

Master of Arts in Journalism and Mass Communication

First Semester

Paper – 1.1: Principles of Communication

(75 hrs)

Unit -- 1

Nature and Process of human Communication, functions of communication, verbal and non – verbal communication , intra – personal, Inter – personal , small group, public and mass communication, communication models, Communication Theories, Nature and process of mass communication, media of mass communication, characteristics and typology of audience .

Unit – II

Media systems: Mass media, Media culture and its production, Media organizations, media content, market-driven media content – effect.

Unit -- III

Cultural integration and Culture pollution, issues of media monopoly cross media ownership: Ownership patterns of mass media.

Unit – IV

Media and social responsibility, media accountability

(Theory 100)

Paper – 1.2 : Development Media and Communication. (75hrs)

Unit – 1

Development: meaning, concept, process and origin approaches to development, problems and issues in development, characteristics of developing societies, development dichotomies, Development communication: meaning and concept philosophy process – theories, Development Journalism.

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Unit -- II

Agricultural communication and rural development: Development Support Communication: population and family welfare health education, society, environment, developmental and rural extension agencies.

Unit – III

Writing development messages for rural audience : specific requirements of media writing with special reference to radio and TV, language and society, development of language as vehicle of communication -- invention of printing press and paper -- pioneer publications in Europe & USA.

Unit – IV

Early communication systems in India – development of printing -- early efforts to publish newspapers, the growth of news papers in Orissa, newspapers and magazines in the 19th century -- first war of Indian Independence and the press - issues facing the media, The Indian press and national movement, Journalism in Odia (A brief historical perspective of important newspapers)

(Theory 100)

Paper – 1.3 : Print Media-I

(75 hrs)

Unit -- I

News : definition, concept, elements, values, sources, lead writing, reporting crime, city life, speech, disaster, accidents, elections, court, riots, war / conflict / tensions etc.

Unit -- II

Interviewing: kinds, purposes, technique. Interpretative reporting- purposes, techniques. Investigative reporting- purposes, sources, styles, technique. Column writing and its various types. Review.

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Unit-III

Political reporting, Legislative reporting, Diplomatic reporting. Scoops and exclusive and specialized reporting – science, sports, economics, development, commerce, gender and allied areas, reporting for magazines.

Unit - IV

Editing : Meaning, purposes : symbols, tools, body, paragraphing : proof reading : meaning, symbols, purposes : News desk, editorial departments set-up, news flow, copy management and organization : Headlines-techniques, styles, purposes, kinds of Headlines, dummy page make up, lay out: Magazine editing: lay out, graphics. (Theory 100)

Paper – 1.4 : Electronic Media – I

(75 hrs)

Unit – 1

Evolution & growth of electronic media : characteristics of radio, TV and internet as medium of communication spoken, visual and multiple forms of communication through links. Verbal, visual and multiple communication through links.

Unit – 2

Principles and techniques of audio – visual communication, Grammar of sound, visual and web production.

Unit - III

Technology and skills of linear and non-linear systems of audio – visual communication.

Unit – IV

Cyber Journalism, Content Writing.

(Theory 100)

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Paper- 1.5: Indian Polity and Freedom of Expression (75 hrs)

Unit – I

Evolution – freedom struggle and evolution of ideology of Indian Constitution,

Unit – II

Basic features of the Indian Constitution – Parliamentary Democracy, Fundamental Rights, Directive principles, single integrated judicial system.

Unit -- III

Executive and legislature – President, Prime Minister, Parliamentary procedure,

Unit -- IV

Citizen and constitution – Freedom of expression, Right to information.

(Theory 100)

Second Semester

Paper – 2.1: Advertising and Public Relations

(75 hrs)

Unit – I

Evolution and growth of advertising – definitions of advertising relevance of advertising in the market mix; Classification of advertising various media for advertising –Socio-economic effects of advertising.

Unit - II

Ad Agency Management, various specialist departments in an ad agency : (account planning, account Servicing, Creative, media planning, IIR/D etc). Ad Campaign, Client related issues, business development, pitching for accounts, agency-client interface, creative and media briefing process, agency media-interface, revenue earning and sources, agency audit, mass media laws concerning advertising apex bodies liked AAAI, ASCI etc .

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Unit – III

Public Relations: Evolution and history of public relations- definition, PRs and allied disciplines (publicity, propaganda, public affairs lobbying etc), Symmetrical and asymmetrical theories of PRs: PRs campaign, Laws and ethics of PRs, (defamation, copyright, invasion of privacy, PRSI code of ethics: Interface of PRs with various management disciplines, PRs in industry, PRs in central and state governments.

Unit- IV

Writing for PRs: Internal publications, house journals, open houses, suggestion boxes, video magazines, press release, press brief, rejoinders etc.

(Theory 100)

Paper – 2.2: Corporate Communications

(75 hrs)

Unit-I

Strategic PR/CC management: definition strategy and its relevance in PR/CC, campaign planning, management and execution.

Unit-II

Defining stakeholders and media selection.

Unit-III

Building a distinct corporate identity: concepts, variables and process.

Unit-IV

Media relations, organizing press meets, facility visits, press briefs, proactive and reactive press relations, role of technology in PR.

(Theory 100)

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Paper- 2.3: Media and Ethics

(75 hrs)

Unit- I

Media law: Press laws, history of press laws in India.

Unit- II

Contempt of Courts Act, criminal law and defamation, provisions in the IPC with reference to sedition, crime against women and children, laws dealing with obscenity, Official secrets Act vis-à-vis Rights to information law, Press and Registration of Books Act, Working journalists and other newspaper employees (conditions of service and miscellaneous provisions) Act, Cinematograph Act, Prasar Bharati Act, WTO and intellectual property legislations including Copyright Act, Trades Marks Act, Patent Act, cyber laws, Cable TV Act etc.

Unit- III

Ethics: Privacy, right to reply, communal writing, sensational and yellow journalism, freebies, bias, coloured reports, ethical issues.

Unit- IV

Press Council and its guidelines for the press, codes and other press commissions

(Theory 100)

Paper- 2.4 : Media Management

(75 hrs)

Unit- I

Principles of media management

Unit- II

Ownership patterns of mass media in India, Hierarchy functions and organizational structure of different departments, production and reference sections, apex bodies: DAVP, ABC, INS, IRS, NRS etc.

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Unit-III

Economics of print and electronic media. Planning and execution of programme production

Unit-IV

Foreign equity in Indian media

(Theory 100)

Paper- 2.5: Creative Writing

(75 hrs)

Unit- I

Journalistic writing- its different forms.

Unit-II

Feature writing with photo feature, personality feature. and news related feature.

Unit – III

Economy and Business reporting. Sports reporting. Disaster reporting. Weather and Environment reporting.

Unit - IV

Political reporting, Legislative reporting, Human interest reporting, War and terrorism reporting.

OR

Environmental Journalism .

Unit-1:

Environmental Science: Definition, scope, Components. Multidisciplinary approach to environmental studies and its importance

Unit-2:

Definition of pollution, consequences, air pollution, water pollution, noise pollution, soil pollution

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Unit-3:

Ecology and Ecosystem:

Meaning of ecology, Concept, Structure and functions of ecosystem, types of ecosystem and their characteristics, energy flow in ecosystem

Unit-4:

Biodiversity and its conservation:

Concept of biodiversity: types, genetic, species and ecosystem diversity: importance of biodiversity.

Bio-geographical classification of India, India as a mega-diversity Nation

Threat to bio-diversity, Conservation of biodiversity.

(Theory 100)

Third Semester

Paper 3.1 – Printing Technology and Layout Design(75hrs)

Section - A

Unit – I

Introduction to printing process - Types of printing graphics, concepts, components and functions, visuals: categories and forms, phototype setting.

Unit – II

Printing qualities – types of paper, screen sizes, binding styles, process of making lines, half tone, colour blocks, Desk Top Publishing (DTP)

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Section – B

Unit – III

What is lay out – essentials of good layout, preparation of dummy for printing, graphics and production – design, Principles

Unit - IV

Newspaper page make-up, magazine lay out, colour reproduction.

(Theory 100)

Paper- 3.2: Print Media (Practical)

(150 hrs)

Unit-I

Reporting: This segment will mainly consist of practical in various areas of reporting enumerated in the first semester. At least five assignments will be given to students on each topic.

Unit- II

Editing: Similarly not less than five assignments in each area of editing will have to be completed by the students and assessed by internal/external faculty. Lab journal production will be considered as a part of the assignments.

Paper – 3.3 - Electronic Media (Practical)

(150 hrs)

Unit- I

Radio programme, production, process and technique, field recording skills, radio feature production, studio interviews, phone-in-programme, and radio news reel.

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Unit-II

Writing for Radio: Writing for Radio, News writing, editing news reading, editing agency copy, reporter's copy, writing introduction to bytes, writing headlines, teasers and promos, Radio reporting.

Unit-III

Basics of TV production - video editing techniques, planning studio programmes, TV documentary production.

Unit- IV

Writing for TV: TV news writing, Basics of sound and visual, TV reporting and interview technique, TV news editing, TV anchoring.

Paper – 3.4: Dissertation & Viva (The hr breakup -
Methodology - 5 Hr. L Study - 20hr. Writing 20 Hr
Disuss. Supervis - 20 Hr
Viva & Prep (10hr)

Each student will have to do a dissertation/ project report in any area of mass communication, details in the curriculum. The objective is to enable a student to have an in depth knowledge of the subject.

The Instn is to maintain a record on this
division of study hour (Dissertation 70 & 30 Viva marks)

General Electives

Paper – 3.5: Women, Children, Human Rights & Media

Unit-1

Issues reflected in Various Media on Women: Child Marriage, Dowry, Divorce, Domestic Violence, Problems of Old - Age Women, Single Women, Rights of single woman, and Rights of unwed mother.

Unit-2

Issues related to Children: Child Labor, Exploitation of Children, Reformatory Institutions, Right to Education, Child Health Care & Health

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Unit-3

Functions of National Human Rights Commission & Sister Organizations at State level, Empowerment Women' Reservation Bill, Coverage of Women & Children in the Media, Women and Children in the Advertisements

Unit-4

Evolution of Human Rights, Universal Declaration of Human Rights, Article 19 of Indian Constitution, International Convention on Women & Children Rights.

OR

Organizational Behaviour

Unit-1

Definition, need and importance of organizational behaviour, Nature and scope, Framework, Organizational behaviour models

Unit -2

Individual Behavior: Personality, types, Factors influencing personality, Learning Types of learners – The learning process – Organizational behaviour modification.

Emotions : Emotional Labour – Emotional Intelligence, Attitudes – Characteristics, Perceptions, Importance, Factors influencing perception, Interpersonal perception, Impression Management, Motivation – importance – Types – Effects on work behaviour.

Unit -3

Group Behaviour: Organization structure – Formation – Groups in organizations Influence – Group dynamics – Emergence of informal leaders and working norms Group decision making techniques – Team building – Interpersonal relations Communication – Control.

Unit -4

Leadership and power: Meaning – Importance – Leadership styles – Theories – Leaders Vs Managers – Sources of power – Power centers – Power and Politics.

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Fourth Semester

Paper- 4.1: Socio-Cultural History of Odisha

(75 hrs)

Unit-I

Geography of Odisha: an overview. Forests, Rivers, waterfalls and lakes, Flora and Fauna.

Unit-II

History of Odisha: Ancient Odisha, Medieval Odisha and Modern Odisha. Post Independent Era.

Unit-III

Odisha Politics: an overview.

Unit-IV

Socio-economic condition of Odisha

(Theory 100)

Paper : 4.2 Communication Research

(75 hrs)

Unit-I

Definition, elements of research, scientific approach, research and communication theories: Role, function, scope and importance of communication research

Unit-II

Research design components: experimental, quasi experimental, benchmark, longitudinal studies, simulation, panel studies, co-relational designs

Unit-III

Methods of communication research, tools of data collection, media research, evaluation feedback, feed forward, media habits, public opinion surveys etc.

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Unit-IV

Report writing data analysis techniques, Media research as a tool for reporting.

(Theory 100)

Paper 4.3 : Computer Application for mass media

75/12
(60/11)

Unit – I Introduction to computers – history, hardware and software, digital technology, keyboard functions, MS office, MS word, MS window, Excel.

Unit - II

Corel Draw environment – Corel and Photoshop designing, multimedia, educational applications.

Unit – III

Images – bit maps, drawing, principles of animation, integration of computer and TV Video editing, internet, Web Technology and its application.

Unit - IV

Web Vs Print – Comparison advertising, copy creation, profiling the leader, content generation, design of contents.

(Theory 100)

Paper – 4.4 and 4.5: Specialization. (Any Two)

Film studies / Rural Communication / Odia journalism / Business Journalism

(Theory 80)

Film Studies

Unit- 1

Evolution of cinema- from still photography to moving images. The pioneers- Lumiere Brothers, Melies, Porter, D.W. Griffith. Rise of the star system- Charline Chaplin.

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Hariprasad
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Unit-2

Italian Neo- realism

French new-wave

Beginning of Cinema in India- D.G. Phalke and mythological

Unit-3

Thirties- Beginning of sound era, The three big studios- New theatres, Pravat studios, Bombay Talkies. In the fifties- Raj Kapoor, Bimal Roy, Guru Dutt, emergence of artistic cinema- Satyajit Ray

In the sixties & Seventies- The new wave, various Government bodies, Rise of regional cinema.

Unit-4

The distinct flavor of Indian main stream cinema, the influences.

Representation of women in Indian cinema. Current trends of Hindi Cinema.

Documentary films, Films Division, Independent Cinema.

History of Odia Cinema- Fifties, sixties, seventies, current trends.

Odia Journalism

Unit-1

Growth of Odia Language, Kujibar Patrika, Arrival of press in Odisha, causes of delay in growth of press in Odisha, early newspapers, Jnanaruna, Prabodha Chandrika and ganjam Gazzette.

Unit-II

The Utkala Deepika, Other news papers in last part of 19th century, Baleswar Sambad Bahika, Sambalpur Hieteisini, Problem of newspapers in 19th century.

Unit- III

The Dainik Asha, The Samaj, The Prajatantra, Newspaper in post Independence era, Modern trends in Odia Journalism

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Unit- IV

Eminent Editors: Gouri Sankar Ray, Nilamani Vidyaratna, Shashi Bhusan Rath, Utkal Mani Gopabandhu Das, Dr. Harekrushna Mahtab. Future of press in Odisha

Rural Communication

Unit-1

Rural development- Meaning and scope, rural development in India, issues in rural development, rural development strategies.

Unit- II

Theories of rural communication- Diffusion of innovation, Social marketing and Participatory approach.

Unit- III

Concepts, Philosophy & principles of extension- Agriculture, animal husbandry, social forestry, rural industries, health & education.

Unit-IV

Communication Strategies- selecting medium, media mix, package designing, different appeals, development of media campaigns, Role of ICT in development.

Sports Journalism

Unit-1

Growth & development of Sports Journalism - Historical Perspective

Unit-2

Reporting for Print Media and Electronic Media: - Scripting & Visual Language.

Unit-3

Sports Commentary, Presentation & analysis in Electronic Media.

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Unit-4

Preparation of Sports Personalities Profiles, Interviews & Talk Shows, Sports Event Management.

Business Journalism.

Unit-1

Communication: Definition and scope of Business Communication. Importance of Business Communication, Modes of Business Communication including use of modern technology

Business Journalism: Evolution of Business Journalism in India and abroad. Importance of Business Journalism, Pink papers

Economics: Definition of Economics and Economy: Demand, Supply, Price Mechanism, Equilibrium; Indicators of Economy.

Unit-2

Banking and Insurance: Differing types of Banks and their functioning, Balance of Payments, Current Account, Capital Account, Revenue Account, Different types of Insurance products and organisations

Regulators: Reserve Bank of India (RBI), Insurance Regulatory and Development Authority (IRDA), Securities and Exchange Board of India (SEBI), World Bank, International Monetary Fund (IMF), World Trade Organisation (WTO), Bank rate, Repo and Reverse Repo rate, Cash Reserve Ratio (CRR), Statutory Liquidity Ratio (SLR)

Different agencies and their role: Enforcement Directorate, Economic Offence Wing (EOW), Income Tax Department, Excise and Customs Department, Income Tax Tribunal

Unit-3

Budget: Definition of budget, National and state budget, Deficit and Surplus budget, Consolidated Fund, Public Account, Contingency Fund, Economic Survey, Planning Commission or The National Institution for Transforming India (NITI Aayog), Foreign Direct Investment (FDI).

National Economy: Urban and Rural Economy, State of Agriculture, Agrarian Policy and Land reforms; Human Resource Management with reference to UNDP approach

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Unit-4

Finance: Public and private finance, growth and public expenditure, Source of public revenue, evaluation of Indian tax structure, direct and indirect taxes, Measurement of National Income, Gross Domestic Product (GDP)

Industry and Market: Forms of market and their working, Stock Exchange, Sensex, Nifty, Capital Market, Inflation, Deflation, Stagflation, causes of Inflation and Deflation with specific reference to India, Recession.

Industry bodies and Credit rating agencies: FICCI, CII, ASSOCHAM, CRISIL, ICRA, CARE & their role

Unit-5

Business Management: Types of Enterprises, private and public sector business, proprietorship, partnership, Joint Venture companies, Public Sector Unit (PSU), Role of Small Scale Industry and Public Sector, Merger and Acquisition of companies, Disinvestment, Initial Public Offering (IPO), Corporate Social Responsibility (CSR)

Investment Pattern: Venture Capital, Mutual Funds, Shares, Equity, Bond, Debenture, etc.

Media Business Management: Economics of Media Business - Newspapers, News Channels, Internet, E-commerce, changing dynamics in Business and challenges

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