

**FAKIR MOHAN UNIVERSITY**

**MA IN JOURNALISM**

**&**

**MASS COMMUNICATION**

**(MA JMC)**

**With Effect From**

**2019-20**



*Patnaik*  
Head of the Department  
Journalism and Mass Communication  
Fakir Mohan University, Balasora

**COURSE STRUCTURE**  
**(SEMESTER PATTERN)**

# MA JMC COURSE STRUCTURE

## 1<sup>ST</sup> YEAR

### 1<sup>ST</sup> SEMESTER

PAPER CODE	TITLE OF PAPER	SEMESTER EXMINATION			CREDITS
		Internal	Final	TOTAL	
MAJMC-1.1.1	Principles of Mass Communication	10	40	50	4
MAJMC-1.1.2	Development Communication	10	40	50	4
MAJMC-1.1.3	Reporting- Print	10	40	50	4
MAJMC-1.1.4	Editing & Design- Print (Theory)	10	40	50	4
MAJMC-1.1.5	Reporting (P)	10	40	50	4
MAJMC-1.1.6	Editing & Design- Print (Practical)	10	40	50	4
<b>TOTAL</b>				<b>300</b>	<b>24</b>

### 2<sup>ND</sup> SEMESTER

PAPER CODE	TITLE OF PAPER	SEMESTER EXMINATION			CREDITS
		Internal	Final	TOTAL	
MAJMC-1.2.7	Advertising	10	40	50	4
MAJMC-1.2.8	Public Relations & Corporate Communication	10	40	50	4
MAJMC-1.2.9	Radio Journalism	10	40	50	4
MAJMC-1.2.10	New Media skills	10	40	50	4
MAJMC-1.2.11	Advertising & Public Relations & Corporate Communication (Practical)	10	40	50	4
MAJMC-1.2.12	Radio Journalism 7 New Media skills (Practical)	10	40	50	4
<b>TOTAL</b>				<b>300</b>	<b>24</b>

**2<sup>ND</sup> YEAR: 3<sup>RD</sup> SEMESTER**

**4<sup>TH</sup> SEMESTER**

PAPER CODE	TITLE OF PAPER	SEMESTER EXAMINATION			CREDITS
		Internal	Final	TOTAL	
MAJMC-2.3.13 JMC 301	International & Intercultural Communication	10	40	50	4
MAJMC-2.3.14 JMC 302	Media Management, Laws & Ethics	10	40	50	4
MAJMC-2.3.15 JMC 303	Television Journalism	10	40	50	4
MAJMC-2.3.16 JMC 304	Web Journalism	10	40	50	4
MAJMC-2.3.17 JMC 305	Television Journalism & Web Journalism (Practical)	10	40	50	4
CBCS-2.3.18	Media & Special Audience	10	40	50	4
<b>TOTAL</b>				<b>300</b>	<b>24</b>

PAPER CODE	TITLE OF PAPER	SEMESTER EXAMINATION			CREDITS
		MID	END	TOTAL	
MAJMC-2.4.19	Communication Research JMC - 401	10	40	50	4
MAJMC-2.4.20	Event Management codes Journalism 402	10	40	50	4
MAJMC-2.4.21	Photo Journalism (T & P) 403	10	40	50	4
MAJMC-2.4.22	Special Paper Sports Journalism or Film Studies 404	10	40	50	4
MAJMC-2.4.23	Dissertation 405	---	50	50	4
MAJMC-2.4.24	Internship with Viva 406	---	50	50	4
<b>TOTAL</b>				<b>300</b>	<b>24</b>

# FIRST YEAR (1ST SEMESTER)

## MAJMC-1.1.1: PRINCIPLES OF MASS COMMUNICATION

### Unit I

Human communication, forms, functions and process of communication, seven C's of communication, Barriers to communication, Nature, influence and functions of mass communication, Communication & socialization, communication & democracy.

### Unit II

Communication & culture, traditional media and their uses, language as a means of communication, theories of press, The mass society and magic bullet theory, The two-step & multi-step flow of information; theories of selective influence; the uses and gratification perspective; the individual or psychological difference theories, agenda setting and gate keeping.

### Unit III

Significance of Models, Aristotle's model, Lasswell's verbal model, Shannon and Weaver's model, Schramm-Osgood model, Convergence model, Gerbner's model, Berlo's Model, Kincaid Model; Frank's Dance Model; Westley – MacLean's-Model; Newcomb's Model; Western vs. Indian Model ( Principle of Sadharanikaran).

### Unit IV

The audience concept- from mass to market, types of audience, information and communication revolution, communication convergence and its impact, the need for a national media and communication policy, effects of media violence, social responsibility and accountability of media.

### Text Books

1. Dr Andal N., Communication theories and models, Himalaya publication house, Feb1,2017
2. Theories of mass communication Denis McQuail; Himalaya publication house, Feb1,2017

### Reference Books

1. Uma Narula ,Mass communication; Har Anand Publication Jun30,2007
2. Dey Pradip Kumar, Perspectives in mass communication; kalyani publisher
3. Narula Uma, Mass communication Technology: New perspective Mass communication Technology & Development ; Har Anand Publication
4. Singhal Arvind and Everett M Roger, India's Communication Revolution; Sage publication



## **MAJMC-1.1.2: DEVELOPMENT COMMUNICATION**

### **Unit-II**

Development communication: meaning, philosophy, strategies, challenges and barriers in development communication, problems and issues in development, characteristics of developing and developed countries, development dichotomies, paradigms of development, alternative prospective in development

### **Unit -II**

Development communication policy, democratic decentralization, Panchayati Raj and planning at national, state, district, block and village levels, role of traditional media in development communication, multimedia approach to development communication,

### **Unit -III**

Communication action plan and budget preparation, ICT for Development communication, Techniques of writing development messages for rural audiences and involving the target audience in the construction of message, pre-testing of messages.

### **Unit -IV**

Agricultural extension approach, diffusion of innovation, Development Support communication (DSC) in agriculture, population control and family welfare, healthcare, education and environmental protection, sustainable development, role of NGOs in development, information and communication technologies for rural development, ethics and development.

### **Text Books**

1. B.N. Ahuja Development Communication
2. Uma Narula Mass communication Technology: New Perspective

### **Reference Books**

1. Melkot & Steeves Communication for Development in the Third World Countries
2. B.N. Ahuja Development Communication
3. Uma Narula Mass communication Technology: New Perspective
4. I P Tiwary Communication Technology & Development
5. Arvind Singhal and E. M Rogers India's Communication Revolution

## **REPORTING: PRINT (MAJMC-1.1.3)**

### **Unit-I**

Definition of news, 5Ws & H, nature of news and news values, sources of news, structure of news report, lead writing and types of leads, reportorial set-up in a newspaper, language of news writing, principles of translation.

### **Unit-II**

Rewriting / revamping of copies and press releases. News agency reporting, press conference, interview techniques, interpretative reporting, investigative reporting, sting operation, scoops and exclusives.

### **Unit-III**

The special correspondent and foreign correspondent, the rural reporter, the stringer, paid news, media trial, Various types of reporting (obituary, weather, accidents & disasters, speech, crime, sports, science, human interest stories).

### **Unit -IV**

Specialized reporting - court, politics & election, legislature, development, budget, riot, war, business and economics, lifestyle.

## **EDITING & DESIGN: PRINT: (MA JMC-1.1.4)**

### **Unit -I**

Objectivity, ethics and social context of news, copy reading and proof-reading symbols, style sheet, fundamentals of copy editing, editorial department set-up, challenges of news desk and the daily routine, the sub-editor's role, editing of news agency reports.

### **Unit -II**

The role of news editor, news flow and copy management, editorial policy of a newspaper, the role of the editor, editorial writing, letters to the editor, people's editor, Column writing, feature writing, 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, importance of headlines, types of headlines, techniques of headline writing.

### **Unit -IV**

The importance of typography, typefaces and families, elements of newspaper design, importance of illustrations, graphics and color in newspaper design, the modular format, designing the front page, designing the editorial page, designing special pages & supplements, magazine make up, printing technology of a modern newspaper.

## MAJMC-1.1.5: REPORTING & EDITING (PRACTICAL)

REPORTING	
Sl. No.	Topics
1	Writing news in inverted pyramid style
2	Taking interviews for news and features
3	Revamping press releases
4	Translation for news making
5	Obituary
6	Weather
7	Accidents and Disasters
8	Sports
9	Human Interest stories
10	Development
11	Business
12	Life style
13	Covering Courts
14	Speeches and meetings
15	Politics

*Each student shall maintain a practical record carrying the above-mentioned assignments for Reporting. The record duly signed by the student and the concerned teacher is to be submitted before the Internal Examiner during the term-end practical examination for award of marks.*



**MA JMC-1.1.6: EDITING & DESIGN (PRACTICAL)**

<b>EDITING</b>
<b>Topics</b>
Subbing newspaper and agency copies
Editorial writing
Letters to the Editor
Feature/article writing
Writing columns
Reviews
Headline writing
Photo editing and caption writing
Newspaper page design/make-up

*Each student shall maintain a practical record carrying the above-mentioned assignments for Editing and Design. The record duly signed by the concerned teacher is to be submitted before the Internal Examiner during the term-end practical examination for award of marks.*

## FIRST YEAR (2ND SEMESTER)

### ADVERTISING: (MA JMC-1.2.7)

#### Unit -I

Evolution, growth and classification of advertising, relevance of advertising in the marketing mix, various media for advertising, socio-economic effects of advertising, Organization, Management and functions of an advertising agency, various special departments in an ad agency.

#### Unit -II

Advertising campaigns, creativity in preparing advertising copies for print and electronic media, Ethics in advertising, media laws concerning advertising, apex bodies in advertising- Indian Society of Advertisers (ISA), Advertising Agencies Association of India (AAAI), Advertising clubs, Advertising business-the national and global advertising scene, Portrayal of women in advertising.

#### Unit -III

Target Audience and advertising message theme, types of advertising appeals, the creative brief, achieving advertising objectives, measuring effectiveness of advertising and its various methods, media planning-media characteristics, media selection and strategy, media reach and frequency, media buying and media scheduling.

#### Unit -IV

Consumer behaviour and the factors influencing it, new trends in consumer behavior, the burgeoning youth market in India, children as targets of advertising, brand management and methods of building a strong brand.

## **PUBLIC RELATIONS & CORPORATE COMMUNICATION: (MAJMC-1.2.8)**

### **Unit -I**

Growth of P.R in India, tools of PR, formation of public opinion, qualities of a good PRO, ethics in public relations, Various methods of public relations- the need for PR in central and state governments, government information system, PIB, Field publicity.

### **Unit -II**

Meaning, growth and importance of corporate communication, corporate governance and corporate culture, the stakeholders of a corporate unit, tools of corporate communication.

### **Unit -III**

Corporate social responsibility, social audit, maintaining relationship with investors, dealers, consumers, the business, government and employees of the organizations; managing the media - proactive and reactive relations, corporate communication during crisis.

### **Unit -IV**

Understanding the fundamentals of financial market- (stock exchange, SEBI, R.B.I, mutual funds and insurance); annual corporate report and annual meetings, efforts to build distinct corporate image, corporate advertising /publicity, making of house styles - logo/company emblem, importance of graphics in corporate communication.

## RADIO JOURNALISM -: (MA JMC-1.2.9)

### Unit -I

Radio Journalism: radio scripting, radio news writing structuring radio copy, compiling radio news program, writing headlines, teasers and promos, radio newsreel and current affairs programs, radio features and documentary production, editing agency copy and reporter's copy.

### Unit -II

Growth of FM radio in India and its problems, community radio, campus radio. The various sections of radio station, types of microphones and their uses ; radio programme production process and techniques, difference between radio news and print/TV news, functions of Newsroom.

### Unit - III

Using sound bytes and actualities; field recording skills; voice dispatches and OB production of sporting and mega events, live studio broadcasts, studio interview & presentation, discussion and phone-in programs, writing for radio commercials and illustrating copy with sound effects.

### Unit - IV

Voice broadcast skills – enunciation, flow, pronunciation, modulation, news reading, qualities of a good news reader, music for radio, radio jockeying, moderating skills for radio discussion programs, Broadcasting Code.

## NEW MEDIA SKILLS - : (MA JMC-1.2.10)

### Unit- I

Multimedia, Photoshop, DTP, Adobe In-design, Corel Draw & Akruti, PowerPoint Presentation.

### Unit- II

Social media, micro blogging sites and blogs, Word Press, writing for on-line media, Mob-blogging, Video Blogging, Podcasting.

### Unit- III

Blogging Applications, Feed burner, content hosting, basic web hosts, feed converters; Recording using midi devices, single channel capture, multichannel capture, timeline; Basic Sound and Video editing using FCP, Adobe Premiere Pro, Avid; Editing for multimedia, instructional designing, 360 degree video

### Unit-IV

Photo blogs, social media memes, trolls, new media for crisis communication, new media narrative; commercial web development, understanding interactivity, age of Netflix, instant messaging apps and activism, Whats App, Viber, Telegram.



**Advertising, Public relations & Corporate communication Practical (MAJMC 1.2.11)**

**PRACTICAL-ADVERTISING**

<b>ADVERTISING</b>			
<b>Sl. No.</b>	<b>Topics</b>	<b>Sl. No.</b>	<b>Topics</b>
1	Visualization, fundamentals of creativity	6	Banners, posters & advertising on walls
2	Writing slogans/punch lines for advertising copies	7	Billboards & Vehicular advertising
3	Preparing classified ads including matrimonial	8	Trade and Industrial advertisements
4	Ad copy for newspapers & magazines	9	Production of direct mail literature
5	Radio & TV commercials	10	Social cause advertising

**PRACTICAL- PUBLIC RELATIONS & CORPORATE COMMUNICATION**

<b>PUBLIC RELATIONS &amp; CORPORATE COMMUNICATION</b>			
<b>Sl. No.</b>	<b>Topics</b>	<b>Sl. No.</b>	<b>Topics</b>
1	Preparation of press releases	6	Writing PR news and articles for press and trade journals
2	Writing rejoinders	7	Bulletin boards
3	Designing house journals	8	Corporate graphics
4	Leaflets, pamphlets	9	Event management
5	P.R Photographs, slides & film strips	10	Organising press conference

*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 Internal Examiner during the term-end practical examination for award of marks.*

## Radio & New Media Skills Practical

### PRACTICAL-RADIO JOURNALISM

<b>PUBLIC RELATIONS &amp; CORPORATE COMMUNICATION</b>			
<b>Sl. No.</b>	<b>Topics</b>	<b>Sl. No.</b>	<b>Topics</b>
1	Writing for Radio - developing script	6	Reporting from the field
2	Preparation of announcements	7	Voice dispatches
3	Writing Radio news ; preparing news bulletin	8	Reporting of events and recording of sound bytes
4	Writing Radio commercials	9	Recording of voice casts
5	Editing copy and headline writing	10	Production of bulletins in groups

### PRACTICAL (NEW MEDIA SKILLS)

<b>NEW MEDIA SKILLS</b>			
<b>Sl. No.</b>	<b>Topics</b>	<b>Sl. No.</b>	<b>Topics</b>
1	Photo editing	6	Writing for on-line media and blogging
2	DTP	7	Sound editing
3	Adobe In-design	8	Video editing
4	PowerPoint Presentation	9	Social media applications

*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 Internal Examiner during the term-end practical examination for award of marks.*

## SECOND YEAR (3RD SEMESTER)

### INTERNATIONAL & INTER-CULTURAL COMMUNICATION (MA JMC-2.3.13)

#### Unit-I

Political, economic and cultural dimensions of international communication, Communication as Human Rights- UNDHR, International News Agencies-structure and functions, UNESCO's efforts in removal of imbalance in news flow, New World Information and Communication Order (NWICO), Mac Bride Commission's report, Non-Aligned News Agencies Pool (NANAP).

#### Unit-II

Impact of new communication technology on news flow, satellite communication, Information Super Highway, digital divide, transnational media ownership and issues of sovereignty and security.

#### Unit-III

Culture as a social institution, culture shock, cultural symbols in verbal and non-verbal communication, inter-cultural communication – meaning, factors and process, inter-cultural sensitivity, barriers in inter-cultural communication.

#### Unit-IV

Mass culture, folk culture, modern mass media and folk media as instruments of inter-cultural communication, global trade in media culture, cultural imperialism and beyond, FDI in Media.

### MEDIA MANAGEMENT, LAWS & ETHICS (MA JMC-2.3.14)

#### Unit -I

Media economics; ownership and control; ownership patterns of media in India; factors affecting a newspaper organization, management of various departments of a newspaper, issues relating to editorial independence and influence of advertisement, convergence and cross-media ownership, media business and new technology, small newspapers-problems and prospects.

#### Unit -II

Changing role of editorial staff, how to launch a publication, brand promotion and sustaining business and audience, the debate of foreign equity in Indian print media, Audit Bureau of Circulation (ABC), organizational structure and management of news agencies.

#### Unit -III

Press laws-freedom of press in India, defamation, libel and slander, contempt of court and press, the Official Secrets Act, the Press and Registration of Books Act, the Copyright Act, laws dealing with obscenity, the right to information.



## **Unit -IV**

Ethical norms of a journalist- (the Press Council's guidelines, international code of ethics and Parliamentary Code, Ombudsman, composition, powers and functions of the Press Council of India, Professional bodies in Indian journalism, WTO agreement and intellectual property rights legislation.

## **TELEVISION JOURNALISM: (MA JMC-2.3.15)**

### **UNIT-I**

Organisational structure of TV news channel: TV newsroom and TV news production desk and functions, Fundamentals of Television reporting-Reporting skills, Ethics for TV reporting, P to C and types, Voice over, News package, Sound bites, Anchoring live shows, reporting for live bulletins, Phone in, Anchoring : delivery, pronunciation, voice modulation and diction.

### **UNIT-II**

Principles and formats of news writing for Television, Writing for the visual medium: Thinking audio and video; Writing anchor leads; Editing bytes, procuring and editing visuals; Broadcast styles and techniques of writing.

### **UNIT-III**

Planning and conducting of various types of interviews: Factual, Opinion and Ideas, Moderation techniques, Introduction to TV Production: Different TV formats and their production, stages of production-pre production, production phase, post production, live/studio production, Outdoor production, Live commentary.

### **UNIT-IV**

Basic shots and camera movement, composition, camera angles, Single camera and multi camera shooting; shooting schedules – planning location shots and story board, planning studio programs . multi camera setup for big events, light used for TV production, lighting (indoor & outdoor), sound recording.

## **WEB JOURNALISM: (MA JMC-2.3.16)**

### **UNIT-I**

Impact of New Media on journalism, Fundamentals of web journalism, Difference of elements between print journalism and web journalism, Characteristics of a web journalist, Trends, tools and technologies in web journalism, Analytics, Big Data and data visualization

### **UNIT-II**

Generating Ideas and Finding Experts Blogs as newsgathering and reporting tool, citizen journalism and audience generated content, social media tools and news gathering, Introduction to Twitter and Facebook, news beyond google.

### **UNIT-III**

Writing and editing for the web, story structure, nonlinear storytelling, understanding story organization; hyperlinks, keywords, hashtags; understanding SEO, metatags for SEO, Structural tags, comment tags; writing short news for Twitter, Facebook, Instagram.

#### **UNIT-IV**

Data Journalism , Journalistic Ethics in new media, photo faux pas, detecting a fake news, privacy, fairness, plagiarism,; Security and Privacy concerns, nature of Cyber Crimes, Cyber Laws, Cyber warfare and cyber terrorism.

#### **Television & Web journalism Practical: (MA JMC-2.3.17)**

##### **PRACTICAL-TELEVISION JOURNALISM**

<b>TELEVISION JOURNALISM</b>			
<b>Sl. No.</b>	<b>Topics</b>	<b>Sl. No.</b>	<b>Topics</b>
1	Headline writing	6	Anchoring
2	lighting setup through diagrams	7	Writing, presenting and recording of PTCs
3	Sequencing and editing of news packages	8	Writing and recording of voiceovers
4	News reading and announcing	9	Project: Story telling through still photos
5	Script writing	10	Acquaintance with camera and taking shots for reporting

##### **PRACTICAL- WEB JOURNALISM**

<b>WEB JOURNALISM</b>			
<b>Sl. No.</b>	<b>Topics</b>	<b>Sl. No.</b>	<b>Topics</b>
1	Writing news for web	6	SEO and Meta tags
2	News gathering using social media tools	7	Data Journalism, Web scrapping

*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 Internal Examiner during the term-end practical examination for award of marks.*

### **Choice Based Credit System (CBCS)**

#### **MEDIA & SPECIAL AUDIENCE (2.3.18)**

##### **Unit-I**

**Media Audience:** Concept of Audience its features and types, Audience of various media, feedback system, Media and society, Hegemonic ideological representation.

##### **Unit-II**



**Women & Gender Issues:** Condition of Women in India, Media and violence against women, Media and women empowerment, Media and Transgender Community, Role of UN, Impact of media on women, Portrayal of women in media, Sexuality and commodity feminism, Women as news makers, Women magazine, Programmes on women on radio and TV. Women in advertising, Women Issues as Human Rights

### Unit-III

**Children & Media:** Impact of media on children, children in advertising, childrens magazine, Programmes on children on radio and TV, children issues as Human Rights, Child Labour, Exploitation of children and reform process, Children's films.

### Unit-IV

**Minorities & Media:** Minority Groups- Ethnic, Cultural, Religious, Linguistic, Sexual Minority, Diaspora and Minority, People with disabilities as a minority group, Portrayal of minorities in media, film and entertainment industry, Minorities and media activism, Minorities in the digital era, Minorities and digital divide.

## SECOND YEAR (4TH SEMESTER)

### COMMUNICATION RESEARCH (MA JMC-2.4.19)

#### Unit -I

Elements and types of research, the scientific research process, good hypothesis making, elements of a good research design, methods/ approaches to research, Sampling- probability & non-probability samples, sample size and standard sampling error, observation and experimental methods, various types of interviews, case study method.

#### Unit -II

Tools of data collection - questionnaires and schedules, field studies, logistic groups, focus groups, on-line polls, survey method, panel study, content analysis, data processing and analysis, research report writing.

#### Unit -III

Areas of communication research, research in print media, ethical perspective of mass media research.

#### Unit -IV

Research in electronic media, research in advertising, research in public relations.

## **EVENT MANAGEMENT (MA JMC-2.4.20)**

### **UNIT 1**

Fundamentals of Events & Event Management- elements & principles, Sc's of event management, creativity in event, event process flow, legal aspects of event management

### **UNIT 2**

Event planning, production & Budgeting: Event proposal and presentation, event planning- event conceptualization, baseline plan, event lifecycle, scale of event planning, event production- pre- production, workflow for production, venue selection, onsite management, set designing, front/ back stage management, post production & follow up, Event evaluation

### **UNIT 3**

Event logistics & Material Management: event logistics checklist, venue management, staffing and catering, travel arrangement, vendors, hospitality, artist liaison, celebrity management, event coordination and techniques, safety and security, crisis management, communication management, material management- power, light, sound, microphone, mixing console, monitoring system, Audio- visual system- visualizer, projector, multi- screen set up, live camera set up, desk video monitoring, special effects, laser

### **UNIT 4**

Special events, Event Marketing and promotion :Special events-wedding and personal events, corporate events and functions, award ceremonies, socio-cultural events, political, sports, religious events, signature events, fairs, exhibition and entertainment, Event marketing and promotion

## **PHOTO JOURNALISM (Theory & Practical): (MA JMC -2.4.21)**

### **Unit I**

Understanding Camera: The camera, shutter speed, aperture, depth of field, white balance, lenses in camera , Types of photography: Photojournalism, Documentary, Portrait, Landscape, Wildlife, Fashion, War etc.

### **Unit II**

Lighting in Photography: Sunlight, Artificial Lighting, Natural Lighting, Internal flash, External Flash, colour temperature, side lighting, silhouette exposure, back lighting and rim lighting, lighting conditions, sunrise, sunset, cloud, haze

### **Unit III**

Photo story, spotting the trends, the narrative, Photo feature: Timeliness, featuring the news, good feature subjects, universal emotions Photo editing.

#### Unit IV

Laws and ethics in photojournalism: Privacy, Shooting in public places, libel and the photographer, copyright.

#### PRACTICAL- PHOTO JOURNALISM

PHOTO JOURNALISM			
Sl. No.	Topics	Sl. No.	Topics
1	Camera Angles & Compositions	4	Action photography- Pan, freeze frame
2	Photography in different lighting conditions	5	Indoor photography- portrait- single, group, still life
3	Nature- Landscape- wide, close up	6	Human Interest, architecture, Pets, Action

*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 Internal Examiner during the term-end practical examination for award of marks.*

#### SPECIAL PAPER

#### SPORTS JOURNALISM/ FILM STUDIES

#### A: SPORTS JOURNALISM: (MA JMC -2.4.22)

##### Unit-I

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. 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, Orissa Olympic Association

##### Unit- II

Writing sports stories : Types sports News: Investigative story; features story; human interest story; hard story; soft story; crime and court stories on Sports; Editing Sports Stories: Objectivity, ethics and spirits of sports news, proof reading, style sheet, fundamentals of copy editing and role of sports sub-editor and editor; editing of news agency reports, Interviewing skills: Types of Interview.

##### Unit- III

Role of images in sports coverage and the basics of sports photography, constructing audio slideshows and the basics of video coverage, Rural Sports and Women Sports: Problems and Prospects, By-Laws and Memberships of sports clubs, Registration and De-registration of Sports Clubs, Role of Sports Club in selecting the Team and rejecting Players, Guidelines on Injured ,Controversies on Sports.



#### **Unit -IV**

Review of sports Films: Lagan, Chak De India, Iqbal , Sports channels, Ethics in Sports reporting, Responsibilities and qualities of a Sports reporter, the stringer, the Sports photographer.

#### **B: FILM STUDIES : (MA JMC -2.4.22)**

##### **Unit -I**

Film and literature- literary techniques of flashback flash-forward and point of view, film adaptation, effects of film on society, the language of film, The producer, director, editor, script writer, music director, cinematographer and choreographer, types of shots and camera angles, film audience/ spectators.

##### **Unit -II**

Film genres, mainstream and new wave cinema, the auteur theory; feminist film theory, the semioticians, the realists, the Russians, the grammarians, the mythographers, the apologists, reception theory, class struggle, third cinema and counter cinema.

##### **Unit -III**

Film making process, box office, gross collection, hit films and flops, financing film production and corporate entry, distribution & marketing strategy, business in Hollywood, Bollywood and Hongkong, third world cinema, film censorship, piracy of cinema.

##### **Unit - IV**

A short history of film making in Orissa, cinema and Oriya culture, problems of Oriya film industry, Films Division, National Film Development Corporation (NFDC), Directorate of Film Festivals, film awards, Film and Television Institute of India, Children's Film Society, National Film Archive, film magazines, guidelines for film criticisms.

#### **DISSERTATION- (MA JMC 2.4.23)**

##### **DISSERTATION:**

Every student will have to prepare a Project Report in any area of Journalism and Mass communication detailed in the curriculum under the guidance of faculty members. The objective of the exercise is to enable a student to have an in-depth knowledge of the subject of his/her choice in the field of Journalism and Mass Communication. The guide(s) should certify that the Project Report is based on the work carried out by the candidate. Three copies of the dissertation should be submitted to the Head of the Department. The students at their own cost should carryout preparation of the project Report. The Report will be evaluated both by the internal and external examiners.

### INTERNSHIP WITH VIVA: (MA JMC 2.4.24)

This internship should be undertaken during the Summer Recess after Second Semester. Students will undertake a four-week internship in media and communication organisations such as newspapers, magazines, radio, television, advertising agencies, public relations concerns or any other organization approved by the Department. Students will be evaluated by the examiners based on the performance report received from the training institute, student's presentation and viva. The students shall be required to produce a certificate to the effect that he/she has completed the prescribed internship programme.

Students willing to undertake second Internship during Winter Recess after Third Semester may do voluntarily which will be non-credited.

### **SUGGESTED BOOKS**

#### **Principles of Mass Communication:**

Sl. No.	Title of the Book	Name of the Author
1	Communication theories and models	Dr Andal N.
2	Mass communication	Uma Narula
3	Perspectives in mass communication	Pradip Kumar Dey
4	Theories of mass communication	Denis McQuail
5	Communication	C.S. Rayudu
6	Mass communication Technology: New perspective	Uma Narula
7	Mass communication Technology & Development	I.P.Tiwari
8	India's Communication Revolution	Arvind singhal and Everett M Roger

#### **Media, Society and Communication:**

Sl. No.	Title of the Book	Name of the Author
1	Mass communication	Uma Narula
2	Media and Society	Ravindran, R.K. (1999).
3	Perspectives in mass communication	Pradip Kumar Dey
4	Mass Media and Society	James curran&Michael Gurevitch
5	Modernity in Indian social theory	A.Raghuramaraju
6	Mass media & public issues	Gopal Bhargava

#### **Reporting:**

Sl.	Title of the Book	Name of the Author
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No.		
1	Basic News Writings	Melvin Mencher
2	Here is the News	Rangaswamy Parthasarathy
3	The Journalist's Hand Book	M.V.Kamath
4	Professional Journalism	M.V.Kamath
5	Basic Journalism	Khuswant Singh
6	Principles and Techniques of Journalism	B.N.Ahuja
7	Newswriting and Reporting	James M Neal & Suzanne S. Brown
8	Journalism- Principles & Practice	Tony Harcup
9	Newswriter's Handbook	M L Stein & Susan F. Paterno
10	Reporting- for Newspaper, Magazine, Radio, TV	B.N. Ahuja, S.S. Chhabra

#### Editing and Design: -

Sl. No.	Title of the Book	Name of the Author
1	Newspaper Layout and Design	Daryl R Moen
2	Editing Today	Ron F Smith and L M Connel
3	Editing	TJS George
4	Handbook of Reporting & Editing	R.K.Rabindran
5	Editing	Bruce Westley
6	Reporting & Editing	K.M.Srivastava
7	Editing	B.N. Ahuja & S.S. Chhabra

#### Development Communication:

Sl. No.	Title of the Book	Name of the Author
1	Growth and Development of Mass Communication in India	J.V.Vijaniyam
2	Development Communication	Uma Narula
3	Communication for Development in the Third World Countries	Melkot & Steeves
4	Development Communication	B.N. Ahuja
5	Mass communication Technology: New Perspective	Uma Narula
6	Communication Technology & Development	I P Tiwary
7	India's Communication Revolution	Arvind Singhal and E. M Rogers

#### Advertising:

Sl. No.	Title of the Book	Name of the Author
1	Foundations of Advertising	Chunnawala and Sethia
2	Advertising	Frank Jefkins
3	Advertising Theory and practice	Chunnawala, Kumar, Sethia, Subramanian and Suchak
4	Integrated Advertising, promotion and marketing	Donald Back and Kenneth Clow

	communication	
5	Advertising Management	Rajiv Batra, Myre and Aker

#### Public Relations & Corporate Communication:

Sl. No.	Title of the Book	Name of the Author
1	Practical Public Relations	Sam Black
2	A Hand Book of Public Relations	D.S. Meheta
3	Effective Public Relations	Cutlip, Center and Broom
4	Applied Public Relations and communications	K.R.Balan
5	Public Relations	Jaishri. N.Jethwaney
6	The Power of Corporate Communication	Paul A.Argenti and J. Forman
7	Management of Public Relations and Communication	Sailesh Sengupta
8	The Craft of Copywriting	J A Valladares
9	Public Relations	H. F Moore and F.B Kalupa

#### Radio Journalism:

Sl. No.	Title of the Book	Name of the Author
1	The Electronic Media	Peter B Orlik
2	Beginning Radio - TV Newswriting	K Tim Wulfemeyer
3	Radio -TV Newswriting: A Workbook	K Tim Wulfemeyer
4	Audio Visual Journalism	B.N.Ahuja
5	Broadcast Journalism	S.C.Bhatt

#### New Media Skills:

Sl. No.	Title of the Book	Name of the Author
1	Introduction to Information Technology	R. Sarvana Kumar, R.Parameswaran, T.Jayalakshmi
2	Computer Fundamental	P.K. Sinha
3	New Media, Old News Journalism and Democracy in Digital Age	Natolie Fenton
4	Author Adobe Adobe Pagemaker	Publisher Techmedia
5	Adobe Photoshop	Techmedia
6	Corel Draw	Coburn, Foster D.
7	Fundamentals of computer Information technology today	Jaiswal, Wiley Dreamtech
8	Fundamentals of computer graphics	D.P. Mukherjee
9	What is journalism's place in social media	G. Overholser
10	Journalism In the Age of Social Media	Jennifer Alejandro
11	Multimedia Applications	Klara Nahrstedt, Ralf Steinmetz

#### International & Intercultural Communication:

Sl.	Title of the Book	Name of the Author
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No.		
1	History of Press, Press Laws and Communication	B.N Ahuja
2	Business Communication Today	Bovee, Thill & Schatzmam
3	Global Journalism	Herbert
4	McQuail's Mass Communication Theory	Denis McQuail
5	Many Voices One World	Mc Bride Commission Report

### Media Management, Press Laws and Ethics:

Sl. No.	Title of the Book	Name of the Author
1	Media Management in the Age of Giants	Dennis F. Herrick
2	Media Economics	Alan B. Albarran
3	Newspaper organization and management	Herbert Lee Williams
4	History of Press, Press Laws and Communications	B.N.Ahuja
5	Mass Media Laws and Regulations in India	Edited by Venkat Iyer
6	Mass Media Laws	C.S.Rayudu
7	Mass Media & Laws	B. Manna

### Television Journalism:

Sl. No.	Title of the Book	Name of the Author
1	The Electronic Media	Peter B Orlik
2	Audio Visual Journalism	B.N.Ahuja
3	Broadcast Journalism	S.C.Bhatt
4	Understanding Television	Hillard Robert L.
5	Mass Media in India	Publications Dvn. Govt. of India
6	Doordarshan	Ministry of Information & Broadcasting, Govt. of India
7	Some Aspects of Broadcast Journalism	Malay Ranjan Pati
8	Television Field Production and Reporting	Shook, F., Larson, J., & DeTarsio, J. Boston: Allyn & Bacon.
9	Handbook of Television Production	Herbert Zettl
10	Television Field production and reporting	Fred Shook
11	Writing and Producing Television news	Eric. K.Gormly
12	Writing broadcast news: Shorter, sharper, stronger	Block, M
13	A professional handbook	Washington, DC: CQ Press

### Web Journalism:



Sl. No.	Title of the Book	Name of the Author
1	Tapas Ray Foundation Books and New Media by	John v.pavlik(Coulmbia University Press,2001)
2	Introduction to Digital Journalism: Emerging Media and the Changing Horizons of Journalism.	Kevin Kawamoto(Rowman and Littlefield Publishers,2003)
3	Journalism to Online Journalism; Publishing News and Information	Roland De Wolk(Allyn & Bacon,2001)
4	Telecommunications and New Media Technology in India: Social and Cultural Implication, Gazette, Volume 54 no 3, pp 267-277, 1995	Kumar, Keval
5	Online News Gathering: Research and Reporting for Journalism	Barassi, Veronica, Activism on the Web (2015), Routledge
6	The New Media Handbook (2006), Routledge	Dewdney, Andrew,
7	The Data Journalism Handbook	Jonathan Gray

#### Communication Research:

Sl. No.	Title of the Book	Name of the Author
1	Communication theories and models	Dr Andal N
2	McQuail's Mass Communication Theory	Denis McQuail
3	Mass communication Technology: New perspective	Uma Narula
4	Mass communication Technology & Development	I.P.Tiwari
5	India's Communication Revolution	Arvind Singhal and Everett M Rogers
6	Mass Communication	Uma Narula
7	Perspectives in Mass Communication	Pradip Kumar Dey
8	Mass Media Research	Roger D Wimmer and Joseph R. Dominick
9	Research Methodology	C.R. Kothari
10	Methodology and Techniques of Social Research	Wilkinson and Bhandarkar
11	Theory and Practice in Social Research	Hans Raj
12	Communication	C.S.Rayudu

#### Event Management:

Dr Asutosh Chaturvedi "Event Management" Global India Publications Pvt. Ltd, New Delhi.

2. Purnima Kumarui "Event Management" Anmol Publishers Pvt Ltd. New Delhi

3. Sandhya A.Kale"Event Management" Chandralok Prakasan

4. Karan Saxena "Event Management" Anubhav Publishing House

5. D.G. Conway "Event Management Bible" Constable and Robin son/Viva Books

Pvt. Ltd

6. Joe Goldblatt "Special Events(Event Leadership for a New world)" John Wiley Exclusive

**Photo Journalism:**

Sl. No.	Title of the Book	Name of the Author
1	Photojournalism, the professional's approach,	Kobre, Kenneth (2008), Focal Press
2	Within the Frame: The Journey of a photographic vision	David DuChemin (2009), New Riders Press
3	Associated Press Guide to Photojournalism and Associated Press Handbooks,	Horton, Brian (2000), Mcgraw-Hill
4	Digital Photography: An Introduction,	Ang, Tom (2008), DK Publishers
5	Fundamentals of Photography: The Essential Camera for both Digital and Film Cameras,	Ang, Tom (2013), DK Publishers

**Film Studies:**

Sl. No.	Title of the Book	Name of the Author
1	Anatomy of Film	Bernard F Dick.
2	Introduction to Film	Nick Lacey
3	Key concepts in Cinema Studies	Susan Hayward
4	Audiovisual Journalism	B N Ahuja
5	The Politics of India's Conventional Cinema	Fareed Kazmi