COURSES OF STUDIES

MA IN JMC

Admission Batch - 2017

Buxi Jagabandhu Bidyadhar (Autonomous) College
Bhubaneswar - 751014
Accredited at the 'A' Level by National Assessment and Accreditation Council (NAAC)
College with Potential for Excellence (UGC)
Telephone/Fax : 0674-2436971, Website : www.bjbcollege.in
<table>
<thead>
<tr>
<th>Paper</th>
<th>Full Marks</th>
<th>Duration of Semester Exam</th>
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<tbody>
<tr>
<td>Code</td>
<td>Title of the Paper</td>
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<tr>
<td>Jmc-101</td>
<td>Language-I</td>
<td>80+20 3 Hours</td>
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<tr>
<td>Jmc-102</td>
<td>Language-II (Creative Writing)</td>
<td>80+20 3 Hours</td>
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<tr>
<td>Jmc-103</td>
<td>Reporting</td>
<td>80+20 3 Hours</td>
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<tr>
<td>Jmc-104</td>
<td>Editing &amp; Page Design</td>
<td>80+20 3 Hours</td>
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<tr>
<td>Jmc-105</td>
<td>Practical- Reporting &amp; Editing</td>
<td>100 6 Hours</td>
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<td>JMC-201</td>
<td>Communication Theory</td>
<td>80+20 3 Hours</td>
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<tr>
<td>JMC -202</td>
<td>Media History</td>
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<td>JMC -203</td>
<td>New Media Application</td>
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<td>JMC -204</td>
<td>Public Relations</td>
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<td>Practical- Public Relations</td>
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<td>JMC -301</td>
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<td>JMC -302</td>
<td>Development Communication</td>
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<td>JMC -303</td>
<td>Radio &amp; Television</td>
<td>80+20 3 Hours</td>
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<td>JMC -304</td>
<td>Practical- Radio &amp; Television</td>
<td>100 6 Hours</td>
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<td>JMC -305</td>
<td>Advertising</td>
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<tr>
<td>Jmc -401</td>
<td>Media Management, Press Laws &amp; Ethics</td>
<td>80+20 3 Hours</td>
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<tr>
<td>JMC-402</td>
<td>International &amp; Inter-Cultural Communication</td>
<td>80+20 3 Hours</td>
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<td>JMC-403</td>
<td>Special Paper( Any one of the following)</td>
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<td>i. Film Studies</td>
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<td>ii. Oriya Journalism</td>
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<td>v. Science Reporting</td>
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<td>JMC -404</td>
<td>Dissertation</td>
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<tr>
<td>JMC -405</td>
<td>i) Internship</td>
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<td>ii) Seminar</td>
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<td>i) Internship of Four Weeks</td>
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<td>ii) Seminar Presentation For 6 Hours</td>
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</table>
 Semester-I
Language-I
(PAPER: JMC-101)

Unit-I
Comprehension, its meaning and understanding; cultivating observation, in-depth reading and comprehension of unknown passages; Tips and techniques of answering questions from different passages.

Unit-II
1. Précis writing, Techniques of précis writing.
2. Techniques of expanding an idea or topic into a passage.

Unit-III
Grammar
i) Articles
ii) Preposition
iii) Adverbs
iv) Adjectives
v) Parts of Speech
Sequence of verbs, tenses of verbs, modal and phrasal verbs, correction of common errors, punctuation etc.

Unit-IV
Elementary phonetics, Vowels and consonant sounds, Phonetics transcriptions. Public speaking, Dos and Don’ts while interacting with public.

Unit-V
i) Word Formations,
ii) Synonyms, Antonyms, Homonyms;
iii) Euphemistic Expressions/ Political Correctness;
iv) Idioms and Phrases,
v) Expression in one word and mis-spelling (Elusive),
vi) Confusing Words.

Suggested Readings:
i. The oxford dictionary and usage guide to english language. (Oup, 1995)
Language-II
(Paper - JMC -102)
(Creative Writing)

Unit-I
Introduction to Journalism and Mass Communication. Style in Journalism- What is Style, Types of Style; Pluralism in Style ; The Creative Impulse; Selection of Themes, Building The Climax and Appropriate Ending; Dramatization of Ideas; Dramatization of News Reports; Principles of Readability; Journalism and Literature; Writer-cum Journalist; Journalistic Style- Highlights and Pitfalls; Objectivity in Journalism; Problems of Interpretation.

Unit-II
Writing Skills, Effective Writing and Style, Qualities of Good Writing, Techniques of Good Writing; Stylistic Devices (Reference To MLA Style Sheet). Tips to an Aspiring Writer, Habits to Acquire to Be A Good Writer, Accuracy and Attribution; Revise and Rewrite, Lucidity and Directness, Clarity And Transparency, Authenticity And Credibility, Authorial Voice; Visual Language.

Unit-III
Structure of News and News Writing, Straight News Lead; Feature Writing-Types, Techniques and Components of a Feature; Writing For Special Types Of News Story: Advance Story, Follow up Story, Coverage Story; Opinion And Editorial Writing- Importance, Characteristic And Types of Editorials, Policy, Style and Guidelines; Editorials of Interpretations, Criticism or Persuasion, Appreciation, Commendation or Tribute. Writing for Media- Newspaper, Radio, TV, Web Page and Changing Trends.

Unit-IV
Freelance And Magazine Writing. Magazine Writing, Types And Style of Magazine; New Dimension In Stylistics, Tabloid- Popular Style With Punch; House Journals- Medium of Industrial Communication; Columns And Middles; Cartoons- A Lively Medium.

Unit-V

Suggested Reading
i) The Oxford Dictionary And Usage Guide To English Language. (Oup, 1995)
Syllabus - MAJ MC

iv) Handbook For Proofreading By L. K. Anderson (Lincolnwood, 1990)
vi) Ten Lessons In Clarity And Grace By J. Williams (Glenview, 1989)
x) Roget's Thesaurus Of English Words And Phrases (Penguin, 2004)
x) Handbook For Proofreading By L. K. Anderson (Lincolnwood, 1990)

Reporting
(Paper- JMC -103)

Unit-I

Unit-II

Unit-III

Unit-IV
Specialized Reporting- Court, Politics & Election, Legislature, Development, Budget, Riot, War, Business and Economics.

Unit-V

Suggested Reading:
i) Basics News Writing:- Melvin Mencher
ii) Here Is The News:- Rangaswamy Parthasarathy
iii) The Journalist's Hand Book:- M.V.Kamath
iv) Professional Journalism :-M.V.Kamath
v) Reporting:-B.N.Ahuja And S.S.Chhabra
vi) Basics Journalism:-Khuswant Singh
vii) Techniques Of Journalism:-B.N.Ahuja.

Editing & Page Design
(Paper- JMC -104)

Unit-I
Objectivity, Ethics and Social context of News, Proof Reading, Style Sheet, Fundamentals of Copy Editing and Sub-Editor’s Role, The Role of News Editor; Editing of News Agency reports.

Unit-II
Editorial Policy of a Newspaper, The Role of The Editor; Editorial Writing, Column Writing, Feature Writing, Letters to the Editor, Article writing; Book Reviews; Review of Cinema, Drama and other Performing Arts.

Unit-III
Basic Principles of Photo Journalism-taste, legal aspects and community standards, Determining News values of Photographs, Photo Editing/Cropping, Caption writing, Photo Features.

Unit-IV
Importance of Headlines, Types and Techniques of Headline Writing, Headlines and Typography, Type faces and Families, Printing Technology of a Modern Newspaper.

Unit-V

Suggested Readings:

i) Editing:-TJS George.
iii) Editing:-Bruce Westley.
iv) Reporting & Editing:-K.M. Srivastava.
v) Editing Today:- Newspaper Layout And Design:-Daryl R Moen.
Practical-Reporting & Editing  
(Paper- JMC -105)

Part-A  
(Reporting)

1. Writing News in Inverted Pyramid style.  
4. Various Types of reporting.  

Part-B  
(Editing)

1. Correcting the copy with Proofreading signs.  
2. Headline Writing.  
3. Feature and Article writing.  
4. Column writing.  
5. Editorial writing.  
6. Reviews.  
7. Photo Editing and Caption writing  

Each Student shall maintain a Practical Record carrying the above mentioned assignments. The Record duly signed by the concerned teacher is to be submitted before the External Examiner during the Term-End Practical Examination for award of marks.

Semester-II  
Communication Theory  
(Paper- JMC -201)

Unit-I  
Unit-II
Communication Models: Importance, Development, Classification. Various Models of Communication- Shannon and Weaver, Lasswel, Osgood, Schramm, Dance, Newcomb, Gate Keeping and Convergence Models of Communication; Western Vs Indian Models.

Unit-III
Mass Communication and Society: Functions of Mass Communication; Communication and Socialisation; Communication And Culture; Communication and Development; Diffusion of Innovation; Magic Bullet Theory; Multi-Step Flow, Agenda Setting, Mass-Media and Democracy.

Unit-IV
Mass Communication and Persuasion:-The Psycho Dynamic and Socio Cultural Models of Persuasion; Mass Media Contents-Theories of Media Violence; Social Responsibility and Accountability of Media.

Unit-V

Suggested Readings
i) Communication Theories And Models:-Dr Andal N.
ii) Theories of Mass Communication:-Denis Mcquali
iii) Mass Communication:-Uma Narula.
iv) Perspectives In Mass Communication:-Pradip Kumar Dey.
v) India Communication Revolution:-Arvind Singhal & Everett M Rogar.

Media History
(Paper- JMC -202)

Unit-I
Early Communication System And Traditional Media of India, Indian Newsletters; Early Printing And The Invention of The Printing Press, Arrival of The Printing Press In India; James Augustus Hicky And India’s First News Paper, Early Publications of Chennai, Mumbai And Kolkata; News Books, Pioneer Publications In Europe And U.S.A.

Unit-II
Unit-III

Unit-IV

Unit-V
Radio And Tv-A Short History of Radio in India, All India Radio’s Primary Commercial and Fm Channels, Private Initiative In Radio Broadcasting, Growth of Tv In India, Satellite Instructional Television Experiment(Site), Doordarshan & Its Social Objectives, The Prasar Bharati Act, Communication Revolution In India.

Suggested Readings

i) History Of Indian Journalism:-J.Nqatrajan.

ii) Indian Press Since 1955:-S.C.Bhatt.

New Media Application
(Paper- JMC -203)

Unit-I
Communication Technology: Concept And Scope; Development of Information Technology And Its Impact On Media; Why Computer, Introduction To Computer, Types of Computer, Hardware, Software.

Unit-II

Unit-III
Introduction To Internet, The World Wide Web, E-Mail, The Internet as a Postman, Advertising on Internet, Browsing and Chatting over Internet.

Unit-IV
Unit-V

Suggested Readings :
 i) Introduction To Computer:-Leon And Leon.
 iii) Desktop Publishing On Pc:-M. C. Sharma

Public Relations
(Paper-JMC-204)

Unit-I
Introduction To PR, Concept, Definition, Nature and Scope of Public Relations (PR), The Historical Perspective and Growth of PR in India; The Various Public of an Industry /Organization

Unit-II

Unit-III

Unit-IV

Unit-V
The need for PR in Central Government, Functions of PR Departments, DAVP, PIB, Field Publicity, I & PR Department of State Government, PR in Crisis/Disaster Management, Ethics in PR, Qualities of a Good PRO.

Suggested Reading :
 i) Public Relation: H. Frazier Moore, Frank B. Kalupa
 ii) Public Relation: B.N.Ahuja, S. S. Chhabra
iii) Public Relation And Integrated Communications: Stuart M. Levy
iv) Public Relation In India: J. V. Vilanilam
v) Public Relation: H. Frazier Moore, Frank B. Kalupa
vi) Public Relation: B.N.Ahuja, S. S. Chhabra
vii) Public Relation And Integrated Communications: Stuart M. Levy
viii) Public Relations: Jaishri N. Jethwaney, Narendra Nath Sarkar
ix) Public Relations: Dennis L. Wilcox, Glen T. Cameron
x) Public Relations And Communication: Deepak Nayyar
xi) Public Relations: Manoranjan Tripathy
xii) Public Relations: A Case Based Approach: Jerry A. Hendrix, Darrell C. Hayes
xiii) Public Relations: An Emerging Specialised Profession: Diwakar Sharma

Practical: Public Relations  
(Paper-JMC-205)

1. Preparation of Press Releases & Handouts.
2. Writings PR News and Articles for The Press and Trade Journals.
4. Leaflets, Pamphlets, Broadsheet.
5. PR Photographs, Slides & Film Strips.
6. Public Speaking Skill & Telephone Manners.

Each Student Shall Maintain a Practical Record carrying the above mentioned assignments. The Record Duly Signed by the concerned teacher is to be submitted before the External Examiner during the Term-End Practical Examination for award of marks.

Semester-III  
Communication Research  
(Paper-Jmc-301)

Unit-I  
Communication Research: Scope, Objective And Significance; Communication Theories And Research. Communication Process- Problem Formulation, Conceptualization, Hypothesis Building, Research Design. Types of Research- Exploratory, Diagnostic, Experimental, Survey, Action And Evaluation Research.
Unit-II
Sampling- Types, Merits and Limitations; Techniques of Research- Observation, Interview, Questionnaires, Content Analysis.

Unit-III
Data Processing And Analysis, Data Coding, Factor Analysis, Multivariate Techniques of Measuring Central Tendencies, Correlation And Regression, Computer Operations, Graphical And Diagrammatic Representation of Data.

Unit-IV
Interpretation of Data, Techniques of Writing Project Reports And Research Papers, Footnotes And References.

Unit-V
Mass Media Research- Print Media And Readership Survey; Audience Research For Tv and Radio, Studies on Film Audiences; Measuring Advertising Effectiveness, Pr Performance Appraisal; Integration of Folk and Modern Media.

Suggested Readings
ii) Research Methodology: C R Kothari.  
iii) Methodology And Techniques of Social Research: Wilkinson And Bandera.  
iv) Theory And Practice In Social Research: Hans Raj.  
v) Media Research: Uma Joshi  
vi) Communication Research: Ram Ahuja

Development Communication  
(Paper-Jmc-302)

Unit-I
Development: Meaning, Concept, Process and Approaches; Problems and issues in Development; Characteristics of Developing Societies; Gap between Developed and Developing Societies; Development Dichotomies.

Unit-II
Development Communication: Meaning, Concept, Definition, Philosophy and Process; Strategies in Development Communication; Development Communication Policy; Information as an Input in Development.
Unit-III
Communication base of the dominant/mainstream Paradigm of Development; The Alternative Paradigm and its Communication Base, Emergence of Culture as a factor in development; Agricultural Communication and Rural Development; Diffusion of Innovation and Extension.

Unit-IV

Unit-V
Role of Mass Media and Traditional Media in Development Communication; Multimedia approach to Development Communication; Techniques of Writing Development Message for Rural Audiences; Involving the Target Audience in the Construction of Message; Pre-Testing of Messages.

Suggested Readings :

i) Development Communication-Uma.
ii) Development Communication-Uma Joshi.
iii) Communication In The Third World Countries-Melkote.
v) Communication Technology & Development-I P Tiwary.

Radio & Television
(Paper-Jmc-303)

Unit-I
Radio Programme Production Process and Techniques; Aspects of Sound Recording; Types of Microphones and their uses; Radio Feature Production; Live Studio Broadcast with Multiple Sources. Radio News Production, Radio Newsreel and Current Affairs Programmes; Formats of Various Radio Programmes; Studio Interviews; Studio Discussion; Phone-In Programmes; OB Production Of Sporting And Mega Events; Using Sound bites.

Unit-II

Unit-III
Visuals Communication; Communicating with Still Pictures and Video; Shooting with TV Camera and
Camera Mounting; Colour Balance; Basic Camera Shots and Camera Movements; TV Lighting in the Field; Using the Reflectors; Studio Lighting; High and Low Key Lighting; Lighting Grid; Studio Sets and Make Up.

Unit-IV
Video Editing Techniques-Cut, Mix and Dissolve; Roll Editing; The Digital Effects; Planning Location Shots; Story Board; Single and Multi Camera Shooting; Shooting and Editing Schedules; Planning Studio Programmes and the roles of Floor Manager, Camera Man, Light Assistant and the Sound Assistant; Cues and Commands.

Unit-V
Formats of TV Programmes: Studio Interview, Studio Discussion, Studio Chat Shows And Quiz Programmes With Audience Participation;
TV Documentary Production; Writing for Television-Writing to Stills, Writing For Video and Reference Visuals to Words;
Writing for Television Programmes With Visualization; Production Of Script. TV News Writing; Making Copy In Production Language;
TV News Editing: Planning, Production and Compilation of News Programmes; Sequencing And Editing News Packages; Writing Lead/Intro To New Packages; Headlines Writing. Teasers And Promos.
TV Anchoring: Voice Broadcast Skills, Flow and Modulation; Facing The Camera And Eye Contact; Use of Teleprompter,
Live Studio and Field Interviews: Moderating TV Studio Discussions; Anchoring Chat Shows.

Suggested Readings :
  i) Audio Visuals Journalism-B.N.Ahuja.
  ii) Broadcast Journalism-S.C.Bhatt.
  iii) Understanding Television-Hillard Robert L.
  iv) Mass Media In India-Publications Dvn. Govt. Of India.
  v) Doordarshan- Ministry Of Information & Broadcasting, Govt, of India.
  vi) Audio Visual Journalism-B.N Ahuja.
  vii) Broadcast Journalism-S.C Bhatt
  viii) This Is All India Radio-Baruah U.L (Publications Dvn. Govt. of India)
  ix) Mass Media In India-Publications Dvn. Govt. of India.
  x) All India Radio, Facts And Figures-Audience Research Unit, Air
Practical (Radio & Television)  
(Paper-Jmc-304)  
Part-A (Radio)

1. Feature Production, Entertainment Program Production, Educational Broadcast Production.
5. Editing News Sent By Reporters.
7. Reporting Accidents, Natural Calamities, Disasters, Sports, Festivals, VIPs Programmes, Seminars, Courts.
10. Voice for Songs/ Dramas and Other Programmes.

Part-B (Television)

5. Script Writing for Audio Visual Media: Style of Writing; Writing for Video and Visual to Words.
6. TV News Writing: Formats of News; Types of TV News: Investigative Story; Features Story; Human Interest Story; Hard Story; Soft Story; Crime Story; Court Reporting. Types of Copy Writing; Language; Space V/s. Time.
8. Writing News Packages: Intro and Anchor Read; Voice Over: Pausing; Punctuation and Techniques of Voice Over.
9. Headlines Writings: Types of Headlines; Style Of Headline Writing; Writing For Promos.
10. PTC (Piece-To- Camera): Types of PTC: Use of PTC.
11. Interview Techniques: How to Handle Your Anchor.
12. TV News Editing: Planning Production; Compilation of News Programmes.
13. TV Anchoring: Skills of Anchor; Body Language of TV Anchor, Modulation; Use of Teleprompter.
14. Positioning In Front of Camera: Facing a Camera; Eye Contact; Facial Movements.

Each Student Shall Maintain A Practical Record Carrying The Above Mentioned Assignments With A Soft Copy of Audio-Visual Production. The Record Duly Signed By The Concerned Teacher is to Be Submitted During The Term-End Practical Examination.

Advertising
(Paper-Jmc-305)

Unit-I
Evolution and Growth of Advertising, Definition of Advertising, Relevance of Advertising In The Marketing Mix, Classification of Advertising; Various Media for Advertising; How Advertising Works, Socio-Economic Effects of Advertising.

Unit-II
Organization And Functions of an Advertising Agency, Various Special Departments In an Ad Agency; Apex Bodies In Advertising-Indian Society of Advertisers (ISA), Advertising Agencies Association of India (AAAI); Advertising Clubs, DAVP

Unit-III

Unit-IV
Media Planning, Media Planning Steps A) Information Gathering, B)Message Preparation, Adaptability of Message, Reach and Frequency, Geographic Allocation, Media Scheduling, Media Mix.

Unit-V
Creativity in Advertising, Copy Writing And Layout, Balance in Layout, Background, Border, Caption, Decoration, Heading, Subhead, Body, Illustration/Photographs, Free Coupon, Logo, Mascot, Slogan, Space, Trade Mark, Optical Centre, Appeals, Ethics In Advertising.

Suggested Readings :
1) Advertising:Frank Jeffians
2) Advertising:B.N.Ahuja, S. S. Chhabra
3) Advertising Principles & Practice: William Wells, John Burnett, Sandra Moriarty
4) Advertising Theory And Practice: S. A. Chunawalla, K. J. Kumar, K. C. Sethia
Semester-IV
Media Management, Press Laws & Ethics
(Paper-Jmc-401)

Unit-I
Management-I
Importance of Newspaper, The Newspaper As Communication Leader, Management Functions, Staff
And Line Organization In Newspaper, Factors Affecting A Newspaper Organization And Meeting The
Major Needs, Ownership Pattern of News Papers In India, The Various Departments of A Newspaper,
Changing Role of Editorial Staff, How To Launch A Publication.

Unit-II
Management-II
Economics of Media- The Various Costs Involved; Competition With TV Survival; The Circulation War,
Brand Problem And Sustaining Business And Audience; Readership Survey, The Debate of Foreign
Equity In India Print Media, Audit Bureau of Circulation (ABC), Organization Structure, Management
And Functions of News Agencies.

Unit-III
Press Laws-I
Press Laws-Freedom of Press in India, Defamation, Libel and Slander, Contempt of Court and Press,
The Official Secrets Act, Parliamentary Privileges And Media.

Unit-IV
Press Law-II
Press Laws-The Press and Registration of Books Act, The Copyright Act, Laws Dealing With Obscenity,
The Right To Information, Relevant Provisions of Indian Penal Code With Reference To Sedition,
Crime Against Women and Children.

Unit-V
Ethics-The Ethical Norms of A Journalist, The Press Council’s Guidelines For Media, International
Code of The Ethics, Parliament Code, Ombudsman, Composition, Power and Functions of The Press
Council of India, Social Responsibility of Media In India. Introduction to Trade and Professional Bodies
in Indian Journalism.

Suggested Readings:

i) Newspaper Organization and Management:-Herbert Lee Williams.
iii) Mass Media Laws and Regulations In India:-Edited By Venkat Iyer.
International And Inter-Cultural Communication
(Paper-Jmc-402)

Unit-I

Unit-II

Unit-III

Unit-IV

Unit-V
Language and Grammar As A Medium of Communication. Modern Mass Media as Vehicle of Inter-Cultural Communication; Concept and Function of Folk Media; Survey of Folk Media in Orissa. Culture, Communication and Folk Media.

Suggested Readings:

i) Intercultural Communication: Building A Global Community- Fay Patel, Mingsheng Li, Prahalad Sooknanan
iii) Introducing Intercultural Communication-Shuang Liu, Zala Volcic, Cindy Gallois
iv) Introduction to Broadband and Communication Systems-Cajetan M. Akujuobi, Matthew N.O. Sadiku
v) Introduction to Culture Studies- Rumina Rai, Kishwar Panna Special Paper
Special Paper
(Any One Of The Following)
Option-I
Film Studies
(Paper-Jmc-403)

Unit-I
Origin And Development of Cinema In The West; A Short History of Cinema In India- The Silent Era and The Talkie; Characteristics of The Medium; Film As Art Medium; Film as a Medium for Social Change And National Integration; Effects of Film on Society; Film Genre/ Classification of Films; Commercial Cinema, Vs New Wave Cinema; Documentaries.

Unit-II
Importance of Camera In Movie Making. Types of Movie Camera, Types of Shots and Camera Angles; Set Designing; Fundamentals of Film Editing. The Language of Cinema.

Unit-III
Film Crew-Director, Producer, Music Director, Cinematographer, Editor, Art Director, Costume Designer; Film Stars, Film Audience, Film Censorship; The Cinematograph Act, Basics of Acting, Basics of Script Writing.

Unit-IV
Film Industry In India – Organization, Film Making Process, Various Expences, Financing Film Production, Distribution And Marketing Strategy; Film Industry In The Face of Proliferation of Cable TV, Business In Hollywood And Bollywood, A Short History of Film Making In Orissa, Cinema and Oriya Culture, Problems of Oriya Film Industry.

Unit-V
Film Division, National Film Development Corporation (NFDC); Directorate of Film Festivals and Film Awards, Film and Television Institute of India (FTII); Children’s Film Society; National Film Archive; Film Magazines.

Suggested Readings:

i) Fine Art of Acting (Film Television Drama & Real Life)- Jyoti Sarup
ii) Our Films: Their Films – Satyajit Ray
iv) Audio Visual Journalism – Bn Ahuja.
vii) Anatomy of Film – Bernard F Dick
viii) Introduction to Film – Nick Lacey.
Special Paper
Option-II
Oriya Journalism
(Paper-Jmc-403)

Unit-I

Unit-II

Unit-III

Unit-IV

Unit-V
The Spread of All India Radio – Primary Channel, Vividha Bharati And F.M. Channel, The Spread of TV After Site, The Independent Oriya TV Channels – ETV, OTV; Radio – TV News Writing And Presentation in Oriya; Women in Oriya Journalism. Sambad O Sambadikata (Part-I & Part-II) – Chandra Sekhar Mohapatra.

Suggested Readings:
Special Paper
Option-III
Business Journalism
(Paper-Jmc-403)

Unit-I

Unit-II

Unit-III

Unit-IV

Unit-V
International Market, Globalisation, Liberalisation, Intellectual Property Rights (IPR), Wto, Its Impact on Indian Economy.

Suggested Readings:
Special Paper  
Option-IV  
Sports Journalism  
(Paper-Jmc-403)  

Unit-I  
History of Sports and Game  
The Olympic Games: Origin In Olympia In 18th Century B.C.; Roman Pastimes In The First Century A.D.; Pastimes In The Middle Ages; Pastimes In 16th, 17th, 18th, 19th And 20th Century. Modern Olympic: Evolution, Governing Body(Ioa), Olympic Charter  

Unit-II  
International Sports And Games  
Evolution, International Governing Body and Basic Rules; Outdoor Games: Football, Hockey, Golf, Swimming, Baseball, Basketball, Volleyball, Cricket, Athletics (Track And Field), Racing, Boxing; Indoor Games: Badminton, Squash, Chess, Table Tennis, And Billiards.  

Unit-III  
Competition, Championship, Tournaments, Trophies In Various Games And Sports International, National And States Perspectives; Infrastructure: Major International Stadium, National And State Sports Centers  

Unit-IV  
National And State Governing Bodies  
National: Indian Olympic Association, Indian Amateur Athletic Federation of India, Bcci, Ihf, Indian Lawn Tennis Association, All India Football Federation, Badminton Association of India, Sports Authority of India, Subhas Bose National Institute of Sports, Nyk.  

Unit-V  

Suggested Readings :
Special Paper
(Option-V)
Science Reporting
(Paper-Jmc-403)

Unit-I

Unit-II

Unit-III

Unit-IV

Unit-V

Suggested Readings :


Dissertation with Viva  
(Paper-Jmc-404)

Every Student shall prepare a Dissertation in any area of Journalism & Mass Communication detailed in the Syllabus under the guidance of a Regular/Guest Faculty. The Dissertation should be Research based to create new knowledge in the subject. The student shall submit the Dissertation before the Term-End Examination. The External Examiner will evaluate the Dissertation with Viva and Award Marks.

Internship and Seminar  
(Jmc-405)

Internship

Each student will have to undergo four week Internship in any of the Media Organization such as Newspapers, Magazines, Radio and Television; Agencies of Advertising and Public Relations/Corporate Communication Units (Identified By The Students and Faculty Jointly/Individually) Facilities for which are available locally or regionally. Marking is to be made by Internship Organization at the completion of Internship. Each student shall submit to the department a copy of the Internship Certificate obtained from the concerned Internship Organizations. Apart from this the students shall have to present a seminar paper before the External Examiner on any topic related to Journalism & Mass Communication.
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