

# Odisha State Open University, Sambalpur

## Diploma in Journalism & Mass Communication

### SYLLABUS 2016-17

#### Course Objective:

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.

#### Course Outline:

No.	Papers	Total Credit Points	Practical Credit Points
I	Communication Concepts, History, Law and Ethics	5	0
II	Reporting	6 (3+3)	3
III	Editing	6 (3+3)	3
IV	Radio and Television Journalism	5 (2 + 3)	3
V	Emerging and Social Media Journalism	5 (3 + 2)	2
VI	Advertising, Public Relations and Media Management	5 (3 + 2)	2
Total		32 (19 + 13)	13

**Paper I (5 Credits)**

**Communication Concepts, History, Law and Ethics**

**Unit – I: Conceptualizing Communication**

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|----|---|
| 1. | Dimensions of Communication. Inter, Intra and Group Communication |
| 2. | Verbal and Non Verbal Communication                               |
| 3. | Functions and Elements of Mass Communication                      |
| 4. | Language Use in Different Mass Media                              |
| 5. | Media Literacy  |

**Unit – II: History of Press**

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|----|--|
| 1. | Early History of Press in India                              |
| 2. | Role of Media in Freedom Struggle, Media Since Independence  |
| 3. | Prominent Newspapers, Magazines and News Agencies            |
| 4. | Media in Odisha  |
| 5. | Role of Media in Impacting Socio-Cultural Dynamics of Odisha |

**Unit – III: Media Organizations**

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|----|--|
| 1. | Press Council of India (1st and 2nd Press Commission recommendations)  |
| 2. | International Bodies: IPI, UNESCO  |
| 3. | Broadcast Regulatory bodies and TRAI, BRAI , IBF   |
| 4. | Media Associations and Organisations: INS, Editors Guild, IFWJ, NUJ (I), IJU,NBA, BEA, etc. All India Advertising Agencies Guild, Women Media Bodies   |
| 5. | 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.), Media Support Services, reference and feedback |
| 6. | State Government Information and Public Relations Dept.  |

**Unit – IV: Media Laws**

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|----|---|
| 1. | Indian Constitution: Fundamental Rights, Directive Principles of State Policy, Freedom of speech and expression: Article 19 1(a) and 1(b)   |
| 2. | Contempt of Court and Contempt of Legislature, Defamation: Libel and Slander  |
| 3. | Sedition and inflammatory writings, IPC and CrPC  |
| 4. | Official Secrets Act and Right to Information Act   |
| 5. | Press and Books Registration Act, IPR and Copyright Act   |
| 6. | 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. |
| 7. | Journalism as an organised/unorganised sector; Working Journalists Act, Wage Boards   |

**Unit – V : Media Ethics**

1.	Values and Ethics of Journalism (Objectivity, Truth, Decency and Impartiality Balance and Independence), Conflict of Interest
2.	Ethical issues: notions and debates, Resolving Ethical Dilemmas: Different Methods
3.	Right to Privacy, Sting Journalism, Yellow Journalism, Paid news, Private Treaties, Media Net, Pressures on Media (political, market, legal and professional)
4.	Journalists' Code of Conduct, Self-regulation, Ombudsman
5.	Pros and Cons of Media Activism

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

3.	Articles
4.	Columns
5.	Op-ed Articles
<b>Unit – VI : Photo Journalism (Practical)</b>	
1	News Photo (5 Nos.)
2	Photo Feature, Photo Essay

**Paper III (6 Credits)**

**Editing**

**Unit – I : Editing**

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|----|--|
| 1. | Editing: concept, process and significance                     |
| 2. | Editorial Values: objectivity, facts, impartiality and balance |
| 3. | Concept of news and news making                                |
| 4. | Difference between newspaper/ radio and TV news editing        |
| 5. | Challenges before editor : bias, slants and pressures          |

**Unit – II : News Desk**

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|----|---|
| 1. | Editorial structure of newspaper/magazines/ news agencies /radio and TV |
| 2. | Editorial hierarchy and job of various functionaries                    |
| 3. | Functioning of News Desk, Integrated News Room                          |
| 4. | News Flow and Editing: Role and Responsibility of Gatekeepers           |
| 5. | Sources of News   |
| 6. | Managing the News   |

**Unit – III : Editing Process**

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|----|--|
| 1. | News Selection: News Value and Other Parameters        |
| 2. | Handling a News Copy, Planning and Visualizing of News |
| 3. | Rewriting News Stories                                 |
| 4. | Headlines and Intro                                    |
| 5. | Style Book, Style Sheet                                |
| 6. | Translation and Trans creation                         |

**Unit – IV Editing (Practical)**

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|----|---|
| 1. | Copy Editing (Editing of Copy Given to the student) |
| 2. | Writing Headlines                                   |
| 3. | Intro/Lead Writing                                  |

**Unit – V: Editing Practical (Layout)**

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|----|---|
| 1. | Preparing Layout of the Front Page          |
| 2. | Preparing Layout of Back Page and Interiors |

**Unit – VI Editing (Practical)**

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| 4. | Creative Writing |
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**Paper IV (5 Credits)****Radio and Television Journalism****Unit – I : Radio**

1.	Introduction to Radio, Main Features of radio Broadcasting
2.	Evolution and Growth of Broadcasting in India: Radio and Private Broadcasting
3.	Writing for Radio; Compiling Radio Bulletin, Techniques of Editing and Presenting News
4.	Introduction to Radio Programming; Radio News Magazine, News Feature, Talk programmes and Discussion, Interviews, Sound Bites and Dispatches and radio Bridge
5.	FM, AM, Community Radio and Internet Radio

**Unit – II : Television**

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
2.	Organizational Structure of TV News Channel, TV Newsroom, TV News Production Desk and Functions
3.	Writing for Visual Medium: Thinking Audio and Video, Writing Anchor Leads, Editing Bytes, Procuring and Editing Visuals
4.	TV Production: News Bulletin, News Feature, Current Affairs
5.	Anchoring: delivery, Pronunciation, Voice Modulation and Diction

**Unit – III: Radio Practical**

1.	Reporting of Events and Sound Bites
2.	Writing and Editing News Reports
3.	Voice Cast
4.	Production of Bulletin

**Unit – IV : Television Practical**

1.	Writing and presenting 'Piece to Camera' (PTC)
2.	Copy Editing, Video Editing and News Reports
3.	Story Packaging, Production of Bulletins
4.	Anchoring

**Unit – V Script Writing (Practical)**

1.	Script for Radio and Television
2.	Creative Writing in Radio and Television

**Paper V (5 Credits)**

**Emerging and Social Media Journalism**

**Unit – I : Emerging Media**

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|----|--|
| 1. | Concept and Definition                       |
| 2. | Types of Emerging Media                      |
| 3. | Characteristics of Emerging Media and Status |
| 4. | Emerging Media and Mainstream Media          |
| 5. | How Journalists Use Emerging Media           |

**Unit – II : Social Media**

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|----|--|
| 1. | Definition of Social Media                                       |
| 2. | Types of Social Media, Facebook, Twitter, WhatsApp, YouTube Etc. |
| 3. | History of Social Media  |
| 4. | Characteristics of Social Media                                  |
| 5. | Synergy Between Social and Mainstream Media                      |
| 6. | Citizen Journalism   |

**Unit – III: Legal and Ethical Aspects of Social Media**

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|----|-----------------|
| 1. | IT Act 2000     |
| 2. | Privacy Issues  |
| 3. | Security Issues |

**Unit – IV: Web Designing (Practical)**

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|----|---------------------------------------|
| 1. | Creating, Designing and Writing Blogs |
| 2. | Developing Web Designs                |

**Unit – V: Social Media (Practical)**

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|----|------------------------------|
| 1. | E-mail writing               |
| 2. | Social Media Posts           |
| 3. | Blog Posts                   |
| 4. | Uploading photo and captions |



**Paper VI (5 Credits)**

**Public Relations, Advertising & Media Management**

**Unit – I : Public Relation**

1.	Concept and Definition, Roles and Objectives
2.	PR as a Source of News for Media
3.	PR Tools and Strategies, Media Relations
4.	Ethical and Legal Issues (Paid News, Envelop Journalism, Paid appearances, Special Supplements
5.	Understanding The Corporate Sector
6.	Principles and Concepts of Corporate Communication
7.	Crisis Communication vis-a-vis Media Reporting
8.	Corporate Social Responsibility (CSR) and Source for Soft News

**Unit – II : Advertising**

1.	Definition and Principles
2.	Theories of Advertisement
3.	Various types of Advertisements
4.	Account Service

**Unit – III: Media Management**

1.	Ownership of Media
2.	Media as Business
3.	Media Economics
4.	Income sources of Different Media
5.	Government Policies for Media Ownership

**Unit – IV: Public Relation (Practical)**

1.	Writing Press releases for Private and Public Sector
2.	Designing Posters/Brochures/Leaflets
3.	Formulate CSR Campaign Strategy

**Unit – V Advertisement (Practical)**

1.	Design Print advertisement for Service
2.	Design Print advertisement for Product
3.	Design Print advertisement for Concept
4.	Design Print advertisement an Event
5.	Design Print advertisement on Social Awareness