



Elective (Open)-

MCJ17004EO

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

MCJ17004EO. Story Telling

Total Marks: 50 (Term Examination: 25, Continuous Assessment Test: 25)



Elective (DCE)-

MCJ17304DCE

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

Unit-III

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

MCJ17304DCE. T.V Journalism

Total Marks: 100 (Term Examination: 50, Continuous Assessment Test: 25 + 25)



Elective (DCE)-

MCJ17305DCE

RADIO PRODUCTION

Unit-I

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

Unit-II

Genres:
News
Features
Current Affairs
Interviews
Drama
Phone-Ins

Unit-III

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

Unit-IV

Importance of Voice and its delivery
Field Reporting
News Reading
Editing and Mixing
Podcasting
Glossary
Case Studies of any two popular radio programmes
Students to produce short audios on different genres

3rd semester

MCJ17305DCE. Radio Production

Total Marks: 100 (Term Examination: 50, Continuous Assessment Test: 25 + 25)



Elective (DCE)-

MCJ17306DCE TV FICTION BASICS

Unit-I

History of Television

Public Broadcasting and GEC channels

Unit-II

PRE-PRODUCTION:

Concept

Pitch

Proposal

Pilot

Unit-III

PRODUCTION:

Approval from channel

Scripting

Budgeting

Casting

Crew

Scheduling

Shooting

Unit-IV

POST- PRODUCTION:

Editing

Promos

Music

Mixing

Packaging

Mastering

Glossary

3rd semester

Case Study of any current soap

Students to produce two-minute fiction short

MCJ17306DCE. TV Fiction Basics

Total Marks: 100 (Term Examination: 50, Continuous Assessment Test: 25 + 25)



Elective (DCE)-

MCJ17307DCE

RADIO FICTION- Introduction

Unit I

History of Radio Drama
Evolution from stand-alone Plays to Series
Concept
Pitch
Proposal
Pilot

Unit II

Scripting
Budgeting
Casting
Crew
Scheduling

Unit III

Editing
Music & SFX
Mixing
Studio Directing

Unit-IV

Packaging
Promos
Mastering
Glossary

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

3rd semester

MCJ17307DCE. Radio Fiction- Introduction

Total Marks: 100 (Term Examination: 50, Continuous Assessment Test: 25 + 25)



Elective (DCE)-

MCJ17308DCE

CREATIVE WRITING

Unit-I

Introduction to Creative Writing:

Its meaning and definition

Essential characteristics-

Authenticity

Lucidity and directness

Unit-II

Authorial Voice

Various forms of Writing -

- Argumentative Essays
- Short Stories- Elements, Point of view, Characters, Dialogue
- Poetry Explication

Unit III

- Book Review

- Features-definition, structure

- Middles, Anecdotes, Special articles, Profiles

Unit-IV

Stages of Writing-

- Prewriting
- Outlining
- Drafting
- Revising and Fine Tuning

3rd semester

MCJ17308DCE. Creative Writing

Total Marks: 100 (Term Examination: 50, Continuous Assessment Test: 25 + 25)



Elective (DCE)-

MCJ17309DCE URDU JOURNALISM

Unit I

۱. خبر نگاری، خبر کی تعریف
۲. اہمیت اور اقسام، خبر کے اجزاء اور اقدار
۳. خبریں کیسے لکھی جاتی ہیں؟ خبر کا انداز، ابتدائی
سطر کی تحریر کے مختلف طریقے

Unit II

۱. سب ایڈیٹنگ، سرخیاں، سرخیوں کے اقسام
۲. نامہ نگاری
۳. تقاریر کی نامہ نگاری، جرائم کی خبریں
۴. عدالت کی خبریں

Unit III

۱. سماجی رپورٹائر، صحت سے متعلق خبریں
۲. کھیل خود کی خبریں، سپورٹس کی خبریں
۳. علمی و ادبی خبریں، ثقافتی سرگرمیوں کی خبریں
۴. سیاسی خبریں، ماحولیات کی خبریں

Unit IV

۱. اخباری انٹرویو
۲. تصویریں، صحافت، اخباری تصویر کا اہمیت اور خصوصیت
۳. سرخیاں اور وضاحت
۴. ادارت ضرورت اور اہمیت ادارہ نگاری

3rd semester

MCJ17309DCE. Urdu Journalism

Total Marks: 100 (Term Examination: 50, Continuous Assessment Test: 25 + 25)

3rd semester



Elective (DCE)-

MCJ17404DCE

COVERING INTER-FAITH RELATIONS

Unit-I

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

Unit-II

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

Unit-III

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

Unit-IV

Constructive interfaith reporting
Case Studies of relevant films

4th semester

MCJ17404DCE. Covering Inter-faith Relations

Total Marks: 100 (Term Examination: 50, Continuous Assessment Test: 25 + 25)



Elective (DCE)-

MCJ17405DCE

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.

MCJ17405DCE. Media Publication

Total Marks: 100 (Term Examination: 50, Continuous Assessment Test: 25 + 25)

4th semester



Elective (DCE)-

MCJ17406DCE

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.

MCJ17406DCE. Internship

Total Marks: 100 (Presentation of Work Done: 75, Viva Voce: 25)

4th semester



Elective (DCE)-

MCJ17407 DCE

Radio Fiction- Advanced

Unit-I

Radio Drama: An Overview
Dramaturgy

Unit-II

Story
Sequences
Scenes
Transitions

Unit-III

Sound Designing of Dramas
Editing
Music & SFX
Mixing

Unit-IV

Packaging
Promos
Mastering
Glossary

Critical Evaluation of any Radio Drama of Radio Kashmir
Students to produce 2 minutes Short Fiction

4th semester

MCJ17407 DCE. Radio Fiction-Advanced

Total Marks: 100 (Term Examination: 50, Continuous Assessment Test: 25 + 25)



Elective (DCE)-

MCJ17408 DCE

Cinema Studies

Unit-I

History of World Cinema
Mainstream Commercial Cinema
Evolution of Star System

Unit-II

Cult Cinema
American Cinema
European Cinema
Asian Cinema

Unit-III

Indian Cinema
Evolution
Romantic Period

Unit-IV

Contemporary Trends
Parallel Cinema
Cult Cinema

4th semester

MCJ17408 DCE. Cinema Studies

Total Marks: 100 (Term Examination: 50, Continuous Assessment Test: 25 + 25)



Elective (DCE)-

MCJ17104DCE

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

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

MCJ17104DCE. Communication Skills

Total Marks: 100 (Term Examination: 50, Continuous Assessment Test: 25 + 25)



Elective (DCE)-

MCJ17105DCE 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)

MCJ17105DCE. Media Appreciation

Total Marks: 100 (Term Examination: 50, Continuous Assessment Test: 25 + 25)

1st semester



Elective (DCE)-

MCJ17106DCE

KASHMIR HISTORY

Unit-I

Medieval History of Kashmir

Relations with neighboring world during medieval period

Unit-II

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-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

1st semester

MCJ17106DCE. Kashmir History

Total Marks: 100 (Term Examination: 50, Continuous Assessment Test: 25 + 25)



Elective (DCE)-

MCJ17107DCE

ISSUES MANAGEMENT

Unit-I

Contemporary Media Scene in India
Issues Identification and Forecasting
Monitoring, Analyzing and Priority Setting.

Unit -II

Classification of Issues: Political, Social Economic, Developmental, etc
Social Media and their treatment and negotiation of recent issues in the news
Issues and their Manipulation and Treatment by Media

Unit-III

Media
Prime Time Activism
Interest Group Politics
Priming and Framing of Issues in Media
Negotiating Market and Non-Market Forces as Issues

Unit-IV

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

1st semester

MCJ17107DCE. Issues Management

Total Marks: 100 (Term Examination: 50, Continuous Assessment Test: 25 + 25)



Elective (DCE)-

MCJ17204DCE

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

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

MCJ17204DCE. Narrative Journalism

Total Marks: 100 (Term Examination: 50, Continuous Assessment Test: 25 + 25)



Elective (DCE)-

MCJ17205DCE 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

Unit-III

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

MCJ17205DCE. Still Photography Basics

Total Marks: 100 (Term Examination: 50, Continuous Assessment Test: 25 + 25)



Elective (DCE)-

MCJ17206DCE

ADVERTISING

Unit-I

Concept and definition

Advertising Agencies-structure and function of different departments

Ethics and Social Responsibility

ASCI Code

Unit-II

Marketing Strategy and Research and Branding

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

Media selection, Planning, Scheduling

Visualization-Idea Generation Techniques

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

Values and Life style Advertising

Unit-IV

Public Service Advertising

Creating Print Ad

Creating Radio Ad

Creating Outdoor Advertising

New Media Advertising

Advertising terminology

2nd semester

MCJ17206DCE. Advertising

Total Marks: 100 (Term Examination: 50, Continuous Assessment Test: 25 + 25)



Elective (DCE)-

MCJ17207DCE 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

Unit-II

Media and Social Responsibility
Media and its Audiences: Media Effects
The Mainstream Media Discourse
Audience Interpretation of media content

Unit- III

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-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

MCJ17207DCE. Media & Society

Total Marks: 100 (Term Examination: 50, Continuous Assessment Test: 25 + 25)



Elective (GE)-

MCJ17005GE

Understanding Media

Unit I

Factual stories

Fake news

Embedded Journalism

Paid News

Unit II

Contemporary Media

Corporate Agenda

Media of Protest: “Guernica to Vigils”

Propaganda- Print to Photoshop

Media and Democracy (Framing and Agenda Setting)

3rd semester

MCJ17005GE. Understanding Media

Total Marks: 50 (Term Examination: 25, Continuous Assessment Test: 25)



Elective (GE)-

MCJ17008 GE

PUBLIC POLICY AND MEDIA

Unit-I

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

Unit-II

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

4th semester

MCJ17008 GE. Public Policy & Media

Total Marks: 50 (Term Examination: 25, Continuous Assessment Test: 25)



Elective (GE)-

MCJ17006GE

Citizen Journalism

Unit I

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

Unit II

Essential skills of a Citizen Journalist
Citizen Journalist: A loose cannon or a responsible journalist
Credibility Issue of Citizen Journalist
CJ journalism- An extension of traditional media or emergence of new media?
Critical study of Michael Buerk's 2009 *BBC* documentary *CJ-Democracy or Chaos?*

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

3rd semester

MCJ17006GE. Citizen Journalism

Total Marks: 50 (Term Examination: 25, Continuous Assessment Test: 25)



Elective (GE)-

MCJ17001GE Media Management

Unit-I

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
Marketing and Market Analysis

1st semester

MCJ17001GE. Media Management

Total Marks: 50 (Term Examination: 25, Continuous Assessment Test: 25)



Elective (GE)-

MCJ17003GE

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 freedom of expression

Reasons, Types—Government and non-government

Censorship in News media, Books, Films, Internet

Media Education in India -Challenges and Opportunities

2nd semester

MCJ17003GE. Media Literacy

Total Marks: 50 (Term Examination: 25, Continuous Assessment Test: 25)



Elective (GE)-

MCJ17002GE

Writing for Media

Unit I

Basics of writing for the Mass Media

Characteristics of a News Story

Five Ws and One H

The Inverted Pyramid

The Lead Paragraph Types

Writing Argumentative Essays

Writing a Radio Talk

Unit II

Writing Photo Captions

Writing Classified Ads

Writing Press Release

Writing Letter to the Editor

Writing Book Review

Writing for the Social Media

1st semester

MCJ17002GE. Writing for Media

Total Marks: 50 (Term Examination: 25, Continuous Assessment Test: 25)



Elective (GE)-

MCJ17004GE Covering Disasters

Unit-I

Definition and Types of disasters
Trauma during disaster
Newsroom preparation
Newsroom start-up guidelines
Reporting crisis coverage

Unit-II

Tips for dealing with victims and survivors
Challenges for journalists
Staying safe
Following up
Case studies-
Tsunami 2005, Uttarakhand Disaster 2013
Ethiopia Catastrophe, September, 2014 Deluge
Screening of related documentaries like *An Inconvenient Truth*

2nd semester

MCJ17004GE. Covering Disasters

Total Marks: 50 (Term Examination: 25, Continuous Assessment Test: 25)



Elective (Open)-

MCJ17001EO

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

MCJ17001EO. Journalism-Basics

Total Marks: 50 (Term Examination: 25, Continuous Assessment Test: 25)

1st semester



Elective (Open-

MCJ17003EO

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

MCJ17003EO. Gender in Media

Total Marks: 50 (Term Examination: 25, Continuous Assessment Test: 25)

2nd semester



Elective (Open)-

MCJ17007 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

4th semester

MCJ17007 EO. Event Management

Total Marks: 50 (Term Examination: 25, Continuous Assessment Test: 25)



Elective (Open)-

MCJ17002EO

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

1st semester

MCJ17002EO. Media Language

Total Marks: 50 (Term Examination: 25, Continuous Assessment Test: 25)



Elective (Open)-

MCJ17005EO

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

3rd semester

MCJ17005EO. Personality Development

Total Marks: 50 (Term Examination: 25, Continuous Assessment Test: 25)



Elective (Open)-

MCJ17006EO

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

MCJ17006EO. ADVERTISING AND CULTURE

Total Marks: 50 (Term Examination: 25, Continuous Assessment Test: 25)



Core Paper-

MCJ17301CR

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

3rd semester

MCJ17301CR. Media Research

Total Marks: 100 (Term Examination: 50, Continuous Assessment Test: 25 + 25)



Core Paper-

MCJ17303CR

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.

3rd semester

MCJ17303CR. Media Publication

Total Marks: 100 (Term Examination: 50, Continuous Assessment Test: 25 + 25)



Core Paper-

MCJ17403CR

**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

MCJ17403CR. International Relations & International Communication

Total Marks: 100 (Term Examination: 50, Continuous Assessment Test: 25 + 25)



Core Paper-

MCJ17102CR 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
Covering Conflict, Human rights, Disability
Eco journalism
Reporting for magazines

1st semester

MCJ17102CR. News Reporting

Total Marks: 100 (Term Examination: 50, Continuous Assessment Test: 25 + 25)



Core Paper-

MCJ17202CR

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

2nd semester

MCJ17202CR. Development Communication

Total Marks: 100 (Term Examination: 50, Continuous Assessment Test: 25 + 25)