**New Choice Based Credit System 2015**

**MA MASS COMMUNICATION AND JOURNALISM**

1st semester = 24 credits

2nd semester = 24 credits

3rd semester = 24 credits

4th semester = 24 credits

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Total = 96

**1stSemester**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Course Code** | **Course Name** | **Paper Category** | **Hours Per Week** | | | **Credits** | **Name of the Instructor** |
| **L** | **T** | **P** |
| MCJ-15101CR | Introduction to Mass Communication | Core | 3 | 0 | 2 | 3+0+1=4 | Dr. Malik Zahra |
| MCJ-15102CR | News Reporting | Core | 3 | 0 | 2 | 3+0+1=4 | Mr. Nasir Mirza |
| MCJ-15103CR | Media Ethics & Laws | Core | 3 | 0 | 2 | 3+0+1=4 | Dr. Aaliya Ahmed |
| MCJ-15104DCE | Communication Skills | Elective (DCE) | 2 | 0 | 2 | 2+0+1=3 | Mr. Faruq Masudi |
| MCJ-15105DCE | Media Appreciation | Elective (DCE) | 2 | 0 | 2 | 2+0+1=3 | Dr. Syeda Afshana |
| MCJ151-06DCE | Kashmir History | Elective (DCE) | 2 | 0 | 2 | 2+0+1=3 | Dr. Malik Zahra |
| MCJ-15107DCE | Issues Management | Elective (DCE) | 2 | 0 | 2 | 2+0+1=3 | Dr. Sabeha Mufti |
| MCJ-15108GE | Media Management | Elective (GE) | 2 | 0 | 2 | 2+0+1=3 | Dr. Syeda Afshana |
| MCJ-15109GE | Writing for Media | Elective (GE) | 2 | 0 | 2 | 2+0+1=3 | Mr. Nasir Mirza |
| MCJ-15110EO | Journalism-Basics | Elective (Open) | 1 | 1 | 0 | 1+1+0=2 | Dr. Aaliya Ahmed |
| MCJ-15111EO | Media Language | Elective(Open) | 1 | 1 | 0 | 1+1+0=2 | Dr. Sabeha Mufti |

**MARKS SCHEME:**

*MCJ15101CR. Introduction to Mass Communication*

*Total Marks: 100 (Theory: 80, Internal Assessment Test: 20)*

*MCJ15102CR. News Reporting*

*Total Marks: 100 (Theory: 80, Internal Assessment Test: 20)*

*MCJ15103CR. Media Ethics & Laws*

*Total Marks: 100 (Theory: 80, Internal Assessment Test: 20)*

*MCJ15104DCE. Communication Skills*

*Total Marks: 75 (Theory: 60, Internal Assessment Test: 15)*

*MCJ15105DCE. Media Appreciation*

*Total Marks: 75 (Theory: 60, Internal Assessment Test: 15)*

*MCJ15106DCE. Kashmir History*

*Total Marks: 75 (Theory: 60, Internal Assessment Test: 15)*

*MCJ15107DCE. Issues Management*

*Total Marks: 75 (Theory: 60, Internal Assessment Test: 15)*

*MCJ15108GE. Media Management*

*Total Marks: 75 (Theory: 60, Internal Assessment Test: 15)*

*MCJ15109GE. Writing for Media*

*Total Marks: 75 (Theory: 60, Internal Assessment Test: 15)*

*MCJ15110EO. Journalism-Basics*

*Total Marks: 50 (Theory: 40, Internal Assessment Test: 10)*

*MCJ15111EO. Media Language*

*Total Marks: 50 (Theory: 40, Internal Assessment Test: 10)*

**1stsemester**

**Semester 1st**

***Core Paper-***

**MCJ15101CR INTRODUCTION TO MASS COMMUNICATION**

**Unit-I**

Communication: Meaning, Definition and Nature; Elements and process of communication; Functions of human communication and Mass communication; Various forms of communication: Intra-personal, Inter-personal, Group, Public and Mass communication; Non-verbal and verbal communication; Communication barriers

**Unit-II**

Scope, functions and limitations of communication models; Development of communication models from simple to complex; Models of Aristotle, Dance’s, Harold Lasswell, Berlo, Osgood, Wilbur Schramm, George Gerbner, Newcomb, Westley and MacLean

**Unit-III**

Nature and process of Mass Communication; Mass Communication through traditional and Modern Media; Media functions for individuals; Media functions for society; Economics of mass media; Characteristics and typology of audiences

**Unit-IV**

Magic Bullet Theory, Cultivation Theory, Agenda Setting theory, Spiral of Silence Theory, Media System Dependency Theory, Normative Theories, Functionalist & Marxist Theory of Mass Media, Hypodermic Needle Theory, Two-step & Multi-step Theory, Play Theory, Uses & Gratification Theory, Selective Exposure, Selective Perception & Selective Retention Theory, Individual Difference Theory

**1stsemester**

*MCJ15101CR. Introduction to Mass Communication*

*Total Marks: 100 (Theory: 80, Internal Assessment Test: 20)*

***Core Paper-***

**MCJ15102CR NEWS REPORTING**

**Unit-I**

News: Definition, Changing concepts of news

Elements, Values and Sources of news

The basic news story structure

Identification and Attribution

Salience of journalistic writing

Lead writing, kinds

Spot News

Breaking / Developing News, Follow-ups

News reporting terminology

**Unit-II**

Reporting Speeches/ News Conferences/ Meetings

Reporting Crime, Politics, Legislature

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

**Unit-III**

*Beat Reporting:*

Sports

Development

Business

Science

Weather

City life

Health Care

**Unit -IV**

Interpretative Reporting -purposes, techniques

**1stsemester**

Covering Conflict,Human rights, Disability

Eco journalism

Reporting for magazines

*MCJ15102CR. News Reporting*

*Total Marks: 100 (Theory: 80, Internal Assessment Test: 20)*

***Core Paper-***

**MCJ15103CR MEDIA ETHICS AND LAWS**

**Unit-I**

Principles and guidelines

Ethical issues related to media – truth, sensationalism, privacy, conflict of interest, plagiarism, sources, objectivity, bias; faking news; accountability: SPJ Code of conduct for journalists; Chequebook journalism, ethical issues concerning freebies from companies, institutions

**Unit-II**

Freedom of speech and expression, Restrictions

Officials Secrets Act, RTI

Press Council Act

Cable TV Regulation Act

Film Censorship

Defamation, slander, libel, contempt of court, contempt of legislature

Working Journalists Act

Press and books registration Act 1867

Cyber Laws governing publication of media content on the net

Press Laws in Kashmir

**Unit -III**

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

Ethical dilemmas during war reporting

Journalist—As professional, as victim

**Unit-IV**

Guidelines for media coverage in the wake of 9/11 and 26/11 attacks

Study of following cases in the light of sting operations, paid news, embedded journalism-

**1stsemester**

* Watergate Scandal
* Tehelka expose of Gujarat Riots
* Abu Ghraib torture case
* Kunan Poshpora rape case
* Any other major media related case

*MCJ15103CR. Media Ethics & Laws*

*Total Marks: 100 (Theory: 80, Internal Assessment Test: 20)*

***Elective (DCE)-***

**MCJ15104DCE COMMUNICATION SKILLS**

**Unit-I**

Description and features

Conversation process and its effectiveness

Interpersonal Communication

Facing an interview

**Unit-II**

Group communication--definition and process

Effective GC

Facilitating Group Discussions

Public speaking----description, process and types

Impromptu speaking

Extemporaneous speaking

Preparation of a speech,

Speech making approaches

**Unit- III**

Listening defined

Stages in listening

Types of listening

Barriers in listening

Improving listening skills

Informative/persuasive speech presentation

Case Studies of Famous speeches—Martin Luther King Jr. ‘I have a Dream’

**1stsemester**

*MCJ15104DCE. Communication Skills*

*Total Marks: 75 (Theory: 60, Internal Assessment Test: 15)*

***Elective (DCE)-***

**MCJ15105DCE MEDIA APPRECIATION**

**Unit-I**

Introduction to Media Appreciation,

Subjective & Objective Appreciation

Principles of evaluation for different media genres

**Unit-II**

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

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

Reviewing documentaries- Appreciation of any three award winning documentaries

**Unit-III**

Reviewing feature films- Appreciation of any three award winning feature films

Reviewing Newspaper Editorials & Features- Appreciation of any one award winning editorial and feature

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

**1stsemester**

*MCJ15105DCE. Media Appreciation*

*Total Marks: 75 (Theory: 60, Internal Assessment Test: 15)*

**Elective (DCE)-**

**MCJ15106DCE KASHMIR HISTORY**

**Unit-I**

Medieval History of Kashmir

Relations with neighboring world during medieval period

Islam in Kashmir: Stages of its spread

Society, Culture and Economy under the Sultans

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

**Unit- II**

Mughal, Afghan and Sikh rule in Kashmir—an overview

Economic, Social and Cultural changes under these regimes

**Unit- III**

State’s position vis a vis British Paramountacy, British policy towards Kashmir

Mass discontent: Causes and Implications

1931 Watershed

Political formations: Muslim Conference & National Conference

Contemporary Scenario: socio, political and economic formations

**1st semester**

*MCJ15106DCE. Kashmir History*

*Total Marks: 75 (Theory: 60, Internal Assessment Test: 15)*

**Elective (DCE)-**

**MCJ15107DCE ISSUES MANAGEMENT**

**Unit-I**

Contemporary Media Scene in India

Issues Identification and Forecasting

Monitoring, Analysing and Priority Setting.

Classification of Issues: Political, Social Economic, Developmental, etc.

Social Media and their treatment and negotiation of recent issues in the news

**Unit-II**

Issues and their Manipulation and Treatment by Media

Prime Time Activism

Interest Group Politics

Priming and Framing of Issues in Media

Negotiating Market and Non-Market Forces as Issues

**Unit-III**

Organizations, Issues and Publics

Case Studies of Local, National and International issues from the Political, Economic, Social, Developmental, Gender and other domains and their management by the media

Private and State Controlled Media

**1stsemester**

*MCJ15107DCE. Issues Management*

*Total Marks: 75 (Theory: 60, Internal Assessment Test: 15)*

**Elective(GE)-**

**MCJ15108GE Media Management**

**Unit-I**

Organizational Communication

Media as an industry and profession

Concept of Management

Principles of Management

Different theories of Management

Management by Objectives (MBO)

**Unit-II**

Sources of Power

Leadership Qualities and Practices

Steps to Decision-making

Categorizing Decisions

Analytical decision-making tools

Hidden traps of decision making

Journalists versus Managers

**Unit-III**

Media ownership patterns and its impact

Legal issues in media businesses

Ethics of media profit chase

FDI

Sales, Marketing and Market Analysis

Consolidation and Convergence

Fragmentation of media markets: Niche Publications

**1stsemester**

*MCJ15108GE. Media Management*

*Total Marks: 75 (Theory: 60, Internal Assessment Test: 15)*

**Elective (GE)-**

**MCJ15109GE Writing for Media**

**Unit I**

Basics of writing for the Mass Media

Characteristics of Journalistic writing

Stylebooks

Building an audience

**Unit II**

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 III**

Writing Photo Captions

Writing Advertising Copy

Writing Press Release

Writing Letters to the Editor

Writing Reviews

Writing for the Social Media

**1stsemester**

*MCJ15109GE. Writing for Media*

*Total Marks: 75 (Theory: 60, Internal Assessment Test: 15)*

***Elective (Open)-***

**MCJ15110EO JOURNALISM-BASICS**

**Unit-I**

Concept and definition of news

Criteria of Selecting News

Structure of news- 5W and 1H

Intro

Nut Graph

Inverted pyramid pattern need and usefulness

Reporting Beats

**Unit-II**

Role of the Editor, Sub-Editors, Reporter, Proof-readers

Headline writing: techniques and types

Feature and its types

Difference between television, radio, web and newspaper reporting

**1stsemester**

*MCJ15110EO. Journalism-Basics*

*Total Marks: 50 (Theory: 40, Internal Assessment Test: 10)*

***Elective (Open)-***

**MCJ15111EO Media Language**

**Unit-I**

Purpose of Language

Media Language

Insinuated Language

Embedded Language

**Unit-II**

Words in Conflict

Use, abuse and misuse of words

Distorting history/events through words

Manufacturing reality through words

**1stsemester**

*MCJ15111EO. Media Language*

*Total Marks: 50 (Theory: 40, Internal Assessment Test: 10)*

**2ndSemester**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Course Code** | **Course Name** | **Paper Category** | **Hours Per Week** | | | **Credits** | **Name of the Instructor** |
| **L** | **T** | **P** |
| MCJ-15201CR | Editing—Print | Core | 3 | 0 | 2 | 3+0+1=4 | Dr. Syeda Afshana |
| MCJ-15202CR | Development Communication | Core | 3 | 1 | 0 | 3+1+0=4 | Dr. Malik Zahra |
| MCJ-15203CR | Media Publication | Core | 1 | 0 | 6 | 1+0+3=4 | Ms. Muslim Jan |
| MCJ-15204DCE | Narrative Journalism | Elective (DCE) | 2 | 0 | 2 | 2+0+1=3 | Dr. Syeda Afshana |
| MCJ-15205DCE | Still Photography Basics | Elective (DCE) | 1 | 0 | 4 | 1+0+2=3 | Mr. Faruq Masudi |
| MCJ-15206DCE | Advertising | Elective (DCE) | 2 | 1 | 0 | 2+1+0=3 | Dr. Aaliya Ahmed |
| MCJ-15207DCE | Media & Society | Elective (DCE) | 2 | 0 | 2 | 2+0+1=3 | Dr. Sabeha Mufti |
| MCJ-15208GE | Media Literacy | Elective (GE) | 2 | 0 | 2 | 2+0+1=3 | Mr. Nasir Mirza |
| MCJ-15209GE | Covering Disasters | Elective (GE) | 2 | 1 | 0 | 2+1+0=3 | Dr. Malik Zahra |
| MCJ-15210EO | Gender in Media | Elective (Open) | 1 | 1 | 0 | 1+1+0=2 | Dr. Aaliya Ahmed |
| MCJ-15211EO | Story Telling | Elective (Open) | 1 | 1 | 0 | 1+1+0=2 | Dr. Syeda Afshana |

**MARKS SCHEME:**

*MCJ15201CR. Editing—Print*

*Total Marks: 100 (Theory: 80, Internal Assessment Test: 20)*

*MCJ15202CR. Development Communication*

*Total Marks: 100 (Theory: 80, Internal Assessment Test: 20)*

*MCJ15203CR. Media Publication*

*Total Marks: 100 (External: 60, Internal Assessment Test: 40)*

*MCJ15204DCE. Narrative Journalism*

*Total Marks: 75 (Theory: 60, Internal Assessment Test: 15)*

*MCJ15205DCE. Still Photography Basics*

*Total Marks: 75 (Theory: 60, Internal Assessment Test: 15)*

*MCJ15206DCE. Advertising*

*Total Marks: 75 (Theory: 60, Internal Assessment Test: 15)*

*MCJ15207DCE. Media & Society*

*Total Marks: 75 (Theory: 60, Internal Assessment Test: 15)*

*MCJ15208GE.Media Literacy*

*Total Marks: 75 (Theory: 60, Internal Assessment Test: 15)*

*MCJ15209GE. Covering Disaster*

*Total Marks: 75 (Theory: 60, Internal Assessment Test: 15)*

*MCJ15210EO. Gender in Media*

*Total Marks: 50 (Theory: 40, Internal Assessment Test: 10)*

*MCJ15211EO. Story Telling*

*Total Marks: 50 (Theory: 40, Internal Assessment Test: 10)*

**2ndsemester**

**Semester 2nd**

***Core Paper-***

**MCJ15201CR EDITING -PRINT**

**Unit-I**

Newspaper Organization, Divisions/departments: Hierarchy and Roles

Inside the Newsroom: Organization and operation, News flow from reporters,

agencies, internet, other sources

Responsibilities of Chief News Editor, Chief Copy Editor and Copy Editor

**Unit-II**

Editing: Meaning, purposes, principles

Rewriting stories

Rewriting Press releases, Speech drafts, Organizational reports

Stylebooks: AP

Print Media Terminology

**Unit-III**

Defining Editorial

Functions of Editorial

Classification of Editorials

Critical reading of editorials from local, national and international Press

**Unit-IV**

Headlines- Functions, Techniques

Different kinds of headlines

Basics of Layout and Design of newspaper page

Different design elements—sidebars, boxes, blurbs, infographics

**2ndsemester**

Editing Softwares: Functions and uses

*MCJ15201CR. Editing—Print*

*Total Marks: 100 (Theory: 80, Internal Assessment Test: 20)*

***Core Paper-***

**MCJ15202CR DEVELOPMENT COMMUNICATION**

**Unit-I**

Definition, meaning and process of development

UN and Specialized Agencies and their role in promoting development

Basic Needs Model

Theories and Paradigms of Development

Economic and Social Indicators of Development

Millennium Development Goals (MDG’s)

Brief introduction about Indian models of Development and Planning

**Unit-II**

Development Communication- Definition, Concept and Philosophy

Approaches:

Diffusion of Innovation, Empathy, Magic Multiplier, Social Marketing, Entertainment

Education, Participatory Approach, Localised Approach

**Unit-III**

Media and Development

Designing messages for development communication

ICT & Development: The Indian Experience from SITE to Web:-

SITE, Kheda, Community Radio, E-governance, Soul City Project, Sonagachi

Communication Project

Role of NGOs in social development. (International and local)

**Unit-IV**

Development Communication in Agriculture

Agriculture Development in India—

Agriculture Extension, Extension approaches, System Approach

Case studies of Communication support to agriculture

Development Support Communication – Definition and genesis

Extension Approach—

Health and Family Welfare

**2ndsemester**

Women Empowerment

Literacy & Education

*MCJ15202CR. Development Communication*

*Total Marks: 100 (Theory: 80, Internal Assessment Test: 20)*

***Core Paper-***

**MCJ15203CR MEDIA PUBLICATION**

The students pursuing the course have to bring out the fortnightly Newspaper *MERC Times* and bi-annual magazine *MEDIATIMES* 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.

**2ndsemester**

*MCJ14203CR. Media Publication*

*Total Marks: 100 (External: 60, Internal Assessment Test: 40)*

***Elective (DCE)-***

**MCJ15204DCE NARRATIVE JOURNALISM**

**Unit I**

Narrative journalism: Historical perspective

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

Theme and Advocacy

  Cynicism and Empathy

Narrator/Point of View and Movement

**Unit III**

Structuring a literary nonfiction piece-

Beginning, Middle, End

Narrative thread

Journalistic Distance

Journalist as Witness

**2ndsemester**

Journalist as a First Person Narrator

The Digital Future of Narrative Journalism

Critical Study of Narrative pieces

*MCJ15204DCE. Narrative Journalism*

*Total Marks: 75 (Theory: 60, Internal Assessment Test: 15)*

***Elective (DCE)-***

**MCJ15205DCE STILL PHOTOGRAPHY BASICS**

**Unit-I**

History of still Photography Evolution from film based to Digital Photography Digital SLR Cameras Manual Over-rides File formats Resolutions

**Unit-II**

Lenses, Aperture, Shutter speed, Filter

Lighting: Indoors/Outdoors Exposure Meters Composition Focus Depth of Field Colour , Black and White and Monochrome Photoshop

**Unit-III**

Genres Photo Journalism Photo Feature Still Life Portraits Landscapes Industrial Fashion Case Studies

**2ndsemester**

*MCJ15205DCE. Still Photography Basics*

*Total Marks: 75 (Theory: 60, Internal Assessment Test: 15)*

***Elective (DCE)-***

**MCJ15206DCE ADVERTISING**

**Unit-I**

Concept and definition

Advertising Agencies-structure and function of different departments

Ethics and Social Responsibility

ASCI Code

Consumer Behaviour

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

A.H.Maslow’s Human Needs Structure

**Unit-II**

Visualization-Idea Generation Techniques

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

Creative Copy writing

Advertising terminology

Advertising Appeals: Rational, Emotional, and Moral

**Unit-III**

Values and Life style Advertising

Public Service Advertising

Creating Print and Radio Ad

Creating Merchandising

Creating TV/Film spots

Creating Outdoor Advertising

New Age Advertising

**2ndsemester**

*MCJ15206DCE. Advertising*

*Total Marks: 75 (Theory: 60, Internal Assessment Test: 15)*

***Elective (DCE)-***

**MCJ15207DCE MEDIA AND SOCIETY**

**Unit-I**

Emergence, Development and Proliferation of Media, Ownership and Control of Media

Relationship between media and society: Areas of convergence and conflict

Emerging role of media in contemporary world

Media and Social Responsibility

Media and its Audiences: Media Effects

The Mainstream Media Discourse

**Unit-II**

Audience Interpretation of media content

Popular Culture

Television and Cultural Images

Media and Stereotypes (Case Studies)

Media and globalization, Alternative and New Media

Commercialization of Media; Impact on Public sphere

Construction and Representation of Reality; Codes of Interpretation

**Unit-III**

Structure and functions of News Media in society

News Media and Social Institutions

Mediated Interpretation of Contemporary Issues in society: Violence, gender, politics, and development related

News media and international historical developments

**2ndsemester**

*MCJ15207DCE. Media & Society*

*Total Marks: 75 (Theory: 60, Internal Assessment Test: 15)*

***Elective (GE)-***

**MCJ15208GE MEDIA LITERACY**

**Unit-I**

 Media Literacy defined

 Role and responsibility of Media

Social Construction of Reality by Media

Propaganda

Types, Techniques

**Unit-II**

Censorship

Censorship versus irresponsible freedom

Reasons, Types—Government and non-government

Censorship in News media, Books, Films, Internet

**Unit –III**

Media Education

Growth and Evolution

Challenges and Opportunities

Contemporary media education scene in India

**2ndsemester**

*MCJ15208GE. Media Literacy*

*Total Marks: 75 (Theory: 60, Internal Assessment Test: 15)*

***Elective (GE)-***

**MCJ15209GE Covering Disasters**

**Unit-I**

Types of disasters

Trauma during disaster

Newsroom preparation

Preview of destruction

Newsroom start-up guidlines

Newsroom production back-up plan

**Unit-II**

Managing crisis coverage

Reporting a crisis

Tips for dealing with victims and survivors

Challenges for journalists

Staying safe

Following up

**Unit-III**

Disasters in the making- Dal Lake , Amarnath yatra

Case Studies—

Tsunami 2005

Uttarakhand Disaster 2013

Ethiopia Catastrophe

Screening of related documentaries like *Politics of Food*

**2ndsemester**

*MCJ15209GE. Covering Disasters*

*Total Marks: 75 (Theory: 60, Internal Assessment Test: 15)*

***Elective (Open-***

**MCJ15210EO Gender in Media**

**Unit I**

Gender definition

Gender portrayals in media:

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

Positioning of traditional gender stereotypes

**Unit II**

Deconstructing gender myths

Cultural sensibilities and media coverage

Media role in gender invasion and supremacy

**2ndsemester**

*MCJ15210EO. Gender in Media*

*Total Marks: 50 (Theory: 40, Internal Assessment Test: 10,)*

***Elective (Open)-***

**MCJ15211EO Story Telling**

**Unit-I**

Birth of an Idea

Premise

Developing an Argument

Closing the Argument

Story telling Techniques

Story telling in the classroom (by students)

**Unit-II**

Plot

Characters

Building Scenes

Dialogue

Classic versus modern/post-modern structures

**2nd semester**

*MCJ15211EO. Story Telling*

*Total Marks: 50 (Theory: 40, Internal Assessment Test: 10)*

**3rdSemester**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Course Code** | **Course Name** | **Paper Category** | **Hours Per Week** | | | **Credits** | **Name of the Instructor** |
| **L** | **T** | **P** |
| MCJ-15301CR | Media Research | Core | 3 | 1 | 0 | 3+1+0=4 | Dr. Sabeha Mufti |
| MCJ-15302CR | Convergent Journalism | Core | 3 | 0 | 2 | 3+0+1=4 | Dr. Syeda Afshana |
| MCJ-15303CR | Media Publication | Core | 3 | 0 | 2 | 3+0+1=4 | Ms. Muslim Jan |
| MCJ-15304DCE | T.V Journalism | Elective (DCE) | 1 | 0 | 4 | 1+0+2=3 | Mr. Faruq Masudi |
| MCJ-15305DCE | Radio Production | Elective (DCE) | 1 | 0 | 4 | 1+0+2=3 | Dr. Aaliya Ahmed |
| MCJ-15306DCE | TV Fiction Basics | Elective (DCE) | 1 | 0 | 4 | 1+0+2=3 | Mr. Faruq Masudi |
| MCJ-15307DCE | Radio Fiction –Introduction | Elective (DCE) | 1 | 0 | 4 | 1+0+2=3 | Dr. Aaliya Ahmed |
| MCJ-15308DCE | Creative Writing | Elective (DCE) | 2 | 0 | 2 | 2+0+1=3 | Mr. Nasir Mirza |
| MCJ-15309DCE | Urdu Journalism | Elective (DCE) | 2 | 0 | 2 | 2+0+1=3 | Mr. Nasir MIrza |
| MCJ-15310GE | Understanding Media | Elective (GE) | 2 | 0 | 2 | 2+0+1=3 | Dr. Malik Zahra |
| MCJ-15311GE | Citizen Journalism | Elective (GE) | 2 | 0 | 2 | 2+0+1=3 | Dr. Syeda Afshana |
| MCJ-15312EO | Personality Development | Elective (Open) | 1 | 1 | 0 | 1+1+0=2 | Ms. Muslim Jan |
| MCJ-15313EO | Advertising and Culture | Elective (Open) | 1 | 1 | 0 | 1+1+0=2 | Dr. Aaliya Ahmad |

**MARKS SCHEME:**

*MCJ15301CR. Media Research*

*Total Marks: 100 (Theory: 80, Internal Assessment Test: 20)*

*MCJ15302CR. Convergent Journalism*

*Total Marks: 100 (Theory: 80, Internal Assessment Test: 20)*

*MCJ15303CR. Media Publication*

*Total Marks: 100 (External: 60, Internal Assessment Test: 40)*

*MCJ15304DCE. T.V Journalism*

*Total Marks: 75 (Theory: 60, Internal Assessment Test: 15)*

*MCJ15305DCE. Radio Production*

*Total Marks: 75 (Theory: 60, Internal Assessment Test: 15)*

*MCJ15306DCE. TV Fiction Basics*

*Total Marks: 75 (Theory: 60, Internal Assessment Test: 15)*

*MCJ15307DCE. Radio Fiction-Introduction*

*Total Marks: 75 (Theory: 60, Internal Assessment Test: 15)*

*MCJ15308DCE.Creative Writing*

*Total Marks: 75 (Theory: 60, Internal Assessment Test: 15)*

*MCJ15309DCE. Urdu Journalism*

*Total Marks: 75 (Theory: 60, Internal Assessment Test: 15)*

*MCJ15310GE.Understanding Media*

*Total Marks: 75 (Theory: 60, Internal Assessment Test: 15)*

*MCJ15311GE.Citizen Journalism*

*Total Marks: 75 (Theory: 60, Internal Assessment Test: 15)*

*MCJ15312EO.Personality Development*

**3rdsemester**

*Total Marks: 50 (Theory: 40, Internal Assessment Test: 10)*

*MCJ15313EO. Advertising and Culture*

*Total Marks: 50 (Theory: 40, Internal Assessment Test: 10)*

***Core Paper-***

**MCJ15301CR MEDIA RESEARCH**

**Unit-I**

Research-Definition

Elements of research

Validity: internal, external

Reliability; concepts and constructs

Variables; hypothesis and research questions

Nature and levels of measurement; measurement scales

Sampling: Population and sample; probability and non-probability samples; sample size; sampling error

**Unit-II**

Qualitative and Quantitative Research Approaches- Advantages and disadvantages

Methods of data collection

Data analysis and interpretation

Quantitative methods: Survey, Content analysis, Experimental Research, Historical Research, Focus Group Discussion

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

**Unit-III**

Formative and Summative Evaluation, Feedback

Communication Research

Pre and Post; Production Research

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

Insider and Outsider Bias in Research; Primary and Secondary Sources

Mean, Median, Mode; Correlation and Frequency

**Unit-IV**

Media Monitoring and Evaluation

Opinion Poll and Exit Poll

Audience and Market Research. TRP (Importance and Techniques)

Review of various Research Studies regarding effects, agenda setting, gate keeping, Uses and Gratification Approach

**3rdsemester**

*MCJ15301CR. Media Research*

*Total Marks: 100 (Theory: 80, Internal Assessment Test: 20)*

***Core Paper-***

**MCJ15302CR CONVERGENT JOURNALISM**

**Unit-I**

Introduction to Convergent Journalism

Three Types of Convergence-*Technological Convergence-Economic Convergence-Cultural Convergence*

Backpack Journalist

Implications of Convergence

Online standards vs. traditional journalistic standards

**Unit II**

Democratizing communication- Shift from vertical to horizontal communication

Information Overload, Usability, and Interactive Media

Online journalism as market-driven journalism

Revenue Models for Digital Media: Case Studies

**Unit III**

Evolution of Online Journalism

Elements of digital storytelling (Multimedia, Interactivity, Linking)

Online Journalism Tools and Terminology

Generating Story Ideas

Reporting Methods for Online

Ethical challenges of online journalism

**Unit IV**

Multiple Platforms

Online story construction

Online Copy Editing

Basic Online Layout and Design

**3rdsemester**

Social Media and Web 2.0

*MCJ15302CR. Convergent Journalism*

*Total Marks: 100 (Theory: 80, Internal Assessment Test: 20)*

***Core Paper-***

**MCJ15303CR 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.

**3rdsemester**

*MCJ15303CR. Media Publication*

*Total Marks: 100 (External: 60, Internal Assessment Test: 40)*

***Elective (DCE)-***

**MCJ15304DCE T.V JOURNALISM**

**Unit-I**

History of Electronic Journalism

ENG, SNG and OB operations

Writing spoken word for TV as against Print Media

Breaking News

Immediacy

Developing News

Development Stories

**Unit-II**

Set up your Camera

White Balance Angles

Simple camera movements, Zoom, Tilts, Pans

Camera support systems

Sound

Lighting

Editing

**Unit-III**

Presentation of different Genres

Dress Codes

Field Reporting

News Casting

Anchoring

Hosting talk shows

Interviews

Live Telecast

Glossary

**3rdsemester**

*MCJ15304DCE. T.V Journalism*

*Total Marks: 75 (Theory: 60, Internal Assessment Test: 15)*

***Elective (DCE)-***

**MCJ15305DCE RADIO PRODUCTION**

**Unit-I**

History of Broadcasting

Evolution from Analogue to Digital and Satellite

Public Broadcasting, FM and Community Radio

Genres:

News

Features

Current Affairs

Interviews

Live Broadcast

Music

**Unit-II**

Writing spoken word for Radio as against Print Media

Pitch

Story

Research

Writing Techniques for Features and Current Affairs Commentary Fiction

**Unit-III**

Presentation of different Genres

Importance of Voice and its delivery

Field Reporting

News Reading

**3rdsemester**

Hosting talk shows

Interviews

Radio Jockey for music

Dramas

Editing and Mixing

Glossary

Case Studies of certain radio programs: *King’s Speech, Dhadkan*

*MCJ15305DCE. Radio Production*

*Total Marks: 75 (Theory: 60, Internal Assessment Test: 15)*

***Elective (DCE)-***

**MCJ15306DCE TV FICTION BASICS**

**Unit-I**

**History of Television**

Public Broadcasting and GEC channels

PRE-PRODUCTION:

Concept

Pitch

Proposal

Pilot

**Unit-II**

**PRODUCTION:**

Approval from channel

Scripting

Budgeting

Casting

Crew

Scheduling

Shooting

**Unit-III**

**POST- PRODUCTION:**

**3rdsemester**

Editing

Promos

Music

Mixing

Packaging

Mastering

Glossary

Case Study of any current soap

Students to produce two-minute fiction short

*MCJ15306DCE. TV Fiction Basics*

*Total Marks: 75 (Theory: 60, Internal Assessment Test: 15)*

***Elective (DCE)-***

**MCJ15307DCE RADIO FICTION- Introduction**

**Unit I**

History of Radio Drama

Evolution from stand-alone Plays to Series

Public Broadcasting and FM Stations

**Unit II**

**PRE PRODUCTION**

Concept

Pitch

Proposal

Pilot

**Unit III**

**PRODUCTION**

Approval from the Broadcaster

Scripting & Radio Scripting Techniques

Budgeting

Casting

Crew

Scheduling

Production

**Unit-IV**

POST PRODUCTIONS

Editing

Promos

Music & SFX

Mixing

**3rdsemester**

Packaging

Mastering

Glossary

Case history of any current serial

Students to produce 2 minutes Fiction Short

*MCJ15307DCE. Radio Fiction- Introduction*

*Total Marks: 75 (Theory: 60, Internal Assessment Test: 15)*

***Elective (DCE)-***

**MCJ15308DCE CREATIVE WRITING**

**Unit-I**

Introduction to Creative Writing:

Its meaning and definition

Essential characteristics

Lucidity and directness

Authorial Voice

**Unit-II**

         Various forms of Writing

          Argumentative Essays

          Short Stories- Elements, Point of view, Characters, Dialogue

          Poetry Explication

         Book Review

         Features-definition, structure

         Middles, special articles, profiles

**Unit-III**

        Stages of Writing-

         Prewriting

         Content design

         Writing techniques

         Diction & Tone

        Revision and fine tuning

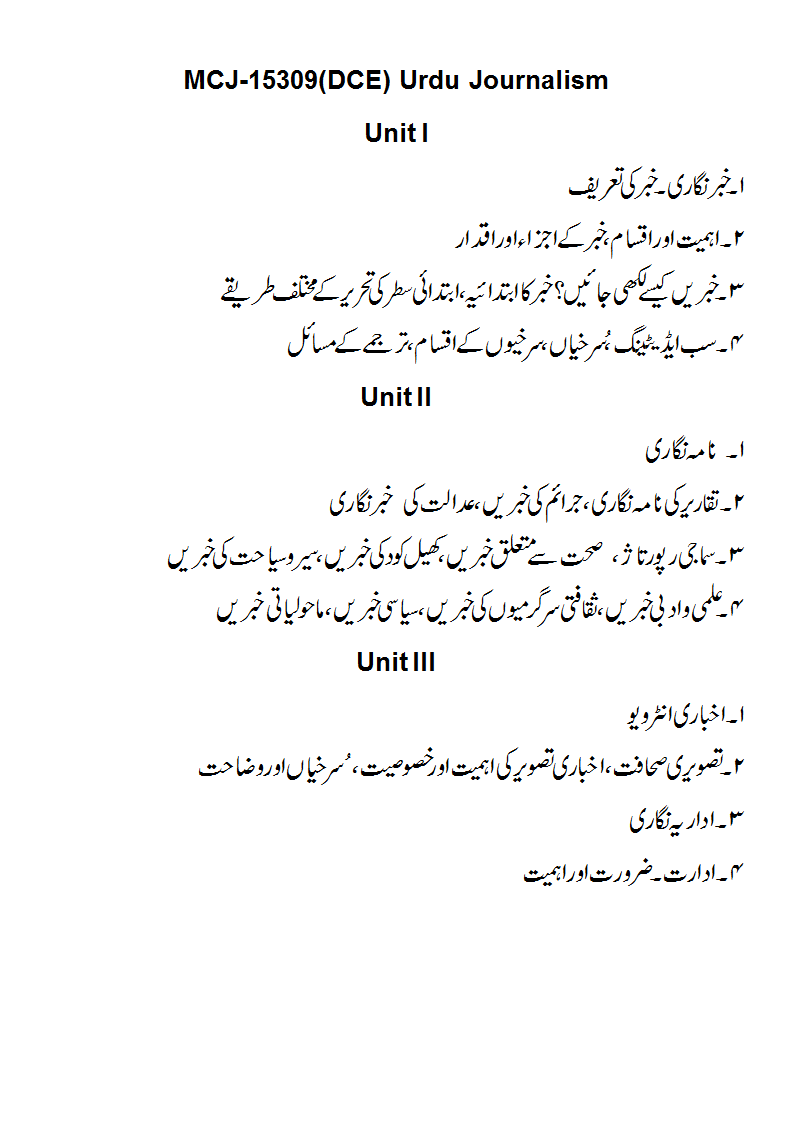
**3rdsemester**

*MCJ15308DCE. Creative Writing*

*Total Marks: 75 (Theory: 60, Internal Assessment Test: 15)*

***Elective (DCE)-***

**MCJ15309DCE URDU JOURNALISM**



**3rdsemester**

*MCJ15309DCE. Urdu Journalism*

*Total Marks: 75 (Theory: 60, Internal Assessment Test: 15)*

***Elective (GE)-***

**MCJ15310GE Understanding Media**

**Unit I**

Early Media

Pigeons

Trumpeters

Drummers

Public Address System (PAS)

**Unit II**

Information or disinformation

Factual stories

Embedded Journalism

Paid News

**Unit III**

Contemporary Media

Corporate Agenda

Media of Protest: “Guernica” to “Vigils”

Propoganda- Print to Photoshop

Media and Democracy (Framing and Agenda Setting)

**3rdsemester**

*MCJ15310GE. Understanding Media*

*Total Marks: 75 (Theory: 60, Internal Assessment Test: 15)*

***Elective (GE)-***

**MCJ15311EO Citizen Journalism**

**Unit I**

Concept

News on the go

Modes of transmission:

Mainstream Electronic and Print Media

Social Media

**Unit II**

Essential skills of a Citizen Journalist

Citizen Journalist: A lose cannon or a responsible journalist

Credibility Issue of Citizen Journalist

CJ Case studies in Electronic and Online Media

**Unit III**

CJ journalism- An extension of traditional media or emergence of new media?

Critical study of Michael Buerk’s 2009 *BBC* documentary *CJ-Democracy or Choas?*

Practical Exercise: Two minutes video clip to be submitted immediately after the classwork

**3rdsemester**

*MCJ15311GE. Citizen Journalism*

*Total Marks: 75 (Theory: 60, Internal Assessment Test: 15)*

***Elective (Open)-***

**MCJ15312EO PERSONALITY DEVELOPMENT**

**Unit-I**

Definition and basics

Who am I?

Communication Skills: Articulation, Body Language, Overcoming shyness

Grooming: Dress Code, proper E-mail and Telephone etiquette

Have an attitude

Essentials of good curriculum vitae

Principles of facing an Interview

**Unit-II**

Leadership

Styles

Team Building

Group dynamics

Stress Management

Conflict Management

Time Management

**3rdsemester**

*MCJ15312EO. Personality Development*

*Total Marks: 50 (Theory: 40, Internal Assessment Test: 10)*

***Elective (Open)-***

**MCJ15313EO Advertising and Culture**

**Unit-I**

Contemporary Advertising

Social and Ethical Issues in Advertising

Advertising and Popular Culture

**Unit-II**

Global Culture and Advertising

Consumer Behaviour

Gendered Advertising and Culture

**3rd semester**

*MCJ15313EO. Advertising and Culture*

*Total Marks: 50 (Theory: 40, Internal Assessment Test: 10)*

**4thSemester**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Course Code** | **Course Name** | **Paper Category** | **Hours Per Week** | | | **Credits** | **Name of the Instructor** |
| **L** | **T** | **P** |
| MCJ-15401CR | Corporate Communication & Public Relations | Core | 3 | 0 | 2 | 3+0+1=4 | Mr. Nasir Mirza |
| MCJ-15402CR | Project Work | Core | 0 | 1 | 6 | 0+1+3=4 | Supervision-All Faculty members |
| MCJ-15403CR | International Relations & International Communication | Core | 3 | 1 | 2 | 3+1+1=4 | Dr. Syeda Afshana |
| MCJ-15404DCE | Covering Inter-faith Relations | Elective (DCE) | 2 | 0 | 2 | 2+0+1=3 | Mr. Faruq Masudi |
| MCJ-15405DCE | Media Publication | Elective (DCE) | 0 | 1 | 4 | 0+1+2=3 | Ms. Muslim Jan |
| MCJ-15406DCE | Internship | Elective (DCE) | 0 | 0 | 6 | 0+0+3=3 | Supervision-All Faculty members |
| MCJ-15407DCE | Radio Fiction –Advanced | Elective (DCE) | 1 | 0 | 4 | 1+0+2=3 | Dr. Aaliya Ahmed |
| MCJ-15408DCE | Cinema Studies | Elective (DCE) | 2 | 0 | 2 | 2+0+1=3 | Mr. Faruq Masudi |
| MCJ-15409GE | Covering Human Rights | Elective (GE) | 2 | 0 | 2 | 2+0+1=3 | Dr. Syeda Afshana |
| MCJ-15410GE | Public Policy & Media | Elective (GE) | 2 | 0 | 2 | 2+0+1=3 | Dr. Sabeha Mufti |
| MCJ-15411EO | Event Management | Elective (Open) | 1 | 1 | 0 | 1+1+0=2 | Ms. Muslim Jan |
| MCJ-15412EO | Public Relations-Concepts and Practices | Elective (Open) | 1 | 1 | 0 | 1+1+0=2 | Dr. Malik Zahra |

**MARKS SCHEME:**

*MCJ15401CR. Corporate Communication & Public Relations*

*Total Marks: 100 (Theory: 80, Internal Assessment Test: 20)*

*MCJ15402CR. Project Work*

*Total Marks: 100 (External: 70, Internal Assessment Test: 30)*

*MCJ15403CR. International Relations & International Communication*

*Total Marks: 100 (Theory: 80, Internal Assessment Test: 20)*

*MCJ15404DCE. Covering Inter-faith Relations*

*Total Marks: 75 (Theory: 60, Internal Assessment Test: 15)*

*MCJ15405DCE. Media Publication*

*Total Marks: 75 (External: 60, Internal Assessment Test: 15)*

*MCJ15406DCE. Internship*

*Total Marks: 75 (Presentation of Work Done: 60, Viva Voice: 15)*

*MCJ15407DCE. Radio Fiction-Advanced*

*Total Marks: 75 (Theory: 60, Internal Assessment Test: 15)*

*MCJ15408DCE. Cinema Studies*

*Total Marks: 75 (Theory: 60, Internal Assessment Test: 15)*

*MCJ15409GE. Covering Human Rights*

*Total Marks: 75 (Theory: 60, Internal Assessment Test: 15)*

*MCJ15410GE. Public Policy & Media*

**4thsemester**

*Total Marks: 75 (Theory: 60, Internal Assessment Test: 15)*

*MCJ15411EO. Event Management*

*Total Marks: 50 (Theory: 40, Internal Assessment Test: 10)*

*MCJ15412EO. Public Relations-Concepts and Practices*

*Total Marks: 50(Theory: 40, Internal Assessment Test: 10)*

**Semester 4th**

***Core Paper-***

**MCJ15401CR**

**CORPORATE COMMUNICATION AND PUBLIC RELATIONS**

**Unit-I**

Concept and definition

Public Relations : Evolution and Growth

PR industry in India: Private & Public sector

**Unit-II**

Publics in PR

Tools of PR: Meetings, Seminars, Special occasions, Press Release, Newsletter, Exhibitions,

Open House, and Brochure, Posters, Bulletin Boards, Corporate Films

Online PR

**Unit-III**

Organization communication patterns

Advocacy, Lobbying

Corporate identity

Leadership and team building

Public opinion, Publicity, Propaganda

Crisis management

**Unit-IV**

Media relations

Media events— Media conferences, Press Releases, facility visits, interviews

Case Studies: Local, National & International

**4thsemester**

*MCJ15401CR. Corporate Communication & Public Relations*

*Total Marks: 100 (Theory: 80, Internal Assessment Test: 20)*

***Core Paper-***

**MCJ15402CR PROJECT WORK**

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

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

**4thsemester**

*MCJ15402CR. Project Work*

*Total Marks: 100 (External: 70, Internal Assessment Test: 30)*

***Core Paper-***

**MCJ15403CR**

**INTERNATIONAL RELATIONS & INTERNATIONAL COMMUNICATION**

**Unit-I**

Concept and Evolution

Fundamental factors that influence/ determine IR

Contemporary IR scenario

Foreign policy, Strategic relations

Diplomacy and IR: majormodels

Public, private, Back channel, Track 2 diplomacy

Media and IR

Propaganda, Schools of Propaganda--types and strategies

**Unit-II**

Contemporary International Communication Scenario

Political, economic and cultural dimensions of international communication

New World Information and Communication Order (NWICO)

Mac Bride Commission’s report

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

**Unit-III**

Post-colonialism, New World Order

Cultural imperialism, Satanic Cults

Globalization and media systems

Transnational media ownership and issues of sovereignty and security

**Unit-IV**

International conflicts and IR

Covering political conflicts

Violence against media persons, especially in a conflict zone

Profile of BBC, Aljazeera

Case studies and related screening of films/documentaries—

**4thsemester**

Israeli-Palestinian conflict, Iraq-America, America-Afghanistan, India-Kashmir, 9/11

*MCJ15403CR. International Relations & International Communication*

*Total Marks: 100 (Theory: 80, Internal Assessment Test: 20)*

***Elective (DCE)-***

**MCJ15404DCE COVERING INTER-FAITH RELATIONS**

**Unit-I**

Overview of world Religions

Religion as new age extremism

Covering Religion—local, national and global

Internal & external crises in religions

Religion and Politics-Nexus

Need for interfaith relations

**Unit-II**

Religion re-defined in New Age

Islamophobia and Media

Constructive interfaith reporting

**Unit-III**

Case Studies of relevant films

**4thsemester**

*MCJ15404DCE. Covering Inter-faith Relations*

*Total Marks: 75 (Theory: 60, Internal Assessment Test: 15)*

***Elective (DCE)-***

**MCJ15405DCE**

**MEDIA PUBLICATION**

The students pursuing the course have to bring out the fortnightly Newspaper *MERC TIMES* and bi-annual magazine *MEDIATIMES* 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.

**4thsemester**

*MCJ15405DCE. Media Publication*

*Total Marks: 75 (External: 60, Internal Assessment Test: 15)*

***Elective (DCE)-***

**MCJ15406DCE**

**INTERNSHIP**

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

**4thsemester**

*MCJ15406DCE. Internship*

*Total Marks: 75 (Presentation of Work Done: 60, Viva Voice: 15)*

***Elective (DCE)-***

**MCJ15407 DCE Radio Fiction- Advanced**

**Unit-I**

Radio Drama: An Overview

Dramaturgy

**Unit-II**

Story

Sequences

Scenes

Transitions

Sound Designing of Dramas

**Unit-III**

POST PRODUCTION

Editing

Music & SFX

Mixing

Packaging

Promos

Mastering

Glossary

Critical Evaluation of any Radio Drama of Radio Kashmir

Students to produce 2 minutes Short Fiction

**4thsemester**

*MCJ15407DCE. Radio Fiction-Advanced*

*Total Marks: 75 (Theory: 60, Internal Assessment Test: 15)*

***Elective (DCE)-***

**MCJ15408 DCE Cinema Studies**

**Unit-I**

History of World Cinema

Mainstream Commercial Cinema

Evolution of Star System

**Unit-II**

American Cinema

European Cinema

Asian Cinema

**Unit-III**

Indian Cinema

Evolution

Romantic Period

Contemporary Trends

Cult Cinema

**4thsemester**

*MCJ15408DCE. Cinema Studies*

*Total Marks: 75 (Theory: 60, Internal Assessment Test: 15)*

***Elective (Generic)-***

**MCJ15409 GE Covering Human Rights**

**Unit I**

Concept of Human Rights

Categories of Human Rights

International Human Rights Law-Salient features

Emerging Human Rights Issues and future challenges

[The International Criminal Court](http://learning.berkeley.edu/AIUSA-syl/hamilton-court.html) and its inherent flaws

**Unit II**

Tools of Human Rights Violations:

Print

Electronic Media

Cultural and Religious Posturing

Abuse of Executive Power

**Unit III**

Defending Human Rights by:

Media

Legal Aid

Educational Institutions

NGO’s

Civil Societies

**4thsemester**

*MCJ15409GE. Covering Human Rights*

*Total Marks: 75 (Theory: 60, Internal Assessment Test: 15)*

***Elective (GE)-***

**MCJ15410GE PUBLIC POLICY AND MEDIA**

**Unit-I**

Public policy: Meaning and definition

Framing of Public policy by Government

Civil Groups response

The Fourth Estate as Coalition Partner

The Fourth Estate as Resistance Force

**Unit-II**

Media and Corporations

Gullibility of Public

Lobbying

Public resistance campaigns by media

**Unit-III**

Policies of National and International ramifications

Case Studies-

ARTICLE 370

Indus Water Treaty

Al Gore’s Inter Governmental Environmental Organization

Minorities development policies

**4thsemester**

*MCJ15410GE. Public Policy & Media*

*Total Marks: 75 (Theory: 60, Internal Assessment Test: 15)*

***Elective (Open)-***

**MCJ15411 EO EVENT MANAGEMEMENT**

**Unit-I**

Types

Role of Event Manager

Preparing a proposal

Budgeting

Scheduling

Sponsorships

Marketing and Promotions

**Unit-II**

The actual Event

Media Coverage

Event and Media ethics

Case Studies—

Zubin Mehta Musical Concert in Kashmir, 2013

The Earth Summit 1992

Oscars Awards

Nobel Peace Prize

**4thsemester**

*MCJ15411EO. Event Management*

*Total Marks: 50 (Theory: 40, Internal Assessment Test: 10)*

***Elective (Open)-***

**MCJ15412EO Public Relations-Concepts and Practices**

**Unit-I**

Introduction to Public Relations

Importance, role and functions of Public Relations

Principles and tools of Public Relations

**Unit-II**

Public Relations Campaigns-Planning, execution and evaluation

Role of Public Relations in Crisis Management

Ethical issues in Public Relations-Apex bodies in PR

**4th semester**

*MCJ15412EO. Public Relations-Concepts and Practices*

*Total Marks: 50 (Theory: 40, Internal Assessment Test: 10)*

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