Laws

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

MCJ-21104CR: Media Language

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

MCJ-21105DCE: Issues Management

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

MCJ-21106DCE: Media Appreciation

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

MCJ-21107DCE: Media History (India)

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

MCJ-21108DCE: Magazine Journalism

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

MCJ-21109DCE: Folk Media & Oral History

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

MCJ-21110DCE: Communication Skills

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

MCJ-21001GE: Writing for Media

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

MCJ-21001OE: Journalism-Basics

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

MCJ-21002OE: Still Photography Basics

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



Core Paper
MCJ-21101CR

Semester 1st
INTRODUCTION TO MASS COMMUNICATION

Course Objectives

- To introduce basic concepts of communication and its role in society
- To introduce students to various processes and theories of communication

Learning outcomes

- Students shall be able to develop in-depth understanding of mass communication concepts and theories'
- Students shall be able to understand and analyze media content critically.

Unit-I

Introduction to Communication Definition and Processes

Forms of Communication (Verbal and Non Verbal)

Levels of Communication (intra, inter, group, public and mass communication)

Communication Barriers

Unit-II

Definition of communication models

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 and Society

Mass Media Audience

Unit-IV

Normative theories

Four Eras of Mass Communication theory

Sociological theories

Functionalist and Marxist Theory of Mass Media



Suggested Readings:

- *McQuail, D. (2005). Mass communication theory. London: Sage.*
- *Baran, S. J., & Davis, D. K. (2015). Mass communication theory: Foundations, ferment, and future. Stamford, CT: Cengage Learning.*
- *In Fortner, R. S., & In Fackler, M. (2014). The handbook of media and mass communication theory: Volume 1.*
- *Harris, R. J., & MyiLibrary. (2009). A cognitive psychology of mass communication. New York: Routledge.*
- *Williams, K. (2012). Understanding media theory. London: Hodder Education.*
- *Baran, S. J. (2021). Introduction to mass communication.*

MCJ-21101CR: Introduction to Mass Communication

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



**Core Paper
MCJ-21102CR**

**Semester 1st
NEWS REPORTING**

Course Objectives

- To train students in the art and science of news reporting
- To train students in techniques of specialised reporting

Learning Outcomes

- Students shall understand the foundations of professional journalism
- Students shall get empowered to practice news reporting while following the journalistic principles

Unit-I

News: Definition, Changing concepts, Elements, Values and Sources

The basic news story structure, Lead writing & its kinds

Identification and Attribution, News Reporting Terminology

Breaking / Developing News, Spot News, Follow-ups

Unit-II

Reporting Speeches, News Conferences, Meetings

Reporting Crime

Covering Legislature, Politics, Governance

Interviewing –kinds (spot, planned, telephonic, email)

Unit-III

Beat Reporting: Sports, Science, Weather

Development, City Life, Rural affairs

Health Care

Business, Travel

Unit –IV

Interpretative Reporting and Investigative reporting-purposes & techniques

Covering Conflict, Human rights, Specially-Abled

Eco-journalism

Reporting for magazines



Suggested Readings:

- *Leiter, K., Harriss, J., & Johnson, S. P. (2003). The complete reporter: Fundamentals of news gathering, writing, and editing. Beijing: Zhongguo ren min da xue chu ban she.*
- *Kovach, B., & Rosenstiel, T. (2021). The elements of journalism.*
- *Filak, V. F. (2022). Dynamics of news reporting and writing: Foundational skills for a digital age.*
- *Cappon, R. J., & Associated Press. (2019). The Associated Press guide to news writing.*
- *Garrison, B. (1992). Professional news reporting. Hillsdale, N.J: L. Erlbaum Associates.*
- *Dash, A. (2008). News reporting. New Delhi: Sonali Publications.*

MCJ-21102CR: News Reporting

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



Core Paper
MCJ-21103CR

Semester 1st
MEDIA ETHICS AND LAWS

Course Objectives

- To develop basic understanding about laws relating to media so as to create thorough media professionalism
- To understand ethical and moral standards of media professionalism

Learning Outcomes

- To focus on ethical and legal dimensions of issues related to media
- To explore various legal issues and ethical dilemmas that confront media professionals and to know code of ethics of the profession

Unit-I

Ethics in Journalism

Classical Theories of Ethics

Fake News, Post-Truth & Infodemic

SPJ Code of conduct for journalists

Unit-II

Freedom of speech and expression, Restrictions

Officials Secrets Act, RTI

Press Council Act

Cable TV Regulation Act

Unit -III

Film Censorship

Defamation, Contempt of Court, Parliamentary privileges

Working Journalists Act

Information Technology Act 2000

Unit –IV

Ethical consideration in covering crime, violence, rape, HIV/AIDS while interviewing victims

Ethical dilemmas during war reporting

Ethical Challenges Post 9/11, 26/11 attacks & Post-Covid19

Case Studies



Suggested Readings:

- *Merino, N. (2013). Media ethics. Detroit: Greenhaven Press.*
- *Fortner, R. S., & Fackler, M. (2014). The handbook of global communication and media ethics.*
- *Ward, S. J. A., & ebrary, Inc. (2013). Global media ethics: Problems and perspectives. Chichester, West Sussex, U.K: Wiley-Blackwell.*
- *Neelamalar, M. (2017). Media law and ethics.*
- *Moore, R. L., Murray, M. D., Farrell, J. M., & Youm, K. H. (2018). Media law and ethics.*
- *Day, L. A. (2006). Ethics in media communications: Cases and controversies. Southbank (Australia: Thomson Wadsworth.*

MCJ-21103CR: Media Ethics & Laws

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



Core Paper
MCJ-21104CR

Semester 1st
Media Language

Course Objectives

- To help students understand the ideological and cognitive structures vis-a-vis media & Language
- To help students understand the power of language within the mediascape

Learning Outcomes

- Students will be proficient to uncover how language is used to create ideological narratives
- Students will be adept in using language critically while creating and consuming media.

Unit-I

Media language- An Introduction

Purpose, Need and Significance of Language

Characteristics of media language

Bias, Ambiguity and Embedded language in media content

Unit-II

Analyzing Culture, language and media

Use, abuse and misuse of words

Manufacturing reality through media language

Investigating intersemiotic relations

Suggested Readings

- Jones, R. H., Jaworska, S., & Aslan, E. (2021). *Language and media: A resource book for students*.
- Bel, B. (2005). *Media and mediation*. New Delhi: Sage Publications.
- Aitchison, J., & Lewis, D. (2003). *New media language: Edited by Jean Aitchison and Diana Lewis*. London: Routledge.
- Jaworska, S., Aslan, E., & Jones, R. H. (2020). *Language and Media: A Resource Book for Students*. Milton: Taylor & Francis Group.
- In Zimdars, M., & In McLeod, K. (2020). *Fake news: Understanding media and misinformation in the digital age*.
- Foley, J. (2005). *Language, education, and discourse: Functional approaches*. London: Continuum.

MCJ-21104CR: Media Language

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



Elective (DCE)
MCJ-21105DCE

Semester 1st
ISSUES MANAGEMENT

Course Objectives

- To learn crucial theory and practical skills needed to manage issues and crises in a modern global environment
- To learn about issues management as a process for facilitating communication leadership in organizations in order to mitigate internal and external threats

Learning Outcomes

- Construct strategic crisis response and recommendations that are ethically and culturally appropriate.
- Evaluate communication issues in a complex and competitive international context.

Unit-I

Basics of Issues Management

Classification of different issues

Basic Issues in Media and their role in shaping public opinion

Media Activism & Negotiation

Unit-II

Media and its role in issues management.

Forecasting & Identification

Monitoring & Analyzing

Priority setting of different Issues

Unit-III

Civil society and its role in Issues Management

Case Studies of Local, National and International issues

Crisis Communication

Market and Non-market forces

Unit-IV

Media treatment of different Issues

Print Media Coverage

Electronic Media Coverage

Social Media Activism



Suggested Readings

- *In Austin, L. L., & In Jin, Y. (2018). Social media and crisis communication.*
- *Strauß, N., & Jonkman, J. (January 01, 2017). The benefit of issue management: anticipating crises in the digital age. Journal of Communication Management, 21, 1, 34-50.*
- *Coombs, W. T. (2015). Issues management.*
- *Cheng, Y. (March 01, 2018). How Social Media Is Changing Crisis Communication Strategies: Evidence from the Updated Literature. Journal of Contingencies and Crisis Management, 26, 1, 58-68.*
- *Coombs, W. T., Holladay, S. J., & John Wiley & Sons. (2019). The handbook of crisis communication. Malden, MA: Wiley-Blackwell a John Wiley & Sons, Ltd., Publication.*

MCJ-21105DCE: Issues Management

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



Elective (DCE)
MCJ-21106DCE

Semester 1st
MEDIA APPRECIATION

Course Objectives

- To help students critically analyze different media content across genres
- To develop deeper understanding of meaning making across different media genres

Learning Outcomes

- The students shall be proficient in critically reviewing different media content
- Students shall gain insight into various methods and ways of studying different media content

Unit-I

Introduction to Media Appreciation

Subjective & Objective Appreciation

Principles of evaluation for different Media genres

Different Methods/ways of Media Appreciation across genres

Unit-II

Techniques and Modalities of Reviewing Audio content

Reviewing Radio programs-Appreciation of any two popular Radio programmes (feature/drama)

Techniques and Modalities of Reviewing visual Content

Reviewing TV programs- Appreciation of any two popular TV programmes (Comedy Show & Current Affairs Program)

Unit-III

Techniques and Modalities of Reviewing Documentaries

Reviewing documentaries- Appreciation of any two award winning documentaries

Techniques and Modalities of Reviewing Feature Films

Reviewing Feature Films- Appreciation of any two award winning Feature Films

Unit-IV

Techniques and Modalities of Reviewing News, Editorials and Features

Appreciation of any one award-winning Editorial and Feature

Reviewing books (fiction/non-fiction) - Appreciation of one award winning book (International)

Reviewing Online/ OTT content- Appreciation of any one critically acclaimed web series.



Suggested Readings

- *Bolas, T. (2009). Screen Education: From film appreciation to media studies. Bristol: Intellect.*
- *Floyd, J., & Katz, J. E. (2016). Philosophy of emerging media: Understanding, appreciation, application.*
- *In Floyd, J. (2016). Philosophy of emerging media: Understanding, appreciation, application.*
- *Piper, J. (2014). The film appreciation book: The film course you always wanted to take.*
- *Giannetti, L. D. (2018). Understanding movies.*
- *Timm, L. M. (2003). The soul of cinema: An appreciation of film music. Upper Saddle River, NJ: Prentice Hall.*

MCJ-21106DCE: Media Appreciation

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



**Elective (DCE)-
MCJ-21107DCE**

**Semester 1st
Media History (World & India)**

Course Objectives

- To explore historical development of the Media in India & World
- To make students aware about the growth and development of Media in India & World.

Learning Outcomes

- Students shall be historically aware about the major landmark events, which led proliferation of media and shaping the media scenario in India.
- Students shall be able to trace the historical growth and development of Media milestones in India & Abroad

UNIT I

Traditional Media: An Intro
History of Printing
History of News and Newspapers
Modern Newspapers

UNIT II

Press in India: Origins and Growth
Indian Press And Freedom Movement
English Press and Language Press, Pioneers
Press after the Independence

Unit III

Radio and Television in India
Liberalisation, Privatisation and Media Growth
Broadcast Journalism in India
New Media: Growth and Challenges

UNIT IV

Films in India: Arrival and Pioneers
Development of Bollywood
Parallel and Commercial Cinema
Contemporary Trends and Future



Suggested Readings

- Parthasarathy, R. (2005). *Journalism in India: From the earliest times to the present day*. New Delhi: Sterling Publishers.
- Natarajan, J., & India. (2017). *History of Indian journalism: Part II of the report of the Press Commission*.
- Melkote, S. R., Shields, P., & Agrawal, B. C. (1998). *International satellite broadcasting in South Asia: Political, economic, and cultural implications*. Lanham [Md.: University Press of America.
- Page, D., & Crawley, W. (2001). *Satellites over South Asia: Broadcasting, culture and the public interest*. New Delhi: Sage Publ.
- Mehrota, R. K., & Indian Institute of Mass Communication. (1976). *Mass communication in India: An annotated bibliography*. Singapore: Asian Mass Communication Research and Information Centre.
- Mukhopadhyay, D., & India. (1994). *Folk arts and social communication*. New Delhi: Publications Division, Ministry of Information and Broadcasting, Government of India.

MCJ-21107DCE: Media History (World & India)

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



**Elective (DCE)
MCJ-21108DCE**

**Semester 1st
Magazine Journalism**

Course Objectives

- To learn about functioning of magazine journalism
- To understand different styles and genres of writing

Learning Outcomes

- To learn some techniques about how to generate ideas and discover what it really takes to write for different types of magazines
- To explore key elements about writing different types of magazine articles and explore ways to connect with your audience

Unit I

Magazine Journalism: Concept and Significance
History of magazine journalism: Global scenario
Magazine boom in India
Magazines in digital era

Unit II

Organizational structure of a magazine
Reporting and editing operations in a magazine
Approaches to Magazine Writing: Descriptive, Analytical and Investigative
Genres of magazines

Unit III

Cover Story: Criteria and significance
Types of magazine articles: Specialized features, film reviews, profiles and fillers
Magazine Design
Review of some leading general interest magazines in English (any two)

Unit IV

Writing for Magazines: Language, Style and Tone
Pitching an idea
Techniques for gathering information
Setting and Story Structure



Suggested Readings

- *Holmes, T., & Nice, L. (2011). Magazine Journalism.*
- *Benson, C., & Whitaker, C. F. (2014). Magazine writing.*
- *Davis, A. (1995). Magazine journalism today. Oxford [u.a: Focal Press.*
- *Hutchison, E. R. (2008). The art of feature writing: From Newspaper Features and Magazine articles to commentary. New York: Oxford University Press.*
- *Wheeler, S. (2009). Feature writing for journalists.*
- *McKay, J. (2018). The magazines handbook.*

MCJ-21108DCE Magazine Journalism

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



**Elective (DCE)-
MCJ-21109 DCE**

**Semester 1st
Communication Skills**

Course Objectives

- To equip the students with the essential communication skills
- To encourage the students to make creative use of various communication techniques

Course Outcome:

- The students shall be able to communicate effectively with coherence and relevance
- They shall be proficient with the Soft Skills so as to use language to suit different contexts

Unit I

Communication: Definition, nature and scope, importance and purpose

Communication and personal identity

Process of Communication

Types of Communication

Unit II

Essentials of Effective Communication

Barriers to Communication

Effective Reading

Effective Listening

Unit III

Public Speaking: Speech techniques, types –informative and persuasive

Use of quotations and anecdotes, Body Language

Organizing seminars /conferences, Audio-Visual Aids, Welcome Address and Vote of Thanks

Anchoring, conducting live interviews

Unit IV

Report Writing: General and Journalistic

Summarizing, Note-Making, Minutes of the Meeting

Letter writing, Resume Writing, E-Mail Communication

Online Communication Etiquettes



Suggested Readings

- *In Hargie, O. (2019). The handbook of communication skills.*
- *Beebe, S. A., & Beebe, S. J. (2016). Public speaking handbook.*
- *Burke, M. J., & Bradley Univ., Peoria, Il. Coll. of Education. (1973). Communication Skills Training.*
- *Manzoor, M. O. I. D. E. E. N. G. I. R. I. S. H. J. A. I. N. (2021). Decoding communication: a complete Handbook for Effective Communication. S.l.: notion press.*
- *Jude, B. (2011). Communication skills. Johannesburg: Freeman Productions.*
- *DeVito, J. A. (1996). Messages: Building interpersonal communication skills. New York, NY: HarperCollins College Publishers.*

MCJ-21109DCE:Communication Skills

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



Elective (Open)
MCJ-21110DCE

Semester 1st
FOLK MEDIA & ORAL HISTORY

Course objectives

- To equip students with knowledge of oral traditions in India
- To introduce oral traditions and Folk Media in the context of India and its use in the scenario of globalization to communicate

Learning Outcomes

- The students shall learn about the importance of folk media even in present times
- Students shall come to know how folk media is using digital ways to communicate their issues

Unit I

Introduction to the folk channels of communication
Advantages of Folk Media
Types of Traditional Media
Theatre for Development, Kashmiri Folk Theatre

Unit II

Flexibility of the Folk Media
Folk media vis-à-vis the modern message (Areas of conflict and compromise)
Integrated use of Folk Media and Mass Media
UNESCO's efforts in the promotion of inter-cultural communication

Unit III

Defining oral history
Planning an oral history project
Doing an oral history interview
Oral history as narrative

Unit IV

Oral history and memory
Oral history and digital media
Oral history and social change
Legal and ethical issues in oral history



Suggested Readings

- Doctor, A. H., Pohekar, G. S., & Fernandes, F. A. (1981). *Mass communication: A basic study*. Bombay: Sheth Publishers.
- Mishra, R. (2016). *Traditional folk media in India: Practice and relevance*.
- Malik, M. (1983). *Traditional forms of communication and the mass media in India*. Paris: Unesco.
- Parmar, S. (1994). *Traditional folk media in India*. New Delhi: Research Press.
- Gargi, B. (2000). *Folk theater of India*. Seattle: University of Washington Press.
- Blackburn, S. H., Beck, B. E. F., & Joint Committee on South Asia. (1989). *Oral epics in India*. Berkeley: University of California Press.

MCJ-21110DCE: Folk Media & Oral History

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



**Elective (GE)
MCJ-21001GE**

**Semester 1st
Writing for Media**

Course Objectives

- To train students in writing techniques for various media platforms
- To make students understand the differences between different media platforms

Learning Outcomes

- Students shall be able to tell stories according to the specific requirements of different media platforms
- Students shall be equally proficient in dealing with different media channels and platforms

Unit I

Basics of writing for the Mass Media

Characteristics of a News Story

Five Ws and One H, The Inverted Pyramid, The Lead Paragraph Types

Writing Argumentative Essays, Writing a Radio Talk

Unit II

Writing Photo Captions, Writing Letter to the Editor

Writing Classified Ads, Writing Press Release

Writing Book Review

Writing for the Social Media

Suggested Readings

- Usha, R. (2010). *Writing for the media*. New Delhi, India: Oxford University Press.
- Parsigian, E. K. (2013). *Mass Media Writing*. Hoboken: Taylor and Francis.
- Kuehn, S. A., & Lingwall, J. A. (2018). *The basics of media writing: A strategic approach*.
- Priebe, S., Marman, R., Anderson, D., & Open Textbook Library,. (2019). *Writing Unleashed: Content and Structure*.
- Kraft, N., & Open Textbook Library,. (2019). *Writing Fabulous Features*.
- Choudhary, R. (2010). *Media writing*. New Delhi: Centrum Press.

MCJ-21001GE: Writing for Media

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



Elective (Open)
MCJ21001OE

Semester 1st
JOURNALISM-BASICS

Course Objectives

- To understand the basic concepts of Journalism
- To know about news and features, different beats and headline writing

Learning Outcomes

- Understand concept, criteria and structure for news
- Techniques of news and feature writing

Unit-I

Concept, definition, criteria and structure of News

Inverted pyramid pattern: Need and usefulness

Intro and Nut Graph

Reporting Beats – Crime, Politics, Health

Unit-II

Role and Responsibilities of Editor, Sub-Editor, Reporter

Headline writing: Techniques and Types

Feature writing and its types

Difference between television, radio, web and newspaper reporting

Suggested Readings

- Horst, M. L., & Viet, K. (2017). *Journalism basics: An introduction to print journalism*.
- Aggarwal, V. B., & Gupta, V. S. (2001). *Handbook of journalism and mass communication*. New Delhi: Concept.
- Itule, B. D., & Anderson, D. A. (2008). *News writing and reporting for today's media*. New York: McGraw Hill.
- Zinsser, W. (2014). *On writing well, 30th anniversary edition: An informal guide to writing nonfiction*. Place of publication not identified: Harper Perennial.
- Blundell, W. (1988). *The art and craft of feature writing: Based on "The Wall Street Journal Guide"*. New York: Plume.
- Frost, C. (2012). *Reporting for Journalists*.

MCJ-21001OE: Journalism-Basics

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



Elective (Open)
MCJ21002OE

Semester 1st
STILL PHOTOGRAPHY-BASICS

Course Objectives

- To Familiarize students with the basics of contemporary photographic practices
- To prepare students to use photography as a tool of creative expression

Learning Outcomes

- Students shall gain both technical and qualitative aspects of the genre.
- Students shall have a hands on knowledge in basic of still photography

Unit-I

History of Still Photography
Photography Digital SLR Cameras
Types of Photography
Ethical & Moral Issues

Unit-II

Composition Elements
Exposure Triangle
Camera Lenses
Lighting: Indoors/Outdoors

Suggested Readings

- Freeman, M. (2017). *The photographer's eye: Composition and design for better digital photos.*
- Barnbaum, B. (2018). *The art of photography: A personal approach to artistic expression.*
- Miotke, J., & Betterphoto.com. (2010). *BetterPhoto basics: The absolute beginner's guide to taking photos like the pros.* New York: Amphoto Books.
- Tharp, B., & Manwaring, J. (2013). *Extraordinary everyday photography: Awaken your vision to create stunning images wherever you are.* New York: Amphoto Books.
- Barnbaum, B. (2018). *The art of photography: A personal approach to artistic expression.*
- Bate, d. A. V. I. D. (2021). *Photography. S.l.: Thames & Hudson.*

MCJ-21002OE: Still Photography-Basics
Total Marks: 50 (Term Examination: 40, Continuous Internal Assessment: 10)



2nd Semester

| Course Code | Course Name | Paper Category | Hours Per Week | | | Credits |
|--------------|---------------------------|----------------|----------------|---|---|---------|
| | | | L | T | P | |
| MCJ-21201CR | Print Media Editing | Core | 3 | 0 | 2 | 3+0+1=4 |
| MCJ-21202CR | Development Communication | Core | 3 | 0 | 2 | 3+0+1=4 |
| MCJ-21203CR | Media Publication | Core | 2 | 0 | 4 | 2+0+2=4 |
| MCJ-21204CR | Advertising | Core | 1 | 0 | 2 | 1+0+1=2 |
| MCJ-21205DCE | Media & Society | Elective (DCE) | 3 | 1 | 0 | 3+1+0=4 |
| MCJ-21206DCE | Photojournalism | Elective (DCE) | 2 | 0 | 4 | 2+0+2=4 |
| MCJ-21207DCE | Narrative Journalism | Elective (DCE) | 3 | 0 | 2 | 3+0+1=4 |
| MCJ-21208DCE | Urdu Journalism | Elective (DCE) | 3 | 1 | 0 | 3+1+0=4 |
| MCJ-21209DCE | Media History (J&K) | Elective (DCE) | 3 | 0 | 2 | 3+0+1=4 |
| MCJ021210DCE | Political Communication | Elective (DCE) | 3 | 0 | 2 | 3+0+1=4 |
| MCJ-21002GE | Media Literacy | Elective (GE) | 1 | 0 | 2 | 1+0+1=2 |
| MCJ-21003OE | Visual Storytelling | Elective (OE) | 1 | 0 | 2 | 1+0+1=2 |
| MCJ021004OE | Rural Affairs Reporting | Elective (OE) | 1 | 0 | 2 | 1+0+1=2 |



MARKS SCHEME:

MCJ-21201CR: Print Media Editing

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

MCJ-21202CR: Development Communication

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

MCJ-21203CR: Media Publication

Total Marks: 100 (Term Examination: 60, Continuous Internal Assessment: 40)

MCJ-21204CR: Advertising

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

MCJ-21205DCE: Media & Society

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

MCJ-21206DCE: Photojournalism

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

MCJ-21207DCE: Narrative Journalism

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

MCJ-21208DCE: Urdu Journalism

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

MCJ-21209DCE: Media History J&K

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

MCJ-21210DCE: Political Communication

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

MCJ-21002GE: Media Literacy

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

MCJ-21003OE: Visual Story Telling

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

MCJ-21004OE: Rural Affairs Reporting

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



Core Paper
MCJ-21201CR

Semester 2nd
PRINT MEDIA EDITING

Course Objectives

- To train and equip the students with necessary skills required for Print Journalism
- Understand the basic functioning and structure of Newspaper organization

Learning Outcomes

- To understand the concept, significance and process of News Editing
- To develop skills of writing and editing in print media

Unit-I

Newspaper Organization: Divisions/departments, hierarchy and roles
Newsroom structure, operation and functions
News flow: Reporters, agencies, online platforms and other sources
Qualities and functions of sub-editor and news editor

Unit-II

Editing: Concept, process, principles and techniques
Rewriting stories, Press releases, Speech drafts, Organizational reports
Stylebooks: AP
Print Media Terminology

Unit-III

Editorial: Definition and Functions
Classification of Editorials
Critical analysis of editorials from local, national and international Press
Writing an editorial

Unit-IV

Headlines: Functions, Techniques and Types
Basics of Layout and Design of newspaper page
Different design elements: Sidebars, boxes, blurbs, infographics
Editing Softwares: Functions and uses

Suggested Readings

- Ludwig, M. D., & Gilmore, G. (2005). *Modern news editing*. Ames, Iowa: Blackwell
- Itule, B. D., & Anderson, D. A. (2008). *News writing and reporting for today's media*. New York: McGraw Hill.
- Swaine, M., Gilbert, H., Allen, G. L., & Hicks, W. (2021). *Writing for journalists*.
- Einsohn, A., & Schwartz, M. (2019). *The copyeditor's handbook: A guide for book publishing and corporate communications*.
- Evans, H. (1982). *Newspaper design: Book 5 of a five-volume manual of English, Typography, and layout*. London: Heinemann. Moen, D. R. (1995). *Newspaper layout & design: A team approach*. Ames: Iowa State University Press.

MCJ-21201CR: Editing—Print

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



Core Paper
MCJ-21202CR

Semester 2nd
DEVELOPMENT COMMUNICATION

Course Objectives

- To introduce the concept of development and development communication
- To produce development communication strategist who can make effective interventions in various development processes to act as a catalyst for social change.

Learning Outcomes

- Students shall develop an understanding on developmental issues and realize the importance of it in everyday life.
- Students shall be better equipped to contribute to the development of the state as future communicators.

Unit-I

Definition, meaning and process of development

UN and Specialized Agencies and their role in promoting development

Theories and Paradigms of Development

MDG's and SDG's

Unit-II

Development Communication- Definition, Concept and Philosophy

Different Approaches to Development Communication (Diffusion of Innovation, Empathy, Magic Multiplier, Social Marketing, Entertainment Education, Participatory Approach, Localised Approach)

Strategies in Development Communication

Communication Needs and Resources

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

MNREGA

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



Suggested Readings:

- *Sen, A. (2007). Development As Freedom. Anchor Books.*
- *Mefalopulos, P. (2008). Development Communication Sourcebook.*
- *Jan, S., Thomas, J., and Shirley, W. (eds) (1996). Participatory Communication for Social Change. Sage.*
- *Wilkins, K. G., Tufte, T., & Obregon, R. (2014). The handbook of development communication and social change. (EBL.)*
- *Manyozo, L. (2012). Media, communication and development: Three approaches. New Delhi: SAGE.*
- *Srinivas., Melkote., & Steeves., Leslie., H. (2015.). Communication for Development: Theory and Practice for Empowerment and Social Justice. 3rd edition. Sage.*

MCJ-21202CR: Development Communication

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



**Core Paper
MCJ-21203CR**

**Semester 2nd
MEDIA PUBLICATION**

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

MCJ-21203CR: Media Publication

Total Marks: 100 (Term Examination: 60, Continuous Internal Assessment: 40)



**Core Paper
MCJ-21204CR**

**Semester 2nd
ADVERTISING**

Course Objectives

- To provide in-depth understanding of various aspects Advertising communication and the different structures and working of an advertising agency.
- To make students competent in creating advertising content and aware about the genre of Advertising research and its various aspects

Learning Outcomes

- The students shall be able to generate advertising content: scripting, storyboarding
- The students shall have practical understanding of the working of an advertising agency

Unit-I

Concept and definition

Function and Types of Advertising- various media for advertising

Elements of Advertising

Ethics and Social Responsibility

Unit II

Advertising Agencies-structure and function of different departments

Advertising Appeals

Advertising copy writing

ASCI Code

Unit-III

Advertising Models Human Needs Structure

Visualization-Idea Generation Techniques

Public Service Advertising

Advertising terminology

Unit IV

Consumer Behavior

Media planning, media strategies, budgeting and presentation

Advertising research: scope and objectives

Market research and advertising research



Suggested Readings:

- *Ogilvy, D., Atherton, R., & Recorded Books, Inc. (2016). Confessions of an advertising man. Prince Frederick, Md: Distributed by] OneClick Digital.*
- *Sethia, Chunawala. (1985). Foundations of Advertising: Theory and Practice. Himalaya Publishing House*
- *Klepner, Otto. (1986). Advertising. Prentice Hall*
- *Jefkins, Frank. (1977). Copywriting & its presentation. International Textbook Co., London*
- *Kaufman, Louis. (1980). Essentials of Advertising. Houghton Mifflin Harcourt*
- *Arens, W. F., Weigold, M. F., & Arens, C. (2016). Contemporary advertising. New York: McGraw-Hill.*

MCJ-21204CR: Advertising

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



Elective (DCE)
MCJ-21205DCE

Semester 2nd
MEDIA AND SOCIETY

Course Objectives

- To make students aware about the dynamic relationship between Media and Society
- To help students uncover/ understand how Media has the power to establish and shape norms and practices in society

Learning Outcomes

- The students shall have deep understanding of various aspects of Media & Society
- The students shall be able to develop a critical thinking with regards to Media content and its impact.

Unit-I

Emergence, Development and Proliferation of Media

Ownership and Control

Role of media in the contemporary world order

Relationship between media and society, Emergence of Digital Media

Unit-II

Media and Social Institutions

Media and Social Responsibility

Commercialization of Media

Construction and Representation of Reality by Media

Unit- III

The Mainstream Media Discourse

Analysis of Media content

Different genres: Films, Advertisements, Documentaries, News, Serials etc

Social implications of Media content

Unit-IV

Media and its Audiences

Audience interpretation of Media content

Contemporary issues in Media: Social, Political, Economic, International etc.

News Media and Landmark news events

Suggested Readings

- O'Shaughnessy, M., & Stadler, J. (2012). *Media and society*. South Melbourne: Oxford Univ. Press.
- Poepsel, M., Poepsel, M., & Open Textbook Library. (2018). *Media, Society, Culture and You*.
- In Curran, J., & In Hesmondhalgh, D. (2021). *Media and society*.
- Alexander, A., & In Hanson, J. (2019). *Taking sides*. McGraw Hill.
- Campbell, R., Fabos, B., Martin, C. R., Harmsen, S., Macmillan Publishers., & St. Martin's Press. (2018). *Media essentials: A brief introduction*. Boston: Bedford/St. Martin's.
- Fourie, P. J. (2018). *Media studies: Volume 1*.

MCJ-21205DCE: Media & Society

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



**Elective (DCE)
MCJ-21206DCE**

**Semester 2nd
PHOTOJOURNALISM**

Course Objective

- To familiarize students with the basics of contemporary photographic practices and image making techniques.
- To prepare students to use photography as a tool of creative expression.

Learning Outcomes

- Students shall be proficient in the field of photojournalism with both technical and qualitative aspects of the genre.
- Students shall have a nuanced approach towards visual storytelling.

Unit-I

History and Evolution of still Photography

Social and Cultural impact of photography

Photographic Truth

Visual Analysis of photographs- Case Study

Unit-II

Digital SLR Cameras- working & Controls

Lenses and its Types

Exposure Triangle: Aperture, Shutter speed & ISO

File formats & Resolutions

Unit III

Elements of Composition

Lighting in photography- Types

Types of Photography: Portraits, Landscape, Street, Wildlife

Photo editing- Introduction to Adobe Photoshop

Unit-IV

Photo Journalism: History and Evolution

Spot News Photography & Feature Photos

Writing Captions

Ethics in Photojournalism

Suggested Readings

- Hicks, W. (1980). *Words and pictures: An introduction to photojournalism*. Place of publication not identified: publisher not identified.
- Freeman, M. (2007). *The photographer's eye: Composition and design for better digital photos*. Burlington, MA: Elsevier/Focal Press.
- Barnbaum, B. (2018). *The art of photography: A personal approach to artistic expression*.
- Carroll, H. (2018). *Read this if you want to take great photographs*.
- Kobre, K., & Brill, B. (2003). *Photojournalism: The professional's approach*. Boston [Mass.: Focal.
- Smith, H., & Robaton, J. (1996). *Photo-journalism basics: An introduction to photography for publication*. Ipswich, Mass: Upper River Press.



MCJ-21206DCE: Still Photography Basics

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

Elective (DCE)

Semester 2nd

MCJ-21207DCE

NARRATIVE JOURNALISM

Course Objective

- To explore basics of long form of journalism and its allied concepts
- To help students conceptualize report, research, and shape article ideas

Learning Outcomes

- Students shall be able to deploy basic reporting techniques
- Students shall demonstrate an ongoing engagement with their own writing and be able to critically analyze their own work

Unit I

Narrative journalism: Historical perspectives

Generating ideas

Writing styles and genres

Innovative approaches for story telling

Unit II

Techniques involved: Researching, Employing Imagery, Scene-setting, Dialogue and Interior Monologue, Sensory detail, Symbolic Detail and Negative Space

Character Arc

Narrator/Point of View and Movement

Unit III

Theme and Advocacy

Cynicism and Empathy

Structuring a literary nonfiction piece-

Beginning, Middle, End

Narrative thread

Unit IV

Journalistic Distance

Journalist as Witness

Journalist as a First Person Narrator

The Digital Future of Narrative

(Practical: Critical Study of Narrative pieces)

Suggested Readings

- Jack, I. (2006). *The Granta book of reportage*. London: Granta Publications.
- Kramer, M., & Call, W. (2007). *Telling true stories: A nonfiction writers' guide from the Nieman Foundation at Harvard University*. New York, NY [etc.: Plume.
- Aleksievich, S., & Shayevich, B. (2016). *Secondhand time: The last of the Soviets*.
- Cook, C. K. (1996). *Line by Line: How to Improve Your Own Writing*. Boston: Houghton Mifflin Company.
- Adam, G. S., & Clark, R. P. (2006). *Journalism: The democratic craft*. New York: Oxford University Press.
- Boo, K. (April 09, 2001). *A REPORTER AT LARGE - After Welfare - Does work make you a better mother?. The New Yorker*, 92.

MCJ-21207DCE: Narrative Journalism



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

**Elective (DCE)
MCJ-21208DCE**

**Semester 2nd
URDU JOURNALISM**

مقاصد: طلبہ کو اردو صحافت کے فن کی آگاہی دلانا
طلبہ کو اردو کے جدید رجحانات سے واقف کرانا
ماحول: زیر نظر کورس کے بعد طلبہ اردو زبان میں پیشہ ورانہ صحافت کے لائق ہو جائیں گے
اردو دنیا اور خاص کر اردو میڈیا میں جدید فنی پیش رفت کے تقاضوں کو طلبہ بخوبی سمجھ سکیں گے۔

Unit I

خبر نگاری، خبر کی تعریف
اہمیت اور اقسام،
خبر کے اجزاء اور اقدار
خبریں کیسے لکھی جائیں؟ خبر کا ابتدائی، ابتدائی کی تحریر کے مختلف طریقے

Unit II

سب ایڈیٹنگ، سرخیاں، سرخیوں کے اقسام
نامہ نگاری
تقریر کی نامہ نگاری، جرائم کی خبریں
عدالت کی خبریں

Unit III

سماجی رپورٹ، صحت سے متعلق خبریں
کھیل کود کی خبریں، سیرو سیاحت کی خبریں
علمی و ادبی خبریں، ثقافتی سرگرمیوں کی خبریں
سیاسی خبریں، ماحولیاتی خبریں

Unit IV

اخباری انٹرویو
تصویری صحافت، اخباری تصویر کی اہمیت اور خصوصیت
سرخیاں اور وضاحت
ادارت: ضرورت اور اہمیت، ادارہ نگاری

کتاب برائے مطالعہ

رہبر اخبار نویسی۔ قادری، سید اقبال
خبر نگاری۔ قدوائی، شافع
آداب صحافت۔ آزاد، جان محمد
اکیسویں صدی میں اردو صحافت۔ اعظم، ڈاکٹر امام
دلی میں عصری اردو صحافت۔ الاسلام، شابد
اردو صحافت انیسویں صدی میں۔ طاہر، ڈاکٹر مسعود

MCJ-21208DCE: Urdu Journalism

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



Elective (DCE)
MCJ-21209-DCE

Semester 2nd
MEDIA HISTORY (JAMMU & KASHMIR)

Course Objectives

- To explore historical development of the Media in J&K
- To make students aware about the growth and development of Media in J&K

Learning Outcomes

- Students shall be historically aware about the major landmark events, which led proliferation of media and shaping the media scenario locally.
- Students shall be able to trace the historical growth and development of Media milestones in J&K

Unit-I

Jammu & Kashmir: History and Geography
Literary Traditions in Jammu & Kashmir
Relations with Central & South Asia
Local Culture and Foreign Influences

Unit-II

Mass-communicators in Kashmir: Saints and Sages
Press in Jammu & Kashmir: Early Period
Development of Press during Dogra Rule
Pioneers

Unit-III

Press Post 1947
Modern Trends Setters
Radio and Television
Case Studies

Unit- IV

English Press in Jammu and Kashmir
Developments in regional Press
Modernization of Vernacular Press
Status of Electronic Media, New Media in Jammu and Kashmir

Suggested Readings

- *Bamzai, P N K. (2016)., A History of Kashmir: Political-Social- Cultural from the earliest times to Present day*
- *Bazaz, Prem Nath. (2009). The History of Struggle for Freedom in Kashmir. Srinagar*
- *Saraf, Mulk Raj. (1967). Fifty Years as a Journalist*
- *Taseer, Rasheed. (1989). Naqoosh-e-Sahafat: Tareekh-e-Sahafat Jammu and Kashmir*
- *Zutshi, Chitralkha. (2015). Languages of Belonging: Islam, Regional Identity, and the Making of Kashmir*
- *Rai, Mridu. (2004). Hindu Rulers, Muslim Subjects: Islam, rights, and the History of Kashmir*

MCJ-21209DCE: Kashmir History



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

Elective (DCE)

Semester 2nd

MCJ-21210-DCE

POLITICAL COMMUNICATION

Course Objectives

- To understand the role of political communication in informing, influencing, and legitimizing decisions is crucial to both domestic and international politics.
- To evaluate the effects of political communication campaigns on people's attitudes, opinions and systems of beliefs.

Learning Outcomes

- The course shall equip students to understand the relationship between political actors, communication channels, and the public.
- Students shall be proficient enough to critically analyze the ways in which communication strategies shape political public opinion

Unit I

Introduction to key concepts

The history of political communication

Political communication, political economy, and national identity

How politics shape identity.

Unit II

Political rhetoric & Campaigns

Global political communication Politics in authoritarian regimes

Role of culture, ideology, and consciousness in political communication

Ideological commonplaces and ideological dilemmas.

Unit III

Political communication and online spaces

Politainment & Political Humor

Emotional appeals in political messages

Image & Politics

Unit IV

Construction of news: Framing

Language & Politics

News coverage of politics and its effects

The public sphere & Political deliberation

Suggested Readings

- Denton, R.E., & Kuypers, J.A. (2008). *Politics and communication in America: Campaigns, media, and governing in the 21st century*. Long Grove, IL: Waveland Press, Inc.
- Lilleker, D. (2006). *Key concepts in political communication*. London, England: Sage
- Anduiza, E., Jensen, M., & Jorba, L. (2012). *Comparing digital politics: Digital media and political engagement around the world*. New York: Cambridge University Press.
- Arceneaux, K., & Johnson, M. (2013). *Changing minds or changing channels? Partisan news in an age of choice*. Chicago, IL: University of Chicago Press
- Gastil, J.W. (2008). *Political communication and deliberative democracy*. Thousand Oaks, CA: Sage. ISBN-13: 978-1412916288; ISBN-10: 1412916283
- Baym, G., & Jones, J.P. (Eds.) (2012). *News parody and political satire across the globe*. London, England: Routledge



MCJ-21210DCE: Political Communication

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

General Elective

Semester 2nd

MCJ-21002GE

MEDIA LITERACY

Course Objectives

- To develop an understanding of the visual message and the truth behind the image-- visual literacy
- To develop an understanding of ideology in the context of our media system

Learning Outcomes

- Students shall have a proper understanding of how ideology is framed in the context of our media system
- Students shall develop critical thinking skills and strategies about what media to use and how to interpret the information they receive.

Unit-I

Media Literacy: An Introduction

Theoretical Framework for Media Literacy

Role and responsibility of Media

Social Construction of Reality by Media

Unit-II

Media in Digital Age

Participatory culture: User-generated & User Shared Content in Social Media

Propaganda- Types & Techniques

Censorship

Suggested Readings

- Potter, W. J. (2021). *Media literacy*.
- Baran, S. J. (2022). *Introduction to mass communication: Media literacy and culture*.
- Wiesinger, S., & Beliveau, R. (2016). *Digital literacy: A primer on media, identity, and the evolution of technology*. New York: Peter Lang.
- De, A. B. S., In Mihailidis, P., In Lee, A. Y. L., In Melki, J., & In McDougall, J. (2017). *International handbook of media literacy education*.
- Abdullah, M. H., & ERIC Clearinghouse on Reading, English, and Communication. (2000). *Media literacy*. Bloomington, IN: ERIC Clearinghouse on Reading, English, and Communication.
- Karakas, R., Stahlbrand, S., Bear, E., Coltrinari, H., Heron, E., Labow, J., & TV Ontario. (1995). *Media literacy*. Toronto: TV Ontario.

MCJ-21002GE: Media Literacy

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



Elective (Open)

MCJ-21003OE

Semester 2nd

Visual Story Telling

Course Objectives

- To familiarize students with concepts concerning storytelling and narrative theory
- To introduce students to visual storytelling elements and techniques

Course Outcomes

- Students shall understand visual elements of stories
- Students shall be able to create a quality visual story

Unit-I

Origins of the Image

The Power of the Image

The Power of the Story

Telling stories with images/pictures: Elements and Techniques

Unit-II

Visual Narrative

Narrative Theory

Monuments and Memory

Street and Public Space

(Practical: Students will submit a visual story by the end of classwork)

Suggested Readings

- *The Visual Story: Creating the Visual Structure of Film, TV and Digital Media* by Bruce Bloc
- *Visual Storytelling: Inspiring a New Visual Language* by Robert Klanten, S. Ehmann, F. Schulze
- *Visual Storytelling* by Sandler Morgan
- *Storytelling Through Animation (Graphics)* by Wellins, Mike
- *Killer Visual Strategies: Engage Any Audience, Improve Comprehension, and Get Amazing Results Using Visual Communication* by Amy Balliett and Guy Kawasaki
- *Production Design for Screen: Visual Storytelling in Film and Television (Required Reading Range)* by Jane Barnwe

MCJ-21003OE: Visual Story Telling

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



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*.

MCJ-21004OE: Rural Affairs Reporting

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



3rd Semester

| Course Code | Course Name | Paper Category | Hours Per Week | | | Credits |
|--------------|--------------------------------|----------------|----------------|---|---|---------|
| | | | L | T | P | |
| MCJ-21301CR | Media Research | Core | 3 | 1 | 0 | 3+1+0=4 |
| MCJ-21302CR | Convergent Journalism | Core | 3 | 0 | 2 | 3+0+1=4 |
| MCJ-21303CR | Media Publication | Core | 2 | 0 | 4 | 2+0+2=4 |
| MCJ-21304CR | Covering Disasters & Conflicts | Core | 1 | 0 | 2 | 1+0+1=2 |
| MCJ-21305DCE | Creative Writing | Elective (DCE) | 2 | 0 | 4 | 2+0+2=4 |
| MCJ-21306DCE | T.V Production | Elective (DCE) | 2 | 0 | 4 | 2+0+2=4 |
| MCJ-21307DCE | Radio Production | Elective (DCE) | 2 | 0 | 4 | 2+0+2=4 |
| MCJ-21308DCE | Media Management | Elective (DCE) | 2 | 0 | 4 | 2+0+2=4 |
| MCJ-21309DCE | Health Communication | Elective (DCE) | 3 | 0 | 2 | 3+0+1=4 |
| MCJ-21310DCE | MOJO | Elective (DEC) | 2 | 0 | 4 | 2+0+2=4 |
| MCJ-21003GE | Citizen Journalism | Elective (GE) | 1 | 1 | 0 | 1+1+0=2 |
| MCJ-21005OE | Advertising and Culture | Elective (OE) | 1 | 1 | 0 | 1+1+0=2 |
| MCJ-21006OE | Science Communication | Elective (OE) | 1 | 1 | 0 | 1+1+0=2 |



MARKS SCHEME:

MCJ-21301CR. Media Research

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

MCJ-21302CR. Convergent Journalism

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

MCJ-21303CR. Media Publication

Total Marks: 100 (Term Examination: 60, Continuous Internal Assessment: 40)

MCJ-21304CR Covering Disaster

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

MCJ-21305DCE Creative Writing

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

MCJ-21306DCE T.V Production

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

MCJ-21307DCE Radio Production

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

MCJ-21308DCE Media Management

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

MCJ-21309DCE Health Communication

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

MCJ-21310DCE MOJO

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

MCJ-21003GE Citizen Journalism

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

MCJ-21005OE Advertising and Culture

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

MCJ-21006OE Science Communication

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



Semester 3rd

Core Paper

MCJ-21301CR

MEDIA RESEARCH

Course Objectives

- To introduce students to the basic of academic research and the various approaches involved for conducting a research.
- To provide students a nuanced approach towards Media and Research; allowing them to converge the practices of academic research onto Media Studies

Learning Outcomes

- Students will be proficient into carrying a wholesome academic Media Research projects.
- Students will gain insights into various practical aspects of conducting an academic research

Unit-I

Definition & Elements of research

Validity & Reliability; concepts and constructs

The Research Cycle

Sampling

Unit-II

Research Methods: Scientific, Historical & Descriptive

Data Collection Techniques

Data Analysis

Sources in Research- Significance & Types

Unit-III

Formative and Summative Research

Audience profile and Need Assessment

Communication Research

Research Ethics & Feedback

Unit-IV

Social Media Analytics & Big Data

Opinion Poll and Exit Poll

Audience and Market Research

Research in Various Fields: Print, Electronic, Advertising, Public Relations and the Internet



Suggested Readings

- Wimmer, R. D., & Dominick, J. R. (2014). *Mass media research: An introduction*.
- Demers, David. 2005. *Dictionary of mass communication & media research: a guide for students, scholars, and professionals*. Spokane, WA: Marquette Books. <http://catalog.hathitrust.org/api/volumes/oclc/58975736.html>
- Mytton, Graham, Peter Diem, and Piet Hein van Dam. 2016. *Media audience research: a guide for professionals*.
- Jensen, Klaus Bruhn. 2021. *A Handbook of Media and Communication Research Qualitative and Quantitative Methodologies*. Milton: Taylor & Francis Group. <http://public.eblib.com/choice/PublicFullRecord.aspx?p=6420581>.
- Berger, Arthur Asa. 2020. *Media and communication research methods: an introduction to qualitative and quantitative approaches*.
- Creswell, John W. 2014. *Research design: qualitative, quantitative, and mixed methods approaches*.

MCJ-21301CR. Media Research

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



Core Paper
MCJ-21302CR

Semester-3rd
CONVERGENT JOURNALISM

Course Objectives

- To help students understand the nuances and characteristics of online journalism and its practices
- To familiarize students with new concepts like data-journalism, CAR & CAJ

Learning Outcomes

- The students shall get an up to date skill set in the evolving journalistic practices.
- The students shall be equipped with training in new and emerging concepts in Journalism

Unit-I

Introduction & Evolution of Convergent Journalism

Types of Convergence

Implications of Convergence on Journalism -Online vs. traditional journalistic standards

Democratizing Communication- From vertical to horizontal

Unit II

Market-driven online journalism & Revenue Models

Information Overload, Usability, and Interactive Media

Mobile Journalism, CAR & CAJ

Ethical Challenges

Unit III

Elements of digital storytelling

Online story construction-Non Linear Storytelling

Online Search Techniques & Data Collection Methods

Writing for Online Media

Unit IV

Online Journalism Tools and Terminology

Basic Online Layout and Design

Social Media and Web 2.0/ 3.0

Data-journalism-forms and format, Data Mining

Suggested Readings

- Lister, M., Dovey, J., Giddings, S., Grant, I., & Kelly, K. (2009). *New media: A critical introduction*. Milton Park, Abingdon: Routledge.
- Stovall, J. G. (2004). *Web Journalism: Practice and promise of a new medium*. Boston: Pearson.
- Ward, M., & Dickinson, A. (2000). *Online journalism*. Oxford: Focal.
- Siaper, E., & Veglis, A. (2013). *The handbook of global online journalism*. Malden, Mass: Wiley-Blackwell.
- Boczkowski, P. J. (2005). *Digitizing the news: Innovation in online newspapers*.
- Friend, C., & Singer, J. B. (2015). *Online journalism ethics: Traditions and transitions*.

MCJ-21302CR. Convergent Journalism

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



Semester-3rd

Core Paper

MCJ-18302CR

MEDIA PUBLICATION

The students shall 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 pitch the story ideas to the Editor, and will be reporting, editing and designing their respective news stories/features/articles/interviews/profiles in a newsroom style.

MCJ-21303CR. Media Publication

Total Marks: 100 (Term Examination: 60, Continuous Internal Assessment: 40)



Core Paper
MCJ-21304CR

Semester-3rd
Covering Disasters & Conflicts

Course Objectives

- To equip the students to cover disasters and conflict
- To learn about difficulties involved in conflict and disaster reporting.

Learning Outcomes

- Students shall become familiar with the key principles of reporting conflict and disasters.
- Students shall be able to critically evaluate media coverage of disasters and conflict.

Unit-I

Definition and Types of Disasters
Reporting disasters and follow-ups
Newsroom preparation during disasters
Case Studies

Unit-II

Conflict, typology and mapping
Conflict Reporting: Checklist and Challenges
Mediation and Negotiation
Resolution, Management and Transformation

Suggested Readings

- Aleksievich, S., & Gessen, K. (2006). *Voices from Chernobyl: The oral history of a nuclear disaster*. Charlesbourg, Quebec: Braille Jymico Inc.
- Potter, Deborah., & Sherry, Ricchiardi. (2009). *Disaster and Crisis Coverage*
- Franks, S. (2014). *Reporting Disasters: Famine, Aid, Politics and the Media*.
- Harris, J., Williams, K., & Taylor & Francis (Londyn). (2019). *Reporting war and conflict*. London: Routledge Taylor & Francis Group.
- Rodgers, J. (2012). *Reporting conflict*. Basingstoke: Palgrave Macmillan.
- Lynch, J., & Galtung, J. (2017). *Reporting conflict: New directions in peace journalism*.

MCJ-21304CR Covering Conflicts & Disaster

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



Semester-3rd

DCE Paper

MCJ-21305DCE

CREATIVE WRITING

Course Objectives

- To inculcate the spirit of creative writing among the students.
- To learn about the varied techniques of fiction, non-fiction & poetry

Learning Outcomes

- Students shall be able to write efficiently in different genres
- Students shall develop an understanding of the creative writing skills

Unit-I

Creative Writing: An introduction

Authenticity and Credibility

Lucidity and Directness

Authorial Voice

Unit-II

Short Story

Poetry Explication

Argumentative Essay

Writing for Children

Unit III

Feature

Middle, Anecdote

Special article, Profile

Book Review

Unit-IV

Forms of Writing

Stages of Writing

Autobiographical writing

Persuasive writing

Suggested Readings

- Arana, M. (2003). *The writing life: Writers on how they think and work : a collection from the Washington post book world*. New York: Public Affairs.
- Bell, J. S. (2004). *Plot & structure: Techniques and exercises for crafting a plot that grips readers from start to finish*. Cincinnati, Ohio: Writer's Digest Books.
- King, S. (2020). *On writing: A memoir of the craft*.
- Lamott, A. (2019). *Bird by bird: Some instructions on writing and life*.
- Zinsser, W. K. (1998). *On writing well: An informal guide to writing nonfiction*. New York: Harper Collins Books.
- Strunk, W., & White, E. B. (2000). *The elements of style*. Boston: Allyn and Bacon.

MCJ-21305DCE Creative Writing

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



DCE Paper
MCJ-21306DCE

Semester-3rd
T.V PRODUCTION

Course Objectives

- To make students proficient in the various aspects of Television Production
- To enable students to broaden their skills sets matching the growing Industry Standards

Learning Outcomes

- Develop an understanding of Television, its newsroom, organizational structure and reporting process
- The course shall tell students about Presentation, Reporting, Interview, Reportage, Live Shows and Anchoring a Show.

Unit I

Television as a medium

TV production basics

Camera and Lighting

Shooting and Visual grammar

Unit II

Studio

Production Plan

Different TV genres

Writing proposal, TV scripts, Story board

Unit III

Editing

Computer Graphics

Sound: Equipment & Recording

Mixing: Principles & Techniques

Unit IV

Television Journalism: Introduction

Reporting, ENG, SNG and OB operations

Writing TV News: Bulletins & Reports

Anchoring, Hosting debates, talk shows

Suggested Readings

- *TV production. (1998). Oxford: Butterworth-Heinemann.*
- *Owens, J. (2020). Television production.*
- *Zettl, H. (2000). Television production handbook. S.I.: Wadsworth Thomson Learning.*
- *Plothe, T., Buck, A. M., & Peter Lang Publishing Inc. (2020). Netflix at the Nexus: Content, Practice, and Production in the Age of Streaming Television.*
- *Brown, L., & Duthie, L. (2020). The TV studio production handbook.*
- *Donald, R., Maynard, R., & Spann, T. (2008). Fundamentals of television production. Boston: Pearson/Allyn and Bacon.*

MCJ-21306DCE T.V Production

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



DCE Paper

MCJ-21307DCE

Semester-3rd

RADIO PRODUCTION

Course Objectives

- To train students in the art of radio production
- To disseminate technical expertise in handling Audio as a mass communication medium

Learning Outcomes

- Students shall gain technical knowhow into handling all the aspects of Audio production
- Students shall be able to record, edit and produce various audio programmes

Unit-I

History of Broadcasting

Evolution from Analogue to Digital and Satellite

Public Broadcasting, FM and Community Radio

Code of Ethics

Unit-II

Radio Formats & Genres: News, Features & Current Affairs

Interviews & Phone-Ins

Drama

Importance of Voice and its delivery

Unit-III

Writing spoken word for Radio as against Print Media

Writing Techniques for Features and Current Affairs

Scripting for Radio & Radio Commentary

Case Studies of any two popular radio programmes

Unit-IV

Field Reporting

News Reading

Editing and Mixing: Introduction to Audio Editing software AA

Radio in Digital Age: Podcasting

{Practicals: Students to produce short audios on different genres}

Suggested Readings

- Ford, M. (2013). *Radio production*.
- Connelly, D. W. (2017). *Digital radio production*
- Adams, M. H., & Massey, K. K. (1995). *Introduction to radio: Production and programming*. Madison, Wis: Brown & Benchmark.
- Hoffer, J. (1980). *Radio production techniques*. Blue Ridge Summit, Pa: Tab Books.
- Geller, V., & Ryder, T. (2009). *Creating powerful radio: Getting, Keeping & Growing audiences; news, talk, information & personality, broadcast, HD, satellite & Internet ; [a guide to programmers, managers & talent ; revised new material]*. Amsterdam: Focal Press.
- Priestman, C. (2008). *Web radio: Radio production for Internet streaming*. Oxford: Focal Press.

MCJ-21307DCE: Radio Production

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



DCE Paper

MCJ-21308DCE

Course Objectives

- To train the students to specialize in media management
- To develop interpersonal skills, leadership qualities and implement them in the media management sector

Learning Outcomes

- The students shall be proficient in the key Management areas in media
- Students shall be proficient for job roles such as digital marketer, project manager, media planner, market analyst, communicator, manager

Unit-I

Concept of Management

Principles of Management

Different Theories of Management

Management By Objectives

Unit II

Sources of Power

Leadership Qualities & Practices

Steps to Decision Making

Hidden Traps of Decision Making

Unit III

Media as an Industry & profession

Journalists V/s Managers

Market & Market Analysis

Consumer Behavior

Unit IV

Media Planning & Strategy

Event Management

Social Media Management

Media Management: Case Study of Certain Media Outlets

Suggested Readings

- Deuze, M. (2011). *Managing media work*. Thousand Oaks, Calif: SAGE.
- Cole, G. A., & Kelly, P. (2020). *Management theory and practice*.
- Geskey, R. D. (2017). *Media planning & buying in the 21st century*.
- Dessler, G., & Dessler, G. (1999). *Essentials of management*. Upper Saddle River, NJ: Prentice Hall
- Robbins, S. P., Coulter, M. A., & DeCenzo, D. A. (2020). *Fundamentals of management*
- Ober, S. (2009). *Contemporary business communication*. Boston: Houghton Mifflin.

MCJ-21308DCE Media Management

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



DCE Paper
MCJ21309DCE

Semester-3rd
HEALTH COMMUNICATION

Course objectives

- To explore the role of communication in health care delivery, health promotion, and disease prevention.
- To understand different theories and models that are relevant to health communication

Learning outcomes

- To identify major health problems confronted by India and their implications on society, culture and economy.
- Students will develop necessary skills for designing messages for healthcare delivery in an efficacious manner.

Unit I

Health Communication- Introduction & Importance
Characteristics of Effective Health Communication
Role of Media in Health Communication
Opinion Leaders & Change Agents

Unit II

Theories of Health Communication
Role of Media in expanding Reach & Health Promotion
Health communication & Media sources: credibility factors-opinion leaders and change agents
Reaching Out to Rural Communities: Radio Spots
The Internet Revolution & Health Communication

Unit III

Health Communication as Social & Behavioral change agent
Hurdles in health communication campaign
Message Structuring for Health campaign
Channel for health campaign- preparation of stickers, posters, billboards - media selection.

Unit IV

National Rural Health Mission (NRHM) - a critical assessment
Health as communication discourse- health magazines- health columns in newspapers
Ethical and legal aspects of health communication
Health as an index of development



Suggested Readings

- Allen, J., & Brock, S. A. (2013). *Health Care Communication Using Personality Type: Patients are Different!*. Hoboken: Taylor and Francis.
- Berry, D. (2004). *Risk, communication and health psychology*. Maidenhead: Open University Press.
- Berry, D., & ProQuest (Firm). (2007). *Health communication: Theory and practice*. Maidenhead: Open University Press.
- Brown, B., Carter, R., & Crawford, P. (2007). *Evidence-Based Health Communication*. Maidenhead: Open University Press Imprint.
- Hertzberg, M. A., & Bedney, S. (2003). *The most unhealthy relationship of all: A guide to better doctor-patient communication*. New York: iUniverse.
- Hornik, R. C. (2002). *Public health communication: Evidence for behavior change*. Mahwah, N.J: L. Erlbaum Associates.

MCJ-21309DCE Health Communication

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



DCE Paper
MCJ21310DCE

Semester-3rd
MOBILE JOURNALISM (MOJO)

Course Objectives

- To focus on understanding and using smartphone devices for reporting and storytelling
- To deal with different storytelling tools and techniques to produce engaging and interactive media content

Learning Outcomes

- To develop broader understanding about MOJO and produce and edit content using multimedia approach
- To develop an understanding about MOJO tools and techniques

Unit I

Mobile Journalism: Concept, Evolution and Characteristics

Advantages and Challenges

Skills required and the workflow

Changing roles for journalists and storytelling with mobile phones

Unit II

Basic mobile camera functions

MOJO kit: Introduction

Basic rules of composition, framing, shot planning

Types of shots, camera angles, camera movements

Unit III

Shooting shots, sequencing and story board

Creating content: Brainstorming, Story ideation and working on a story

Video recording and editing apps

Animation and using animation apps

Unit IV

Online multimedia platforms

Live Streaming: Going Live preparation checklist

Ethics in MOJO

MOJO: Case Studies

Suggested Readings

- Montgomery, R. (2018). *Smartphone Video Storytelling*. New York: Routledge, 2018: Routledge.
- Briggs, . (2010). *Journalism Next: A Practical Guide to Digital Reporting and Publishing*
- Adornato, A. (2022). *Mobile and social media journalism: A practical guide for multimedia journalism*.
- Brice, A., Lambert, R., & Curriculum Corporation (Australia). (2009). *Digital storytelling*. Carlton South, Vic: Curriculum Corp.
- Burum, I. (2018). *Democratizing journalism through mobile media: The Mojo Revolution*.
- Burum, I. (2015). *MOJO: The Mobile Journalism Handbook*. London: Taylor and Francis.

MCJ-21310DCE MOJO

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



General Elective Paper
MCJ21003GE

Semester-3rd
CITIZEN JOURNALISM

Course Objectives

- To train non-journalistic background students interested in developing the skills of modern journalism.
- To teach essential journalism principles needed to write stories in a way that focuses public attention on important social issues

Learning Outcomes

- Students shall be proficient in reporting, writing and publishing their stories in a journalistic manner
- Students shall develop nose for news

Unit I

Citizen Journalism: Concept and History

Modes of transmission: Mainstream Electronic and Print Media, Social Media

Identifying newsworthy story, pitching a story

Unit II

Citizen Journalism & Social Media

Activism through Mobile platforms

Assessing impact of Media Campaigns

Ethical Media Practices

(Critical study of related documentaries

Exercise: Two minutes video clip to be submitted during the semester)

Suggested Readings

- Campbell, V. (2015). *Citizen journalism*.
- Wall, M. (2019). *Citizen journalism: Practices, propaganda, pedagogy*.
- Nah, S., & Chung, D. S. (2020). *Understanding citizen journalism as civic participation*.
- In Allan, S. (2019). *Photojournalism and citizen journalism: Co-operation, collaboration and connectivity*.
- Blaagaard, B. (2020). *Citizen journalism as conceptual practice: Postcolonial archives and embodied political acts of new media*.
- Pandey, R. (2009). *Citizen journalism*. New Delhi: Adhyayan Publishers & Distributors.

MCJ-18003G: Citizen Journalism

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



Semester-3rd

Open Elective Paper

ADVERTISING & CONSUMER CULTURE

MCJ21005OE

Course Objectives

- To provide a thorough working knowledge of advertising world and the factors that influence consumer buying behaviour
- To understand importance of regulation of an advertisement

Learning Outcomes

- To explore concept, scope and principles of advertising
- To recognize social and ethical implications of advertising and to discuss influences that affect consumer needs and wants

Unit I

Advertising: Scope and significance

Basic principles, Social and Ethical Issues

Advertising Appeals

Advertising Regulation: Advertising Standards Council of India (ASCI)

Unit-II

Understanding consumer culture and consumer buying behavior in India

Stereotyping in consumer culture

Gender representation in advertising

Advertisement content and consumer engagement

Suggested Readings

- Belch, G. E., & Belch, M. A. (2021). *Advertising and promotion: An integrated marketing communications perspective*.
- Tellis, G. J. (2004). *Effective advertising: Understanding when, how, and why advertising works*. Thousand Oaks, CA: Sage Publications.
- Arens, W. F. (2020). *Contemporary Advertising*. Columbus: McGraw-Hill US Higher Ed USE.
- Dyer, G. (1996). *Advertising as communication*. London: Routledge.
- Chunawalla, S. A., Sethia, K. C., & ProQuest (Firm). (2008). *Foundations of advertising: Theory & practice*. Mumbai: Himalaya Pub. House.
- Fowles, J. (1996). *Advertising and popular culture*. Thousand Oaks, Calif: Sage Publications.

MCJ-21005OE Advertising and Consumer Culture

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



Open Elective Paper
MCJ21006GE

Semester-3rd
SCIENCE COMMUNICATION

Course Objectives

- To provide an introduction to popular science communication in the broader contexts of (a) the role of communication in science, and (b) the cultural, practical and policy-related role of science communication in wider society;
- To provide intellectual resources for constructive critical analysis of popular science communication in a variety of real-world settings;

Learning Outcomes:

- To cultivate hands on practical communication skills, with particular emphasis on effective speaking, writing and exhibiting on scientific and science-related topics to a variety of audiences

Unit I

Communication: definition, Written, Verbal Communication

Science Communication: An Introduction

Writing Science for the Public

Importance and use of science communication

Unit II

Science journalism

Sources of scientific information

Role of Science Communication in different sectors

Ethics of Science Communication

Suggested Readings

- Gregory, J., & Miller, S. (1998). *Science in public: Communication, culture, and credibility*. New York: Plenum Trade.
- Paradis, J. G., & Zimmerman, M. L. (2002). *The MIT guide to science and engineering communication*. Cambridge, Mass: MIT Press.
- Vilanilam, J. V. (1993). *Science communication and development*. New Delhi: Sage Publications.
- Davies, S. R., & Horst, M. (2016). *Science Communication. Place of publication not identified: Palgrave Macmillan*.
- "Recessing Rural Development through Science Communication" (Seminar), In Wālīā, H., Punjabi University., & Punjabi University. (2016). *Science communication*.

MCJ-21006OE Science Communication

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



4th Semester

| Course Code | Course Name | Paper Category | Hours Per Week | | | Credits |
|--------------|---|----------------|----------------|---|---|---------|
| | | | L | T | P | |
| MCJ-21401CR | Corporate Communication & Public Relations | Core | 3 | 0 | 2 | 3+0+1=4 |
| MCJ-21402CR | Project Work | Core | 0 | 1 | 6 | 0+1+3=4 |
| MCJ-21403CR | International Relations & International Communication | Core | 3 | 0 | 2 | 3+0+1=4 |
| MCJ-21404CR | Internship | Core | 0 | 1 | 2 | 0+1+1=2 |
| MCJ-21405DCE | Media Publication | Elective (DCE) | 2 | 0 | 4 | 2+0+2=4 |
| MCJ-21406DCE | Covering Inter-faith Relations | Elective (DCE) | 3 | 0 | 2 | 3+0+1=4 |
| MCJ-21407DCE | Covering Human Rights | Elective (DCE) | 3 | 0 | 2 | 3+0+1=4 |
| MCJ-21408DCE | Media & Gender | Elective (DCE) | 3 | 0 | 2 | 3+0+1=4 |
| MCJ-21409DCE | Film Studies | Elective (DCE) | 3 | 0 | 2 | 3+0+1=4 |
| MCJ-21410DCE | Digital Humanities | Elective (DCE) | 3 | 0 | 2 | 3+0+1=4 |
| MCJ-21004GE | Introduction to podcasting | Elective (GE) | 1 | 0 | 2 | 1+0+1=2 |
| MCJ-21007OE | Public Relations-Concepts & Practices | Elective (GE) | 1 | 1 | 0 | 1+1+0=2 |
| MCJ-21008OE | Understanding Media | Elective (GE) | 1 | 1 | 0 | 1+1+0=2 |



MARKS SCHEME:

MCJ-21401CR: Corporate Communication & Public Relations

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

MCJ-21402CR: Project Work

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

MCJ-21403CR International Relations & International Communication

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

MCJ-21404CR: Internship

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

MCJ-21405DCE: Media Publication

Total Marks: 100 (Term Examination: 60, Continuous Internal Assessment: 40)

MCJ-21406DCE: Covering Inter-faith Relations

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

MCJ-21407DCE: Covering Human Rights

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

MCJ-21408DCE: Media & Gender

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

MCJ-21409DCE: Film Studies

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

MCJ-21410DCE: Digital Humanities

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

MCJ-21004GE: Introduction to Podcasting

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

MCJ-21007OE: Public Relations-Concepts and Practices

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

MCJ-21008OE: Understanding Media

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



Semester 4th

Core Paper
MCJ-21401CR
RELATIONS

CORPORATE COMMUNICATION AND PUBLIC

Course Objectives

- To equip the students with a comprehensive understanding of corporate communications and public relations required to play the role of PR managers in the public and private sector
- To demonstrate corporate communication as a managerial function and to equip students with the knowhow to be part of the key decision-making process as a PR manager

Learning Outcomes

- Students shall have a basic understanding of the corporate and understand the different perspectives therein
- Students shall develop critical attitude towards the way corporations and organizations communicate, externally and internally

Unit-I

Corporate Communication and PR: Concept and definition, Types of Publics
Evolution and Growth, Pioneers of modern Public Relations
PR in India, Public and private sector
PR and Advocacy, lobbying, Publicity and Advertising

Unit-II

Propaganda techniques
Tools of PR: Meetings, Seminars, Special occasions, Press Release, Newsletter, Exhibitions
Open House, and Brochure, Posters, Bulletin Boards, Corporate Films
Digital PR
Employee Communication

Unit-III

PR in Crisis management
Media Relations, facility visits, interviews
Corporate Social Responsibility, Community Relations
Case Studies

Unit-IV

Organization communication patterns
Corporate Identity & Brand Building
Customer Relations, Corporate Media Events
Leadership and team building



Suggested Readings

- *Jethwaney, J. N. (2018). Corporate communication: Principles and practice.*
- *Fernandez, J. (2004). Corporate communications: A 21st century primer. New Delhi: Response Books.*
- *Jethwaney, J. N., & Sarkar, N. N. (2005). Public relations. New Delhi: Sterling Publishers.*
- *Sachdeva, I. S. (2010). Public relations: Principles and practices. Oxford: Oxford Univ. Press.*
- *Roy, S. K. (1974). Corporate image in India: A study of elite attitudes towards private and public industry. New Delhi.*
- *Balan, K. R. (1992). Corporate public relations. New Delhi: Sterling Publishers.*

MCJ-21401CR: Corporate Communication & Public Relations
Total Marks: 100 (Term Examination: 80, Continuous Internal Assessment: 20)



Core Paper

Semester 4th

MCJ-18402CR

PROJECT WORK

Course Objectives

- To encourage students to apply research in order to explore new thought processes
- To inculcate broader educational experience among students

Learning Outcomes

- Students will have a specialization in any of the five choices given to them
- Students will have an exposure to various aspects of multi-media production

The students will propose any of the following

- 1. Research Dissertation**
- 2. Narrative Piece**
- 3. New Media Product**
- 4. Documentary TV/Radio**
- 5. Photo Essay**

MCJ-21402CR: Project Work

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



Core Paper
MCJ-21403CR

Semester 4th
INTERNATIONAL RELATIONS & COMMUNICATION

Course Objectives

- To Introduce the concepts, terminology, and theories of International Relations
- To develop a solid grounding in International Communication & allied issues

Learning Outcomes

- Students will have a comprehensive knowledge regarding various contemporary international issues
- Students will have an understanding regarding different aspects related to international communication

Unit-I

International Relations-Concept and Evolution
Fundamental factors that influence/ determine IR
Contemporary IR scenario
Foreign policy, Diplomacy & IR

Unit-II

Media and IR
Propaganda, Schools of Propaganda (Types and strategies)
Contemporary International Communication Scenario
Historical aspects: New World Information and Communication Order (NWICO), MacBride Commission's report

Unit-III

Non-aligned News Agencies News pool: Working, Success, Failure
Global Communication theories: Post-colonialism, Cultural Imperialism, Globalization Theory
Theory
Cultural Industries, Hegemony & International Communication
Diaspora & Imagined Communities

Unit-IV

International conflicts and IR
Conflict Reporting
Violence against media persons
Peace Journalism

(Case studies and screening of relevant films/documentaries)



Suggested Readings

- *In Kamalipour, Y. R. (2020). Global communication: A multicultural perspective.*
- *Lull, J. (2013). Media, Communication, Culture: A Global Approach.*
- *Thussu, D. K. (2019). International communication: Continuity and change.*
- *Althusser, L., Balibar, E., Bidet, J., & Goshgarian, G. M. (2014). On the reproduction of capitalism: Ideology and ideological state apparatuses.*
- *Anderson, B. R. O. G. (2016). Imagined communities: Reflections on the origin and spread of nationalism.*
- *Steger, M. B., & Edward Elgar Publishing. (2012). Globalization and culture.*

MCJ-18403CR International Relations & International Communication
Total Marks: 100 (Term Examination: 80, Continuous Internal Assessment: 20)



**Core Paper-
MCJ-21404CR**

**Semester 4th
INTERNSHIP**

The Students shall have to go for a three weeks Internship with any media/corporate organization. The students shall have to get an attendance certificate and feedback in a given format from the concerned organization. The student shall have to make a presentation of the internship programme, which will be assessed by all faculty members.

The internship will be undertaken in the last working days of the 4th Semester

MCJ-21404CR: Internship

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



**Elective (DCE)
MCJ-21405DCE**

**Semester 4th
Media Publication**

The students shall 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 pitch the story ideas to the Editor, and will be reporting, editing and designing their respective news stories/features/articles/interviews/profiles in a newsroom style.

MCJ-21405DCE: Media Publication

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



Elective (DCE)

MCJ-21406DCE

Semester 4th

COVERING INTERFAITH RELATIONS

Course Objectives

- To provide an understanding in different aspects of covering Interfaith Relations
- To sensitize students while covering Inter-faith stories.

Learning Outcomes

- Students shall be able to critically understand how religion has or can be used as to set a discourse.
- Students shall have a proper understanding about the ethics and morality while covering Inter-faith stories

Unit-I

Overview of major religions

Religion and Media

Covering Religion- Case Study

Religion as Soft Power

Unit-II

Stereotypes about religions

Religion and Politics

Dialogue among Civilizations

Interfaith Dialogue in Contemporary times

Unit-III

Religion in New Age

Religion as Slogan

Religion in Editorial Opinion

Media Representation of Religion in Media

Unit-IV

Essentials of Interfaith Reporting

Ethical Challenges

Visual Representation of Religion

Case Studies- Print, Electronic & Web

Suggested Readings

- In Brown, D. S. (2015). *A communication perspective on interfaith dialogue: Living within the Abrahamic traditions.*
- Chatterjee, M. (2009). *Inter-religious communication: A Gandhian perspective.* New Delhi: Promilla & Co., Publishers in association with Bibliophile South Asia, Chicago.
- Walters, J. (2019). *Loving your neighbour in an age of religious conflict: A new agenda for interfaith relations.*
- In Peleg, S. (2019). *Intercultural and interfaith dialogues for global peacebuilding and stability.*
- Fielding, F. A., & Church Divinity School of the Pacific. (2006). *An appreciative approach to interfaith communication through the use of video.*
- Brown, D. S. (2013). *Interfaith dialogue in practice: Christian, Muslim, Jew.*

MCJ-18406DCE: Covering Inter-faith Relations

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



Elective (DCE)

MCJ-21407DCE

Semester 4th

Covering Human Rights

Course Objectives

- To train students into effectively covering Human Rights aspects and make students understand the ethical concerns while covering Human Rights issues
- To make students aware about the historical aspects of Human Rights and their evolution

Learning Outcomes

- The course shall equip students to engage in covering Human Rights issues in a professional
- Students will be proficient enough to critically analyze the role of Human Rights and media coverage.

Unit-I

Concept & Significance of Human Rights

Evolution of Human Rights

Categories of Human Rights

Emerging Human Rights Issues and challenges

Unit-II

International Human Rights Law-Salient features

Human Rights in Indian Constitution

The International Criminal Court

Theories of Human Rights: Natural Rights Theory, Legal Rights Theory, Economic Rights

Theory, Social Rights Theory, Historical Rights Theory

Unit III

Human Rights Journalism: An Introduction

Covering Human Rights: Methodological Standards

Diagnostic V/s Interpretive Style of Reporting

Human Rights Advocacy, Push & Pull Factors

Unit IV

Human Rights Violations- Print & Electronic Media

Posturing- Role of Diverse Media

Defending Human Rights –Civil Society & Non Profit Organizations

Award Winning Human Rights Stories

Suggested Readings

- Brandt, R. B. (1979). *A theory of the good and the right*. Oxford: Clarendon Press.
- Power, S., & Allison, G. T. (2000). *Realizing human rights: Moving from inspiration to impact*. New York: St. Martin's Press.
- Griffin, J. (2015). *On human rights*.
- Ishay, M. (2009). *The history of human rights: From ancient times to the globalization era*.
- Shaw, I. S., & Selvarajah, S. (January 01, 2019). *Introduction: Reporting Human Rights, Conflicts, and Peacebuilding—Critical and Global Perspectives*.
- Beetham, D. (January 01, 1995). *What Future for Economic and Social Rights? Political Studies Oxford*, 43, 41.
- In Ishay, M. (2012). *The human rights reader: Major political essays, speeches, and documents from ancient times to the present*.

MCJ-21407DCE: Covering Human Rights

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



Elective (DCE)

MCJ21408DCE

Semester 4th

Media and Gender

Course Objectives

- To analyze texts in context of cultural and social identities, considering how reality is socially and discursively constructed by media
- To identify stereotypes in media portrayals

Learning Outcome

- Students shall be able to identify and analyze how gender affects the production of media and vice versa
- Students shall be sensitized in gender reporting and representation

Unit I

Gender: Concept and definition

Gender roles, identity

Gender norms, relations

Perspectives of Gender: Sociological, psychological and cultural constructions of gender

Unit II

Gender, society and media: An overview

Portrayal of Gender in Television

Portrayal of Gender in Films

Portrayal of Gender in Print Media

Unit III

Gender discrimination and bias

Gender Sensitivity in media

UNESCO's Gender sensitive indicators for Media

Guidelines for Gender Sensitive Media Reporting

Unit IV

Gender Stereotyping and Media

Cultural sensibilities and media coverage

Deconstructing Gender myths

Case Studies

Suggested Readings

- Gauntlett, D. (2004). *Media, gender and identity: An introduction*.
- Kearney, M. C. (2012). *The gender and media reader*. New York: Routledge.
- Sinha, D., Dasgupta, S., & Cakrabarti, S. (2012). *Media, Gender, and Popular Culture in India: Tracking Change and Continuity*. Sage Publications.
- KRIJNEN, T. O. N. N. Y. V. A. N. B. A. U. W. E. L. S. O. F. I. E. (2021). *GENDER AND MEDIA: Representing, producing, consuming*. S.I.: ROUTLEDGE.
- Gill, R. (2015). *Gender and the Media*.
- Grizzle, A. (2012). *Gender-sensitive indicators for media: Framework of indicators to gauge gender sensitivity in media operations and content*. Paris: UNESCO.

MCJ-21408DCE: Media & Gender

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



Elective (DCE)
MCJ21409DCE

Semester 4th
Film Studies

Learning Objectives

- To develop awareness of films as an artistic medium and refine critical thinking skills among students
- To introduce film theory

Course Outcome

- Students should be able to analyse the basic cinematic language
- Students should be able to organise these core elements (narrative, non-narrative, etc.)

Unit 1

Film as a medium: Characteristics

Indian Cinema: Silent to Studio Era

Major Directors and Styles in Indian Cinema

Film Perception: Narrative Perception, Scene Perception, Motion Perception and Cuts & Montage

Unit 2

Basic Cinematic Language

Different Styles of Films: Realism, Formalism and Classicism

Introduction to Film Genres: Narrative, Avant Garde & Documentary etc

Film and Cultural identity

Unit 3

Auteur Film Theory

Feminist Film Theory

Formalist Film Theory

Marxist Film Theory

Unit 4

Writing For Cinema

Script Writing

Story board and Lighting techniques

Recce

Suggested Readings

- Rajadhyaksha, A. (2016). Indian cinema: A very short introduction.
- Bordwell, D., & Thomson, K. (2001). *Film art: An introduction*. New York: Mc Graw-Higher Education.
- Monaco, J. (2007). *How to read a film*. New York: Harbor Electronic Publishing.
- Giannetti, L. D. (2018). *Understanding movies*.
- Nelmes, J. (2007). *Introduction to film studies*. Abingdon: Routledge.
- Sikov, E. (2020). *Film studies: An introduction*.

**MCJ-21409DCE: Film Studies Total Marks: 100 (Term Examination: 80,
Continuous Internal Assessment: 20)**



Elective (DCE)
MCJ21410DCE

Semester 4th
Digital Humanities

Course Objectives

- To make Students acquainted with the current landscape of the field of digital humanities
- To emphasize how the use of technology in humanities contexts can offer new ways of knowing

Learning Outcomes:

- Students will gain training into approaching concepts like text mining, data journalism; Network Analysis
- Students will create a proposal for a digital project for possible development

Unit I

Introduction to Digital Humanities
From Traditional to Digital Humanities
Theories & Approaches
Digitizing & Archiving

Unit II

Text as Data
Text Analysis and Digital Interpretation
Text Mining
The Republic of Letters- case study

Unit III

Using Big Data in Journalism
Data Journalism: Approaches & Aspects
Data Visualizations
Data Journalism- Case Studies

Unit IV

Culturomics & Cultural Analytics
Social Media Analysis
Sentiment Analysis
Case Study - Cultural Analytics

Suggested Readings

- Schwabish, J. A. (2021). *Better data visualizations: A guide for scholars, researchers, and wonks*.
- Knaflic, C. N. (2018). *Storytelling with data: A data visualization guide for business professionals*.
- Gold, M. K., & Klein, L. F. (2019). *Debates in the digital humanities: 2019*.
- Schreibman, S., Siemens, R. G., & Unsworth, J. (2013). *A companion to digital humanities*. Malden, Mass: Blackwell Pub.
- Kirschenbaum, M. G. (2012). *Mechanisms: New media and the forensic imagination*. Cambridge, Mass: MIT Press.
- Nyhan, J., Terras, M. M., & Vanhoutte, E. (2016). *Defining digital humanities: A reader*.

**MCJ-21410DCE: Digital Humanities Total Marks: 100 (Term Examination: 80,
Continuous Internal Assessment: 20)**



Elective (GE)
MCJ-21004GE

Semester 4th
Introduction to Podcasting

Course Objectives

- To introduce students to the podcasting skill
- To develop an understanding and experience on the production, designing and editing audio content

Learning Outcomes

- At the end of the course, the students shall be trained in key aspects of podcasting.
- Students will be proficient in audio recording and editing.

Unit I

Podcasting: An Introduction

Structure & Elements of a Podcast

Planning a Podcast

Script Writing

Unit II

Genres & Platforms for Podcasting

Editing Podcast

Video Podcasts

Analyzing Popular Podcasts- Case Study

Suggested Readings

- Morris, T., & Tomasi, C. (2021). *Podcasting for dummies*.
- Geoghegan, M. W., & Klass, D. (2008). *Podcast Solutions: The Complete Guide to Audio and Video Podcasting*. Berkeley, CA: Apress, Inc.
- *Tricks of the podcasting masters*. (2006). Indianapolis, Ind.: Que.
- Baxi, N. (2019). *Podcasting*.
- Abel, J. (2015). *Out on the wire: The storytelling secrets of the new masters of radio*.
- Eiman, M. (2017). *Pod cast: Learn how to stop babbling and start podcasting like a pro*.

MCJ-21004GE: Introduction to Podcasting

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



Elective (Open)

MCJ-21007GE

Semester 4th

Public Relations-Concepts and Practices

Course Objectives

- To acquaint students with the concept of Public Relations, its historical origins and evolutionary role
- To help students to prepare themselves as PR professionals

Course outcome

- The students shall be able to explain the concept of Public Relations
- The students shall be able to produce Press Release and other PR literature

Unit-I

Introduction to Public Relations

Importance, role and functions of Public Relations

Principles of Public Relations

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

Case studies in Public Relations in India

Suggested Reading

- Bernays, E. L. (2014). *Public Relations*. Norman: University of Oklahoma Press.
- Bivins, T. H. (2018). *Public relations writing: The essentials of style and format*.
- In Black, S. (2016). *The practice of public relations*.
- Cutlip, S. M., Center, A. H., & Broom, G. M. (2006). *Effective public relations*. Upper Saddle River, N.J: Pearson Prentice Hall.
- Duhé, S. C., & Peter Lang Publishing Inc. (2017). *New media and public relations*.
- Jethwaney, J. N. (2018). *Corporate communication: Principles and practice*.

MCJ-21007OE: Public Relations-Concepts and Practices

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



Elective (Open)

MCJ-21008GE

Semester 4th

Understanding Media

Course Objectives

- The aim of the course is to develop a basic understanding of media working and functioning in contemporary times.
- The course is designed to impart critical understanding of Modern day journalism

Learning Outcomes:

- Students will be able to comprehend ideological biases in present day media
- Students will be proficient in identifying the fake news and the propaganda in the media

Unit I

Media Literacy in Contemporary Times

Factual Stories & Fake News

Embedded Journalism

Paid News

Unit II

Media of Protest

Propaganda

Citizen Journalism

Media Ethics

Suggested Readings

- Lorimer, R., & Scannell, P. (1996). *Mass communications: A comparative introduction*. Manchester: Manchester University Press.
- DeFleur, M. L., & Dennis, E. E. (2002). *Understanding mass communication: A liberal arts perspective*. Abingdon: Houghton Mifflin.
- Berger, A. A. (2013). *Essentials of mass communication theory*.
- McLuhan, M., & Gordon, W. T. (2015). *Understanding media: The extensions of man*. Berkeley, Calif: Gingko Press.
- Dice, M. (2017). *The true story of fake news*.
- Horner, D. S. (2015). *Understanding media ethics*.

MCJ-21008OE: Understanding Media

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