



## SYLLABUS OF PG DIPLOMA IN JOURNALISM AND MASS COMMUNICATION (PGDJMC)

For Academic Session 2017-18

### 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.
3. Necessary skills to work in various media including print, electronic and web.
4. Clarity on Basic concepts of communication
5. Understanding of laws related to media and media ethics.

### Outcome:

1. After completing the course, a student will be able to work with various media including print, electronic, web and social media.
2. Work in PR or Advt. sector
3. Work in social sector
4. Will have basic understanding about various media and how to negotiate them

Duration: 18 months

Total Credit: 48

Semester - I		
Course Code	Course Title	Credit
JMC-01	Communication Concepts, History, Law and Ethics	04
JMC-02	Reporting	06
JMC-03	Editing	06
Semester - II		
JMC-04	Radio and Television Journalism	06
JMC-05	Emerging and Social Media Journalism	04
JMC-06	Public Relations, Advertising & Media Management	06
Semester - III		
Course Code	Course Title	Credit
JMC-07	Communication Theory	06
JMC-08	Communication Research	06
JMC-09	Project Work	04

## Semester - I

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

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

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

## Semester – II

<b>JMC-04: Radio and Television Journalism</b>		<b>6 Credit</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 AnchorLeads, 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	Reporting of Events and Sound Bites	
Unit -2	Writing and Editing News Reports Voice Cast	
Unit -3	Production of Bulletin	
<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	
<b>JMC-05: Emerging and Social Media Journalism</b>		<b>4 Credit</b>
<b>Block -1:</b>	<b>Emerging Media</b>	
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	
<b>Block -2:</b>	<b>Social Media</b>	
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	

<b>Block -3:</b>	<b>Legal and Ethical Aspects of Social Media</b>	
Unit -1	IT Act 2000	
Unit -2	Privacy Issues	
Unit -3	Security Issues	
Unit-4	Growth Strategies	
<b>Block -4:</b>	<b>Web Designing (Practical)</b>	
Unit -1	Creating and Designing Blogs	
Unit -2	Developing Web Designs	
<b>Block -5:</b>	<b>Social Media (Practical)</b>	
Unit -1	E-mail writing – 2 nos.Social Media Posts – 2 nos.	
Unit -2	Blog Posts – 2 nos., Uploading photo & captions – 2 nos.	
<b>JMC-06:</b>	<b>Public Relations, Advertising &amp;Media Management</b>	<b>6 Credit</b>
<b>Block -1:</b>	<b>Public Relation</b>	
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	
<b>Block -2:</b>	<b>Advertising</b>	
Unit -1	Definition and Principles	
Unit -2	Theories of Advertisement	
Unit -3	Various types of Advertisements	
Unit -4	Account Service	
<b>Block -3:</b>	<b>Media Management</b>	
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	
<b>Block -4:</b>	<b>Public Relation (Practical)</b>	
Unit -1	Writing Press releases for Private and Public Sector	
Unit -2	Posters/Brochures/Leaflets	
Unit -3	CSR Campaign Strategy	
<b>Block -5:</b>	<b>Advertisement (Practical)</b>	
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	

<b>JMC-07: Communication Theory</b>		<b>6 Credit</b>
<b>Block -1:</b>	<b>Concept of Communication Theory-1</b>	
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.	
<b>Block -2:</b>	<b>Concept of Communication Theory-2</b>	
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	
<b>Block -3:</b>	<b>Development Communication and International Models</b>	
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	
<b>Block -4:</b>	<b>Communication Effects Theory</b>	
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	
<b>JMC-08: Communication Research</b>		<b>6 Credit</b>
<b>Block -1:</b>	<b>Introduction to Communication Research &amp; Research Ethics</b>	
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	
<b>Block -2:</b>	<b>Research Methods, Methodology and Research plan, design</b>	

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, Treatments, Experiment
<b>Block -3:</b>	<b>Research tools, Sampling, Data Analysis and Management</b>
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	Data evaluation techniques, tabulation and classification of data Tabulation of data, Diagrammatic and graphic presentation, Hypothesis testing, Data interpretations
Unit -4	Levels of measurement – Nominal, Ordinal, Interval and Ratio
<b>Block -4:</b>	<b>Statistical Analysis, Thesis writing, Areas of Communication Research</b>
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



## 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.