

Proceedings of the 1st Meeting of the Expert Committee for Preparation of Syllabus and Content Generation for Diploma in Journalism & Mass Communication, Odisha State Open University (OSOU), Sambalpur.

Venue: National Academy of Broadcasting and Multimedia (NABM), Chandrasekharpur, Bhubaneswar.

Date: 23rd April 2016

Members Present:

1. Dr. Mrinal Chatterjee, Professor and Head, IIMC, Dhenkanal (Chairman)
2. Dr. Abhaya Kumar Padhi, Former ADG, Prasar Bharati (Member)
3. Dr. Dipak Samatarai, Director, NABM (Member)
4. Dr. Ashis Kumar Dwivedy, Asst. Professor (Communication Studies), SOA University, Bhubaneswar (Member)
5. Sujit Kumar Mohanty, Asst. Professor, JMC, Central University of Orissa, Koraput (Member)
6. Ardhendu Das, Editor, News 7 (Member)
7. Patanjali Kar Sharma, State Correspondent, News 24x7 (Member)
8. Sushanta Kumar Mohanty, Editor, The Samaja (Special Invitee)
9. Jyoti Prakash Mohapatra, Faculty, JMC, Odisha State Open University, Sambalpur (Member Convener)

At the outset Dr. Srikant Mohapatra, Officer on Special Duty (OSD) of OSOU welcomed the members of the Expert Committee constituted under Notification No. OSOU/2016 /257 Dt. 28.03.2016 for preparation of syllabus and content generation for Diploma in Journalism & Mass Communication. He briefed the members about the objective of the University.

In its 1st Meeting on Dt. 23.04.2016 the aforesaid committee adopted the following resolutions:

1. The Course objectives for Diploma in Journalism and Mass Communication (DJMC) will be:

a. 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.

b. 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.

2. The existing Syllabus for DJMC will be restructured to fulfill the above mentioned objectives. The curriculum will be designed to enable the students understand the mainstream media environment and learn the basic skills for content development and dissemination.

3. The Syllabus will consist of 6 Papers. Each of the papers will have 5-6 units and same number of credits. Total 32 credits will be awarded for DJMC out of which 13 credits (about 45 per cent) will be on practicals.

4. The course structure will be:

Paper 1: Communication Concepts, History, Law and Ethics

Paper 2: Reporting

Paper 3: Editing

Paper 4: Radio and Television Journalism

Paper 5: Emerging and Social Media Journalism

Paper 6: Advertising and Public Relations and Media Management.

Except paper 1, all other papers will devote first unit to history, second unit to technology and tools, third to forms, fourth to writing skills (Practical in some papers) and fifth and sixth to practical.

5. Efforts will be made to generate content in video format (unit wise lecture, presentation with graphics, etc), which will be uploaded in the University website for the students to peruse online and/or to download and follow at their convenience.

6. The following persons may be contacted for content generation for lessons (Unit wise) both for writing the Self Learning materials (SLM) and lecture in video format to be uploaded in the University website.

- a. Niraj Khetri, Jaipur National University, Rajasthan
- b. Subir Ghosh, Kolkata
- c. Uma Shanker Pandey, HOD, JMC, Surendranath College for Women's (Kolkata)
- d. Dr. Ankuran Dutta, Associate Professor, Guwahati University, Assam.
- e. Nilamber Rath, Academy of Media Learning
- f. Chirasrota Jena, Counselor, OSOU
- g. Sambit Mishra, Counselor, OSOU
- h. Tapan Mishar, The Samaja
- i. Satya Ray, Former Editor, The Samaja
- j. Prof. Surya Narayan Mishra, Former HOD, Political Science, Utkal University, BBSR
- k. P.B Ramanujam, PTI, Ranchi
- l. Rajaram Satapathy, Resident Editor, Times of India, BBSR
- m. Dillip Satapathy, Resident Editor, Business Standard, BBSR.
- n. Alankar Kaushik, EFLU, Shillong
- o. Ms. Trisha Badua, Krishnakant Handique State Open University, Guwahati, Assam
- p. Dr. Jaya Chakraborty, Associate Professor, Tezpur University, Tezpur, Assam.
- q. Aswini Kamble, Asst. Professor, IIMC, Amaravati, Maharashtra
- r. Ramendra Kumar, DGM (Corporate Communication), RSP, Rourkela
- s. Tarunkanti Rout, Program Executive, NABM, BBSR.
- t. Itishree Singh Rathaur, Academic Assistant, IIMC, Dhenkanal
- u. Sunandan Mishra, Academic Assistant, IIMC, Dhenkanal

v. all the Members of the Expert Committee

7. The Committee recommended to introduce the following courses for the Journalism and Mass Communication Department for OSOU. All these courses are skill focused and employability quotient is high.

Minimum qualification of all the courses: Graduation in any discipline.

Duration of the course: Diploma: 12 months, Certificate: 6 months.

- a. Diploma/Certificate Course in Broadcast Journalism
 - b. Certificate Course in Still and Video Photography
 - c. Certificate Course in TV Anchoring.
 - d. Certificate Course in Radio Jockey
 - e. Certificate Course in Health Journalism
 - f. Certificate Course in Science Journalism
 - g. Certificate Course in Business Journalism
 - h. Certificate Course in Public Relations and Corporate Communication
 - i. Certificate Course in Sports Journalism
 - j. Certificate Course in Emerging Media
8. It was decided to meet for the second time to finalize the Course syllabus of the above mentioned Courses after University Authorities take a decision on introduction of any/some/all of these Courses.

The Meeting ended with Vote of Thanks to the Chair and All the Members.

Prof. Dr. Mrinal Chatterjee,
Chairman, Expert Committee
27.4.2016