



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.

### **Learning Objectives:**

#### **MJMC:**

- 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.
- Understanding the synergic relation between media and society.
- Conducting Communication Research

### **Learning Outcome:**

#### **MJMC:**

- 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, 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: Special paper (Students need to opt any one)**
  - a- Media Management**
  - b- Multimedia**
  - c- Film Studies**

## Semester- I

<b>JMC :01</b>	<b>Communication Concepts, History, Law &amp; ethics</b>
<b>4 Credits</b>	
<b>Block-1</b>	<b>Conceptualising 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 , 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
<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</b>		<b>Reporting</b>
<b>4 Credits</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	
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.	
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	Columns Op-ed Articles	
<b>Block-5</b>	<b>Specialized Reporting (Practical)</b>	
Unit-1	News Photo (5 Nos.)	
Unit-2	Photo Feature, Photo Essay	

<b>JMC : 03</b>		<b>Editing</b>
<b>4 Credits</b>		
<b>Block-1</b>	<b>News Reporting</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-5</b>	<b>Specialized Reporting (Practical)</b>	
Unit-1	Creative Writing	

<b>JMC : 04</b>		<b>Radio &amp; Television Journalism</b>	
<b>4 Credits</b>			
<b>Block-1</b>	<b>Radio</b>		
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		
<b>Block-2</b>	<b>Television</b>		
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		
<b>Block-3</b>	<b>Radio Practical</b>		
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		
<b>Block-4</b>	<b>Television Practical</b>		
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		
<b>Block-5</b>	<b>Script Writing (Practical)</b>		
Unit-1	Script for Radio and Television		
Unit-2	Creative Writing in Radio and Television		

## Semester- II

<b>JMC : 05</b>	
<b>Emerging and Social Media Journalism</b>	
<b>4 Credits</b>	
<b>Block-1</b>	<b>Emerging Media</b>
<b>Unit -1</b>	Definition Types of Emerging Media
<b>Unit -2</b>	Characteristics of Emerging Media and Status
<b>Unit -3</b>	Emerging Media and Mainstream Media
<b>Unit -4</b>	How Journalists Use Emerging Media
<b>Block-2</b>	<b>Social Media</b>
<b>Unit- 1</b>	Definition of Social Media, History of Social Media
<b>Unit- 2</b>	Types of Social Media, Facebook, Twitter, WhatsApp, YouTube Etc.
<b>Unit- 3</b>	Characteristics of Social Media
<b>Unit- 4</b>	Synergy Between Social and Mainstream Media
<b>Unit- 5</b>	Citizen Journalism
<b>Block-3</b>	<b>Legal and Ethical Aspects of Social Media</b>
<b>Unit -1</b>	IT Act 2000
<b>Unit -2</b>	Privacy Issues
<b>Unit- 3</b>	Security Issues
<b>Unit- 4</b>	Growth Strategies
<b>Block-4</b>	<b>Web Designing (Practical)</b>
<b>Unit- 1</b>	Creating and Designing Blogs
<b>Unit- 2</b>	Developing Web Designs
<b>Block-5</b>	<b>Social Media (Practical)</b>
<b>Unit- 1</b>	E-mail writing – 2 nos. Social Media Posts – 2 nos.
<b>Unit- 2</b>	Blog Posts – 2 nos., Uploading photo & captions – 2 nos.

<b>JMC : 06</b>		<b>Public Relations, Advertising &amp; Media Management</b>	
<b>4 Credits</b>			
<b>Block-1</b>	<b>Public Relation</b>		
<b>Unit -1</b>	Concept and Definition, Roles and Objectives		
<b>Unit -2</b>	PR as a Source of News for Media PR Tools and Strategies, Media Relations		
<b>Unit -3</b>	Ethical and Legal Issues (Paid News, Envelop Journalism, Paid appearances, Special Supplements)		
<b>Unit- 4</b>	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		
<b>Block-2</b>	<b>Advertising</b>		
<b>Unit- 1</b>	Definition and Principles		
<b>Unit- 2</b>	Theories of Advertisement		
<b>Unit- 3</b>	Various types of Advertisements		
<b>Unit- 4</b>	Account Service		
<b>Block-3</b>	<b>Media Management</b>		
<b>Unit -1</b>	Ownership of Media		
<b>Unit -2</b>	Media as Business		
<b>Unit- 3</b>	Media Economics		
<b>Unit- 4</b>	Income sources of Different Media		
<b>Unit- 5</b>	Government Policies for Media Ownership		
<b>Block-4</b>	<b>Public Relation (Practical)</b>		
<b>Unit- 1</b>	Writing Press releases for Private and Public Sector		
<b>Unit- 2</b>	Posters/Brochures/Leaflets		
<b>Unit- 3</b>	CSR Campaign Strategy		
<b>Block-5</b>	<b>Advertisement (Practical)</b>		
<b>Unit- 1</b>	Design Print advertisement for Service Design Print advertisement for product design Print advertisement for Concept		
<b>Unit- 2</b>	Design Print advertisement an Event Design Print advertisement on Social Awareness		



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

<b>JMC : 08</b>		<b>Communication Research</b>	
<b>4 Credits</b>			
<b>Block-1</b>	<b>Introduction to Communication Research &amp; Research Ethics</b>		
<b>Unit -1</b>	Meaning of research, Definition of research, Objectives of research, Importance of research, Types of Research :Various Types of Research, Quantitative and Qualitative Research		
<b>Unit -2</b>	Research Methods, Research Process, Meaning of communication research, Types of communication research		
<b>Unit -3</b>	Importance of research in mass media, Elements of communication research, Quantitative & Qualitative Research		
<b>Unit- 4</b>	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		
<b>Block-2</b>	<b>Research Methods, Methodology and Research plan, design</b>		
<b>Unit- 1</b>	Importance of media research, Survey research, Types of surveys, Advantage and disadvantages of survey, Public opinion survey, Pre election and Exit poll		
<b>Unit- 2</b>	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?		
<b>Unit- 3</b>	Research problem, Defining research problem, Formulation of objectives Meaning of Hypothesis		
<b>Unit- 4</b>	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,		
<b>Block-3</b>	<b>Research tools, Sampling, Data Analysis and Management</b>		
<b>Unit -1</b>	Data and its types, Methods of Primary Data Collection, Observation, Interview Questionnaire and schedules, Other Methods of data collection, Secondary data collection		
<b>Unit -2</b>	Census and sample, Importance of Sampling, Sample designs, Sample size, Different Types of Sampling and its methods, Application of Sampling in Research		
<b>Unit- 3</b>	Tabulation of data, Diagrammatic and graphic presentation, Hypothesis testing, Data interpretations		
<b>Unit- 4</b>	Levels of measurement – Nominal, Ordinal, Interval and Ratio		
<b>Block-4</b>	<b>Statistical Analysis, Thesis writing, Areas of Communication Research</b>		
<b>Unit- 1</b>	Measures of Central Tendency – Mean, Median, Mode, Measures of Dispersion – Minimum, Maximum, Range, Variance, Standard Deviation, SPSS and its application in Research		
<b>Unit- 2</b>	Structure of a research report, language, Citation and Referencing		
<b>Unit- 3</b>	Print media research, Electronic media research, Advertising research, Public relation research		
<b>Unit- 4</b>	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 PGDJMC 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.

### **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 PGDJMC 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.

## **Chapterization**

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 chose the topic in consultation with the concerned Counsellors.
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.

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

<b>JMC- 11: DEVELOPMENT COMMUNICATION 4 Credits</b>	
<b>Block-I: Development Communication: Concepts and Models</b>	
<b>Unit-1</b>	Definition, Origin, Concept of development, Indicators of Development
<b>Unit-2</b>	Per Capita Income Development Communication. Experiments- Chhatera, Gramyavani- Meretee experiments.
<b>Unit-3</b>	Scope and function: Development Support Communication ( DSC ) Lowa model of Development Support Communication
<b>Unit-4</b>	Bipolar, Rostow's model, N'ache, Daniel Lerner's prescription for modernization
<b>Block-II: Nuances of Development</b>	
<b>Unit-1</b>	Concept of Rural Development, Tools of Rural Development, Mechanistic and organic models of development, Gandhian model, Gram Swaraj.
<b>Unit-2</b>	Modernization Vs Social change, Dichotomy, reverse modernization (neo-traditionalisation), culture as a carrier of development
<b>Unit-3</b>	Non Government Organization as third sector, Nature and function of NGO, Communication strategies of NGOs in rural development, knowledge transmission model
<b>Unit-4</b>	Process of Development in India: Pre and post Independence era. Five year plan of development, Niti Ayaoga
<b>Block-III: Developmental Journalism</b>	
<b>Unit-1</b>	Development News, Development Journalism, Origin and history of Development Journalism
<b>Unit-2</b>	Backgrounder of development journalism in India, Writing developmental news and stories, features and articles
<b>Unit-3</b>	Government, NGO, CBOs, Other media sources, PR institutions
<b>Unit-4</b>	Data of social and economic development of a state. Data analysis of factor of development
<b>Block-IV: Practical</b>	
Identification of development news, Designing development stories and features for print and electronic media, process of development and social media.	
<b>Unit-1</b>	Find out five development stories from the newspapers you read and write 500 words describing the content of those reports.
<b>Unit-2</b>	Trace five development stories on Television and write 500words describing the strong points of the stories.
<b>Unit-3</b>	Trace five development stories on Television and write 500words describing the strong points of the stories.
<b>Unit-4</b>	Write two features in the lines of development reporting.
<b>Unit-5</b>	Write five story ideas.



<b>JMC 12: NEW MEDIA &amp; COMPUTER APPLICATION</b>		<b>4 Credits</b>
<b>BLOCK I Concept of News and News Presentation</b>		
<b>Unit-1</b>	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	
<b>Unit-2</b>	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	
<b>Unit-3</b>	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	
<b>Unit-4</b>	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,	
<b>Block II: Practical 1</b>		
<b>Unit-1</b>	Write five reports for news websites and five blogs on any subject of your interest	
<b>Unit-2</b>	Create a facebook page of a newspaper	
<b>Unit-3</b>	Create your twitter account and tweet 10 news items.	
<b>Block III: Application of Technology</b>		
<b>Unit-1</b>	Introduction to Computer, Windows operating System	
<b>Unit-2</b>	Starting MS Word, Working with symbols and pictures, Working with tables, Working with headers, footers and other controls, Working with shortcuts	
<b>Unit-3</b>	Starting MS Excel, Working with Graphics, Formatting a worksheet, Working with Charts and other controls	
<b>Unit-4</b>	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	
<b>Block IV: Practical 2: Designing</b>		
<b>Unit-1</b>	Design a newspaper page	
<b>Unit-2</b>	Design a magazine content page	
<b>Unit-3</b>	Prepare a PowerPoint presentation on OSOU	
<b>Unit-4</b>	Design a PowerPoint on tourism potential in Odisha	
<b>Unit-5</b>	Design cover page of a news magazine using Photoshop	

## SEMESTER- IV

<b>JMC-13:</b>	<b>CORPORATE COMMUNICATION</b>	<b>4 Credits</b>
<b>BLOCK I: INTRODUCTION TO CORPORATE COMMUNICATION</b>		
<b>Unit-1</b>	Definition, Nature, Scope and Significance of Corporate Communication	
<b>Unit-2</b>	Objectives of Corporate Communication, Basic functions of corporate communication	
<b>Unit-3</b>	Brief History of Corporate Communication in India, Pioneers of corporate communication	
<b>BLOCK II: TOOLS OF CORPORATE COMMUNICATION</b>		
<b>Unit-1</b>	Lobbying, Sponsorship, Corporate identity	
<b>Unit-2</b>	Defining strategy and its role, campaign planning	
<b>Unit-3</b>	Employee Relations, Financial Relations, Consumer Relations, Media Relations	
<b>BLOCK III: CRISIS COMMUNICATION</b>		
<b>Unit-1</b>	Understanding conflict and its consequences.	
<b>Unit-2</b>	Various kinds of disasters, Use of media in times of crisis	
<b>Unit-3</b>	Case studies in conflict resolution and crisis handling	
<b>BLOCK IV: CORPORATE SOCIAL RESPONSIBILITY</b>		
<b>Unit-1</b>	Role, scope and need for CSR	
<b>Unit-2</b>	Defining image management, CSR as a tool for image management, Importance of image management for individuals and organizations.	
<b>Unit-3</b>	Case studies in CSR	
<b>BLOCK V: CORPORATE COMMUNICATION RESEARCH</b>		
<b>Unit-1</b>	Corporate Communication Research	
<b>Unit-2</b>	Evaluation of Corporate Communication Programmes	
<b>Unit-3</b>	Event Management - Process & Techniques	



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

<b>JMC 16:</b>	<b>SPECIALISATION (A): MEDIA MANAGEMENT</b>
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<b>Block-I: Management in Media Organizations</b>
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<b>Block-II: Theoretical Perspectives of Media Management</b>
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<b>Block-III: Media Organisation and its Environment</b>
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<b>Block-IV: Administration in Media Organisations</b>
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<b>JMC : 16</b>		<b>SPECIALISATION (B): MULTIMEDIA</b>	
<b>Block-1</b>	<b>Introduction to Multimedia</b>		
<b>Unit -1</b>	Multimedia Hardware		
<b>Unit -2</b>	Multimedia Software		
<b>Unit -3</b>	Multimedia operating systems		
<b>Unit- 4</b>	Multimedia communication systems		
<b>Block-2</b>	<b>Content Development &amp; Distribution</b>		
<b>Unit- 1</b>	Desktop publishing		
<b>Unit- 2</b>	Multimedia Animation & Special effects (2D/3D animation)		
<b>Unit- 3</b>	Social Networking & Publishing (Blogging, Facebook, Youtube, Instagram etc.)		
<b>Unit- 4</b>	Content Distribution Systems (CD/DVD, Internet, Radio, Television)		
<b>Block-3</b>	<b>Art &amp; Science of Multimedia</b>		
<b>Unit -1</b>	Audio fundamentals (Audio quality, formats and devices)		
<b>Unit -2</b>	Understanding Image and Video (Resolution, Color, Video standards, formats)		
<b>Unit- 3</b>	Film and Digital photography (technology, techniques, composition & lighting etc.)		
<b>Unit- 4</b>	Introduction to Printing technology		
<b>Block-4</b>	<b>Digital Imaging</b>		
<b>Unit- 1</b>	Basics of Graphic Design and use of Digital technology		
<b>Unit- 2</b>	Definition of Digital images		
<b>Unit-3</b>	Colour theory & basics		
<b>Unit-4</b>	Digital imaging in multimedia and animation		

<b>JMC 16: SPECIALISATION: (C) - FILM STUDIES</b>	
<b>Block-I: History &amp; Development of Cinema</b>	
<b>Unit-1</b>	History of Artistic Representation, ancient man's creativity-Altamira, visual communication-painting & sculpture
<b>Unit-2</b>	History & development of Camera-Still & Movie, Edison, Dickson.
<b>Unit-3</b>	The silent era-Lumierre Brothers, Jeorge Melies, Charlie Chaplin, Orson Wells, Development of Film Technology & Theatres-Studio System & Production Houses, Talkies Era-Hollywood, Commercialization of Western Cinema, Edwin Porter
<b>Unit-4</b>	Concepts of Realism, Neo Realism, Neoclassical Cinema, Soviet school of film making-Eizenstein (Montage & Misc en scene), Pudovkin, Vittoria De Sica, French Neo Realistic & New Wave Cinema-Andrea Bazin, Francois Truffaut, Jean Luk Godard
<b>Block-II: Indian Cinema</b>	
<b>Unit-1</b>	Inception of Indian cinema-Hiralal Sen, Dadasaheb Phalke, Parsi Film, Impact of Commercial Theatre on Cinema
<b>Unit-2</b>	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
<b>Unit-3</b>	Visual Literacy, Fundamental of film appreciation, Film criticism, review writing, film analysis- textual and contextual analysis of films of different genre
<b>Unit-4</b>	Film Society Movement, Film Awards, Film Festivals, Film Bodies-NFDC, OFDC, DFF, CFS.
<b>Block-III: Film Production</b>	
<b>Unit-1</b>	Three major Stages in Filmmaking-pre-production, production, post-production
<b>Unit-2</b>	Technicalities-Shots, camera movements, Lighting, sets, VFX, Sound, Editing
<b>Unit-3</b>	People Involved- directors, actors, cameraman, editor, sound engineer, chorographer, editor, music director etc.
<b>Unit-4</b>	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.
<b>Block-IV: Film Theories and Regional Cinema</b>	
<b>Unit-1</b>	Formative film theory, realist film theory, contemporary French film theory, Auteurist film theory, Psychoanalytic, Feminist, Apparatus theory
<b>Unit-2</b>	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
<b>Unit-3</b>	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
<b>Unit-4</b>	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