

**UTKAL UNIVERSITY**



**SYLLABUS FOR THE**  
**M.A. EXAMINATION from 2021-2022 (ONWARDS)**

**MASTER IN JOURNALISM AND MASS COMMUNICATION**

(Approved by Teachers' Council, P.G.Dept. of Public Administration on 25<sup>th</sup> January 2021)

**Approved by BOARD OF STUDIES. JMC on 30<sup>th</sup> January, 2021**

Semester – I-	20 credits
Semester – II-	20credits
Semester – III-	20 credits
Semester- IV-	22 credits
<b>Total -</b>	<b>82 credits</b>
<b>Total Marks:</b>	<b>2000</b>

**MASTER OF JOURNALISM & MASS COMMUNICATION**  
**(Choice Based Credit System)**  
UTKAL UNIVERSITY, BHUBANESWAR

**FIRST SEMESTER**

<b>Code</b>	<b>Course Name</b>	<b>Marks</b>	<b>Credit</b>	<b>Category</b>
MJMC-101	Basic Principles of Communication	100	4	A
MJM-102	Origin and Development of Mass Media	100	4	A
MJMC-103	Indian Govt. & Politics	100	4	A
MJMC-104	Reporting & Editing	100	4	A
MJMC-105	Indian Economy and Economic Reporting	100	4	A
<b>Total</b>		<b>500</b>	<b>20</b>	

**SECOND SEMESTER**

<b>Code</b>	<b>Course Name</b>	<b>Marks</b>	<b>Credit</b>	<b>Category</b>
MJMC-201	Development Communication	100	4	A
MJMC-202	Media Laws and Ethics	100	4	A
MJMC-203	Media and Society	100	4	A/C/D
MJMC-204	Electronic Media(Radio & TV )	100	4	B/C/D
MJMC-205	Professional Writing(Practical)	100	4	A
<b>Total</b>		<b>500</b>	<b>20</b>	

Category: A- Core, C- Open to Allied subjects, D- Open to All

### THIRD SEMESTER

Code	Course Name	Marks	Credit	Category
MJMC-301	Media Management	100	4	A
MJMC-302	Communication Research	100	4	A
MJMC-303	Visual Communication	100	4	B/C/D
MJMC-303A	International Communications	100		
MJMC-303B	Rural Communication	100		
MJMC-304	New Media Technology and Applications	100	4	A
MJMC-305	Internship	100	4	A
		<b>500</b>	<b>20</b>	

Category: A- Core, B- Elective, C-Open to Allied Subjects, D-Open to All

### FOURTH SEMESTER

Code	Course Name	Marks	Credit	Category
MJMC-401	Public Relations	100	4	A
MJMC-402	Media and Human Rights	100	4	A
MJMC-403	Printing technology, Layout & Design	100	4	A
MJMC-404	Advertising	100	4	A
MJMC-405	Project Report (Report -75, Presentation and Viva Voce -25)	100	6	A
		<b>500</b>	<b>22</b>	

Category: A- Core, B- Elective, C-Open to Allied Subjects, D-Open to All

### Audit Courses

- i) Sports journalism
- ii) Radio Journalism
- iii) Cyber Journalism
- iv) Odia Journalism (Print)
- v) Odia Journalism (Electronic)

- vi) Cultural Journalism
- vii) Corporate Communication
- viii) Creative Advertisements

(Credit will be assigned if the student opts to go through the examination process. But it will not be considered for CGPA (Cumulative Grade Points Average))

**Evaluation:** End Term: 70 Marks

Mid Term- 30 Marks,

**Project Report:** Thesis: 75 marks, Presentation & Viva-Voce: 25 Marks

**Total Marks= 2000**

### **FIRST SEMESTER**

<b>Code</b>	<b>Course Name</b>	<b>Marks</b>	<b>Credit</b>	<b>Category</b>
MJMC-101	Basic Principles of Communication	100	4	A
MJM-102	Origin and Development of Mass Media	100	4	A
MJMC-103	Indian Government & Politics	100	4	A
MJMC-104	Reporting & Editing	100	4	A
MJMC-105	Indian Economy & Economic Reporting	100	4	A
<b>Total</b>		<b>500</b>	<b>20</b>	

### **Paper- MJMC-101 Basic Principles of Communication**

#### **MJMC 101**

#### **Objectives of the Course:**

1. To understand human communication.
2. To explain different types of communication.
3. To explain the importance of communication with others.
4. To acquaint students with the theories and the models of communication.

**Unit – I**      Communication – Definitions, process, elements, function, barriers; Nature and process of human communication, 7 C's of Communication. Verbal and Non-Verbal Communication, Types of Communication – Intrapersonal, Interpersonal, Group and Mass Communication. Characteristics and Functions of Mass Communication,

communication and socialization-Nature, process, characteristics, impact of mass communication, media of mass communication and their characteristics, levels of Communication.

**Unit –II** Communication Models – Models given by Aristotle, Shannon and Weaver, Laswell, Osgood, Newcomb, Schramm, Gerbner; Gatekeeping and Convergence Models. Socialization model, Health Belief models,

**Unit – III** Common Theories of Media - Magic Bullet Theory, Two step flow theory, Theories related to the Media Effect on audience: News Framing; Media Priming; Agenda Setting theory, Uses and Gratification theory. Cultivation theory and the Spiral of Silence, Stereotyping; Public Communication Campaigns  
Normative theories of mass media -- Feminist, Socialist / communist media theory, social responsibility theory, Development communication theory, Democratic Participant media theory, Selective Perception & Selective Retention Theory, Cultivation Theory,

**Unit – IV** Evolution of world systems theory- Aims of the world system theory and Roots of the theory, Political aspects of world system theory. Application and projects, Limitation Interaction to Basic needs approach: its evolution, Limitation, Communication in digital era: Digitization of mass communication process, Communication in social media.  
Audience Concept and Research; Activity and Selectivity; Active and Passive Audience; Audience as Market; Audience as Public; Structural approach to audience formation; Subculture and audience; Gendered audience; Audience norms for content; Sociability and uses of media; Media Literacy.

#### **Course Outcomes:**

After the completion of the course,

CO1: Students will be able to communicate effectively.

CO2: Students will be able to know about various communication models and theories.

CO3: Students will be able to understand social interactions to be social leaders.

CO4: Students will be able to know about visual communication.

#### **Suggested Readings**

1. Mass-Communication in India: Kevel J. Kumar: Jaico Mumbai
2. Mass-Communication theory-An Introduction:Denis McQuail:Sage Delhi
3. Bharat Men Sanchar aur Jansanchar:J.V.Vilanilam:M.P. Hindi Granth Academy Bhopal
4. Mass-Communication: Concepts and issues: D.V.R Murthy:Olive green:Kochi
5. Mass-, Culture, Language and arts in India:Mahadev L.Apte:Popular Prakashan Mumbai
6. Towards sociology of Mass-Communication: Denis McQuail:Collier –Macmillan
7. Introduction to Communication Studies: John Fiske: Methuen London
8. The process and Effects of Mass-Communication: Wilbur Schramm and Donald F. Roberts: University pf Illinois press.

**Paper- MJMC-102**  
**Origin and Development of Mass Media**

**MJMC 102**

**Objectives of the course:**

1. To acquaint students with the glorious journey of journalism.
2. To enhance understanding of the origin of the traditional print, electronic and web media.
3. To inculcate the knowledge of growth of print and electronic media.
4. To throw light on the present status of various mass media.

- Unit-I**            Origin, History and growth of Print Media, The Press during World War I & II,  
Press in India, Role of Press in Pre Independence and Post independent India  
First Press commission, Second Press Commission Recommendation  
Regional Press : Importance & Reach  
Origin of Indian News agencies and their role
- Unit-II**            Origin, History and growth of Radio with special reference to India  
Radio as a tool of development, AIR, Chanda Committee, Verghese  
Committee, Code for broadcasters  
Future of Radio: FM, Online Radio, Visual radio  
Community Radio: Concept & Importance
- Unit-III**            Origin, History and growth of Television with special reference to India  
SITE, Commercial Services, National Broadcast Trust, Development in  
Eighties. Joshi Committee  
Origin History and growth of Cinema with special reference to India  
Role of Cinema in Social Change: Critical analysis  
Traditional Folk Media and its strength
- Unit-IV**            Origin, History and growth of Internet, web and social media  
Role of Internet as a tool of Communication  
Evolution of web journalism and e-newspaper, Future of web journalism/cyber media,  
Mobile Apps for newspapers in Odia/any other regional language.  
Mobile journalism and Mizo Journalism

**Course Outcomes:**

- After the completion of the course, students will be able to;
- CO1: Develop critical thinking about Indian journalism in pluralistic society.  
CO2: Understand monopoly in media organization and its impact on it.  
CO3: Understand the relation between history and present of various media genres.  
CO4: Be aware about ethical codes of journalism

**Suggested Readings:**

1. Parakh Jawari Mall :Hindi Filmon ka Samajik Charitra: Anamika  
Publication New Delhi

2. Vasudev Aruna: The New Indian Cinema: MacMillan:New Delhi
3. Dasgupta, Chidanada: Talking about Films: Orient Longman Mumbai
4. Rai Satyajee:Our Films, Their Films: Orient Longman Mumbai
5. Kumar J Kevel: Mass-Communication In India :Jaico Publication :Mumbai
6. Press in India: Annual report of the registrar of News paper for India:Publication Division New Delhi
7. The History of Press in India:B.N.Anja :Surgeet Publication New Delhi
8. The Romance of Indian Journalism:J.Basu:Kolkatta university Prees Kolkatta
9. Mass Coomunication in India: J.Vinanium: Sage Publication New Delhi

**Paper-MJMC-103**  
**Indian Government and Politics**

**Objectives of the course:**

1. To explain the political structure of the government both at the union as well state level.
2. To explain the philosophy of our constitution as laid in the preamble and other sections of our constitution.
3. To grasp the issues of politics as well the role of caste, region, religion and language.
4. To see the real nature of politics and role of money, muscle power.

- Unit- I** Nature of Indian Political System, Constitutional history, Salient Features of the Constitution, Preamble, Fundamental Rights and Duties, Directive Principles of State Policy
- Unit- II** Federalism, Centre – State Relations: Administrative Legislative and Financial Structure of Government: President, Prime Minister, Parliament, Governor, Chief Minister, State Legislature, District Collector, District administration
- Unit- III** Judiciary in India, CAG, Election Commission & Electoral Reforms, NITI Ayog, Finance Commission, Bureaucracy, Development and Nation building , Rural and urban local Governance: 73rd and 74th constitutional amendment: Issues and challenges
- Unit- IV** Issues in Indian Politics: secularism, Linguism, Regionalism, Communalism, Terrorism, Casteism, Corruption and Criminalisation, Role of Media in political communication. Social media and political propaganda

**Course Outcomes:**

After the completion of the course, students will be able to;

CO1: Have a general understanding of the principles of Indian Government and politics both at the union as well state level.

CO2: Understand the nature of politics at both levels; state as well centre.

CO3: Understand the political issues, political processes, and political activities

## Essential Readings:

1. Hoshiar Singh and Pankaj Singh, "Indian Administration", Delhi, Pearson, 2011
2. B.L. Fadia and Kuldeep Fadia, "Indian Administration" Agra, Sahitya Bhawan, 2014
3. D.D. Basu, "Introduction to the constitution of India" New Delhi, Prentice Hall of India, 2014
4. S.R. Mahesswari, "Indian Administration", New Delhi, Orient Longman, 2011.
5. S.Choudhury, M.Khosla & P.B. Mehta, 2016, (Eds.), Oxford Handbook of Indian Constitution, Oxford University Press
6. P. Mahapatra, 2015, An Introduction to Indian Administration: Central, State & Local, Gyanjug Publication

## Paper – MJMC-104 Reporting & Editing

### Objectives of the Course:

1. To describe news and how to write it.
2. To write different stories on various subjects with responsibility.
3. To inculcate writing and editing skills.
4. To develop reporting skills and interview skills.

<b>Unit-I</b>	News: Definition & Type News Value, Qualities of Good writing Elements of News, 5W & 1H Concept of News Structure of News Story: Intro, Body (Inverted Pyramids) etc. News gathering & Sources of News Qualities of a Good Reporter
<b>Unit-II</b>	Editing: Meaning, Definition & Need / Ethics News agencies: History, Importance Major News Agencies: PTI, UNI, Reuter, AP, etc Structure of editorial Department, Proof reading symbols Style book, Story peg Electronic revolution & Editing
<b>Unit-III</b>	Headline: Meaning, Significance Writing and types Interview: Methods Importance and types Book review, Film Review Feature: Human Interest Story News article, analysis, & Letter to the editor Definition, Importance and Types of Editorial
<b>Unit-IV</b>	Different types of Beat & Importance Cultural reporting Science & Technology reporting Sports & games reporting Court Reporting Crime reporting Development Reporting



Legislative Reporting, Business reporting  
**Health Reporting**, War Reporting, Weather reporting and Obituary writing

**Course Outcomes:**

After the completion of the course, students will be able to;

CO1: Know the print media ethics.

CO2: Learn different skills of print media.

CO3: Learn editing and re-writing techniques.

CO4: Analyse and evaluate the different kinds of media content, news, articles and opinions.

**Essential Readings:**

1. George.A.Hough, News Writing: Boston Hough mifflin company.
2. Allen Stuart News culture: Buckingham open university press.
3. Savita Chadda, Modern Journalism and News writing: Savita Chadda
4. Rangaswami Parthasarath,i Basic Journalism: Macmilan India Ltd.

**Suggested Readings:**

1. Rozelle, Ron (2005), Writing Great Fiction: Description & Setting, Cincinnati: Writer's Digest Books
2. Sebranek, Patrick; Kemper, Dave; Meyer, Verne (2006), Writers Inc.: A Student Handbook for Writing and Learning, Wilmington: Houghton Mifflin Company
3. Strunk, William, Jr.; White, E. B. (1979), The Elements of Style (3rd ed.), New York: Macmillan Publishing Co.,
4. Geoffrey Huck ,What Is Good Writing? , Oxford University Press
5. V. Bharathi Harishankar, Mini Krishnan, Sumathi Shivakumar , 'Words, Texts, and Meanings', , Oxford University Press
6. Tony Spencer-Smith, The Essentials of Great Writing, Paperback – Import

**Paper – MJMC-105**  
**Indian Economy and Economic Reporting**

**Course Objectives**

1. To create understanding of overview to the concept and general perspective of economics.
2. To inculcate the knowledge and skill for economic reporting.
3. To understand the issues and challenges of Indian economy.
- 4 To inculcate knowledge on effective and efficient reporting.

**UNIT- I**      Basic Features of Indian Economy as an developing economy. Nature of colonial Indian economy and its consequences, Major issues of Development, The determinants of economic development, Inflation, Devaluation, Mixed Economy and Economic Planning in India

- UNIT -II** Indicators of Economy: Index of Industrial Production, Infrastructure Index, Balance of Payments, Current Account, Capital Account, International financial institutions: World bank, IMF, WTO, National Budget: Preparation, Enactment and Execution
- UNIT- III** New Economic Policy, Liberalization, Privatization and Globalization, FDI, Stock Markets: Sensex/Nifty, Capital Market, Regulators: SEBI, EPI Index: Industry Bodies such as FICCI, CII, Banking: Public Sector, Private Sector and Foreign Banks, PLR, Bank Rate, Repo and Reverse Repo Rate, CRR, SLR.
- UNIT- IV** Human resources and Economic Development: Demographic composition of India, National Population Policy, Sex Ratio, IMR, MMR, Life expectancy, Nature of Work-force participation ,HDI, Gender Inequality Index, Poverty, Politics of Poverty, Poverty Alleviation Programmes, Economy and Finance Reporting: Forms of Economic Reporting and Financial Reporting Role and responsibility of media in reporting poverty

### **Course Outcomes**

1. Students will be able to identify the backward regions problems and write articles concerning the problems.
2. Students will be able to understand the concepts of different perspectives of economy.
3. Students will be able to understand the issues and challenges of Indian economy.
4. Students will be able to learn the techniques of efficient reporting.

### **Suggested Readings**

1. Development Economics, Water Elkan] Pengu Books Londa,
2. Globalization and Indian Economy (Ed.), D. G. Girdhari, Aprati Media,
3. India's Second Revolution, The Dimension of Development, Lawrence A, McGraw Hill, Newyork

## SECOND SEMESTER

Code	Course Name	Marks	Credit	Category
MJMC-201	Development Communication	100	4	A
MJMC-202	Media Laws and Ethics	100	4	A
MJMC-203	Media and Society	100	4	A/C/D
MJMC-204	Electronic Media(Radio & TV )	100	4	B/C/D
MJMC-205	Professional Writing(Practical)	100	4	A
<b>Total</b>		<b>500</b>	<b>20</b>	

Category: A- Core, C- Open to Allied subjects, D- Open to All

### **Paper-MJMC-201 Development Communication**

#### **Objectives of the Course:**

1. To develop understanding of developmental issues in society.
2. To understand role of communication for rural, urban and tribal development.
3. To know development communication approaches and development support communication.
4. To help students understand role of international development agencies.

**UNIT – I** Development: Meaning, Concept, Models of development, Theories, Approaches to development: Modernization paradigm, Dependency paradigm, Participation paradigm, Problems and Issues in Development, Characteristics of Developing Societies, Development Dichotomies: Gap between Developed and Developing Societies, Millennium Development Goals. Sustainable Development Goals, SITE, KHEDA, JHABUA

**Unit-II** Development Communication: Meaning, Concept & Philosophy  
Role of Media in Development Communication  
Planning and strategies in development Communication  
Social cultural and economic barriers  
Democratization and decentralization of communication services

**Unit-III:** Issues in Development Communication: Population control, Family welfare, Health Education, Environment and Development: Role of United Nations in environment protection, India's National Environment Policy, National Mission for clean Ganga and Yamuna Action Plan, Environment laws of India, Role of Media in environmental movements,  
Problems in development Communication, Need and Significance of development communication in Indian Context, Citing some success stories on development communication as covered by media, Public Service Announcements

**Unit-IV:** Development Journalism, Alternative Communication, Planning development Messages: Identifying target audience, Topic selection, Place, Time and Purpose Developing, structuring presenting and adopting development Messages through Print media, Radio & T.V and other modern technologies, Peace Journalism,

**Course Outcomes:**

After the completion of the course, students will be able to

CO1: Understand development issues for Journalistic activities.

CO2: Write and report the different kinds of development stories.

CO3: Work with National & International Development agencies as a development mass communicator.

CO4: Understand the role of ICT in development

**Suggested Readings:**

1. Rural Development and Communication Policies: Indian Institute of Mass-Communication Publication
2. Communication and Social Development in India: B.Kuppuswamy: Sterling, Mumbai
3. Communication and Nation Building: P.C. Joshi: Publication Division New Delhi
4. Communication as Development: Uma Narula, W.B.Pearce: Southern Illinois University Press
5. Education and Communication for Development: O.P.Dhama & O.P Bhatnagar: Oxford New Delhi
6. Media, Communication and Development: S.C.Mishra: Rawat publication, Jaipur
7. Problems of Communication in Developing Countries: Krishan Sondhi: Vision Publication New Delhi
8. Mass-Media and Rural Development: Arbind Sinha: Concept publication New Delhi
9. Communication Technology and Development: I.P.Tiwari: Publication Division New Delhi
10. Mass-Media and Village life in India: Paul Hartmann & B.R.Patel: Sage New Delhi
11. Communication and Development: V.S.Gupta: Concept Publication New Delhi
12. I.R. Rajagopala, 2005: Environmental Studies "From Crisis to Cure", New Delhi, Oxford Press
13. Abraham, Raimola, 2010 : Journalism and Environment News, New Delhi, Kanishka

**Paper-MJMC-202  
Media Laws and Ethics**

**Objectives of the Course::**

1. To define freedom of the press as enshrined in article 19(1) (a) of the Constitution
2. To list the reasonable restrictions for freedom of the press and ethics.
3. To describe the salient features of the Press Council of India, its powers and functions
4. To identify and apply the necessary provisions of laws and acts applicable to publication and broadcast of news and programmes of a sensitive nature

**Unit-I** Introduction to ethics-applied ethics and media ethics, Difference between law and ethics, Concept of free press, Freedom of Press and social responsibility, Potter Box model, SAD Model, A few case studies , International code of conducts for free press, BBC code of Conduct, wall Street Journal Code.

**Unit-II** Brief history of Press Laws in India, Censorship and other legal implications imposed by government on Press, code of conduct for Press in India, Press Council of India, Working Journalists Act 1956, Press Council code on Communal writing, Indian Penal Code (1860) with Sedition, Information Technology Act (2000)  
Laws dealing obscenity, Important Laws related to Women & Children, laws related to social media

**Unit-III** Libel, Slander, Defamation, Contempt of Court 1971, Copy Right Act, 1957, Press & Books Registration Act, 1867, Intellectual Property Rights

**Unit-IV** Official Secrets Act 1923 and Right to Information Act, 2005  
Cyber laws, Cable TV Network Regulation Act, 1995  
Prasar Bharati Act 1990, Parliament Code for Journalist, Public Interest litigation, Ombudsman

**Course Outcomes:**

After the completion of the course, students will be able to;

- CO1: Understand the Indian Constitution specially article 19(1) in a better way.
- CO2: Understand the roles, responsibilities and powers of different media authorities.
- CO3: Understand different media ethics and laws of print, electronic and web media.
- CO4: Understand press laws before and after the independence

**Suggested Readings:**

1. Press law in India: D.D. Basu
2. Press Vidhi: Nand Kishore Trikha
4. Journalistic Ethics: P.K. Bandhopadhyay
5. Press Law: A.N. Grover

**Paper-MJMC-203  
Media and Society**

**Objectives of the Course:**

1. To explain various aspects of Indian culture and heritage.
2. To identify, discuss and explain various issues and concerns of contemporary Indian socio-political system.
3. To apply student's knowledge in restructuring the system by developing analytical capabilities.
4. To identify the inter relationship between media and social system.

**Unit-I**

Society :, Family, Community, Social Groups,  
Civil Society: Concept and perspectives: Empowerment  
Social change: Process, types and agents/factors  
Society in India and Communication: Ancient, Recent Past & Present  
Social Issues and Mass Media

**Unit-II** Culture, Heritage, Tradition and Values, Various aspects of Indian Culture  
Inter-cultural Communication, Portrayal of Western culture and Indian culture by media

**Unit-III** Media text and Meaning creation process, Media representation, Mass mediated culture,  
Media Imperialism, Media bias, Big data and privacy,

**Unit-IV** Citizen-Administration-media interface, Community Participation, Media Impact on  
Indian Society, Influence of Media on Societal behavioural changes, Gender perception-  
Movies, TV programmes and webseries

**Course Outcomes:**

- After the completion of the course, students will be able to;
- CO1: Know the origin of Indian history, culture and heritage.
  - CO2: Evaluate the Indian economy and related organizations.
  - CO3: Inculcate analytical approach for social, political and economic issues.
  - CO4: Understand the conflicts between media and the society.

**Books Recommended:**

1. Ravindran, R.K. 1999: Media and Society, New Delhi, Common Wealth Publication, (1st ed.)
2. Campbell, Richard 2000: Media And Culture, New York, Bedford Publication, (IInd ed.)
3. Singh, J.K. 2002: Media Culture and Communication, Jaipur, Mangaldeep Publication (1st ed.)
4. Sharma, R.S. 2002: Material Culture and Social Formation in Ancient India, New Delhi (1st ed.)
5. Dutt and Sundram, 2004, Indian Economy, New Delhi, S.Chand Publication
6. Prabhakar, Manohar/Bhanawat Sanjeev 2004: Human Right and Media ,Jaipur, University Book House (P) Ltd (1st ed.)
7. Kumar, Kavel J. 2007: Mass Communication in India ,Delhi, Jaico Publication House (IIIrd ed.)
8. Basu, D.D. 2013, Introduction to the Constitution of India, New Delhi, Lexis Nexis Bitterworths

**Paper-MJMC-204**  
**Electronic Media-(Radio &TV)**

**Objectives of the Course:**

1. To describe the characteristics of radio as a medium of mass communication and its limitations
2. To handle various aspects of TV production and direction
3. To write scripts for TV
4. To identify the right kind of music and sound effects for different formats of radio programs

**Unit-I** Introduction to Radio as a Mass- Medium  
The Functioning of Radio News Room  
Types of News Bulletins  
Compilation of News: Pool copy, Compiling News Bulletins  
Radio Programme production: Basic Equipments, Concept of MW, SW,  
AM and FM  
Microphone: Importance, Types

**Unit-II** Concept of MW, SW and FM  
Microphone: Importance, Types,

Elements of Radio Script: Spoken, immediate, person to person, heard only once sound only, feel, think, entertain, & inform.

Production elements of Radio programmes: Aural Sense Appeal, narration, dialogue, sound effect, Rapid Getaway, music, silence etc.

Art of writing different Radio Programme Formats: Talk, Radio Play, Feature, Interview etc.

### **Unit-III**

Television camera optics: View finder, Lens, Focal length, Focus, f stop, Depth of field

Television production Crew: Talent, Camera operator, Floor manager, Audio switcher, Video switcher, Director etc

Television Interview: Types, Methods, Formats, Tips

Light: Key, back & Fill

T.V. News: Basic style: PTC, Stand up shot etc.

### **Unit-IV**

Preparing T.V. visuals: Simplicity, Contrast, Balance, Composition

Story Board: Concept & Importance

Difference between ENG & EFP

Documentary Production: History, Importance

T.V. shooting technique: Shot classification, Framing, Movement

### **Course Outcomes:**

After the completion of the course, students will be able to;

CO1: Analyse and work in the TV industry.

CO2: Write stories and collect news for the TV news and entertainment industry.

CO3: Understand the concept of Radio as a mass communication medium.

CO4. Work on different formats of Radio programs.

### **Suggested Readings:**

1. Audio Visual Journalism – B.N. Ahuja
2. Broadcast Journalism – S.C. Bhatt
3. Understanding Television – Hillard Robert L.
4. Mass Media in India – Publications Dvn., Govt. Of India
5. Doordarshan – Ministry of Information & Broadcasting, Govt. of India
6. This is All India Radio – Baruah U.L. (Publications Dvn., Govt. of India)
7. All India Radio, Facts and Figures – Audience Research Unit, AIR
8. Broadcast Technology: A Review – Dr. H.O. Shrivastava
9. Broadcasting in India – P.C. Chatterji

**Paper-MJMC-205**  
**Professional Writing (Practical)**  
**Marks – 100**

This paper is divided into three parts. They are: Written test, Practical exercises that mandate students to prepare practical records, Viva-voce.

The break-up of marks are as follows:

Written practical test: 30 (Mid Sem) + 30 (End Sem)

Record : 20

Viva Voce : 20

**Objectives of the Course:**

1. To equip students with the nuances of writing.
2. To develop linguistic and communication abilities.
3. To develop the knowledge of grammar, vocabulary, syntax, spellings and punctuation.
4. To inculcate the skills of translation.

**UNIT-1** What is writing (as a medium of human communication that represents language and emotion with signs and symbols, characteristics of good writing), Evolution of language (broad classification), Professional writing (style, uses, skills)

**UNIT-II** Different types of professional writing (creative writing, academic writing, business writing, technical writing, writing approach for different media like newspapers, TV, Radio, websites, blog articles, advertisement, marketing, corporate house journals, promotional materials etc.), Facts and fictions, Biopics, Mobile Film Chakkar

**UNIT-III** The students are required to prepare records on assignments like news reporting, feature writing, copy editing, photo features, Press Release, jingles and such other topics mentioned in the Unit- II component.

**Unit-IV** Viva-voce, will follow the written test and submission of records. An external examiner along with the internal examiner will conduct the viva and verify the records prepared by the students.

**Course Outcomes:**

After the completion of the course, Students will be able to

CO1: Learn the purpose of media writing.

CO2: Develop communication skills through media writing.

CO3: Know about vocabulary and syntax.

CO4: Learn entrepreneurship skills by means of translation.

**Suggested Readings :**

1. Daniels, Peter T. & Bright, William, The world's writing systems, (Oxford, Oxford University Press, 1996)
2. Coulmas, Florian, The Blackwell Encyclopedia of Writing Systems (Oxford, Blackwell, 1999), P.560
3. Fischer, Steven Rodger, The History of Writing (London, Reaktion, 2001), P.12
4. Gardner, John (1991), The Art of Fiction: Notes on Craft for Young Writers, New York: Vintage Books



5. Hacker, Diana (1991), *The Bedford Handbook for Writers* (3rd ed.), Boston: Bedford Books,  
 6. Lamb, Nancy (2008), *The Art and Craft of Storytelling: A Comprehensive Guide to Classic Writing Techniques*, Cincinnati: Writer's Digest Books,  
 7. Ross-Larson, Bruce (1991), *The Effective Writing Series: Powerful Paragraphs*, New York: W. W. Norton & Company

### THIRD SEMESTER

Code	Course Name	Marks	Credit	Category
MJMC-301	Media Management	100	4	A
MJMC-302	Communication Research	100	4	A
MJMC-303	International Communications	100	4	B/C/D
MJMC-303A	Visual Communication	100		
MJMC-303B	Rural Communication	100		
MJMC-304	New Media Technology and Applications	100	4	A
MJMC-305	Internship	100	4	A
		<b>500</b>	<b>20</b>	

Category: A- Core, B- Elective, C-Open to Allied Subjects, D-Open to All

#### Paper-MJMC-301

#### Media Management

##### Objectives of the Course:

1. To prepare an event brief.
2. To plan, organize an event or exhibition.
3. To develop relevant print and display material
4. To develop minute-to-minute programme

**Unit-I** Business aspects of a media organizations, Media Consumerism  
 Commencing Newspaper Publication, Pre-Publication Exercises  
 Business dynamics of different media  
 Ownership Pattern: Individual, Partnership and Company

**Unit-II** Management in Media: Definition, & Concept, Basic Principal of Management  
 Need and Importance of Management, Changing Conceptions of Management  
 Functions Of various Key management Authorities

**Unit-III** Editorial Management: Organizational set-up of Editorial department, Functions of Editor: Managing Editor, News editor, Sub editor and other senior members.  
Advertising management, organizational set-up of advertising department function of advertising management  
Circulation management organizational set-up of circulation department  
Importance of circulation, promotional schemes  
Financial management concept of financial management, importance, organizational set-up of financial department, functions of finance manager.

**Unit-IV** Personnel management/ Human Resource management, concept of personnel management  
Role of personnel manager, Human Resource Planning, Function of personnel/ human resource management.  
Production and storage management production department, division of production department, function, role of production manager, need of store department and its function.  
Library management concept of library management, need of useful publications for newspaper library, key issue in library management, functions of librarian.

**Course Outcomes:**

After the completion of the course, students will be able to;  
CO1: Understand the concept and functions of the Event Management.  
CO2: Plan and create an event and execute it in a proper manner. .  
CO3: Coordinate different windows and generate and manage revenue. .  
CO4: Acquiring life skills by adding to knowledge

**Suggested Readings:**

1. Rucker & Williams: Newspaper Organization and Management: The Iowa State University Press, Iowa.
2. Bhattacharjee Arun – Indian press from profession to industry, Vikas Publication, New Delhi.
3. Kohli Vanita – The Indian Media Business, Sage, 2003.
4. Ganaratne Shelton – Handbook of the media, Sage, 2000.
5. Kothari Gulab – Newspaper Management in India.
6. Alan B. Albarran, Management of Electronic Media
7. Alan B. Albarran, Sylvia M. Chan-Olmsted, Michael O.Wirth, Handbook of Media Management and Economics, Routledge (2006)
8. Alison Alexander, James Owers, Rod Carveth (ed), Media Economics - Theory & Practice, Lawrence Erlbaum Associates, New Jersey (1993)
9. Arun Pattanaik, Textbook of Media Management
10. George Sylvie, Jan Wicks LeBlanc, C. Ann Hollifield, Stephen Lacy, Ardyth Sohn Broadrick , Media Management: A Casebook Approach (Routledge Communication Series) 4th Edition
11. Gillian Doyle, Understanding Media Economics, Sage (2002)

**Paper-MJMC -302**  
**Communication Research**

**Course Objectives**

1. To impart knowledge about the elements of effective communication skills.
2. To create understanding of impactful writing .
3. To understand the significance of speech communication.
4. To inculcate the knowledge of employment communication about job interview

**UNIT– I** Definition and elements of research, process of Research, types of research, Scientific Method, Communication Research, Relevance of communication Research. Various areas in Communication Research– Historical, Experimental, Survey, Case Study

**UNIT–II** Data collection, Various methods of data collection-- Observation, Questionnaire Schedule, Interview, Census, Field study. Sampling / sample design – Need and Importance, Types and techniques of sampling. Merits and Limitations.

**UNIT– III-** Data analysis, Statistical and Non Statistical Analysis. Measurement of central tendencies. Graphic representation of Data, simple regression analysis, Use of computers in data processing and reporting. Critical discourse analysis, Critical analysis, Qualitative study and data analysis , content analysis and textual analysis

**UNIT– IV** Data Interpretation, Report writing, theory building, Bibliography. Mapping the Audience Response in various media, Opinion Poll, Online Poll, Pre-election studies, Exit Poll.

**Course Outcomes**

1. Students will have the knowledge about the elements of effective communication skills.
2. Students will be able to have the understanding of impactful writing.
3. Students would be able to understand the significance of speech communication.
4. Students will be able to communicate effectively

**Suggested Readings**

1. Social Research and statistics: R.N.Mukherjee: Vivek Prakashan New Delhi
2. Media Research: A.S.A.Berger: Sage Publication: New Delhi
3. An Inquiry to Communication Research:
4. Social Research: C.R. Kothari

### **Paper-MJMC-303(ELECTIVE)**

(The student can opt for any of the following courses. Students pursuing course under P.G. Department of Public Administration, Utkal University can opt for other elective courses from other post-graduate departments in Utkal University as per the rules of the University.)

### **MJMC-Paper-303 International Communications**

#### **Course Objectives**

1. To create understanding of the world in historical and contemporary context.
2. To create understanding of the world politics and economics.
3. To impart knowledge of writing on global issues.
4. To develop the knowledge of India's foreign policy

- UNIT– I** Political, economic and cultural dimensions of International Communication, Communication as Human Rights – UNDHR, International News Agencies – Structure and Functions, Critique of Western News values.
- UNIT– II** Impact of New Communication technology, Satellite Communication, Information Super-Highways.
- UNIT– III** UNESCO's efforts in removal of imbalance, New Wprld Information and Communication Order, McBride Commission Report, Non-Aligned News Agencies News pool, international media conglomerates
- UNIT– IV** Issues in International Communication – Democratisation of Information flow, information prompted cultural imperialism, Globalisation and its effects, FDI in Media.

#### **Course Outcomes:**

1. Students will be able to have understanding of the world in historical and contemporary context.
2. Students will be having the understanding of the world politics and economics.
3. Students would have the knowledge of writing on global issues.
5. Students will know about India's foreign policy.

#### **Books Recommended:**

- Mankekar, D.R.1979: 'Filling the void in the world of Communication', Communicator, Vol. XAV, No.1, N. Delhi, IIMC
- Mankekar, D.R.1979:Media and Third World, New Delhi, IIMC
- Boyd-Barett, J.O.1981: News Agencies: Fresh Perspectives, New Directions', Media Asia, Vol. 8, No.4
- UNESCO,1988: 'Communication and Society- A Documentary History of NWICO', Paris
- Macbride Commission Report,1989: 'Many Voices, One World', Paris
- Melkote, Srinivas R.,2001, Communication for Development in the Third World : Theory and Practice, New Delhi, Sage
- Tiwari, I.P.2001, Communication Technology and Development, New Delhi, Publication Division, Govt. of India

**Paper-MJMC-303A**  
**Visual Communication**

- Unit-I** Visual Communication: Meaning, Definition and Philosophy  
Need and importance of visual communication  
Various application areas of visual communication  
Latest Development in the field of Visual Communication  
Future of Visual Communication
- Unit-II** Elements of Design, Principles of Design  
Theory of Colours, Importance of Monochrome  
Alignment, Geometric shapes and Forms
- Unit-III** Design and Layout (News papers, Posters, Magazines)  
Photo Editing- Cropping, Aspect ratio, Relevance of fonts and sizes  
Concept of RGB & CMYK  
Different type of formats: JPEG, MPEG, AVI, GIF, MP3, BITMAP, TIFF.
- Unit-IV** Graphics: Definition & Types, DTP (Desktop Publishing)  
Persistence of vision application  
Design aspect of audio visual presentation (Power point Presentation)  
Conceiving logo design ,Corporate Identity

**Suggested Readings**

1. Editing Today: Newspaper Layout and Design – Daryl R. Moen
2. Outline Editing – M.K. Joseph
3. The Magazine Publishing Industry – Charles P. Daly, Patrick Henry Ellen Ryder
4. Media: Grammar of the Edit – Ray Thomson
5. News Editing in Theory and Practice – Sourin Banerji
6. Editing, Design and Book Production – Charles Foster

**Paper-MJMC-303B**  
**Rural Communication**

- UNIT – I** Nature, meaning and scope of Rural Communication Barriers to rural communication. Media for rural communication. Characteristics of rural audience. Designing message for rural audience.
- UNIT– II** Characteristics of rural societies. Urban-rural divide. Information and knowledge gap. Communication a tool for rural development – need, importance and limitations. Use of modern mass media in rural development.
- UNIT– III** Tribal Communication – nature and scope. Forms of tribal communication. Folk lore, Dance, Music, Rituals, Festivals, melas. Communication and tribal development. Use of traditional and modern media. Strategies and approaches for communicating with tribes.
- UNIT– IV** Traditional / Folk media. Various forms of Folk median in India. Folk forms in Orissa – Yatra, Pala, Daskathia, Kandhei Nach, Chhu Dance etc. Their Scope, potential and effectiveness. Use of folk media for spreading social and developmental messages. Integrated use of traditional and modern Media.

**Paper– MJMC-304**  
**New Media Technology and Applications**

**Objectives of the Course:**

1. To describe basics of design and graphics.
2. To apply various elements and principles of design to visual and graphic communication.
3. To inform about colour scheme and production.
4. To make students efficient in desktop publishing

<b>UNIT I</b>	Introduction to New Media: ICTs; Internet and Society; New media technology and culture: community and identity; participatory culture and new media; New media literacy; The Information Technology Revolution; History of Internet in India Characteristics of new media; Various usages of new media: Different types of new media, Interactivity; Simultaneity; Compression of time and space; Theories of Network Society; Social Media theories; Internet as Public Sphere; Online communities; Free and Open Source Software , MOZO Journalism
<b>UNIT II</b>	Social Media and Use of Convergent technology for social change --Social networking; Introduction to social profile management products, Social Collaboration: virtual community- wikis, blogs, instant messaging, collaborative office and crowd sourcing , Social publishing: Flickr, Instagram, YouTube, Sound cloud, Citizen Journalism: Concept, Case studies, Blogging; a brief history of blogs, blogs as narratives, Live blogging; Bloggers as journalists and ‘opinionates’ - Internet radio; podcasts.
<b>UNIT III</b>	Introduction to computer operating systems: MS windows,(98,2000,XP) MS DOS Introduction to designing and photo editing software: Coral draw & Photoshop Introduction to text formatting software: Page maker, MS word and Quark Express,Use of DTP in Print Media applications, Online advertising and online edition of newspapers
<b>Unit-IV</b>	Introduction to multimedia and animation Introduction to MS power point, Presentation manager Import and assembly of files software related to audio and video: VCD Cutter, cool edit, windows movie maker, Flash, Latest editing tools and software Data Journalism, Data mining, Infographics and INdesign

**Practical: 30Marks**

Quark Express: Designing Two pages of News Paper in A3 Size.

MS Word: The student should prepare at least 2 pages indicating the use of paragraphs, text, fonts, headlines and alignment

Adobe Premier

PowerPoint: At least one presentation of not less than 5 slides on any topic assigned.

Coral Draw: 2 Items

Photoshop: Editing 5 Photograph

Page Maker: 5 different lay out

**Course Outcomes:**

After the completion of the course, students will be able to;

CO1: Develop entrepreneurship skills.

CO2: Learn effective communication through visual and design.

CO3: Understand the growth and development of typography.

CO4: Know about effective application of colors

**Suggested Readings:**

1. Quark Express for Beginners: BPB Publication
2. Adobe Photoshop: Prentice hall India
3. Adobe Photoshop-Creative Techniques: Vishnu Priya Singh:Asian  
i. Publication Delhi
4. Mastering DTP: Simone Mitchett: Macmillan Master Series London.
5. Information Technology-The Breaking Wave:Dennis P. Curtin, Kim  
i. Foley,Kunal Sen & Cathleen Morin: Tata Mc Graw –Hill New Delhi
6. Introduction to Information Technology: Chetna Srivastava
7. Communication in the Third World Countries – Melkote
8. Mass Communication Technology: New Perspectives – Uma Narula
9. Communication Technology & Development – I. P. Tiwary
10. Journalism Online – Mike Ward
11. Online Journalism – James C. Foust
12. Making Online News: The Ethnography of New Media Production – Chris A. Paterson, David

**Paper-MJMC-305  
Internship****Marks-100**

Each student is required to undergo a FOUR WEEKs internship (Two for Print & Two for Electronic) in Media and produce a Report on day to day basis activity in the organization

**Objectives of the Course:**

1. To develop the research ability among the students.
2. To conduct media research by making use of any of the research methods.
3. To write report after analysis and interpretation of data.
4. To understand team work and leadership skills

**Course Outcomes:**

After the completion of the course, students will be able to;

- CO1: Understand the philosophy, concept and process of communication & media research based on social issues.
- CO2: Conduct media research on the basis of different research methodologies.
- CO3: Analyze the data on the basis of different statistical tools.
- CO4: Understand team work and leadership skills.

## FOURTH SEMESTER

Code	Course Name	Marks	Credit	Category
MJMC-401	Public Relations	100	4	A
MJMC-402	Media and Human Rights	100	4	A
MJMC-403	Printing technology, Layout & Design	100	4	A
MJMC-404	Advertising	100	4	A
MJMC-405	Project Report (Report -75, Presentation and Viva Voce -25)	100	6	A
		<b>500</b>	22	

Category: A- Core, B- Elective, C-Open to Allied Subjects, D-Open to All

### **Paper–MJMC- 401 PUBLIC RELATIONS**

#### **Objectives of the Course:**

1. To plan, design and implement PR tools effectively.
2. To design presentations
3. To write press releases, speeches, memos and notices
4. To understand PR campaigns

**UNIT I:** Public Relations: Introduction, Background, Definitions, and scope, Public relations process: RACE approach, Public relations in an organization: PR and Management, Relations with Chief executive, The entrepreneurial PR, House Journals: Importance and types, Tools and skills of P.R.O

**UNIT II:** PR through Traditional medium, Difference between PR Publicity, Propaganda and advertising Writing for PR: Press release, Press note, Handout, Feature, Articles, Speech writing, special speech, Background materials, citizen charter, of the organization, creative writing, report writing, Agenda and Minutes of the meeting, Ghost writing, PR and Media Relations

**UNIT III:** Departments and functioning of PR agencies,. PR and Marketing Communication, Stakeholder Communication, PR, Crisis Communication and , Brand Building & Image Management, PR in Digital Era, PR through social media

**UNIT IV:** Public Relations writings- reading the culture of the organisation and its milieu and understanding the requirement of the organisation- Art of PR writings in different kind of brochures, press release, press hand out, press announcements, notice, advertisement, tender, house journal, new media chief executive's speech- script writing for films etc.- how to make CEO's brief for news conference, feature writings- crisis message, writings for broadcast, telecast, scripts , webpage, e-mail and other alternative media-content management and presentation techniques . - new trends in PR - challenges and opportunities and preparation for the same.



**Public Relation (Practical):30 Marks**

1. Making PR Campaign on relevant social issues
2. Writing press release on contemporary issues.
3. Frame a design for image building, restoration and maintaining strategy for the organization from decadence to elevation.
4. Make out analysis, action plan and multi-faceted public relations tactics and strategy for organising events.

**Course Outcomes:**

After the completion of the course, students will be able to;

CO1: Understand the philosophy and the concept of the public relation activities.

CO2: Analyze public relations and other communications.

CO3: Produce and handle different tools and techniques of PR activities.

CO4: To enhance interpersonal skills.

**Suggested Readings:**

1. Bernays, Edward; Public Relations, 2013
2. Bivnis Thomas; Public Relations Writing: The Essentials of Style and Format, 8th Edition, 2013
3. Black, Sam; Practice of Public Relations, 4th Edition, 2013
4. Broom Glen M: Cutlip and Center's Effective Public Relations, International Edition, 2013
5. Duhe, Sandra C; New Media and Public Relations, 2007
6. Jefkins, Frank: Public Relations Techniques, 1994
7. Jethwaney Jaishri; Corporate Communication: Principles and Practice, 2010
8. Kaul J M: Public Relations in India, 1976
9. Lloyd, John and Toogood, Laura; Journalism and PR; News Media and Public Relations in the Digital Age, 2014
10. Mehta, D.S.; Handbook of Public Relations in India, 2002
11. Michael Bland, Alison Theaker & David Wragg: Effective Media Relations: How to get results, 2005
12. Oliver, Sandra; Public Relations Strategy, 2009
13. Phillips, D. and Young, P.: Online Public Relations: A practical guide to developing an online strategy in the world of social media, 2009
14. Theaker Alison; The Public Relations Handbook, 2016

**Paper- MJMC-402  
MEDIA AND HUMAN RIGHTS**

**Course Objective**

1. This course examines the complex and multi-faceted relationship between the media and human rights in today's world.
2. To understand the backdrop of contemporary challenges and current controversies concerning media freedom, this
3. To give specifically focus on the scope and limitations of the rights and freedoms of the media.
4. To understand the legislations for protection of human rights

**UNIT– I** Human Rights - concept, scope and importance—historical perspectives-changing dimensions of human rights Evolution of Human Rights, Human Rights in International

Perspective -Universal Declaration of Human Rights. Universality of Human Rights, International Covenant on Civil and Political Rights 1966-- International Covenant on Economic, Social and Cultural Rights 1966-- Convention on Elimination of All Forms of Racial Discrimination 1965 -- Convention on Elimination of All Forms of Discrimination against Women 1979 -- Convention on the Rights of the Child 1989 -- Role of organizations like Amnesty International, Human Rights Watch, Human rights and constitutional and Legal Provisions in India

**UNIT– II** Human Rights movements—Human Rights and Democracy, Human Rights and Education Trade Union Rights--Human Rights and environmental issues--Human Rights and Secular Values – Human Rights and Gender Equity--Human Rights of Accused persons- Human Rights and child labour, bonded labour - Human Rights and death, torture in police lockups--Human Rights and fighting terrorism - Concern for protection of Human Rights in the context of Globalisation. Human rights violations

**UNIT-III** Fundamental rights and Judicial Review, Freedom of Speech and Expression under Indian Constitution, Right to Privacy, AFSPA, Custodial Deaths Role and responsibilities of implementing agencies of human rights in India-- National Human Rights Commission -- State Human Rights Commission - National Commission for Women-- National Commission for Minorities - National Commission for Scheduled Caste & Scheduled Tribe (S.C. & S.T.)

**UNITIV** Writing on human rights – Types of reports and features. Sources and credibility of news. Problems of writing about human rights issues, Role of media in human rights protection, Human Rights Education, media’s contribution to protect the human rights (national and international) . Trends in Indian Media. Media activism. Media lobbying, Investigative Journalism, Media Activism, Advocacy Journalism –Role of Social Media and mobilization of public opinion.

### **Course Outcomes**

1. the ability to identify key contemporary challenges to media freedom and to present policy solutions to such challenges;
2. a critical understanding of relevant international principles, norms and standards concerning media freedom;
3. a critical understanding of the key international actors, institutions and processes concerning media freedom;
4. understanding of the role of the media in international human rights advocacy and practice

### **Books Recommended:**

1. A R Deasi(ed), Expanded Governmental Lawlessness & Organised Struggles, Bombay, 1991.
2. A R Desai, Repression and Resistance in India, Bombay, 1990.
3. B G Recharan, Thirty Years after the Universal Declaration, Hague, 1979.
4. Council of Europe, Human rights and a changing media landscape (2012)
5. D D Basu, Introduction to the Constitution of India
6. D Papademas (Ed) (2011), Human Rights and Media. Bringley, UK: Emerald References
7. Gaius Ezejoifer, Protection of Human Rights under the Law, London, 1984.
8. Jack Donnelly, Universal Human Rights in Theory and Practice, Cornell, 1989.
9. Lanterpacht : International Law and Human Rights, New York, 1993.
10. Lilich Richard B. : International Human Rights Problems of Law, Policy and Practice, Boston, 1991.
11. Maalik Surendra : Fundamental Rights Cases, Lucknow, 1975.
12. Michael Perry, The Constitution, Course and Human Rights, New Delhi, 1982.

13. S. Guruswamy, Human Rights and Gender Justice, New Delhi: APH Publishers' Pvt. Ltd, (2009)
14. Tardy M. : Human Rights – The International Petition System, New York, 1979.
15. Universal Declaration of Human Rights, UNO (1945)
16. V R Krishna Iyer, Human Rights and the Law, Indore, 1984.

**Paper- MJMC 403**  
**Printing Technology and Layout, Design.**

**Course Objectives**

1. To understand the working pattern of various print media platforms
2. To familiarize the students with the basics of writing of print media.
3. To create understanding of various print media content.
4. To develop the knowledge of newspaper layout and design

**UNIT – I** Visual Communication: Meaning, Definition and Philosophy, Various application areas of visual communication, Latest Development in the field of Visual Communication, Introduction to printing Process – Types of printing – Letterpress, Cylinder press, Gravure  
Off – Set Screen Printing, Plate making.

**UNIT–II** Typography – Classification of Types, Anatomy of Types, Type Face, Font and Family, Measurement of Types, Role of Typography in design. Type setting – Manual, Monotype, Linotype, Phototype setting (PTS), Desk Top Publishing (DTP)

**UNIT– III** Design Principles and Techniques. Elements in design, Creativity in design, Visualisation ,Convergence and divergence of ideas, Graphic Design – Concept and practice, Types of Graphics. Uses and importance of graphics in overall page design.

**UNIT– IV** Newspaper page design. Page Format and Size. Types of design. Layout techniques. Designing Front Page, Editorial Page, Inside Pages and Supplements. Magazine Design. Photo Journalism – Principles of Photojournalism. Selection of Photographs, Photo Editing, Caption Writing, Colour Reproduction, Process of making Line Blocks and Half tone Blocks. Printing Quality and Binding style.

**Printing & layout(Practical):30marks**

The students will go on study tour to any media house and submit a report which will carry 10 marks.

Written Practical Exam: 20marks

**Course Outcomes**

1. Students would be able to understand the working pattern of various print media platform.
2. Students would be able to familiarize themselves with the basics of writing of print media.
3. Students would be able to create understanding of various print media content.
4. Students would be able to develop the knowledge newspaper layout and design

## Suggested Readings

1. Editing Today: Newspaper Layout and Design – Daryl R. Moen
2. Outline Editing – M.K. Joseph
3. The Magazine Publishing Industry – Charles P. Daly, Patrick Henry Ellen Ryder
4. Media: Grammar of the Edit – Ray Thomson
5. News Editing in Theory and Practice – Sourin Banerji
6. Editing, Design and Book Production – Charles Foster

## Paper-MJMC-404 Advertising

### Objective of the Course:

1. To Plan advertising campaign
2. To Design and develop a marketing plan
3. To Evaluate and analyze various brand campaigns.
4. To Write TV commercials and develop script.

**UNIT-I** Introduction to Advertising: Definition and scope, History and development of advertising in India, Classification of Advertising, Characteristics of Advertising, International convention on advertising, advertising for various media

**Unit-II** Advertising agency: Structure & Function  
Creativity in advertising, Style of Thinking: Fact v/s Value based thinking Advertising for business, Advertising for a social cause

**Unit-III** Transforming Concepts (Idea) in to copy  
Basics of Advertising copy writing & Visualization  
Ad-profile making for Brand-making  
Writing Effective Radio & T.V Copy  
Print copy writing, Formats for Radio and T.V. Commercials: Slice of life, life style, animation, straight announcement, Presenter, Testimonial, Demonstration, Musical etc

**Unit-IV** Ethics and media laws concerning advertisement, consumer behavior and status influencing advertising  
Models of Creativity: Roger von model, Graham Wallas model, James Young Model, Studies on advertising effectiveness, Film audience

### Advertising (Practical):30 Marks

1. Creating Print Advertising Copy.
2. Script for television commercials using the story board format and the script format.
3. Script for radio advertisements

*N.B) Break-up of Marks for different components of the paper. –*

*Written Practical test – 15 marks(End Sem))*

*Record – 5 marks*

*Viva voce – 10 marks*

*Total - 30 marks.*

*A student will be barred from sitting in Practical written test if he/she fails to submit record before written test.*

### **Course Outcomes:**

- After the completion of the course, students will be able to;
- CO1: Understand the philosophy and the functioning of Advertising Campaigns.  
CO2: Understand the production, marketing and distribution of a brand.  
CO3: Deconstruct various campaigns of the brands.  
CO4: Acquire fundamental knowledge of TV commercials.

### **Suggested Readings:**

1. Contemporary Advertising- William F. A & Bovee
2. Management of Public relations and communications- Sailesh Sengupta
3. The Practice of Public Relations- Fraiser P. Seitel
4. Public –Relations: Diwakar Sharma
5. Advertising Copywriting: Burton, Philip Ward
6. Ogilvy on Advertising: David Ogilvy
7. Advertising principles and practice: Chunawala&Sethia:Himalaya Publication
8. Public Relations: Jaishree Jethwatee and Sarkar: Sterling New Delhi
9. Hand book of PR and Communications: Philip Lesley: Jaico Publication Mumbai
10. Effective Public Relations: Cutlip & Centre : Prentice hall
11. Practical Public Relations: Sam Black

### **Paper- MJMC-405 DISSERTATION**

**Objectives:** To develop the skills of project report writing

**Outcomes:** After the completion of the course, students will be equipped with the knowledge to write a project report.

### **Dissertation**

Each student will select a Research topic/Problem in consultation with the concerned faculty member of the department.

Preparation of the Dissertation carry 75 Marks and presentation and viva carry 25 marks.

### **AUDIT COURSES**

**Each course carry 50 marks and 2 credits**

#### **Sports Journalism**

- Unit-I** Meaning and scope of sports Journalism  
History and Growth of Sports Journalism, Need and importance of Sports Journalism
- Unit-II** Dynamics of Sports Journalism, New Trends in sports Journalism

#### **Radio Journalism**

- Unit I** Introduction to Radio as a Mass- Medium  
The Functioning of Radio News Room  
Types of News Bulletins
- Unit-II** Compilation of News: Pool copy, Compiling News Bulletins

Radio Programme production: Basic Equipments

### **Cyber Journalism**

**Unit-I** Cyber Journalism, Internet and Web media- its application, On-Line Editions of Newspapers. Web portals, Writing for Online media , Hyperlinks, Media convergence, On-line editing. Web-Publishing, E-Book

**Unit-II** Social, Political, Legal and Ethical issues related to IT and CT.  
Social networking sites and Blogs

### **Odia Journalism(Print and online Media)**

**Unit-I** Growth of Odia Journalism. Role of Odia press in socio-economic and political development of Odisha.

**Unit-II** Writing for Odia news paper, problem and prospects of Odia press

### **Odia Journalism( Electronic Media)**

Writing for radio, News writing, Editing agency copy, Reporters copy  
Writing for Television – TV news writing, TV news editing writing for Television (TV) Programme, TV reporting

### **Cultural Journalism**

**Unit-I** Culture Journalism: Concept and need; Culture, Tradition and Values, Various aspects of Indian Culture

**Unit-II** Individualism and Collectivism, Inter-cultural Communication, Dynamics of Culture Journalism

### **Corporate Communication**

**Unit-I** Corporate Communication: Concept, principles and need, Difference from public relation and marketing communication

**Unit-II** Strategy and tools of corporate communication, crisis communication

### **Creative Advertisements**

**Unit –I** Creative advertisement: Concept, Principles and Need, creative advertisement for print media

**Unit-II** Creative advertisements for electronic media, tools of creative advertisement. Ethics of preparing advertisement

