

**M A IN JOURNALISM
&
MASS COMMUNICATION
(MA JMC)**

**COURSE STRUCTURE
(SEMESTER PATTERN)
FIRST YEAR**

RAVENSHAW UNIVERSITY

1ST YEAR

1ST SEMESTER

PAPER CODE	TITLE OF PAPER	FULL MARK	TERM END EXAM DURATION
MAJMC- 101	Principles of Communication -I	50	2hrs
MAJMC- 102	Development of media in India –I	50	2hrs
MAJMC- 103	Reporting- (Print-I)	50	2hrs
MAJMC- 104	Editing and Design- (Print-I)	50	2hrs
MAJMC- 105	Advertising fundamentals	50	2hrs
MAJMC- 106	Media Management	50	2hrs
MAJMC- 107	Press laws and Ethics	50	2hrs
MAJMC- 108	Practical- IA (Reporting-Print)	50	
MAJMC- 109	Practical –IIA (Editing & Design-Print)	50	
MAJMC- 110	Practical –III A (Advertising)	50	
TOTAL		500	

2nd SEMESTER

PAPER CODE	TITLE OF PAPER	FULL MARK	TERM END EXAM DURATION
MAJMC- 201	Principles of Communication-II	50	2hrs
MAJMC- 202	Development of media in India-II	50	2hrs
MAJMC- 203	Reporting-(Print-II)	50	2hrs
MAJMC- 204	Editing and Design (Print -II	50	2hrs
MAJMC- 205	Computer & New Media Application	50	2hrs
MAJMC- 206	Public Relations	50	2hrs
MAJMC- 207	International communication	50	2hrs
MAJMC- 208	Practical- IB (Reporting-Print)	50	
MAJMC- 209	Practical –IIB (Computer based Editing & Design- Print)	50	
MAJMC- 210	Practical –IIIB (Public Relations)	50	
TOTAL		500	

2nd YEAR

3rd SEMESTER

PAPER CODE	TITLE OF PAPER	FULL MARK	TERM END EXAM DURATION
MAJMC- 301	Communication Research	50	3hrs
MAJMC- 302	Intercultural communication	50	3hrs
MAJMC- 303	Development Communication	50	3hrs
MAJMC- 304	Corporate Communication	50	3hrs
MAJMC- 305	Radio Journalism	50	3hrs
MAJMC- 306	Television Journalism	50	3hrs
MAJMC- 307	Film Studies	50	3hrs
MAJMC- 308	Advanced Advertising	50	3hrs
MAJMC- 309	Practical- IC (Corporate Communication & Advanced Advertising)	50	
MAJMC- 310	Practical –IIC (Radio &Television)	50	
TOTAL		500	

4th SEMESTER

PAPER CODE	TITLE OF PAPER	FULL MARK	TERM END EXAM DURATION
MAJMC- 401	Writing Film Reviews / Criticisms	100	To be Assessed by External Examiner.
MAJMC- 402	Seminar Presentation	100	To be Assessed internally.
MAJMC- 403	Field works in Electronic Media and Print Media	100	To be Assessed internally. The student shall submit two works – one in Electronic and another in Print Media.
MAJMC- 404	Dissertation with Viva	100	To be submitted at Term – End.
MAJMC- 405	Internship	100	4 Weeks of Internship in Media House
		500	

FIRST YEAR 1ST SEMESTER

PRINCIPLES OF COMMUNICATION-I (MA JMC-101)

Unit-I

Definition of human communication, forms of communication, functions of communication – intrapersonal, interpersonal, group, public and mass communication, the process of communication, Barriers to communication, Various media of mass communication.

Unit-II

Nature, influence and functions of mass communication, communication and socialization, communication and democracy, communication and development, communication and culture, the traditional media and their uses, Theories of press.

Unit-III

Verbal communication- language as a means of communication; the spoken and written communication; the printed, audio and audio -visual forms; illustrations graphics and visual aids; non-verbal communications and its functional importance; the integrated use of various channels of communication.

DEVELOPMENT OF MEDIA IN INDIA-I (MA JMC-102)

Unit-I

Language and society; development of language as a vehicle of communication; Early communication system and traditional media of India; Indian newsletters; early printing and the invention of the printing press; news books; arrival of the press and growth of printing in India.

Unit-II

James Augustus Hicky and India's first newspaper, early publications of Madras, Bombay and Calcutta. Contribution of Raja Ram Mohan Ray for the growth of language journalism, the Vernacular Press Act. And suppression of language news papers; Bal Gangadhar Tilak and freedom of the press.

Unit-III

Mahatma Gandhi-the mass communicator, role of press in the freedom struggle, the Indian Press in the Post-independence era, the growth of news agencies.

REPORTING: Print-I (MA JMC-103)

Unit-I

Definition of news, nature of news and news values, sources of news structure of news report, lead writing and types of leads.

Unit-II

The language of news writing, principles of translation, rewriting / revamping copies and press releases. News agency reporting, Press conference.

Unit-III

Interview techniques, interpretative reporting, investigative reporting, sting operation, scoops and exclusives.

EDITING & DESIGN: Print-I (MA JMC-104)

Unit -I

Objectivity, ethics and social context of news, copy reading and proof- reading symbols, style sheet, fundamentals of copy editing, and the sub- editor's role, editing of news agency reports.

Unit -II

The role of news editor, Editorial policy of a newspaper, the role of the editor, editorial writing, letters to the editor, people's editor.

Unit -III

Column writing, feature writing, article writing, book reviews, review of cinema, drama and other performing arts.

ADVERTISING FUNDAMENTALS (MA JMC-105)

Unit -1

Evolution and growth of advertising, definition of advertising, relevance of advertising in the marketing mix, classification of advertising, various media for advertising, Socio-economic effects of advertising; socio economic effects of advertising.

Unit -II

How advertising works, Organization, Management and functions of an advertising agency, various special departments in an ad agency, advertising campaigns, creativity in preparing advertising copies for print and electronic media.

Unit -III

Ethics in advertising, media laws concerning advertising, apex bodies in advertising- Indian Society of Advertisers (ISA), Advertising Agencies Association of India (AAA1), Advertising clubs, Advertising business-the national and global advertising scene, Portrayal of women in advertising.

MEDIA MANAGEMENT (MA JMC-106)

Unit -I

Importance of newspaper, the newspapers as communication leader, management functions, staff and line organization in newspaper, factors affecting a newspaper organization and meeting the major needs,

Unit -II

Ownership pattern of newspapers in India, the various departments of a newspaper, changing role of editorial staff, how to launch a publication. Economics of print media- the various costs involved; competition with TV and survival; the circulation war.

Unit -III

Brand promotion and sustaining business and audience; readership survey, the debate of foreign equity in Indian print media, Audit Bureau of Circulation (ABC), organizational structure, management and functions of news agencies.

PRESS LAWS & ETHICS (MA JMC-107)

Unit -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 -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 -III

Ethics – the ethical norms of a journalist, the Press Council’s guidelines for media, international code of ethics, Parliamentary Code, Ombudsman, composition, powers and functions of the Press Council of India, social responsibility of media in India, Professional bodies in Indian journalism.

PRACTICAL-I (A)(Reporting-Print) (MA JMC-108)

1. Writing news in inverted pyramid style.
2. Taking interviews for news and features.
3. Revamping press releases.
4. Various types of reporting.
5. Translation for news making.

PRACTICAL-IIA (Editing & Design-Print) (MA JMC-109)

1. Subbing newspaper and agency copies.
2. Editorial writing.
3. Letters to the Editor.
4. Feature, column and article writing.
5. Reviews.

PRACTICAL-IIIA (Advertising) (MA JMC-110)

1. Visualization, fundamentals of creativity.
2. Preparing classified ads including matrimonials.
3. Ad copy for newspapers & magazines.
4. Radio & TV commercials.
5. Banners, posters & advertising on walls.
6. Billboards & Vehicular advertising.

Each student shall maintain a practical record carrying the above mention assignments. The record duly signed by the concerned teacher is to be submitted before the external examiner during practical examination for award of marks.

FIRST YEAR 2ND SEMESTER

COMMUNICATION-II (MA JMC-201)

Unit -I

The Semiotic School and the Process school; the two- step & multi-step flow of information; theories of selective influence; the uses and gratification perspective; the individual different theories, the mass society and magic bullet theory; agenda setting and gate keeping.

Unit -II

Communication models- Aristotle's model; Lasswell's model; Shannon and Weaver's model, Schramm's model, Gerbner's Model, Westley – MacLean's-Model; Osgood's Model, Newcomb's Model; Western vs Indian Model (principle of Sadharanikaran).

Unit -III

The audience- characteristics and typology; information and communication revolution, information superhighway, communication convergence and its impact, the need for a national media and communication policy, effects of media violence, social responsibility and accountability of media.

DEVELOPMENT OF MEDIA IN INDIA-II (MA JMC-202)

Unit -I

Oriya journalisms- Kujibara Patrika, the missionary press, contributions of Nilamani Vidyaratna, Gouri Shankar Ray, Sashi Bhusan Rath, Utkalmani Gopabandhu Das, Radhanath Rath, Dr Harekrushna Mahatab, New Oriya journalism since 1984-adoption of technology, problems and prospects of the Oriya press.

Unit -II

A short history of Indian cinema – the silent era and the talkies, the formula/commercial cinema and the star system, the new wave cinema of the seventies, the recent changes in Bollywood.

Unit -III

Radio & TV – A short history of radio in India, All India Radio's Growth of radio broadcasting in Orissa, 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.

REPORTING-Print-II (MA JMC-203)

Unit -I

Beat reporting- obituary, weather, accidents & disasters, speech, crime, sports, science, human interest stories.

Unit -II

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

Unit -III

Responsibilities and qualities of a reporter, the special correspondent, the foreign correspondent, the rural reporter, the stringer, the photo - journalist.

EDITING & DESIGN-Print-II (MA JMC-204)

Unit -I

Basic principles of photojournalism's – taste, legal aspects and community standards, determining news values of photographs, photo editing/ cropping, caption writing, photo features.

Unit -II

Importance of headlines, types and techniques of headline writing, headlines and typography, typefaces and families, printing technology of a modern newspaper.

Unit -III

Newspaper Design – Elements of design, importance of illustrations, graphics and color in newspaper design, types of newspaper make up, the modular format, designing the front page, designing the editorial page, designing special pages & supplements, magazine make up.

COMPUTER & NEW MEDIA APPLICATION (MA JMC-205)

Unit -I

Why computer, Introduction to computer, types of computers, hardware, software, MS-Office and its application, MS-Word, the Adobe page maker, Quark XPress, Sri Lipi / Akruiti.

Unit -II

Multimedia skills, Photoshop, Coreldraw, images, bitmaps, drawing, principles of animation, Localising promoting and maintaining websites, Homepage web page development, introduction to networking.

Unit -III

On- line editing and e – publishing; searching and downloading of information; establishing e-mail address, accessing sending and replying e-mail; browsing and chatting over internet, types of internet connections; searching through directory search engine; video conferencing, blogging.

PUBLIC RELATIONS (MA JMC-206)

Unit -I

Concept, definition, nature and scope of public relations (PR); the historical perspective and growth of P.R in India, the various publics of an industry/organization, tools of P.R., image building of an industry/ organization and P.R, understanding public opinion and its formation.

Unit -II

Various methods of public Relations- Press relations, the printed word- house journal and direct mail, photography as an aid in P.R, exhibitions and trade fairs, P.R film strips, use of radio & TV, use of traditional media, conferences, hospitality and press tours, SWOT analysis.

Unit -III

The need for P.R in central and state governments, functions of P.R departments, DAVP, PIB, Field publicity, P.R in crisis, ethics in P.R, qualities of a good PRO.

INTERNATIONAL COMMUNICATION (MA JMC-207)

Unit -I

International communication – meaning and brief history, international communication and international conflicts, Political, economic and cultural dimensions of international communication, information prompted cultural imperialism, communication and information as tool of equality and exploitation,

Unit -II

The transnational news agencies, their monopoly and agenda setting, the imbalance in international news flow, western news values and the developing countries, UNESCO'S efforts in removal of imbalance in news flow; New World Information and Communication Order (NWICO), Mac Bride commission's report, International Telecommunication Union. Non-Aligned News Agencies Pool.

Unit -III

Impact of new communication technology on news flow; information technology and the third world responsibilities, satellite Television and globalisation of news and cultural products; the digital divide, violence against media persons, transnational media ownership and issues of sovereignty and security.

PRACTICAL-I (B)(Reporting-Print) (MA JMC-208)

1. Obituary
2. Weather
3. Accidents and Disasters
4. Sports
5. Science
6. Human Interest stories
7. Development
8. Business
9. Life style

PRACTICAL-II (B)(Computer based Editing & Design- Print) (MA JMC-209)

1. Headline writing.
2. Feature and article writing.
3. Photo editing and caption writing.
4. Newspaper page design/make-up.
5. Magazine make-up.
6. Related computer practicals.

SECOND YEAR 3rd SEMESTER

COMMUNICATION RESEARCH (MA JMC-301)

Unit -1

Definition, Meaning and Uses of Research, Elements of research, Types of Research, the scientific research process, Good hypothesis making, Elements of a good research design, methods/ approaches to research.

Unit -II

Sampling methods; sampling errors, standard error; observation and experimental methods; field studies; questionnaires and schedules; various types of interviews.

Unit -III

Census and survey methods, case study; focus group and panel study; on –line polls; logistic groups; content analysis; data processing, Coding, Classification, interpretation and analysis; graphical and diagrammatic representation of data; research report writing.

INTER-CULTURAL COMMUNICATION (MA JMC-302)

Unit -I

Definition of culture: culture as a social institution; civilization are cultural communications; the Indian cultural ethos; the concept of communication in East and West; Eastern and Western prospective of value system; cultural symbols in verbal and non-verbal communication.

Unit -II

Inter-cultural communication- meaning, factors and process; the great human documents, categories of communication systems, the importance of communicating across cultures, inter- cultural sensitivity and recognizing various types of cultural differences; barriers in inter-cultural communications and the ways to overcome them.

Unit -III

Mass culture, folk culture; folk media as instruments of inter – cultural communication; language as a medium of cultural communication; modern mass media as cultural institutions and vehicles of intercultural communication; intercultural conflicts and communication; UNESCO's efforts in the promotion of intercultural communication; impact of new technology and globalization on culture & communication.

DEVELOPMENT COMMUNICATION-I (MA JMC-303)

Unit -I

Development: Meaning, concept, Process and approaches; Problems and issues in development; characteristics in developing societies; gap between developed and developing societies; development dichotomies. Development communication; meaning concept, definition, philosophy and process; communication base of the dominant/ main stream paradigm of development; the alternative paradigm and its communication base.

Unit -II

Strategies in development communication; development communication policy; information as an input in development; emergence of culture as a factor in development; role of mass media and traditional media in development communication; multimedia approach to development communication; techniques of writing development messages

for rural audiences; involving the target audience in the construction of message; pre – testing of messages.

Unit -III

Agricultural communication and rural development; Diffusion of innovations and extension; development support communication (DSC) in agriculture, population control and family welfare, health care, education and environmental protection; problems faced in DSC.

CORPORATE COMMUNICATION (MA JMC-304)

Unit-I

Meaning, growth and importance of corporate communication, how corporate communication works, corporate governance and corporate culture, the stakeholders of a corporate unit, tools of corporate communication, the corporate public relations manager and his responsibilities.

Unit -II

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

Unit -III

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-305)

Unit -I

Characteristics of radio and its role as a powerful medium of mass communication in India; The organizational structure of All India Radio ; The Prasar Bharati Act ; growth of FM radio in India and its problems ; The Broadcasting Code ; The various sections of radio station ;Types of microphones and their uses ; Thinking audio and aspects of sound recording.

Unit -II

Radio Programme production process and techniques ; formats of radio programs; using sound bytes and actualities; field recording skills; voice dispatches and OB production of sporting and mega events; live studio broadcasts, studio interview, discussion and phone- in programs; Writing spoken language for the ear; structuring Radio copies; writing for radio commercials and illustrating copy with sound effects.

Unit -III

Radio news writing; compiling radio news program; writing intro to bytes, writing headlines, teasers and promos; radio news reel and current affairs programmes; radio features and documentary production; editing agency copy and reporter’s copy; radio reporting; voice broadcast skills and news reading; radio jockeying.

TELEVISION JOURNALISM (MA JMC-306)

Unit -I

Characteristics of Television and Doordarshan's role as a powerful tool of communication in India; Visual Communication- Communicating with still Pictures and video; understanding TV Camera, Camera Mounting, basic shots, camera movement and color balance; basics of TV Production- Lighting in the field and studio, studio sets and make-up; single camera and multi camera shooting; shooting schedules – planning location shoots and story board; planning studio programmes; formats of TV programmes- Studio interview, studio discussions, chat shows and quiz programs with audience participation.

Unit -II

Video Editing techniques- Cut, Mix, Dissolve, Digital Effects and post production; TV documentary production; Corporate video production; Writing for Television- Writing to Stills, Writing for Video, Reference Visuals to words; writing for television programs – visualization and production of scripts; producing TV commercials.

Unit -III

TV news writing format; TV reporting- Visualizing news for electronic news gathering(ENG); Interviewing techniques; Piece to camera and voice over; TV news editing- planning, producing and compilation of news programs – writing intro/ lead-in to news packages- headline writing, teasers and promos; TV news reading and voice broadcast skills; skills of anchoring.

FILM STUDIES (MA JMC-307)

Unit -I

Origin and development of cinema; the silent era and the talkie; characteristics of the medium of film, film as an art medium; film genres; effects of film on society; the language of film; the state of film industry in India; problems of Oriya film industry; film festivals and other government bodies in film.

Unit -II

The producer; the director; the Editor; the script writer; the music director and choreographer; fundamentals of acting and the film stars; the importance of camera in film making and the cinematographer; types of shots and camera angles; film audience/ spectators.

Unit -III

Cinema verite and documentaries; mainstream cinema; new wave cinema ; the auteur theory; the soviet cinema school and montage; feminist film theory; third cinema and counter cinema; third world cinema; post modernism and cinema; film censorship; writing film reviews and criticisms.

ADVANCED ADVERTISING (MA JMC-308)

Unit -I

Target Audience and advertising message theme, types of advertising appeals, the creative brief, achieving advertising objectives, measuring effectiveness of advertising and its various methods.

Unit -II

Product analysis, market analysis, media planning-media characteristics, media selection and strategy, media reach and frequency, media buying, media scheduling, budgeting and presentation to the client, phases of campaign planning, event management.

Unit -III

Consumer behavior and the factors influencing it, new trends in consumer behavior, the burgeoning youth market in India, children as targets of advertising, brand management- brand propositions, brand equity, brand personality and brand image, brand positioning, methods of building a strong brand, brand extensions and co- branding.

PRACTICAL-IC **CORPORATE COMMUNICATION & ADVANCED** **ADVERTISING (MA JMC-309)**

- 1) Trade and Industrial advertisements.
- 2) Production of direct mail literature.
- 3) Government advertising and social cause advertising.
- 4) Advertisement in Internet.
- 5) Corporate campaigning.
- 6) Market survey
- 7) Event management
- 8) Corporate graphics
- 9) Organizing press conference, office meetings and group discussion.

PRACTICAL-IIC **(Radio and Television) (MA JMC-310)**

Radio:

1. Writing Radio news
2. Writing Radio commercials
3. Editing copy and headline writing
4. Reporting from the field
5. Voice dispatches

Television

1. Writing script for TV programmes.
2. TV news writing and headline writing, TV reporting.
3. Sequencing and editing of news packages for various types of news casts.
4. News reading, announcing and anchoring skills

Each student shall maintain practical record carrying the above mentioned assignments. The record duly signed by the concerned teacher is to be submitted during the term –end practical examination.

PRACTICAL-IIIB (Public Relations) (MA JMC-210)

1. Preparation of press releases & handouts.
2. Writing PR news and articles for press and trade journals.
3. Designing house journals.
4. Leaflets, pamphlets, broadsheet.
5. P.R Photographs slides & film strips.
6. Arranging press conferences.
7. Bulletin boards.

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.

SECOND YEAR 4th SEMESTER

MA JMC (401)

Writing film reviews / Criticisms

To be assessed by External Examiner

MA JMC (402)

Seminar Presentation

To be assessed Internally

MA JMC (403)

Field works in Electronic Media and Print Media.

To be assessed Internally.

The student shall submit two works- one in electronic and another in print media.

MA JMC (404)

Dissertations with Viva

To be submitted at Term- End and to be assessed by External Examiner.

MA JMC (405)

Internship

4 weeks of internship in media house.

SUGGESTED BOOKS

Communication: -

Communication theories and models→ Dr Andal N.

Mass communication→ Uma Narula.

Perspectives in mass communication→ Pradip Kumar Dey.

Theories of mass communication→ Denis McQuail.

Communication→ C.S. Rayudu.

Mass communication Technology: New perspective→ Uma Narula.

Mass communication Technology & Development→ I.P.Tiwari.

India's Communication Revolution→ Arvind singhal and Everett M Roger

Development of media in India: -

History of Indian Journalism→ J.Natrajan.

Indian Press since 1955→S.C. Bhatt.

Modern History of Indian Press→ Sunit Ghosh.

Growth and Development of Mass Communication in India→ J.V.Vilani.

Indian journalism→ N.Krishnamurthy.

Journalism in India→ Rangaswamy Parthasarathy.

Sambad O Sambadikata (Oriya) I & II→ Chandra Sekhar Mohapatra.

Reporting: -

Basic News Writings→ Melvin Mencher.

Here is the News→ Rangaswamy Parthasarathy.

The Journalist's Hand Book→ M.V.Kamath.

Professional Journalism→ M.V.Kamath.

Reporting→B.N.Ahuja. and S.S.Chhabra.

Basic Journalism→ Khuswant Singh.

Principles and Techniques of journalism→ B.N.Ahuja.

News Reporting and Editing→ J .R. Hakemulder, F AC De Jongle and P P Singh.

Editing and Design: -

Newspaper Layout and Design → Daryl R Moen

Editing Today → Ron F Smith and L M Connel

Editing → TJS George.

Handbook of Reporting & Editing → R.K.Rabindran.

Editing → Bruce Westley.

Reporting & Editing → K.M.Srivastava.

Computer & new media application: -

Introduction to Computer → Leon & Leon.

Communication Technology and Development → I.P.Tewary.

Computer fundamentals → P K Sinha

Media Management, Press Laws and Ethics: -

Newspaper organization and management → Herbert Lee Williams.

History of Press, Press Laws and Communications → B.N.Ahuja.

Mass Media Laws and Regulations in India → Edited by Venkat Iyer.

Mass Media Laws → C.S.Rayudu.

Advertising and Public Relations: -

Foundations of Advertising → Chunnawala and Sethia.

Advertising → Frank Jefkins.

Advertising Theory and practice → Chunnawala, Kumar, Sethia, Subramanian and Suchak

Integrated Advertising, promotion and marketing communication → Donald Back and Kenneth Clow

Advertising Management → Rajiv Batra, Myre and Aker.

Practical Public Relations → Sam Black.

A Hand Book of Public Relations → D.S.Meheta.

Effective Public Relations → Cutlip, Center and Broom.

Applied Public Relations and communications → K.R.Balan.

Public Relations → Jaishri. N.Jethwaney

The Power of Corporate Communication → Paul A.Argenti and J. Forman.

Management of Public Relations and Communication → Sailesh Sengupta.

The Craft of Copywriting → J A Valladares.

Public Releations → H. F Moore and F.B Kalupa.

