



SYLLABUS OF DIPLOMA IN JOURNALISM AND MASS COMMUNICATION (DJMC)

For Academic Session 2016-17

Objectives:

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

Duration: 1 Year

Total Credit: 32

Semester - I		
Course Code	Course Title	Credit
DJMC-01	Communication Concepts, History, Law and Ethics	04
DJMC-02	Reporting	06
DJMC-03	Editing	06
Semester - II		
DJMC-04	Radio and Television Journalism	06
DJMC-05	Emerging and Social Media Journalism	04
DJMC-06	Public Relations, Advertising & Media Management	06

Semester - I

DJMC-01:	Communication Concepts, History, Law and Ethics	4 Credit
Block -1:	Conceptualizing 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 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	
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	

DJMC-02: Reporting		6 Credit
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 Covering press conferences and writing from press releases, events and meets	
Unit -2	Analytical reporting, Interpretative reporting, Descriptive reporting, Investigative reporting	
Unit -3	Differences in reporting for Newspapers / News agencies, TV, Radio, Web	
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. Reporting Conflict: Armed and Social Conflict, Region, Community and Human Rights.	
Unit -2	Interview: types and techniques, Opinion writing: Editorial, Op-ed page and Middle, Special articles, Weekend pull-outs, Supplements	
Unit -3	Backgrounders, Reviews (Books/Films/Documentaries), Review of Performing Arts, Magazine Reporting: Current trends, style and future	
Unit-4	News Photography	
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 :	Photo Journalism (Practical)	
Unit -1	News Photo (5 Nos.)	
Unit -2	Photo Feature, Photo Essay	

DJMC 03: Editing		6 Credit
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:	Editing Practical Layout	
Unit -1	Creative Writing	

Semester – II

DJMC 04: Radio and Television Journalism		6 Credit
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	Reporting of Events and Sound Bites	
Unit -2	Writing and Editing News Reports Voice Cast	
Unit -3	Production of Bulletin	
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	
DJMC 05: Emerging and Social Media Journalism		4 Credit
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.	
DJMC 06:	Public Relations, Advertising &Media Management	6 Credit
Block -1:	Public Relation	
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	