



ଓଡ଼ିଶା ରାଜ୍ୟ ମୁକ୍ତ ବିଶ୍ୱବିଦ୍ୟାଳୟ, ସମ୍ବଲପୁର, ଓଡ଼ିଶା  
Odisha State Open University, Sambalpur, Odisha  
Established by an Act of Government of Odisha.

## SYLLABUS OF CERTIFICATE IN JOURNALISM AND MASS COMMUNICATION (CJMC)

From Academic Session January, 2018

### Objectives:

1. To enable the students to be media literates, which will prepare them to actively participate in various media related activities for strengthening democratic values in the society.
2. The Course will have scope for skill development in the field of Journalism and Mass Communication, which in turn make them employable in the media industry.

**Duration: 6 Months**

**Total Credit: 16**

Course Code	Course Title	Credit
<b>Semester - I</b>		
JMC-01	Communication Concepts, History, Law and Ethics	04
JMC-02	Reporting	06
JMC-03	Editing	06

## Semester - I

<b>JMC-01:</b>	<b>Communication Concepts, History, Law and Ethics</b>	<b>4 Credit</b>
<b>Block -1:</b>	<b>Conceptualizing Communication</b>	
Unit -1	Dimensions of Communication. Inter, Intra and Group Communication	
Unit -2	Verbal and Non Verbal Communication	
Unit -3	Functions and Elements of Mass Communication	
Unit -4	Language Used in Different Mass Media	
Unit -5	Media Literacy	
<b>Block -2:</b>	<b>History of Press</b>	
Unit -1	Early History of Press in India	
Unit -2	Role of Media in Freedom Struggle, Media Since Independence	
Unit -3	Prominent Newspapers, Magazines and News Agencies	
Unit -4	Media in Odisha	
Unit -5	Role of Media in Impacting Socio-Cultural Dynamics of Odisha	
<b>Block -3:</b>	<b>Media Organizations</b>	
Unit -1	Press Council of India (1st and 2nd Press Commission recommendations International Bodies: IPI, UNESCO)	
Unit -2	Broadcast Regulatory bodies and TRAI, BRAI , IBFMedia Associations and Organisations: INS, Editors Guild, IFWJ, NUJ (I),IJU,NBA, BEA, etc. All India Advertising Agencies Guild, Women MediaBodies	
Unit -3	Government Information Systems: Concept and Philosophy, Organizational setup in India: management and operation for Union Government (PIB, DAVP,DFP, Song and Drama Division, Films Division, etc.), State GovernmentInformation and Public Relations Dept.	
Unit -4	Media Support Services, reference and feedback	
<b>Block -4:</b>	<b>Media Laws</b>	
Unit-1	Indian Constitution: Fundamental Rights, Directive Principles of State Policy, Freedom of speech and expression: Article 19 1(a) and 1(b) Contempt of Court and Contempt of Legislature, Defamation: Libel and Slander	
Unit -2	Sedition and inflammatory writings, IPC and CrPC, Official Secrets Act and Right to Information Act, Press and Books Registration Act, IPR and Copyright Act	
Unit -3	Broadcasting Laws: Prasar Bharati Act, Cable TV Network Regulation Act, Digitization and Conditional Access System (CAS), Proposed Broadcast Regulatory Authority of India Act, Broadcasting and Advertising codes.	
Unit -4	Journalism as an organized/ unorganised sector; Working Journalists Act, Wage Boards	
<b>Block -5:</b>	<b>Media Ethics</b>	
Unit-1	Values and Ethics of Journalism (Objectivity, Truth, Decency and Impartiality Balance and Independence), Conflict of Interest Ethical issues: notions and debates, Resolving Ethical Dilemmas: Different Methods	
Unit-2	Right to Privacy, Sting Journalism, Yellow Journalism, Paid news, Private Treaties, Media Net Pressures (political, market, legal and professional)	
Unit-3	Journalists' Code of Conduct, Self-regulation, Ombudsman Pros and Cons of Media Activism	

<b>JMC-02: Reporting</b>		<b>6 Credit</b>
<b>Block -1:</b>	<b>News Reporting</b>	
Unit -1	Concept of News, Elements and structure of news reports Types of news: Hard and Soft, News Leads and their types, Inverted pyramid style, feature style, sand clock style and nut graph Covering press conferences and writing from press releases, events and meets	
Unit -2	Analytical reporting, Interpretative reporting, Descriptive reporting, Investigative reporting	
Unit -3	Differences in reporting for Newspapers / News agencies, TV, Radio, Web	
<b>Block -2:</b>	<b>News Set Up</b>	
Unit -1	Reporting department in newspapers, magazines, agencies, radio and TV Role, function and qualities of a Reporter, Chief Reporter and Bureau Chief	
Unit -2	Role and importance of news sources, attribution Cultivating, verifying and dealing with sources of news Ethical aspect of sourcing News and Reporting	
<b>Block -3:</b>	<b>Specialized Reporting and Beats</b>	
Unit -1	Understanding Beats and their categories City reporting: City and local news, Crime Reporting: sources and related laws, Reporting Political Parties and Politics, Legislative (covering Assembly and Parliament), Legal Reporting Specialised reporting: Defence, Science & Technology, Education, Art & Culture, Environment, Fashion & Lifestyle, Entertainment, Sports, etc. Reporting Conflict: Armed and Social Conflict, Region, Community and Human Rights.	
Unit -2	Interview: types and techniques, Opinion writing: Editorial, Op-ed page and Middle, Special articles, Weekend pull-outs, Supplements	
Unit -3	Backgrounders, Reviews (Books/Films/Documentaries), Review of Performing Arts, Magazine Reporting: Current trends, style and future	
Unit-4	News Photography	
<b>Block -4:</b>	<b>News Reporting Practical</b>	
Unit -1	Speech/ meeting reporting, event reporting, covering writing based on press releases, Press Conferences	
Unit -2	Interviews, obits, profiles based on field assignments	
<b>Block – 5 :</b>	<b>Specialized Reporting (Practical)</b>	
Unit -1	Writing features and human interest stories, backgrounders	
Unit -2	Editorials	
Unit -3	Articles	
Unit -4	ColumnsOp-ed Articles	
<b>Block – 6 :</b>	<b>Photo Journalism (Practical)</b>	
Unit -1	News Photo (5 Nos.)	
Unit -2	Photo Feature, Photo Essay	

<b>JMC-03: Editing</b>		<b>6 Credit</b>
<b>Block -1:</b>	<b>Editing</b>	
Unit -1	Editing: concept, process and significance	
Unit -2	Editorial Values: objectivity, facts, impartiality and balance	
Unit -3	Concept of news and news making	
Unit -4	Difference between newspaper/ radio and TV news editing	
Unit -5	Challenges before editor : bias, slants and pressures	
<b>Block -2:</b>	<b>News Desk</b>	
Unit -1	Editorial structure of newspaper/magazines/ news agencies /radio and TV Editorial hierarchy and job of various functionaries	
Unit -2	Functioning of News Desk, Integrated News Room	
Unit -3	News Flow and Editing: Role and Responsibility of Gatekeepers	
Unit -4	Sources of News	
Unit -5	Managing the News	
<b>Block -3:</b>	<b>Editing Process</b>	
Unit -1	News Selection: News Value and Other Parameters	
Unit -2	Handling a News Copy, Planning and Visualizing of News Rewriting News Stories	
Unit -3	Headlines and Intro	
Unit -4	Style Book, Style Sheet	
Unit -5	Translation and Trans creation	
<b>Block -4:</b>	<b>Editing (Practical)</b>	
Unit -1	Copy Editing (Editing of Copy Given in the Class)	
Unit -2	Writing Headlines Intro/Lead Writing	
<b>Block -5:</b>	<b>Editing Practical Layout</b>	
Unit -1	Preparing Layout of the Front Page	
Unit -2	Preparing Layout of Back Page and Interiors	
<b>Block -6:</b>	<b>Editing Practical Layout</b>	
Unit -1	Creative Writing	