



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

Master of Arts in Journalism & Mass Communications (MJMC)

Total Credits: 64

The Masters course, spread over four semesters besides providing the skill component attempts to provide the students a deeper and broader understanding of communication as a subject of study in relation to other subjects. It attempts to enhance their research ability to add new thinking and concept into its body of knowledge.

MJMC: Learning Objectives

- Necessary skills to work in various media including Print, Electronic and Web.
- Concept and Process of communication including Theories and Models of Communication.
- Understanding of laws related to media and media ethics.
- Deals with different issues of Advertising, Public relations and Media Management.
- Understanding the synergic relation between Media and Society.
- Conducting Communication Research
- Understanding the uses and techniques of Photography.

MJMC: Learning Outcome

- After completing the course, a student will have fair understanding about various media and how to negotiate them.
- After completing the course, a student will be able to work various media including print, electronic, web and social media.
- After completing the course, a student will have fair understanding about the synergic relationship between media and society.
- After completing the course, a student will have the ability to conduct communication research.
- After completing the course, student will able to prepare different advertisements and public relations materials.
- After completing the course, a student will develop a critical understanding about media as a discipline and also media as an instrument of change.

Semester-1: 16 Credits (4 Credits per course)

- JMC - 01: Communication Concepts, History, Law and Ethics**
- JMC - 02: Reporting**
- JMC - 03: Editing**
- JMC - 04: Radio & TV Journalism**

Semester-2: 16 Credits (4 Credits per course)

- JMC - 05: Emerging & Social Media Journalism**
- JMC - 06: PR, Advertising & Media Management**
- JMC - 07: Communication Theory**
- JMC - 08: Communication Research**

Semester-3: 16 Credits (4 Credits per course)

- JMC - 09: Dissertation**
- JMC - 10: Media Sociology**
- JMC - 11: Development Communication**
- JMC - 12: New Media & Computer application**

Semester-4: 16 Credits (4 Credits per course)

- JMC - 13: Media and Margins**
- JMC - 14: Film Studies**
- JMC - 15: International and Intercultural Communication**
- JMC - 16: Specialisation (Students need to opt any one)**
 - (A)- Advanced Photo Journalism**
 - (B)- Multimedia**
 - (C)- Corporate Communication**
 - (D)- Media Management**

Semester- I

JMC :01	COMMUNICATION CONCEPTS, HISTORY, LAW & ETHICS	4 Credits
Block-1	Conceptualising Communication	
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	
Block-2	History of Press	
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	
Block-3	Media Organizations	
Unit -1	Press Council of India (1st and 2nd Press Commission recommendations), International Bodies: IPI, UNESCO)	
Unit -2	Broadcast Regulatory bodies and TRAI, BRAI , IBF Media Associations and Organisations: INS, Editors Guild, IFWJ, NUJ (I),IJU,NBA, BEA, etc. All India Advertising Agencies Guild, Women Media Bodies	
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 Government Information and Public Relations Dept.	
Unit -4	Media Support Services, reference and feedback	
Block-4	Media Laws	
Unit-1	Indian Constitution: Fundamental Rights, Directive Principles of State Policy, Freedom of speech and expression: Article 19 1(a) and Article 19 (2), 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	
Block-5	Media Ethics	
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

JMC : 02	REPORTING	4 Credits
Block-1	News Reporting	
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	
Unit -2	Analytical reporting, Interpretative reporting, Descriptive reporting, Investigative reporting	
Unit -3	Differences in reporting for Newspapers / News agencies, TV, Radio, Web	
Block-2	News Set Up	
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	
Block-3	Specialized Reporting and Beats	
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.	
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	
Block-4	News Reporting (Practical)	
Unit- 1	Speech/ meeting reporting, event reporting, covering writing based on press releases, Press Conferences	
Unit-2	Interviews, obits, profiles based on field assignments	
Block-5	Specialized Reporting (Practical)	
Unit-1	Writing features and human interest stories, backgrounders	
Unit- 2	Editorials	
Unit- 3	Articles	
Unit- 4	Columns Op-ed Articles	
Block-6	Specialized Reporting (Practical)	
Unit-1	News Photo (5 Nos.)	
Unit-2	Photo Feature, Photo Essay	

JMC : 03	EDITING	4 Credits
Block-1	Editing	
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	
Block-2	News Desk	
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	
Block-3	Editing Process	
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	
Block-4	Editing (Practical)	
Unit- 1	Copy Editing (Editing of Copy Given in the Class)	
Unit-2	Writing Headlines Intro/Lead Writing	
Block-5	Editing Practical Layout	
Unit-1	Preparing Layout of the Front Page	
Unit- 2	Preparing Layout of Back Page and Interiors	
Block-6	Specialized Reporting (Practical)	
Unit-1	Creative Writing	

JMC : 04	RADIO & TELEVISION JOURNALISM	4 Credits
Block-1	Radio	
Unit -1	Introduction to Radio, Main Features of radio Broadcasting	
Unit -2	Evolution and Growth of Broadcasting in India: Radio and Private Broadcasting	
Unit -3	Writing for Radio; Compiling Radio Bulletin, Techniques of Editing and Presenting News	
Unit -4	Introduction to Radio Programming; Radio News Magazine, News Feature, Talk programmes and Discussion, Interviews, Sound Bites and Dispatches and radio Bridge	
Unit -5	FM, AM, Community Radio and Internet Radio	
Block-2	Television	
Unit- 1	Introduction to Television, History of TV in India, SITE, Cable and satellite, DTH, IPTV, TV on Mobile: 3G and Notebook, 4G, Public Service and Commercial Broadcasting	
Unit-2	Organizational Structure of TV News Channel, TV Newsroom, TV News Production Desk and Functions	
Unit- 3	Writing for Visual Medium: Thinking Audio and Video, Writing Anchor Leads, Editing Bytes, Procuring and Editing Visuals	
Unit- 4	TV Production: News Bulletin, News Feature, Current Affairs	
Unit-5	Anchoring: delivery, Pronunciation, Voice Modulation and Diction	
Block-3	Radio Practical	
Unit -1	Writing, Presenting and Recording PTCs	
Unit -2	Copy Editing, Video Editing and News	
Unit-3	Story Packaging, Production of Bulletins	
Unit- 4	Anchoring	
Block-4	Television Practical	
Unit- 1	Writing, Presenting and Recording PTCs	
Unit- 2	Copy Editing, Video Editing and News	
Unit-3	Story Packaging, Production of Bulletins	
Unit- 4	Anchoring	
Block-5	Script Writing (Practical)	
Unit- 1	Script for Radio and Television	
Unit-2	Creative Writing in Radio and Television	

Semester- II

JMC : 05	EMERGING AND SOCIAL MEDIA JOURNALISM	4 Credits
Block-1	Emerging Media	
Unit -1	Definition Types of Emerging Media	
Unit -2	Characteristics of Emerging Media and Status	
Unit -3	Emerging Media and Mainstream Media	
Unit -4	How Journalists Use Emerging Media	
Block-2	Social Media	
Unit- 1	Definition of Social Media, History of Social Media	
Unit- 2	Types of Social Media, Facebook, Twitter, WhatsApp, YouTube Etc.	
Unit- 3	Characteristics of Social Media	
Unit- 4	Synergy Between Social and Mainstream Media	
Unit- 5	Citizen Journalism	
Block-3	Legal and Ethical Aspects of Social Media	
Unit -1	IT Act 2000	
Unit -2	Other Acts Applicable to Social Media	
Unit- 3	Privacy and Social Media	
Unit- 4	Social Media Ethics	
Block-4	Web Designing (Practical)	
Unit- 1	Creating and Designing Blogs	
Unit- 2	Developing Web Designs	
Block-5	Social Media (Practical)	
Unit- 1	E-mail writing – 2 nos. Social Media Posts – 2 nos.	
Unit- 2	Blog Posts – 2 nos., Uploading photo & captions – 2 nos.	

JMC :06	Public Relations, Advertising & Media Management	4 Credits
Block-1	Public Relations	
Unit -1	Concept and Definition, Roles and Objectives	
Unit -2	PR as a Source of News for Media PR Tools and Strategies, Media Relations	
Unit -3	Ethical and Legal Issues (Paid News, Envelop Journalism, Paid appearances, Special Supplements)	
Unit- 4	Understanding The Corporate Sector Principles and Concepts of Corporate Communication Crisis Communication vis-a-vis Media Reporting Corporate Social Responsibility (CSR) and Source for Soft News	
Block-2	Advertising	
Unit- 1	Definition and Principles	
Unit- 2	Theories of Advertisement	
Unit- 3	Various types of Advertisements	
Unit- 4	Account Service	
Block-3	Media Management	

Unit -1	Ownership of Media
Unit -2	Media as Business
Unit- 3	Media Economics
Unit- 4	Income sources of Different Media
Unit- 5	Government Policies for Media Ownership
Block-4	Public Relation (Practical)
Unit- 1	Writing Press releases for Private and Public Sector
Unit- 2	Posters/Brochures/Leaflets
Unit- 3	CSR Campaign Strategy
Block-5	Advertisement (Practical)
Unit- 1	Design Print advertisement for Service Design Print advertisement for product design Print advertisement for Concept
Unit- 2	Design Print advertisement an Event Design Print advertisement on Social Awareness

JMC :07	COMMUNICATION THEORY	4 Credits
Block-1	Concept of Communication Theory	
Unit -1	Importance of communication theory, two step flow & multistep flow theory, individual deference theory	
Unit -2	Selectivity & gate keeping theory, Diffusion of innovation theory, personal influence theory	
Unit -3	Authoritarian, libertarian, Communist media, social responsibility theory	
Unit- 4	Development media theory, democratic participation theory, communication convergence	
Block-2	Concept of Communication Model	
Unit- 1	Concept of communication model, linear & non linear model, symbolic model, physical model, Verbal models, iconic models, analog models, mathematical model	
Unit- 2	Aristotle model, Lasswell model, Osgood model, Schramm model, Gerbner model	
Unit- 3	Berlo model, Shanon Weaver model, DeFleur model, Katz & Lazarfeld two step flow model	
Unit- 4	New comb model, Westley & McLean model, Kincaid model, Dance Model	
Block-3	Development Communication and International Models	
Unit -1	Introduction to Development Communication, Three Major Paradigms, Approaches of Media for Communication and Development	
Unit -2	Learner Model of Development, Rogers Basic Diffusion Model	
Unit- 3	World- systems Theory, Basic Needs Approach	
Unit- 4	The Participatory Model for Development Communication, Information and Communication Technologies for Development Communication	
Block-4	Communication Effects Theory	
Unit- 1	Magic Bullet Theory, Uses and Gratification theory	

Unit- 2	Spiral of Silence, Cognitive Dissonance Theory
Unit- 3	Agenda Setting Theory, Communist theory and related theories.
Unit- 4	Cultivation Analysis

JMC :08	COMMUNICATION RESEARCH	4 Credits
Block-1	Introduction to Communication Research & Research Ethics	
Unit -1	Meaning of research, Definition of research, Objectives of research, Importance of research, Types of Research :Various Types of Research, Quantitative and Qualitative Research	
Unit -2	Research Methods, Research Process, Meaning of communication research, Types of communication research	
Unit -3	Importance of research in mass media, Elements of communication research, Quantitative & Qualitative Research	
Unit- 4	Research Ethics: Research process and Ethics, Responsibility as a Researcher, Ethical issues pertaining to communication research – honesty, confidentiality, acknowledging others, use of appropriate language, plagiarism, Ethics and online research	
Block-2	Research Methods, Methodology and Research Plan, Design	
Unit- 1	Importance of media research, Survey research, Types of surveys, Advantage and disadvantages of survey, Public opinion survey, Pre election and Exit poll	
Unit- 2	Content analysis, Meaning and definition of content analysis, Methods of content analysis, Limitations of content analysis, Difference between Method and Methodology, How to devise a robust methodology?	
Unit- 3	Research problem, Defining research problem, Formulation of objectives Meaning of Hypothesis	
Unit- 4	Meaning of research design, Need for research design, Features of a good design, concepts related to research design- Dependent and Independent Variables, Extraneous variable, Control, Experimental and control groups,	
Block-3	Research tools, Sampling, Data Analysis and Management	
Unit -1	Data and its types, Methods of Primary Data Collection, Observation, Interview Questionnaire and schedules, Other Methods of data collection, Secondary data collection	
Unit -2	Census and sample, Importance of Sampling, Sample designs, Sample size, Different Types of Sampling and its methods, Application of Sampling in Research	
Unit- 3	Tabulation of data, Diagrammatic and graphic presentation, Hypothesis testing, Data interpretations	
Unit- 4	Levels of measurement – Nominal, Ordinal, Interval and Ratio	
Block-4	Statistical Analysis, Thesis writing, Areas of Communication Research	
Unit- 1	Measures of Central Tendency – Mean, Median, Mode, Measures of Dispersion – Minimum, Maximum, Range, Variance, Standard Deviation, SPSS and its application in Research	

Unit- 2	Structure of a research report, language, Citation and Referencing
Unit- 3	Print media research, Electronic media research, Advertising research, Public relation research
Unit- 4	Applications of Mass Media Research-Research in Print Media, Electronic Media, Advertising and Public relations, Mass Media research and the Internet

Semester- III

JMC- 09: Project Work

4 Credits

1.0 Introduction

Every learner will have to submit a dissertation under the guidance of a supervisor. A dissertation is a formal document and there are rules that govern the way in which it is written. It gives learners an opportunity to show that they have gained the requisite knowledge and skills to organize and conduct a research project. The present document will guide you through the dissertation process.

1.1 The aims of the dissertation are to enable the learner:

- To identify a research issue / problem
- To put into practice theories and concepts learned during the program
- Show evidence of independent investigation
- Identify and apply relevant theories to support the given study
- Develop the ability to plan and manage a project within a stipulated time frame

1.2 Learning Outcomes:

After completing the dissertation the learner should be able to:

- Identify a research problem from the existing literature
- Define, design and deliver an academically rigorous piece of research
- Understand the relationships between the theoretical concepts and their application to specific situations
- Appreciate practical implications and limitation of a research project

2.0 Dissertation Supervision

You will be supported throughout the dissertation by a supervisor. Supervisors will be allotted by the Coordinator of your respective study centers. The supervisor should have expertise in your area of study.

2.1 Role of Supervisor

The supervisor shall facilitate your research. Ideally a supervisor's role includes the following:

- To assist the student during formulation of research questions/ hypothesis, obtaining relevant literature and adopting a suitable method of research
- To assist the student in tailoring the proposal to meet the time and other resource constraints

- To monitor progress
- To educate and caution the student against plagiarism and violation of Copyright Act.

2.2 Responsibilities of the Learner

- To maintain regular contact with the supervisors and inform them of the progress made.
- To prepare the final draft with the help of the supervisor.

2.3 Role of the Study Center

- To identify and allot supervisors for the learners
- To arrange counseling sessions, as per University rules, on research methodology
- To preserve a copy of the dissertation report for use in study centers' library for record
- To arrange the viva-voce for evaluation of dissertations, as per University rules

3.0 The Dissertation Proposal

The dissertation proposal is an important working document which, when approved, becomes a road-map of the dissertation process. An ideal dissertation proposal must contain a working title, aims, objectives, research questions, a preliminary literature review and detailed research methodology to be adopted for the study.

All dissertation proposals need to be approved by the University. Work on the dissertation can only begin after due approval from the University.

4.0 Writing the Dissertation

The learner has to ensure that the final dissertation includes the following:

4.1 Title Page / Cover Page

Title page carries the topic of research as well as the institutional affiliation of the learner. Ideally the title of dissertation should not exceed 12 words.

4.2 Certificate

Dissertations should be accompanied by a certification from the supervisor. The certificate should declare that the researcher is a bonafide learner of OSOU and that the work carried out by him / her is original and hasn't been published elsewhere.

4.3 Declaration

Dissertations should be accompanied by a declaration from the learner that the work carried out by him / her is original and hasn't been submitted / published anywhere.

4.4 Acknowledgement(s)

In this section the learner acknowledges people and / or institutions for their support and assistance during the research.

4.5 Abstract

The dissertation should contain an abstract within 300 - 350 words. A good abstract ideally sums-up the aims and objectives, gap area, methodology, results, analysis and conclusions of research.

4.6 Table of Contents

This page spells out the chapter headings, appendices, references and pages on which they can be found.

4.7 Introduction

The introduction provides the background, rationale and objective of the study. It positions the research problem. It also gives a brief idea about the chapters that follow.

4.8 Literature Review

Literature review is an integral part of any research project and hence its inclusion in a dissertation is mandatory. The literature review should present and analyze the relevant published literature pertaining to the topic of research. While writing the review of literature the researcher must keep in mind the research objectives as mentioned in Introduction. Suitable Gap areas should emerge from the literature.

Theoretical perspectives as employed in the dissertation can be included in this section.

4.9 Research Methodology

In this section the researcher justifies to the reader the process by which the research questions, derived by analysis of the relevant literature, were answered. Details of the research design such as the sample size, sampling techniques as well as methods / tools of data collection should be discussed.

4.10 Findings / Results / Analysis

The results of research carried out will be presented in this chapter.

Results of inferential research should be accompanied by their corresponding *p*-values (probability

values). For carrying out the test of significance chi-square, ANOVA or any other prescribed method may be employed.

In case of qualitative research, select transcripts, as obtained during in-depth interviews and focus group discussions, can be furnished.

4.11 Analysis and Discussion

While analyzing the results obtained researchers need to make their own inferences. Mere quoting of figures and percentages already obtained in the results section should be discouraged.

4.12 Conclusion

Conclusions summarize the research and help the readers to have a wider understanding of the issue at hand. They can also include the implications of study as well as future areas of research.

4.13 Reference:

An appropriate style of referencing (APA / MLA) should be employed by the researcher. Learners need to provide both in-text as well as end-text referencing.

- American Psychological Association (APA) style sheet is followed in most works related to Social Sciences and Management.

Example:

Derwing, T. M., Rossiter, M. J., & Munro, M. J. (2002). Teaching native speakers to listen to foreign-accented speech. *Journal of Multilingual and Multicultural Development*, 23(4), 245-259.

- Modern Language Association (MLA) style sheet is followed in most works related to literature.

Example:

Derwing, Tracy. M et al. "Teaching native speakers to listen to foreign-accented speech" *Journal of Multilingual and Multicultural Development*, vol. 23, no. 4, 2002, pp. 245-259

4.14 Appendix

In the Appendix the researcher furnishes the tools of data collection (such as questionnaires, interview schedules) employed during the research.

5.0 Layout, Style and Writing Suggestions

5.1 Dissertation Formatting, word count

Ideally the Master's degree dissertation should be within 12,000 words (not including appendices and references).

5.2 Writing Style

Dissertations have to be written in 12 fonts, Times New Roman, with 1.5 Line spacing.

6.0 Submission

The work on the dissertation should ideally start as early as the Third Semester so that it can be submitted in time. A deadline for submission will be specified by the University and the student should submit it as per the schedule.

6.1 Date of Submission

Session	Last Date of Submission
January	31st May of each academic year
July	30th November of each academic year

7.0 Dissertation Ethics: Plagiarism

Plagiarism is a form of cheating and the University adopts a zero tolerance policy towards the same. **Using downloaded content from the Internet is strictly prohibited.** The University uses anti-plagiarism software (such as Turnitin) to cross-check the authenticity of the work. Learner must submit both the hard and soft copies of dissertation to the University.

As per the current UGC norms, dissertations carrying more than 10% plagiarism level have to be resubmitted after making the necessary changes.

8.0 Assessment and Evaluation

Dissertations should be evaluated on the following criteria:

- 1) Originality
- 2) Awareness of relevant literature
- 3) Methodological rigor

- 4) Ability of the researcher to critically analyze the results obtained
- 5) Documentation

Emphasis should also be laid on the clarity of language employed by the researcher.

9.0 Suggested topics for dissertation

The given list is illustrative and not exhaustive:

1. Media coverage of environmental / health issues in Odisha
2. Role of radio in rural development
3. Analyzing the role of in-house journal in the life of a commercial organization.
4. The role of social media (Facebook, Twitter, YouTube) during elections to Lok Sabha / State Assemblies
5. Effects of television advertisements among children
6. Movie going habits among urban / rural youth in Odisha
7. Problems and prospects of online journalism in Odisha / India
8. Coverage of human rights issues by mass media in Odisha / India
9. A study of small and medium newspapers in Odisha
10. Coverage of festivals (Rath Yatra / Durga Puja / Diwali / Eid / Christmas) in media (newspapers / TV) in Odisha / India
11. Comparative analysis among newspapers on the coverage of social issues (hunger / malnutrition / gender inequality / drug abuse / child labour / human trafficking)
12. Role of mass media in community development
13. A study of corporate communication practices of business organization(s)
14. Role of folk media as an effective tool of rural development
15. A study on audience reaction to fake news in social media
16. Content Analysis of the website of Odisha State Open University
17. Comparative analysis of websites of two or more educational institutes
18. Science / business reporting in prominent national / regional dailies
19. Role of radio during natural disasters / in the promotion of agricultural practices
20. A study on the Corporate Social Responsibility (CSR) practices of business organizations.
21. Studies on brand recall / brand recognition
22. A comparative study of journalism curricula in various institutes / universities of Odisha / India
23. A comparative study of prime-time debates in different national / regional TV channels.
24. A study on the awareness of advertising ethics among ad-makers
25. Role and functioning of Community Radio

JMC :10	MEDIA SOCIOLOGY	4 Credits
Block-I	Mass Media as a Social Institution	
Unit-1	Media for social communication, media relation with other social Institutions	
Unit-2	As ideological apparatus, media and politics in India	
Unit-3	An evaluative discourse of political role of media in post-Independence India	
Block-2	Media and Social Issues and Movements	
Unit-1	Racism, inequality and subjugation, Media and feminist movements A critique of Indian movements	
Unit-2	Media and youth Impact, uses, peer group influence, need for counseling, issues and case studies, Media and juvenile delinquency	
Unit-3	Mediated deviancy, media and violence, mediated crimes, trial by media, concept of pluralistic ignorance	
Unit-4	Media and national integration, Assessment of promotional campaigns, case studies, Media and religious communication in Indian context, Treatment and promotion of secularism	
Block-3	Mediated Stereotypes	
Unit-1	Media portrayal of women, issues of empowerment	
Unit-2	Gandhian perspective, recent media campaigns	
Unit-3	Literacy, health, nutrition, cleanliness, pure water and power	
Block-4	Media content as a product	
Unit-1	Manufacturing of consent, media as asynchronous filters,	
Unit-2	Producers of flak- arguments of Chomsky and Herman	
Unit-3	Moral panics, media as tools of national and international propaganda	
Unit-4	Misinformation and disinformation campaigns	

JMC : 11	DEVELOPMENT COMMUNICATION	4 Credits
Block-1	Development Communication: Concepts and Models	
Unit-1	Definition, Origin, Concept of development, Indicators of Development	
Unit-2	Per Capita Income Development Communication. Experiments- Chhatera, Gramyavani- Meretee experiments.	
Unit-3	Scope and function: Development Support Communication (DSC) Lowa model of Development Support Communication	
Unit-4	Bipolar, Rostow's model, N'ache, Daniel Lerner's prescription for modernization	
Block-2	Nuances of Development	
Unit-1	Concept of Rural Development, Tools of Rural Development, Mechanistic and organic models of development, Gandhian model, Gram Swaraj.	
Unit-2	Modernization Vs Social change, Dichotomy, reverse modernization (neo-	

	traditionalisation), culture as a carrier of development
Unit-3	Non- Government Organization as third sector, Nature and function of NGO, Communication strategies of NGOs in rural development, knowledge transmission model
Unit-4	Process of Development in India: Pre and post-Independence era. Five year plan of development, Niti Ayaoga
Block-3	Developmental Journalism
Unit-1	Development News, Development Journalism, Origin and history of Development Journalism
Unit-2	Backgrounder of development journalism in India, Writing developmental news and stories, features and articles
Unit-3	Government, NGO, CBOs, Other media sources, PR institutions
Unit-4	Data of social and economic development of a state. Data analysis of factor of development
Block-4	Identification of Development News, Designing Development Stories and Features for print and electronic media, process of development and social media (Practical)
Unit-1	Find out five development stories from the newspapers you read and write 500 words describing the content of those reports.
Unit-2	Trace five development stories on radio and write 500 words describing the strong points of the stories.
Unit-3	Trace five development stories on Television and write 500 words describing the strong points of the stories.
Unit-4	Write two features in the lines of development reporting.
Unit-5	Write five story ideas.

JMC :12	NEW MEDIA & COMPUTER APPLICATION	4 Credits
Block-1	Concept of News and News Presentation	
Unit-1	Concept of New Media, definition, difference between conventional media and new media, common vehicles of new media, Emerging trends in New Media, Impact of New Media on Journalism	
Unit-2	Using new media technologies- creativity and diversity, use of new media technologies in different fields, Digital Video Broadcasting, Radio in a box concept, Internet Radio, Digital TV/Radio, printing/ photography in a digital format	
Unit-3	Online newspapers, characteristics, differences and similarities with other media, Online journalism: Characteristics, difference between online journalism and traditional journalism, history of online journalism, writing for websites plagiarism, Search Engine Optimization and Keywords	

Unit-4	Social media, characteristics, use of social media in journalism, social media and credibility, citizen journalist, problem of verification and accuracy , use of #tags and @ symbols in social media,
Block-2	Application of Technology
Unit-1	Introduction to Computer, Windows operating System
Unit-2	Starting MS Word, Working with symbols and pictures, Working with tables, Working with headers, footers and other controls, Working with shortcuts
Unit-3	Starting MS Excel, Working with Graphics, Formatting a worksheet, Working with Charts and other controls
Unit-4	Starting MS Power point, Working with textboxes and slides, Features of Power Point {Part -1}, Features of Power Point {Part -2}, Sharing a presentation, Internet and its applications
Block-3	Layout & Designing
Unit-1	Introduction to popular multilingual software, Odia Typing with odia fonts, Unicode
Unit-2	Exploring Krita, Familiarization with Interface, tools and feature of krita
Unit-3	Designing in Inkscape, Familiarization, illustration and vector design in inkscape
Unit-4	Working with Scribus, setting up the DTP tool, Working with layers, guides, frames, text
Block -4	Layout & Designing Practical
Unit-1	Write five reports for news websites and five blogs on any subject of your interest. Create a facebook page of a newspaper
Unit-2	Create a layout design of a newspaper page, Design a magazine content page
Unit-3	Prepare a PowerPoint presentation on OSOU
Unit-4	Design an Advertisement on tourism potential in Odisha by using inkscape
Unit-5	Design cover page of a news magazine using krita

SEMESTER- IV

JMC 13: MEDIA AND MARGINS		4 Credits
Block-1	Marginalisation: Basic Concept and Meaning	
Unit-1	Margin, Marginality and Marginalization	
Unit-2	Notions of mainstream culture	
Unit-3	Cultures of dominance and traditions of resistance	
Unit-4	Socio-economic Indices of marginalized communities: Poverty, Deprivation, Exploitation	
Unit-5	Social Stratification and Emerging Patterns of Marginalisation	
Block-2	Marginalization in India	
Unit-1	Social Diversity and Marginalization in India	
Unit-2	Nation Building Process and Marginalization in India	
Unit-3	Development Dynamics and Regional Marginalisation in India	
Unit-4	Caste System and Identity	
Unit-5	Tribal identity and Politics	
Block-3	Media Representation of the Marginalized	
Unit-1	Media Representation and the Marginal: Region	
Unit-2	Media representation and marginal- Gender	
Unit-3	Media Representation and Marginal –Caste and Tribes	
Unit-4	Media Representation and Alternative Sexualities	
Block-4	Marginal Voices and Media	
Unit-1	Representing Marginals (Across Media)	
Unit-2	Marginal voices and the mainstream media	
Unit-3	Marginal Voices and use of Social Media	
Unit-4	Children and Media	
Unit-5	Disability and Media	
Unit-6	Rurality and the margins	

JMC 14: FILM STUDIES		4 Credits
Block-1	History & Development of Cinema	
Unit-1	History of Artistic Representation, ancient man's creativity-Altamira, visual communication-painting & sculpture	
Unit-2	History & development of Camera-Still & Movie, Edison, Dickson.	
Unit-3	The silent era-Lumierre Brothers, George Melies, Charlie Chaplin, Orson Wells, Development of Film Technology & Theatres-Studio System & Production Houses, Talkies Era-Hollywood, Commercialization of Western Cinema, Edwin Porter	

Unit-4	Concepts of Realism, Neo Realism, Neoclassical Cinema, Soviet school of film making-Eisenstein (Montage & Misc en scene), Pudovkin, Vittoria De Sica, French Neo Realistic & New Wave Cinema-Andrea Bazin, Francois Truffaut, Jean Luk Godard
Block-2	Indian Cinema
Unit-1	Inception of Indian cinema-Hiralal Sen, Dadasaheb Phalke, Parsi Film, Impact of Commercial Theatre on Cinema
Unit-2	Post colonial Indian Cinema- Satyajit Ray, V Shantaram, Bimal Roy, Bollywood-Commercial Indian Cinema, Star System, Indian New Wave, Indian New Wave, Directors, Film Movements in India
Unit-3	Visual Literacy, Fundamental of film appreciation, Film criticism, review writing, film analysis- textual and contextual analysis of films of different genre
Unit-4	Film Society Movement, Film Awards, Film Festivals, Film Bodies- NFDC, OFDC, DFF, CFS.
Block-3	Film Production
Unit-1	Three major Stages in Filmmaking-pre-production, production, post-Production
Unit-2	Technicalities-Shots, camera movements, Lighting, sets, VFX, Sound, Editing
Unit-3	People Involved- directors, actors, cameraman, editor, sound engineer, chorographer, editor, music director etc.
Unit-4	Different sections of a film budget- above-the-line (creative talent), below-the-line (direct production costs), post-production (editing, visual effects, etc.) and miscellaneous (insurance, bond completion etc.
Block-4	Film Theories and Regional Cinema
Unit-1	Formative film theory, realist film theory, contemporary French film theory, Auteurist film theory, Psychoanalytic, Feminist, Apparatus theory
Unit-2	Narrative-Fictional and Non-Fictional, significance and structural elements of narrative, story and Plot, Principles of plot construction-selection and omission of details, Sub-plots, Deviant Plot structure, Non linear storytelling
Unit-3	Film Genres - definition, Film Noir, Social Melodrama, Romantic, Horror, Comedy, Fiction, Animation, Epic, Film Culture, Crossover films, Documentary film making, Film and Cultural Identity, Film Audiences, Formula Film (Masala movie), Censorship and censor boards with special reference to India, CBFC, controversies, Case Study
Unit-4	Beginning of films in Eastern India, problems of film making in Eastern States, problems of Regional language Cinema, Film Industry in Odisha, State's initiative to promote Odia cinema

JMC-15: INTERNATIONAL & INTERCULTURAL COMMUNICATION		4 Credits
Block-1	Concept & Scope of International Communication	
Unit-1	What is international Communication, economic and cultural dimensions of international communication, Communication and information as a tool of equality and exploitation	
Unit-2	International flow of information- a framework of analysis, Imbalance in International news flow,	
Unit-3	International news agencies and syndicates, their organizational structure and functions	
Unit-4	Non aligned news pool- its working, success, failure	
Block-2	Technology & Approaches of International Communication	
Unit-1	UNO's Universal declaration of human Rights and Communication, Removal of imbalance in news flow, Debate on NWICO, New International Economic Order, Mac Bride's Commission report	
Unit-2	Impact of new communication technology on news flow, Satellite communication-status, progress-effects-information super highways- international telecommunication and regulatory organizations	
Unit-3	Defining International broadcasting, new media environment, structural forces, adaptations and transformations	
Unit-4	Idealistic-Humanistic approach, political proselytization, international communication and conflict	
Block-3	Issues related to International Communication	
Unit-1	Democratization of information flow and media systems- professional standards; violence against media persons	
Unit-2	Effects of globalization on media systems and their functions, transnational media ownership and issues of sovereignty and security	
Unit-3	International intellectual property rights, international media institutions	
Unit-4	Professional organizations, code of conduct	
Block-4	International information Communication	
Unit-1	International news agencies- Agence France Presse, Associated Press, Reuters	
Unit-2	The Press Association, Kyodo, ITAR-TASS	
Unit-3	China news service, Xinhua News Agency, United Press International	
Unit-4	Relation between international communication and international relations	

JMC 16: SPECIALISATION (A): ADVANCED PHOTO JOURNALISM		4 Credits
Block-1	Nature, Scope and History of Photo Journalism	
Unit-1	Photo Journalism. Definition, Nature, Scope	
Unit-2	History of Photography and Photo Journalism	
Unit-3	Functions of Photo Journalism	
Unit-4	Qualification and Responsibilities of Photo Journalists	
Block-2	News Photography	
Unit-1	News Photographers and News Value, Types and Sources	
Unit-2	Digital Camera – Digital Technology and its future – Darkroom Infrastructure for celluloid Film	
Unit-3	Editing and Printing- Selection, Criteria for News Photographs – Channels of News Pictures-viz., Wire, Satellite	
Unit-4	Agency, Stock, Picture Library, Freelancer, Photo Editing, Caption Writing, Photo-presentation	
Block-3	Technicality of Photo Journalism	
Unit-1	Types & Components of Camera	
Unit-2	Camera & Accessories	
Unit-3	Lighting and Lighting equipment's	
Unit-4	Framing, Composition and Perspective	
Block-4	Practical	
Unit-1	A student is required to submit a photo feature or photo essay on any subject with no less than 10 photographs.	
Unit-2	Students are required to send at least 10 stand alone news photographs with captions.	

JMC : 16 SPECIALISATION (B): MULTIMEDIA		4 Credits
Block-1	Introduction to Multimedia	
Unit -1	Multimedia Hardware	
Unit -2	Multimedia Software	
Unit -3	Multimedia operating systems	
Unit- 4	Multimedia communication systems	
Block-2	Content Development & Distribution	
Unit- 1	Desktop publishing	
Unit- 2	Multimedia Animation & Special effects (2D/3D animation)	
Unit- 3	Social Networking & Publishing (Blogging, Facebook, Youtube, Instagram etc.)	
Unit- 4	Content Distribution Systems (CD/DVD, Internet, Radio, Television)	
Block-3	Art & Science of Multimedia	
Unit -1	Audio fundamentals (Audio quality, formats and devices)	
Unit -2	Understanding Image and Video (Resolution, Color, Video standards, formats)	
Unit- 3	Film and Digital photography (technology, techniques, composition & lighting etc.)	
Unit- 4	Introduction to Printing technology	

Block-4	Digital Imaging
Unit- 1	Basics of Graphic Design and use of Digital technology
Unit- 2	Definition of Digital images
Unit-3	Colour theory & basics
Unit-4	Digital imaging in multimedia and animation

JMC-16: SPECIALISATION (C): CORPORATE COMMUNICATION		4 Credits
Block-1	Introduction to Corporate Communication	
Unit-1	Definition, Nature, Scope and Significance of Corporate Communication	
Unit-2	Objectives of Corporate Communication, Basic functions of corporate communication	
Unit-3	Brief History of Corporate Communication in India, Pioneers of corporate communication	
Block-2	Tools of Corporate Communication	
Unit-1	Lobbying, Sponsorship, Corporate identity	
Unit-2	Defining strategy and its role, campaign planning	
Unit-3	Employee Relations, Financial Relations, Consumer Relations, Media Relations	
Block-3	Crisis Communication	
Unit-1	Understanding conflict and its consequences.	
Unit-2	Various kinds of disasters, Use of media in times of crisis	
Unit-3	Case studies in conflict resolution and crisis handling	
Block-4	Corporate Social Responsibility	
Unit-1	Role, scope and need for CSR	
Unit-2	Defining image management, CSR as a tool for image management, Importance of image management for individuals and organizations.	
Unit-3	Case studies in CSR	
Block-5	Corporate Communication Research	
Unit-1	Corporate Communication Research	
Unit-2	Evaluation of Corporate Communication Programmes	
Unit-3	Event Management - Process & Techniques	

JMC 16: SPECIALISATION (D): MEDIA MANAGEMENT		4 Credits
Block-1	Management in Media Organizations	
Unit- 1	Nature and Significance of Management	
Unit -2	Managerial Skills and Roles of Managers	
Unit -3	Media Management: Concepts and Principles	
Unit -4	Eco System of Media Organization	
Block-2	Theoretical Perspectives of Media Management	
Unit -1	Importance of theories in management	
Unit -2	Historical Trends and Patterns in Media Management theory	

Unit -3	Evolution of media management theory
Unit -4	Different theoretical approaches in media management
Block-3	Managing Human Recourses
Unit -1	Introduction to Human resource Management
Unit -2	Perception & Learning
Unit -3	Personality and Attitude
Unit -4	Group Dynamics & Group Cohesiveness
Unit- 5	Communication for Media Managers
Block-4	Finance and marketing for Media Management
Unit -1	Introduction to Finance
Unit -2	Principles of Finance
Unit -3	Introduction to Marketing
Unit - 4	Core Concepts of Marketing
Unit -5	Marketing Environment