



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)

- Course-1: Communication Concepts, History, Law and Ethics**
- Course-2: Reporting**
- Course-3: Editing**
- Course-4: Radio & TV Journalism**

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

- Course-5: Emerging & Social Media Journalism**
- Course-6: PR, Advertising & Media Management**
- Course-7: Communication Theory**
- Course-8: Communication Research**

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

- Course-9: Dissertation**
- Course-10: Media Sociology**
- Course-11: Development Communication**
- Course-12: New Media & Computer application**

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

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

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	
	Right to Privacy, Sting Journalism, Yellow Journalism, Paid news,	

Unit-2	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	Privacy Issues	
Unit- 3	Security Issues	
Unit- 4	Growth Strategies	
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 flop & 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

Audio Visual Project Work

(Dissertation 3 Credits, AV Project 1 Credit)

To be eligible for a MJMC degree, every student will have to submit a dissertation and specified number of audio visual projects in any area of mass communication detailed in the curriculum under the guidance of a Supervisor.

Dissertation (3 Credits)

The main aim of the dissertation is to enable a student to have an in-depth knowledge of the subject of his/her choice. It should be a research-based effort and should endeavour to create new knowledge in any area of mass communication.

Aims of the Dissertation

The aims of the dissertation are to:

- put into practice theories and concepts learned during the programme;
- provide an opportunity to study a particular topic/issue in depth;
- show evidence of independent investigation;
- combine relevant theories and suggest alternatives;
- Show evidence of ability to plan and manage a project within a stipulated time frame.

- To enhance analytical skills of a learner.

After completion of the dissertation students should be able to:

- define, design and deliver an academically rigorous piece of research;
- understand the relationships between the theoretical concepts taught in class and their application in specific situations;
- show evidence of a critical and holistic knowledge and have a deeper understanding of their chosen subject area;
- appreciate practical implications and constraints of the specialist subject;
- Understand the process and decisions to be made in managing a project within a time frame.

Dissertation Supervision

You will be supported through the dissertation by an academic supervisor. You will be advised by your co-ordinator (Study centre) of the process by which your programme allocates academic supervisors. The academic supervisor will ideally have background expertise in your area of study. However, this may not always be possible and you may be allocated a supervisor with more general subject knowledge.

Regardless of the subject background of the supervisor, the academic supervisor will understand the research process. Where a 'non-expert' academic supervisor is appointed you will still, under the guidance of your academic supervisor, be able to consult with a subject expert. The extent of that subject expert's input will usually be limited to advice about the literature review.

Role of Academic Supervisor

The academic supervisor performs many functions and is there to facilitate and not to lead, hence the responsibility for the quality and content of a dissertation is entirely that of yourself, the student. The supervisor role includes the following:

- To advise the student whether or not the project appears to be feasible and the possible risks that may be involved, for example problems in trying to access information, potential poor response rates to surveys concerning commercially sensitive issues.
- To assist the student in tailoring the proposal to the time and other resource constraints.
- To assist the student at the outset in finding useful and relevant reading material and appropriate academic framework within which to place the topic.
- To advise on the choice of suitable methodological approach(es).
- To monitor progress and to advise on what is required to achieve a satisfactory dissertation.

Responsibilities of the Student

- To maintain regular contact with the academic supervisor. It is the student's responsibility to inform their supervisor of progress and to lead the development of the dissertation. Difficulties must be communicated at the time they are encountered.
- To write the dissertation in a good standard of clear English using appropriate academic terms and citation and referencing conventions. It is not the responsibility of the supervisor to ensure that this condition is met.
- To write the dissertation with guidance from the supervisor. The dissertation and research work must be your own. The dissertation is to reflect your subject understanding and research abilities, not that of your supervisor.

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Writing the dissertation

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

Word Count

Ideally the MJMC dissertation should be within 8,000 to 12,000 words (not including appendices and references).

A student has to ensure that the dissertation includes the following:

Title Page

Abstract

The dissertation should contain an abstract of up to 350 words. The abstract should ideally include aims and objectives, methodology, results, conclusions and recommendations.

Contents Page

The contents page should spell out the chapter headings, appendices, references and pages on which they can be found.

Introduction

The dissertation should be divided into chapters and sections appropriate to the topic and type of dissertation chosen. The introduction should provide details about the background of the study and the context in which the research took place. It should also provide a clear picture of aims and objectives that the dissertation is going to provide.

Literature Review

Literature review is an integral part of any research project and hence it's inclusion is a must in the dissertation. The literature review should present and analyse relevant literature published related to the research topic. The literature review should establish a link between the research that is being carried out its findings may be critically linked to the topic at hand. The literature review should justify the aims and objectives of the dissertation.

Research Methodology

It is that part of the dissertation where the researcher gets an opportunity to justify to the reader the process by which the research questions, which were derived by analysis of the relevant literature, were answered.

Chapaterisation

The student has to divide the entire dissertation into several chapters. Like Introduction, Literature review and chapters related to the topic.

Each Chapter has to be described in details.

Findings / Results / Data Analysis

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

Conclusions

The dissertation will be summed up in this part and will provide an explanation as to how the initial research plan has been executed. The conclusions help the readers to have a wider understanding of the issue at hand.

Audio/Visual Production (1 Credit)

Each student has to deposit an audio-visual production of 2-5 minutes duration. Following things are to be kept in mind while developing the AV production.

1. Students will choose the topic in consultation with the concerned Counselors.
2. They will use local topics, specifically related to the project topics.
3. Local available resources will be given priority.
4. Smart phone use while preparing AV production may be given priority.

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: 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 14: 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 equipments
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-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): MEDIA MANAGEMENT	4 Credits
Block-1	Management in Media Organizations	
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	Media Organisation and its Environment	
Block-4	Administration in Media Organisations	

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) - 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