

Diploma In Journalism

Course Outline

	Papers	Total Credit Points	Practical (Icluding)
1	Communication: Concepts and Processes	6	
2	History of Press, Laws and Ethics	6	
3	Reporting: Concepts and Processes	4+2	2
4	Editing: Concepts and Processes	4+2	2
5	PR, Advertising and Radio, TV and New Media	4+2	2
6	Radio and TV Journalism Assignments and new Media	6	6
	Total	36	12

Paper I

Communication: Concepts and Processes

Objectives

- *To introduce concepts, processes and theories of Communication.*
- *To introduce communication and media research, its relevance, methods and applications.*

Part A

Conceptualising Communication

Dimensions of Communication : *Intrapersonal, Interpersonal and Group Communication*

- Importance of Verbal and Non-verbal Communication
- Functions and Elements of Mass Communication

Models of Communication: *Classical, Intermediary, Interactive, Transactional*

- Aristotle's definition of Rhetoric, Laswell's Model, Berlo's SMCR Model
- Shannon-Weaver Mathematical Model, Westley and MacLean's Conceptual Model
- Newcomb's Model of Communication, George Gerbner's Model
- Schramm's Interactive Model, Ecological Model

Part B

Language and Communication

Importance of Language in Mass Communication and Society

- Signs and Symbols
- Language use in different mass media
- Differences between TV, Radio, Print and Cyber language

Part C

Visual Communication

- Visual Communication: Concepts and Processes
- Principles and tools of visual communication
- Visual literacy and visual perception
- Use of visuals across media
- Visual journalism
- Visual manipulation and ethics

Part D

Communication and Media Research

Communication and Media Research: *Basic Concepts, Design & Methods*

- Areas of Research and types of Research
- Research Problem: Questions and Hypotheses
- Theoretical Framework, Literature Review and Analysis
- Primary and Secondary Research data sources
- Research Design: *Objectives, Study Area, Variables, Sampling*
- Ratings research: Public Meters, Diary, Telephone Survey, Opinion Poll, MAP, TAM, TRP, RAM and IRS

Suggested Readings

- Dennis, M.Q.(2012).*Mass Communication Theory*,6th South Asian Edition, Sage.
- Baran, S. J. & Davis, D. K.(2012).*Introduction to Mass Communication Theory: Foundations, Ferment and Future*, 5th Indian Edition, Cengage Learning.
- Schramm, W.& Roberts, D. F.(1971). *The process and Effects of Mass Communication*, Urbana, IL: University of Illinois Press.
- Fiske, J.(1982). *Introduction to Communication Studies*, Routledge, London.
- Williams, K.(2003). *Understanding Media Theory*, Bloomsbury Academic.
- Vivian, J. (2011).*The Media of Mass Communication*, Prentice Hall.
- Littlejohn, S.W., Foss K. A. (2008). *Theories of Human Communication*, Lyn Uhl.
- Narula, U., *Communication Models*, Atlantic Publishers, 2006
- Wimmer , R.D. and Dominick, J.R. (2005).*Mass Media Research*, Wadsworth Publishing: London.
- Kothari, C. R. (1990). *Research Methodology: Methods and Techniques*, Vishwabharati Prakashan,.
- Berger, A. A. (2000). *Media and Communication Research Methods: An introduction to qualitative and quantitative approaches*, Sage Publications and Thousand Oaks, California.
- Jackson, S.L.(2011). *Research Methods: A modular approach*, Cengage Learning.
- Yadava, J. S. (1998).*Communication Research: Some Reflections*, IIMC (Mimeo),
- Lester, P. M.(2006).*Visual Communication: image and messages*, Thomson Wordsworth.
- Harris, C.R.& Lester,P.M.(2002).*Visual Journalism: A Guide for new media professionals*, Allyn and Bacon.
- Mahapatra Chandrasekhar (1978). *Sambad O Sambadikata*, Orissa State Bureau of Text Book Preparation and Production, Bhubaneswar.
- Chatterjee, Dr. Mrinal (2008). *Sabda Chabi Akhara*, Sepsali, Dhenkanal.

Paper II
History of Press, Laws and Ethics

Total Marks: 100

Objectives

- *To create conceptual understanding about the Press: its role and functioning in society.*
- *To introduce students to legal and ethical aspects of the Press, its values and responsibility.*

Part A

History of the Press

- Early history of the Press and role of the Press in the Freedom Struggle
- The Press since Independence
- Prominent English and language newspapers, magazines
- Specialised Publications in fields such as Film, Sports, Trade, etc.
- News Agencies (*national/international*)
- Print media in other countries (USA, UK, CHINA and SAARC countries)
- Media in Odisha
- Role of Media in Odisha in Freedom struggle and Language Movement

Part B

Media Laws

- 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
- Sedition and inflammatory writings, IPC and Cr PC
- Official Secrets Act and Right to Information Act
- Press and Books Registration Act, IPR and Copyright Act
- 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.
- Journalism as an organised/unorganised sector; Working Journalists Act, Wage Boards

Part C

Media Organisations

- Press Council of India (1st and 2nd Press Commission recommendations)
- International Bodies: IPI, UNESCO
- Broadcast Regulatory bodies and TRAI, BRAI , IBF,
- Media Associations and Organisations: INS, Editors Guild, IFWJ, NUJ (I), IJU,NBA, BEA, etc. Trade Union Rights in Media
- 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.)
- Supporting services like research, reference and feedback
- State Government Information and Public Relations Dept.

Part D

Media Ethics

- Values and Ethics of Journalism (Objectivity, Truth 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, Private Treaties, Media Net
- Pressures (political, market, legal and professional)
- Journalists' Code of Conduct, Self-regulation, Ombudsman
- Pros and Cons of Media Activism
- Participatory Journalism

Suggested Readings

- Rao , M. C. (1974). *The Press*, National Book Trust.
- Rangaswami , P.(1989). *History of Journalism*, Sterling Publications.
- Natarajan, J. (2000). *History of Indian Press*, Publications Division.
- Basu , D.D.(2005). *Press Laws*, Prentice Hall.
- Iyer ,V. (2000), *Mass Media Laws and Regulations in India*, AMIC Publication.
- Thakurta , P.G.(2009).*Media Ethics*, Oxford University Press.
- Duggal, P.(2002). *Cyberlaw in India*, Saakshar Law Publications.
- Kiran,R.N.(2000). *Philosophies of Communication and Media Ethics: Theory, Concepts and Empirical Issues*, Lbr Publications.
- Dua, M.R.(2000). *Press As Leader of Society*, IIMC.
- Srivastava, K.M.(2005). *Media Ethics- Veda to Gandhi and Beyond*, Ministry of Information and Broadcasting, Government of India.
- Sharma, P.K.(1999). *Journalism Ethics*, Random Publications.
- Menon, P. K.(2005). *Journalistic Ethics*, Pointer Publishers, Jaipur.
- Mahapatra, Dr. Pradeep (1999). *Odia Sambadikatarata Kramavikashare Utkal Deepikara Bhumika*, Berhampur University, Berhampur.
- Chatterjee, Dr. Mrinal (2013). *History of Journalism in Odisha*, Sephali, Dhenkanal.

Paper III

Reporting: Concepts and Processes

Objectives

- *To impart theoretical and practical knowledge about reporting, including specialised beats.*
- *To enable students to write for all kinds of media. Emphasis is given on skill training in information gathering, processing and delivering.*

Part A

News Reporting

- 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
- Analytical reporting, Interpretative reporting, Descriptive reporting, Investigative reporting
- Differences in reporting for Newspapers / News agencies, TV, Radio, Web

Part B

News Set-up

- Reporting department in newspapers, magazines, agencies, radio and TV
- Role, function and qualities of a Reporter, Chief Reporter and Bureau Chief
- Role and importance of news sources, attribution
- Cultivating, verifying and dealing with sources of news
- Ethical aspect of sourcing News and Reporting

Part C

Specialized Reporting and Beats

- 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
- Interview: types and techniques
- Opinion writing: Editorial, Op-ed page and Middle
- Special articles, Weekend pullouts, Supplements,
- Backgrounders, Reviews (Books/Films/Documentaries)
- Magazine Reporting: Current trends, style and future

Part D

Reporting: Practical

Objectives

- To provide the students hands-on-skills in reporting.
- Students will be expected to do reporting practicals and writing assignments
- Students will be expected to learn how to write Features, Op-eds, Middles and Editorials.

News Reporting

- Speech/ meeting reporting, event reporting, covering writing based on press releases, Press Conferences
- Interviews, obits, profiles based on field assignments.

Specialised Writing

- Writing features and human interest stories, backgrounders
- Oped articles
- Editorials
- Articles
- Middles
- Columns

Writing across media

- Writing for news magazines
- Writing for websites
- Writing for blogs
- Writing for mobile

Note: Each student is expected to write at least 50 assignments. Assignments will be given by faculty members.

Suggested Readings

- Parthasarathy , R.(1994). *Here is the News: Reporting for Media*, Sterling Publishers.
- Stovall , J.G.(2011). *Journalism*, Prentice Hall.
- Stein, P.& Burnett (2000), *News writer's Handbook: An Introduction to Journalism*, Blackwell Publishing.
- Itule & Anderson (2002). *News Writing and reporting for today's media*, McGraw Hill Publication .
- Flemming and Hemmingway(2005), *An Introduction to journalism*, Vistaar Publications.
- Joseph and Sharma (2006). *The Media and Women's Issues*, Second Edition, SAGE Publication Pvt. Ltd.
- Richard, K.(2000). *The Newspaper's Handbook*, Routledge Publication.
- Frost, C.(2001). *Reporting for Journalists*, Routledge, London.
- Garrison, B.(2000). *Advanced Reporting*, LEA.
- Hakemulder, J.& Singh, J. R.(1990), *News Agency Journalism*.
- Natarajan and Chakraborty: Oyvkcatuibs(1995): *Defence Reporting in India: The Communication Gap*, Trishul Publications .

- Aamidor A. (2002). *Real Feature Writing*, Lawrence Erlbaum Associates Publishers.
- Thomas, EC(2001). *Economic and Business Journalism* , Sterling Publishers Pvt. Ltd.
- Kuhn & Neveu (2008). *Political Journalism,: New Challenges*, New Practice,London.
- Randall, D.(2005). *The War Correspondent*, London.
- Harrington , W.(1997). *Intimate Journalism: The Art and Craft of Reporting Everyday Life*, SAGE Publications, Inc,
- Shrivastava, K. M. (1987). *News Reporting and Editing*, Sterling Publishers.
- Chatterjee, M (2005). *Ganamadyama O Sambadikata*, Sepsali
- Mishra, UK (Edit.) (2003). *Sambad Prasanga*, IIMC, Dhenkanal

Paper IV
Editing: Concepts and Processes

Objective

- *To provide students theoretical and practical inputs about editing for all forms of media writing*

Part A

Editing

- Editing: concept, process and significance
- Editorial Values: objectivity, facts, impartiality and balance
- Concept of news and news making
- Difference between newspaper/ radio and TV news editing
- Challenges before editor : bias, slants and pressures

Part B

News Desk

- Editorial structure of newspaper/magazines/ news agencies /radio and TV
- Editorial hierarchy and job of various functionaries
- Functioning of news desk
- Integrated Newsroom
- News Flow and Editing: Role and Responsibility of Gatekeepers
- Sources of News
- Managing the news flow

Part C

Editing Process

- News selection: News Value and other parameters
- Handling of news copy
- Planning and visualization of news
- Rewriting news stories
- Headlines and intro
- Stylebook and Style sheet
- Use of synonyms and abbreviations
- Translation and Transcreation

Part D

Editing: Practical

Objectives

- *To impart hands-on-training on editing work and photography.*
- *Students will be expected to learn re-writing copy.*

Editing Assignments

- Copy editing
Editing of the copy given in class.
- Writing Headlines
- Intro/lead writing
- Layout

Preparing layout of the front, back and other pages of a newspaper, magazines using QuarkXpress, Adobe CS (In-design, Photoshop, etc).

- Rewriting assignments

Photography Assignments

Learning basic skills of photography and shooting exercises

- Photo coverage of news events on the campus or outside
- Shooting and preparing Photo Feature along with write-up.

Lab Journals

For lab journal assignments, the class will be divided into groups. Students will produce Lab newspapers periodically. They need to produce a minimum of 20 issues

Suggested Readings

- Rogers, G.(1993). *Editing for Print*, Mocdonald Book.
- Prasad, S.(1993). *Editors on Editing/HY*, National Book Trust.
- Hodgson, F. W.(1987). *Sub editing: A Handbook of Modern Newspaper Editing & Production*, Focal Press.
- Click & Baird(1994). *Magazine Editing &Production*, WCB Brown & Benchmark.
- Hicks& Homes,(2001). *Sub-editing for Journalists*, Routledge.
- Bowles, A. D.(2011). *Creative Editing*, Wadsworth.
- Farrell, M.(2010). *Newspapers: A Complete guide to the industry*, Peter Lang.
- Mishra Sambit (2014). *Prayogatmaka Sambadikata*. Orissa Book emporium, Cuttack

PAPER V
PR, ADVERTISING & Radio, TV and New Media

Objectives

- *To acquaint and sensitize students about the role, relevance, need and inter-relationship between Advertising and PR in Journalism and Media Business Management*
- *To make students understand the business aspects of the Media.*
- *To develop understanding of digital information patterns, use and scope.*
- *To enable the students to write for the web platforms*
- *Students will learn the process of Radio and TV Journalism, involving reporting, editing, presentation and production*

Part A

Public Relations

- Concepts, Definitions, Role and Objectives
- PR as a source of news for media
- The PR process
- PR tools and strategies
- Media Relations
- Ethical and Legal Issues (paid news, media net, advertorials, special supplements, stock market analysis in business channels; paid appearances, etc.)
- Understanding the Corporate Sector and its need to be in the news
- Principles and Concepts of Corporate Communication
- Cultivating newspapers as Brands, with case studies
- Crisis Communication vis-à-vis media reporting
- Corporate Social Responsibility: concepts and as a source for soft stories

Part B

Radio Broadcasting

- Introduction to radio: The world of sound and main features of radio broadcasting; Radio frequencies: SW, MW, FM transmission; Different types of radio: AM, FM, Community Radio, Internet Radio.
- Evolution and growth of broadcasting in India: Public Service Broadcasting; FM broadcasting: functioning of channels; Community Radio: Role and Function of CR, management of community radio; Radio news organization, structure and function.
- Writing for radio; Compiling radio news bulletins; Techniques of editing and presenting radio news.
- Introduction to Radio production: Radio news magazine, News features, Discussion and talk programmes, Interviews, Sound bytes & dispatches and Radio Bridge programme production

Part C

Television Broadcasting

- Introduction to Television: Characteristics of Television broadcasting; History of TV in India: SITE, Terrestrial, Cable and Satellite; Channel Distribution: MSOs, CAS, HITS, DTH, IPTV; TV on mobiles: 3G & Notebook, 4G; Contemporary Trends in the Indian TV industry: Public service TV Broadcasting; Commercial broadcasting
- Organisational structure of TV news channel: TV newsroom and TV news production desk and functions
- Writing for the visual medium: Thinking audio and video; Writing anchor leads; Editing bytes, procuring and editing visuals; Broadcast styles and techniques of writing
- Introduction to TV Production: News bulletins; News features; News and current affairs; Talk shows and magazine programmes; Anchoring : delivery, pronunciation, voice modulation and diction

Suggested Readings

- Scott, C.& Etal, M. (1994). *Effective Public Relations*, New Jersey: Prentice Hall.
- Jaishri, J. (1994). *Public Relations Concepts, Strategies and Tools*, New Delhi: Sterling.
- Jethwaney, J.& Sarkar, N. (2009). *Advertising*, Sterling Publications.
- Baack, C.(2013). *Integrated Advertising, Promotion and Marketing Communication*, Pearsons Publications.
- Batra, M.& Aaker (1996). *Advertising Management*, 5th Edition, Prentice Hall.
- Argenti, P.A & Forman, J.(2012). *The power of corporate communication*, 6th Edition, Mcgraw- Hill/ Irwin.
- Jethwaney, J.(2010), *Corporate Communication*, OUP.
- Cornelissen , J.(2011). *Corporate Communication: A guide to theory and Practice*- 3rd Edition, SAGE.
- Cees, B. M., Riel, Van , Fombrun and Charles J.(2007). *Essentials of Corporate Communication: Implementing Practices for Effective Reputation Management Reputation*, Routledge Publication.

Suggested Readings

- Elwyn, E.(1977). *Radio: A Guide to Broadcasting techniques*, Barrie and Jenkins.
- Masani, M.(1976). *Broadcasting and the People*, National Book Trust.
- Saksena, G.(1996). *Television in India: Changes and challenges*, Vikas Publishing.
- Fleming , C.(2002). *The Radio Handbook*, Routledge.
- Boyal , A.(1999), *Broadcast Journalism*, OUP.
- White, T.(1996). *Broadcast News Writing, Reporting and Producing*, Focal Press.
- Ivor Y.(1995). *Television News*, Focal Press, Oxford.
- Boyd, A. (2000), *Broadcasting Journalism: Techniques of Radio & television News*- 5th Edition, Focal Press, New Delhi,
- Srivastava, K. M.(2005). *Broadcast Journalism in the 21st Century*, Sterling Publications, New Delhi.
- Thompson, R.(2004). *The Broadcast Journalism Handbook: A television news survival guide*, Oxford.

- Papper, R.A.(1995). *Broadcast News Writing style book*, 5th Edition, Pearson Education, London.
- Rober, M. (2000). *An Introduction to writing for Electronic Media: script writing essentials across the Genres*, Focal Press, Oxford.
- Joseph, K. V.(2010). *Economics of Culture Industry: Television in India*, Shipra Publications, New Delhi.
- Luthra, H. K.(1987). *Indian Broadcasting*, Publications Division, New Delhi.
- Mandy, D.(2000). *Radio in Global Age*, Polity Press, Cambridge.
- Hirsch, R.(2008). *Light and Lens: Photography in the digital age*, Taylor and Francis.

Suggested Readings

- Marshall,P. D.(2004). *New Media Cultures*, Oxford University Press.
- Dewdney, A. & Ride, P. (2006). *The New Media Handbook*, Routledge, London.
- Felix, L. Stolarx, D.(2006). *Video blogging & Podcasting*, Focal Press.
- Mirabito, M ., Morgenstern, B. L. (2004). *New Communication Technologies*, Focal Press.
- Schmidt , E. & Cohen, J. (2013). *The New Digital Age*, John Murray.
- Ward, M.(2002). *Journalism Online*, Focal Press.
- Thornburg, R. M.(2011). *Producing Online News: Stronger Stories*, CQ Press, Washington.
- Hall, J.(2001). *Online Journalism, A Critical Primer* , Pluto Press, London.
- Shrivastava, K. M.(2013). *Social Media in Business and Governance*, Sterling Publishing.

Paper VI

Assignments

- Radio news
 - Reporting of events and recording of sound bytes
 - Writing and editing of news reports
 - Recording of voice casts
 - Production of bulletins in groups

- TV news
 - Writing, presenting and recording of PTCs
 - Copy editing and video editing of news reports
 - Writing and recording of voiceovers
 - Packaging, production of bulletins in groups
 - - **New Media**
 - Creating and designing Blogs, developing web designs including web version of lab journals