



**Institute of Distance and Open Learning**  
**GAUHATI UNIVERSITY**  
**OMR based Internal Test 2016-2017**  
**Mass Communication & Journalism (MCJ)**  
**SYLLABUS (Final Year)**

**Paper VII: Media Management**

Unit I: Principles of Media Management  
Unit II : Journalists' Pay Commission  
Unit III : Growth of Mass Media in India

**Paper VIII: Electronic Media**

Unit I: Introduction to Electronic Media  
Unit II: Writing for Electronic Media  
Unit III: Tools of Electronic Media

**Paper IX : Development Communication & Communication Research**

Unit I: Introduction to Development Communication  
Unit II: Diffusion of Innovation  
Unit III: Introduction to Communication Research

**Paper X : Opinion Writing**

Unit I: Concept of Opinion Writing  
Unit II: Concept of the Edit Page  
Unit III: Editor as an Opinion Leader

**Paper XI : Media Laws and Ethics**

Unit I : Constitution and the Media  
Unit II : Media Laws  
Unit III : Ethical Aspects in Media

\* \* \* \* \*