

Media Education Research Centre, University of Kashmir, Srinagar

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

1st SEMESTER

General Instructions for the Candidates

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

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

Media Education Research Centre, University of Kashmir, Srinagar

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

MARKS SCHEME:

MCJ14101CR. Introduction to Mass Communication

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

MCJ14102CR. News Reporting

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

MCJ14103CR. Media Publication

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

MCJ14104EA. Communication Skills

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

MCJ14105EA. Media Appreciation

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

MCJ14106EA. Issues Management

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

MCJ14107EA. Practicals

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

MCJ14108EO. Journalism-Basics

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

1st semester

Media Education Research Centre, University of Kashmir, Srinagar

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

Semester Ist

Core Paper-

MCJ14101CR INTRODUCTION TO MASS COMMUNICATION

Unit-I

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

Unit-II

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

Unit-III

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

Unit-IV

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

MCJ14101CR. Introduction to Mass Communication

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

Media Education Research Centre, University of Kashmir, Srinagar

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

Core Paper-

MCJ14102CR

NEWS REPORTING

Unit-I

News: Definition, Changing concepts of news
Elements, Values and Sources of news
The basic news story structure
Identification and Attribution
Salience of journalistic writing
Lead writing, kinds
Spot News
Breaking / Developing News, Follow-ups
News reporting terminology

Unit-II

Reporting Speeches/ News Conferences/ Meetings
Reporting Crime, Politics, Legislature
Interviewing –kinds (spot, planned, telephonic, email)

Unit-III

Beat Reporting:
Sports
Development
Business
Science
Weather
City life
Health Care

Unit -IV

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

1st semester

MCJ14102CR. News Reporting

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

Media Education Research Centre, University of Kashmir, Srinagar

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

Core Paper-

MCJ14103CR

MEDIA PUBLICATION

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

MCJ14103CR. Media Publication

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

1st semester

Media Education Research Centre, University of Kashmir, Srinagar

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

Elective (Allied)-

MCJ14104EA

COMMUNICATION SKILLS

Unit-I

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

Unit-II

Group communication--definition and process
Styles and structures
Group leaders
Effective GC
Facilitating Group Discussions

Unit-III

Public speaking----description, process and types
Impromptu speaking
Extemporaneous speaking
Preparation of a speech,
Speech making approaches

Unit- IV

Listening defined,
Stages in listening
Types of listening
Barriers in listening
Improving listening skills
Informative/persuasive speech presentation
Case Studies of Famous speeches—Martin Luther King Jr. ‘I have a Dream’

1st semester

MCJ14104EA. Communication Skills

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

Media Education Research Centre, University of Kashmir, Srinagar

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

Elective (Allied)-

MCJ14105EA

MEDIA APPRECIATION

Unit-I

Introduction to Media Appreciation,
Subjective & Objective Appreciation
Principles of evaluation for different media genres

Unit-II

Reviewing Radio programs-Appreciation of any two popular Radio Kashmir programmes (feature/drama)
Reviewing TV programs- Appreciation of any two popular TV programmes (Comedy Show & Current Affairs Program)

Unit-III

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

Unit-IV

Reviewing Newspaper Editorials & Features- Appreciation of any one award winning editorial and feature
Reviewing books (fiction/non-fiction) - Appreciation of one award winning book (International)

MCJ14105EA. Media Appreciation

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

Media Education Research Centre, University of Kashmir, Srinagar

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

Elective (Allied)-

MCJ14106EA

ISSUES MANAGEMENT

Unit-I

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

Unit-II

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

Unit-III

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

Unit-IV

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

1st semester

Media Education Research Centre, University of Kashmir, Srinagar

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

MCJ14106EA. Issues Management

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

Elective (Allied)-

MCJ14107EA

PRACTICALS

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

MCJ14107EA. Practicals

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

Media Education Research Centre, University of Kashmir, Srinagar

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

Elective (Open)-

MCJ14108EO

JOURNALISM-BASICS

Unit-I

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

Unit-II

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

Unit-III

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

Unit-IV

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

1st semester

MCJ14108EO. Journalism-Basics

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

Media Education Research Centre, University of Kashmir, Srinagar

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

2nd SEMESTER

General Instructions for the Candidates

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

Media Education Research Centre, University of Kashmir, Srinagar

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

MARKS SCHEME:

MCJ14201CR. Editing—Print

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

MCJ14202CR. Kashmir History

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

MCJ14203CR. Media Publication

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

MCJ14204EA. Narrative Journalism

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

MCJ14205EA. Media & Society

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

MCJ14206EA. Media Ethics & Laws

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

MCJ14207EA. Advertising

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

MCJ14208EA. Still Photography Basics

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

MCJ14209EO. Media Literacy

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

2nd semester

Media Education Research Centre, University of Kashmir, Srinagar

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

Semester 2nd

Core Paper-

MCJ14201CR

EDITING IN PRINT

Unit-I

Newspaper Organization, Divisions/departments: Hierarchy and Roles
Inside the Newsroom: Organization and operation, News flow from reporters, agencies, internet, other sources
Responsibilities of Chief News Editor, Chief Copy Editor and Copy Editor

Unit-II

Editing: Meaning, purposes, principles
Rewriting stories
Rewriting Press releases, Speech drafts, Organizational reports
Stylebooks: AP
Layout terminology

Unit-III

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

Unit-IV

Headlines- Functions, Techniques
Different kinds of headlines
Basics of Layout and Design of newspaper page
Different design elements—sidebars, boxes, blurbs, infographics
Editing Softwares: Functions and uses

2nd semester

MCJ14201CR. Editing—Print

Media Education Research Centre, University of Kashmir, Srinagar

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

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

Core Paper-

MCJ14202CR

KASHMIR HISTORY

Unit-I

Medieval History of Kashmir

Relations with neighboring world during medieval period

Socio, Economic and Political structure in medieval Kashmir

Unit-II

Islam in Kashmir: Stages of its spread

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

Society, Culture and Economy under the Sultans

Unit- III

Mughal, Afghan and Sikh rule in Kashmir—an overview

Economic, Social and Cultural changes under these regimes

Unit- IV

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

Mass discontent: Causes and Implications

1931 Watershed

Political formations: Muslim Conference & National Conference

Contemporary Scenario: socio, political and economic formations

Growth and Emergence of Media in Kashmir

Essential characteristics of media in Kashmir

2nd semester

MCJ14202CR. Kashmir History

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

Media Education Research Centre, University of Kashmir, Srinagar

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

Core Paper-

MCJ14203CR

MEDIA PUBLICATION

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MCJ14203CR. Media Publication

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

2nd semester

Media Education Research Centre, University of Kashmir, Srinagar

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

Elective (Allied)-

MCJ14204EA

NARRATIVE JOURNALISM

Unit-I

Narrative journalism: Historical perspective
Brainstorming nonfiction ideas
Writing styles and genres
Innovative approaches for story telling

Unit-II

Techniques involved: Researching; Employing Imagery, Scene-setting, Dialogue and Interior Monologue, Sensory detail, Symbolic Detail and Negative Space
Character Arc
Theme and Advocacy
Cynicism and Empathy
Narrator/Point of View and Movement

Unit-III

Structuring a literary nonfiction piece-
Beginning,
Middle,
End.
Narrative thread
Conflict in narrative

Unit-IV

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

2nd semester

MCJ14204EA. Narrative Journalism

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

Media Education Research Centre, University of Kashmir, Srinagar

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

Elective (Allied)-

MCJ14205EA

MEDIA AND SOCIETY

Unit-I

Emergence, Development and Proliferation of Media, Ownership and Control of Media
Relationship between media and society: Areas of convergence and conflict
Emerging role of media in contemporary world
Media and Social Responsibility

Unit-II

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

Unit-III

Television and Cultural Images
Media and Stereotypes (Case Studies)
Media and globalization, Alternative and New Media
Commercialization of Media; Impact on Public sphere
Construction and Representation of Reality; Codes of Interpretation

Unit-IV

Structure and functions of News Media in society
News Media and Social Institutions
Mediated Interpretation of Contemporary Issues in society: Violence, gender, politics, and development related
News media and international historical developments

2nd semester

MCJ14205EA. Media & Society

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

Media Education Research Centre, University of Kashmir, Srinagar

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

Elective (Allied)-

MCJ14206EA

MEDIA ETHICS AND LAWS

Unit-I

Principles and guidelines

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

Unit-II

Freedom of speech and expression, Restrictions

Officials Secrets Act, RTI

Press Council Act

Cable TV Regulation Act

Film Censorship

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

Working Journalists Act

Press and books registration Act 1867

Cyber Laws governing publication of media content on the net

Press Laws in Kashmir

Unit -III

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

Ethical dilemmas during war reporting

Journalist—As professional, as victim

Unit-IV

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

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

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

2nd semester

MCJ14206EA. Media Ethics & Laws

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

Media Education Research Centre, University of Kashmir, Srinagar

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

Elective (Allied)-

MCJ14207EA

ADVERTISING

Unit-I

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

Unit-II

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

Unit-III

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

Unit-IV

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

2nd semester

MCJ14207EA. Advertising

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

Media Education Research Centre, University of Kashmir, Srinagar

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

Elective (Allied)-

MCJ14208EA

STILL PHOTOGRAPHY BASICS

Unit-I

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

Unit-II

Lenses
Aperture
Shutter speed
Filters

Unit-III

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

Unit-IV

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

2nd semester

MCJ14208EA. Still Photography Basics

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

Media Education Research Centre, University of Kashmir, Srinagar

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

Elective (Open)-

MCJ14209EO

MEDIA LITERACY

Unit-I

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

Unit II

Propaganda
Types, Techniques
Pre modern precedents
Propaganda in contemporary times

Unit-III

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

Unit -IV

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

MCJ14209EO. Media Literacy

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

2nd semester

Media Education Research Centre, University of Kashmir, Srinagar

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

3rd SEMESTER

General Instructions for the Candidates

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

Media Education Research Centre, University of Kashmir, Srinagar

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

MARKS SCHEME:

MCJ14301CR. Media Research

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

MCJ14302CR. Development Communication

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

MCJ14303CR. Convergent Journalism

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

MCJ14304EA. T.V Journalism

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

MCJ14305EA. Radio Production

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

MCJ14306EA. TV Fiction Basics

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

MCJ14307EA. Radio Fiction Basics

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

MCJ14308EA. Creative Writing

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

MCJ14309EA. Media Publication

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

MCJ14310EA. Urdu Journalism

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

MCJ14311EO. Personality Development

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

3rd semester

Media Education Research Centre, University of Kashmir, Srinagar

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

Semester 3rd

Core Paper-

MCJ14301 CR

MEDIA RESEARCH

Unit-I

Research-Definition
Elements of research
Validity: internal, external
Reliability; concepts and constructs
Variables; hypothesis and research questions
Nature and levels of measurement; measurement scales
Sampling: Population and sample; probability and non-probability samples; sample size; sampling error

Unit-II

Qualitative and Quantitative Research Approaches- Advantages and disadvantages
Methods of data collection
Data analysis and interpretation
Quantitative methods : Survey, Content analysis, Experimental Research
Qualitative approach : Field Observation, In-depth Interviews, Case Study, Content Analysis

Unit-III

Research applications
Research in various fields: print, electronic, advertising, public relations, Internet
Integrating theory and research: review of various research studies regarding effects, agenda-setting, gatekeeping, uses and gratifications, feminist theory etc.
Research measures: tests, scales and indices

Unit-IV

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

3rd semester

MCJ14301CR. Media Research

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

Media Education Research Centre, University of Kashmir, Srinagar

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

Core Paper-

MCJ14302CR

DEVELOPMENT COMMUNICATION

Unit-I

Definition, meaning and process of development
UN and Specialized Agencies and their role in promoting development
Basic Needs Model
Theories and Paradigms of Development
Economic and Social Indicators of Development
Millennium Development Goals (MDG's)
Brief introduction about Indian models of Development and Planning

Unit-II

Development Communication- Definition, Concept and Philosophy
Approaches:
Diffusion of Innovation, Empathy, Magic Multiplier, Social Marketing, Entertainment
Education, Participatory Approach, Localised Approach

Unit-III

Media and Development
Designing messages for development communication
ICT & Development: The Indian Experience from SITE to Web:-
SITE, Kheda, Community Radio, E-governance, Soul City Project, Sonagachi
Communication Project
Role of NGOs in social development. (International and local)

Unit-IV

Development Communication in Agriculture
Agriculture Development in India--
Agriculture Extension, Extension approaches, System Approach
Case studies of Communication support to agriculture
Development Support Communication – Definition and genesis
Extension Approach--
Health and Family Welfare
Women Empowerment
Literacy & Education

3rd semester

MCJ14302CR. Development Communication

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

Media Education Research Centre, University of Kashmir, Srinagar

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

Core Paper-

MCJ14303CR

CONVERGENT JOURNALISM

Unit-I

Introduction to Convergent Journalism

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

Backpack Journalist

Implications of Convergence

Online standards vs. traditional journalistic standards

Unit- II

Evolution of Online Journalism

Elements of digital storytelling (Multimedia; Interactivity; Linking)

Online Journalism Tools and Terminology

Generating Story Ideas

Reporting Methods for Online

Unit-III

Multiple Platforms

Online story construction

Online Copy Editing

Basic Online Layout and Design

Ethical challenges of online journalism

Social Media and Web 2.0-- Types

Unit-IV

Democratizing communication- Shift from vertical to horizontal communication

Online journalism as market-driven journalism

Revenue Models for Digital Media: Case Studies

Information Overload, Usability, and Interactive Media

3rd semester

MCJ14303CR. Convergent Journalism

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

Media Education Research Centre, University of Kashmir, Srinagar

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

Elective (Allied)-

MCJ14304EA

T.V JOURNALISM

Unit-I

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

Unit-II

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

Unit-III

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

Unit-IV

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

3rd semester

MCJ14304EA. T.V Journalism

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

Media Education Research Centre, University of Kashmir, Srinagar

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

Elective (Allied)-

MCJ14305EA

RADIO PRODUCTION

Unit-I

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

Unit-II

Genres
News
Features
Current Affairs
Interviews
Live Broadcast
Music

Unit-III

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

Unit-IV

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

3rd semester

MCJ14305EA. Radio Production

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

Media Education Research Centre, University of Kashmir, Srinagar

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

Elective (Allied)-

MCJ14306EA

TV FICTION BASICS

Unit-I

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

Unit-II

PRE PRODUCTION

Concept
Pitch to the Channel
Proposal
Pilot

Unit-III

PRODUCTIONS

Approval from the channel
Scripting
Budgeting
Casting
Crew
Scheduling
Shooting

Unit-IV

POST PRODUCTIONS

Editing
Promos
Music
Mixing
Packaging
Mastering
Glossary

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

3rd semester

MCJ14306EA. TV Fiction Basics

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

Media Education Research Centre, University of Kashmir, Srinagar

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

Elective (Allied)-

MCJ14307EA

RADIO FICTION BASICS

Unit-I

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

Unit-II

PRE PRODUCTION
Concept
Pitch to the Broadcaster
Proposal
Pilot

Unit-III

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

Unit-IV

POST PRODUCTIONS
Editing
Promos
Music & SFX
Mixing
Packaging
Mastering
Glossary

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

3rd semester

MCJ14307EA. Radio Fiction Basics

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

Media Education Research Centre, University of Kashmir, Srinagar

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

Elective (Allied)-

MCJ14308EA

CREATIVE WRITING

Unit-I

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

Unit-II

Various forms of Writing

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

Unit-III

Stages of Writing-

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

Revision and fine tuning

Unit-IV

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

3rd semester

MCJ14308EA. Creative Writing

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

Media Education Research Centre, University of Kashmir, Srinagar

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

Elective (Allied)-

MCJ14309EA

MEDIA PUBLICATION

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

MCJ14309EA. Media Publication

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

3rd semester

Media Education Research Centre, University of Kashmir, Srinagar

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

Elective (Allied)-
MCJ14310EA

URDU JOURNALISM

MMCJ-09(Option I) Urdu Journalism

Unit I

- ۱۔ خبر نگاری۔ خبر کی تعریف
- ۲۔ اہمیت اور اقسام، خبر کے اجزاء اور اقدار
- ۳۔ اخباری اندازِ تحریر
- ۴۔ خبریں کیسے لکھی جائیں؟ خبر کا ابتدائی، ابتدائی سطر کی تحریر کے مختلف طریقے
- ۵۔ سب ایڈیٹنگ، سرخیاں، سرخیوں کے اقسام، ترجمے کے مسائل

Unit II

- ۱۔ نامہ نگاری
- ۲۔ تقاریر کی نامہ نگاری، جرائم کی خبریں، عدالت کی خبر نگاری
- ۳۔ سماجی رپورٹ، صحت سے متعلق خبریں، بکھیل کود کی خبریں
- ۴۔ علمی و ادبی خبریں، ثقافتی سرگرمیوں کی خبریں، سیاسی خبریں، ماحولیاتی خبریں

Unit III

- ۱۔ تحقیقی صحافت
- ۲۔ تشریحی صحافت
- ۳۔ اخباری انٹرویو
- ۴۔ تصویر کی صحافت، اخباری تصویر کی اہمیت اور خصوصیت، سرخیاں اور وضاحت

Unit IV

- ۱۔ ادارہ نگاری
- ۲۔ ادارت۔ ضرورت اور اہمیت
- ۳۔ ریاست میں عصری اردو صحافت کا معیار، بدلتے حالات میں نئے قاری کے تقاضے، عالمی نشریاتی ادارے اور اردو

Practical

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

MCJ14310EA. Urdu Journalism

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

Media Education Research Centre, University of Kashmir, Srinagar

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

Elective (Open)-

MCJ14311EO

PERSONALITY DEVELOPMENT

Unit-I

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

Unit-II

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

Unit-III

Leadership
Styles
Team Building
Group dynamics

Unit-IV

Stress Management
Conflict Management
Time Management

3rd semester

MCJ14311EO. Personality Development

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

Media Education Research Centre, University of Kashmir, Srinagar

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

4th SEMESTER

General Instructions for the Candidates

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

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

Media Education Research Centre, University of Kashmir, Srinagar

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

MARKS SCHEME:

MCJI4401CR. Corporate Communication & Public Relations

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

MCJI4402CR. Project Work

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

MCJI4403EA. Internship

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

MCJI4404EA. Media Publication

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

MCJI4405EA. International Relations & International Communication

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

MCJI4406EA. Covering Inter-faith Relations

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

MCJI4407EA. Covering Disasters

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

MCJI4408EA. Event Management

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

MCJI4409EO. Public Policy & Media

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

Media Education Research Centre, University of Kashmir, Srinagar

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

Semester 4th

Core Paper-

MCJ14401CR

CORPORATE COMMUNICATION AND PUBLIC RELATIONS

Unit-I

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

Unit-II

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

Unit-III

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

Unit-IV

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

4th semester

MCJ14401CR. Corporate Communication & Public Relations

Media Education Research Centre, University of Kashmir, Srinagar

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

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

Core Paper-

MCJ14402CR

PROJECT WORK

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

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

MCJ14402CR. *Project Work*

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

4th semester

Media Education Research Centre, University of Kashmir, Srinagar

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

Elective (Allied)-

MCJ14403EA

INTERNSHIP

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

MCJ14403EA. Internship

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

4th semester

Media Education Research Centre, University of Kashmir, Srinagar

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

Elective (Allied)-

MCJ14404EA

MEDIA PUBLICATION

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

MCJ14404EA. Media Publication

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

4th semester

Media Education Research Centre, University of Kashmir, Srinagar

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

Elective (Allied)-

MCJ14405EA

INTERNATIONAL RELATIONS & INTERNATIONAL COMMUNICATION

Unit-I

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

Unit-II

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

Unit-III

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

Unit-IV

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

4th semester

MCJ14405EA. International Relations & International Communication

Media Education Research Centre, University of Kashmir, Srinagar

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

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

Elective (Allied)-

MCJ14406 EA

COVERING INTERFAITH RELATIONS

Unit-I

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

Unit-II

Covering Religion—local, national and global
Internal & external crises in religions
Religion and Politics-Nexus
Need for interfaith relations

Unit-III

Religion re-defined in New Age
Religion as Editorial Opinion
Islamophobia, in National and Global Media
Guidelines for constructive interfaith reporting

Unit-IV

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

4th semester

MCJ14406EA. Covering Inter-faith Relations

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

Media Education Research Centre, University of Kashmir, Srinagar

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

Elective (Allied)-

MCJ14407 EA

COVERING DISASTERS

Unit-I

Disaster—Concept and definition
Types of disasters
Trauma during disaster

Unit-II

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

Unit-III

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

Unit-IV

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

4th semester

MCJ14407EA. Covering Disasters

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

Media Education Research Centre, University of Kashmir, Srinagar

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

Elective (Allied)-

MCJ14408 EA

EVENT MANAGEMEMENT

Unit-I

History and Growth
Concept and Principles
Types
Marketing and Promotions

Unit-II

Preparing a proposal
Budgeting
Scheduling
Sponsorships
Role of Event Manager

Unit-III

The actual Event
Media Coverage
Event as Promotion
Event as Propaganda

Unit-IV

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

4th semester

MCJ14408EA. Event Management

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

Media Education Research Centre, University of Kashmir, Srinagar

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

Elective (Open)-

MCJ14409EO

PUBLIC POLICY AND MEDIA

Unit-I

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

Unit-II

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

Unit-III

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

Unit-IV

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

4th semester

MCJ14409EO. Public Policy & Media

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

END OF DOCUMENT