

BERHAMPUR UNIVERSITY

COURSES OF STUDIES FOR MA (JOURNALISM & MASS COMMUNICATION)

Choice Based credit system in semester pattern (Effective from 2023-25)

COURSE PLAN

The syllabus has been designed on Choice Based credit system in accordance with the guidelines provided by University Grants commission. It is only applicable to the Department of Journalism and Mass communication under the Chairman, Post Graduate Council, Berhampur University, Bhajna Bihar, Berhampur, Odisha and shall come effect from the academic session 2022-23. Under this syllabus Master of Arts (Journalism and Mass Communication) examination consists of four semesters. The 1st semester shall cover the period from June to December and 2nd semester from January to May during the first academic session. Similarly the 3rd semester shall commence from June to December and 4th Semester from January to May of the second academic session.

The credits specified for each paper for MA (J&MC) indicates the weightage of various courses of the programme. The number of credits along with the grade points that the student has satisfactorily completed measures the performance of the student. Satisfactory progress of a student is subject to his/ her maintaining a minimum Cumulative Grade Point Average (CGPA) as well as minimum grade in different courses of the programme. Description of credit distribution for the course has been mentioned below.

1	Total number of semester of semesters	04
2	Total courses in all semesters	25
3	Total number of credits in each courses	
4	Total number of credits	80
5	Number of core courses in the respective semesters	05
	(i) First semester	05
	(ii) second semester	02
	(iii) third semester	03
	(iv) fourth semester Total (05 +05 +02 +03) = 15	
6	Number of core elective courses in the respective semesters	
	(i) Third semester	02
	(ii) Fourth Semester	02
7	Number of elective courses for Choice Based	
	(i) Third semester	01
Grand Total		20

COURSE STRUCTURE (2023)
MASTER'S PROGRAMME IN JOURNALISM & MASS
COMMUNICATION
BERHAMPUR UNIVERSITY

Semester I								
Course Code	Course Name	L	T	P	CH	C	Type	Evaluation
MJMC C101	Communication Theories	3	1	0	4	4	CORE	20+80=100
MJMC C102	Media Law & Ethics	3	1	0	4	4	CORE	20+80=100
MJMC C103	Radio Journalism & Production	2	0	4	6	4	CORE	20+80=100
MJMC C104	Print Journalism	2	0	4	6	4	CORE	20+80=100
MJMC C105	Digital Photography	2	0	4	6	4	CORE	20+80=100
MJMC VAC106	Communication Skills	0	0	2	2	0	Value Added	Grade
Total Class Hours/Credits					28	20		500
Semester- II								
Course Code	Course Name	L	T	P	CH	C	Type	Evaluation
MJMC C201	Development Communication	3	1	0	4	4	CORE	20+80=100
MJMC C202	PR & Corporate Communication	3	1	0	4	4	CORE	20+80=100
MJMC C203	Principles of Advertising	3	1	0	4	4	CORE	20+80=100
MJMC C204	TV Journalism & Production	2		4	6	4	CORE	20+80=100
MJMC C205	Digital Media	2	2	0	4	4	CORE	20+80=100
MJMC VAC206	Creative Writing	0	0	4	4	0	Value Added	Grade
Total Class Hours/Credits					26	20		500
Semester- III								
Course Code	Course Name	L	T	P	CH	C	Type	Evaluation
MJMC C301	Media Research	3	1	0	4	4	CORE	20+80=100
MJMC C302	Internship	0	4	0	4	4	CORE	20+80=100
Core Elective (any 2 Courses to be chosen)								
MJMC E303	Media Entrepreneurship & Management	3	1	0	4	4	Elective	20+80=100

MJMC E304	Graphics & Design	2	0	4	6	4	Elective	20+80=100
MJMC E305	Documentary Production	2	0	4	6	4	Elective	20+80=100
MJMC E306	Media Commercials	3	1	0	4	4	Elective	20+80=100
MJMC CT300	Media & Information Literacy	4	0	0	4	4	CBCT	20+80=100
MJMVCVAC307	Podcasting	0	0	4	4	0	Value Added	Grade
Total Class Hours/Credits					28	20		500
Semester- IV								
Course Code	Course Name	L	T	P	CH	C	Type	Evaluation
MJMC C 401	Film Studies	2	2		4	4	CORE	20+80=100
MJMC C402	Dissertation / Project				4	4	CORE	100
MJMC C403	Production Portfolio				4	4	CORE	100
Core Elective (Any 2 Courses to be chosen)								
MJMC A404	Event Management	3	1		4	4	Elect.	20+80=100
MJMC E405	Data Journalism	3	1		4	4	Elect.	20+80=100
MJMC E406	Science & Health Communication	4			4	4	Elect.	20+80=100
MJMC E407	AI Journalism	3	1		4	4	Elect.	20+80=100
MJMC AC408	Cultural Heritage of South Odisha				2		Add on	10+40= 50
Total Class Hours/Credits					22	20		500

- **Total credits to be completed- 80 credits**
- **Maximum number of semesters allowed- 04**

Programme Outcomes:

At the end of the Programme students will:

- Understand the basic concepts connected to the discipline of Journalism and mass communication
- A critical understanding & Contemporary creative and media industry studies and practices
- The ability to analyze critically past and present trends of journalism and to help craft alternative forms of journalism for the future.

- Knowledge and skills of the news research, writing, photography, content creation & Curation, print, web and video editing, design thinking, advertising and PR.
- Students would be able to gain conceptual and theoretical knowledge of Journalism and Mass Communication, and learn to think critically about issues and topics of the subject.
- Students would be able to identify, formulate, review literature, and analyze research problems related to the subject.
- To apply the objectivity and critical thinking for communicating to masses through a variety of mediums such as Short Films, Documentary Films, PTC for Television, Advertising and PR Campaign, Event Management, News Paper Production for Print.
- To impart the knowledge of Journalism & Mass communication covering wide areas of studies.
- Create awareness to become an enlightened citizen as well as a dynamic professional with commitment to deliver one's responsibilities strictly adhering to highest standard of ethics and professionalism.

Programme Specific Outcomes:

- To inculcate concepts of communication, its role and importance in society.
- To impart the knowledge of Journalism & Mass communication covering wide areas of studies.
- To inculcate professional ethics, values of Indian and global culture
- Provides concept of the emergence and growth of press in the Indian sub-continent.
- Motivates students to perform well in academics and processing theoretical and practical knowledge as imparted

Semester I								
Course Code	Course Name	L	T	P	CH	C	Type	Evaluation
MJMC C101	Communication Theories	3	1	0	4	4	CORE	20+80=100
MJMC C102	Media Laws & Ethics	3	1	0	4	4	CORE	20+80=100
MJMC C103	Radio Journalism & Production	2	0	4	6	4	CORE	20+80=100
MJMC C104	Print Journalism	2	0	4	6	4	CORE	20+80=100
MJMC C105	Digital Photography	2	0	4	6	4	CORE	20+80=100
MJMC VAC106	Communication Skills	0	0	2	2	0	Value Added	Grade
Total Class Hours/Credits					28	20		500

MJMC C101: COMMUNICATION THEORIES

Course Description

Communication theories promotes critical thinking, communicative concepts and skills, and relational and participatory effectiveness in personal, public, and professional spheres. This course introduces you to major issues and perspectives in communication studies while helping you think about and analyze communication in a systematic way.

Objectives

- The paper aims at providing a fundamental idea on Mass Media and different communication models along with the different theories of communication.
- To understand various aspects of communication and its effects.
- It aims to provide a basic understanding of communication content, Media its audience and communication system.

Course Outcome

- The student will come to know the rise of Mass Media, Concepts and models of Mass communication
- Interpret various communication theories and apply them in current communication system.

Unit 1 Introduction to Communication

Definition and Processes; Forms of Communication (verbal, non-verbal, paralanguage, iconic, semiotic etc.) Elements of Communication, Levels of Communication -interpersonal, intrapersonal, group, public, mass communication, barriers to Communication, Stages of communication, The 'mass' concept, the mass communication process, the mass audience,

the mass media as an institution of society, mass culture and popular culture, the rise of a dominant paradigm for theory and research.

Unit 2 Models of Communication

Four Models of Communication: Transmission model, Ritual or expressive model, Publicity model, Reception model, Westley and MacLean's Conceptual Model, Newcomb's Model of Communication, George Gerbner's Model, Schramm's Model, Dance's Helical Spiral Model and Ecological Models

Unit 3 Media Theories

Normative Theories of Press, Developmental & Democratic Participation theory, Media Effects: Hypodermic Needle, Two-Step Flow Theory, Gate-keeping, Psychological and Sociological Communication Theories: Cognitive Dissonance, Selective Exposure, Selective Perception & Selective Retention Theory.

Unit 4 Mass Communication Theories and Digital Era

Cultivation Theory, Uses and Gratification; Agenda Setting Theory, Diffusion of Innovations, and the Spiral of Silence, Social Learning Theories and Social Change, Public Sphere and Opinion: Manufacturing Consent/Propaganda model (Chomsky)

Suggested readings:

- McQuail, Dennis, Mass Communication Theory (6th Edition), Sage South Asia Edition, Sage Publication.
- Baran, Stanley J. & Dennis K. Davis (2007). Mass Communication Theory: Foundations, Ferment and Future (5th Edition). WADSWORTH, Cengage Learning.
- Miller, Katherine (2005). Communication theories: perspectives, processes and contexts (2nd Edition). McGraw-Hill.
- Ruffner, Michael and Michael Burgoon (1981). Interpersonal Communication. Holt, Rinehart, and Winston, New York.
- Narula, Uma (2008). Mass Communication -Theory and Practice. Har-Anand Publications Pvt. Limited.
- Kumar, Keval J. Mass Communication in India (4th edition). Jaico Publication.
- Rogers, Everett (1997). History of Communication Study. Free Press.
- Fiske, John (2010). Introduction to Communication Studies (3rd Edition). Routledge Publication.

MJMC C102- MEDIA LAW & ETHICS

Course Description

The course "Media Laws and Ethics" is designed to provide postgraduate students of Journalism and Mass Communication with a comprehensive understanding of the legal and ethical considerations governing the print media world. In an era of rapid technological advancement and evolving media landscapes, aspiring journalists and communication

professionals must have a strong foundation in the legal frameworks and ethical principles that guide their work in paper-based media.

Throughout this course, students will delve into the intricate relationship between freedom of the press, responsible journalism, and the legal constraints that shape the functioning of print media. Students will gain insights into the complex dynamics between media professionals, society, and the legal system by examining real-world case studies, landmark legal decisions, and contemporary issues.

Objectives

- To provide a basic knowledge of the Indian constitution.
- To focus on various laws related to media in India.
- To look into the relevance of media laws and analyze ethical issues

Outcome

- Students will be equipped with a thorough knowledge of laws related to media in India.
- Students would be well-versed in the ethical codes existing for various media in India.

Unit 1 Introduction to the Indian Constitution

Main features of Indian Constitution, Legislature, Executive and Judiciary, Fundamental Rights, Fundamental Duties, Directive Principles of State policy, Freedom of Speech and Expression and Press Freedom, Popular Supreme Court's verdict on Press Freedom, Types of Bills, Emergency Provision, Provisions for amending the Constitutions

Unit 2 Press Laws in India

Censorship of press 1799, Adam's Regulations 1823, Metcalfe Act 1835, Licensing Act 1857, The newspaper (Incitement to offences) Act, Indian Press Act 1910, Press & Book Registration Act (1867), Vernacular Press Act 1878, Struggle by early nationalists to secure press freedom, Press censorship during emergency period 1975.

Unit 3 Media Laws

Contempt of Court (1971), Defamation: Libel and Slander with case studies, Official Secret Act (1923), Cinematography Act (1952), Copyright Act (1957), Working Journalist Act (1955), Cable & Television Act (1997), Prasar Bharti Act, Parliamentary Privileges, Copyleft, Indian Penal Code (1860) with Sedition, Information Technology Act (2000), RTI Act (2005).

Unit 4 Media Ethics & Important Organization

Right to Reply, Right to Privacy, Communal writing, Paid News, Sensational Journalism & Social Responsibility of Press, Laws dealing obscenity, Important Laws related Women & Children, Public Interest litigation, Ombudsman, Press Commission of India- History, works, Recommendations & Suggestions, Press Council of India, Intermediary Guidelines and Digital Media Ethics Code, 2021.

Suggested Readings Lists

- Frost, C , Journalism Ethics and Regulation, Routledge, 2013
- Patterson Philip, Media Ethics: Issues and Cases.India: McGraw-Hill Education, 2013
- Hasan S, Mass Communication: Principles and Concepts. Chennai: CBS Publisher, 2010

- Neelamalar. M, Media Laws and Ethics. Delhi, India: PHI Learning Pvt. Ltd, 2009
- Harcup, Tony, 'The ethical journalist', Sage, 2007
- Thomas, PradipNinan, 'Intellectual Property Rights and Communication in Asia', Sage, 2006
- Basu, DD, Law of the press in India, Prentice Hall of India, 2003

MJMC C103: RADIO JOURNALISM & PRODUCTION

Course Description:

Radio is a medium of mass communication which played a very important role in the growth and development, nation building and in developments in education sector in India. With upgrade in technology radio again have emerged in the digital form. Internet, satellite, IP radio are technology driven broadcasting platforms and providing content in a new form to fulfill information and entertainment needs of the diverse audiences. This course will train students to learn basic concept broadcasting and process and skills of radio production to make them ready to work in technology driven environment.

Objectives

- To make students aware of the characteristics of radio medium.
- To trained students about radio programming formats and its presentation.
- To impart knowledge on radio production management.

Outcome

- Growth and evolution of radio in India
- Production of News programs and non-news program
- Demonstrate knowledge of studio operations, including a basic understanding of the audio mixer and microphones
- Show a general understanding of postproduction, including Editing techniques
- Produce audio projects individually and in groups.

Unit 1 Introduction to Radio as a medium of mass communication

Introduction of radio as a mass medium, Radio in Media Scenario, Nature and characteristics of Radio medium, History & Growth of Radio, AIR: History & Expansion, AM-FM, Online Radio, Satellite Radio, Local Radio; Mobile Radio, Campus Radio;

Unit 2 Programming Formats for Radio

Radio Broadcast formats, Scripting for radio, Radio Program Formats: Announcements, Radio talk Show, Radio interviews, Radio discussions, Radio Features & Documentaries, Radio Magazine, Radio Drama/ Radio Play, Running Commentaries, Phone in Programme, Special Audience Programmes on Radio, Radio News Bulletin, Radio jingles, Radio Interviews, Radio Vox pops.

Unit 3 Radio Production & Presentation Techniques

Basics of Sound, Types of Microphones and their usage, Narration, Voice-over, Voice Modulation Techniques, Dialogue, Sound effect, Noise, Music, Use of Silence, Sound

Recording & Editing Techniques, Live-Programme Production and Recorded Program, Radio Jockeying.

Unit 4 Production Management

Radio Program Production: pre-production, production and post-production, Structure of a Radio Channel, Community Radio: Concept & Importance, Radio Industry: Issues & Opportunities

Suggested Reading Lists

- Stewart, Peter; Chantler, Paul; Basics of Radio Journalism; Focal Press
- Boyd, Andrew; Stewart, Peter; Alexander, Ray; Broadcast Journalism; Techniques of Radio and Television News; Focal Press
- Langford, Simon; Digital Audio Editing: Correcting and Enhancing Audio in Pro Tools, Logic Pro, Cubase, and Studio One; Focal Press
- Francis, Rumsey; McCormick, Tim; Sound and Recording: An Introduction; Focal press
- Barnas, Frank; White, Ted; Broadcast Journalism: Techniques of Radio and Television News; Taylor & Francis
- How to do community radio – Louie Tabing and UNESCO 2002
- The Radio Handbook – Carole Fleming 2nd edition, Routledge , 2002
- Michele Hilmes and Jason Lovigilio, eds., Radio Reader: Essays in the Cultural History of Radio(Routledge, 2002).
- Ministry of Information and Broadcasting, Govt. of India, Annual Report 2002-03.
- All India Radio, Audience Research Unit, Prasar Bharat, 2002.

MJMC C104: PRINT JOURNALISM

Course Description: This course intends to inculcate among students all the necessary basic qualities required for news writing, reporting and editing, and give an overview of the organizational structure of the newspaper industry and the editorial functioning of a newsroom. The course also aims to hone the journalistic acumen of students, especially in the realm of advanced reporting and editing of news with a view to enabling students to comprehend and disseminate trends in contemporary journalism.

Objective:

1. To introduce the fundamentals of Journalism to the learners.
2. To introduce students the process of selecting, editing and presenting news.
3. To enhance the understanding of the organizational structure of newspaper industry.
4. To train students in the analysis and interpretation of news.

Outcomes:

1. Analyse different types of print media and different forms of writing.
2. Practice different forms of writing for print media.
3. Develop and hone their reporting skills on various news beats.
4. Critically appraise practices and trends in print media.
5. Discuss laws and ethics related to print journalism.

6. Recognise and develop ethical practices for print journalism.

Unit-1: Introduction to Journalism

Meaning & Concept of Journalism, News- definition, values, elements, characteristics, Types of News-hard news and soft news, News Writing Structure- Inverted Pyramid, Intro/Leads, Types of Lead, Types of Headlines, Sources of the News, Attribution, Basic qualities of a News Story, News Writing Techniques.

Unit-2: Reporting: Principles & Techniques

Types of Reporting: Objective, Investigative & Interpretative, Beats Reporting: Crime, Sports, Business, Health, Education, Specialized Reporting: Political, Parliament Reporting, Court, Science & Technology, Disaster Reporting, Pitfalls and problems in reporting-attribution, off-the-record, embargo, Genres of Journalism - Advocacy Journalism, Developmental Journalism, Data Journalism, Fashion Journalism, Environmental Journalism, Interview- Definition, Types & Preparation, Press Conference, Press Release, Press Brief, Qualities & Attribute of a Reporter.

Unit-3: Writing & Editing: Principles & Techniques

Articles, Features, Editorials & Column, Reviews, Letter to Editor, Advertorial, editing: meaning, concept and definition, Types of editing, Editing Marks & Symbols, Tools of Editing & Newspaper Style Sheet, Copy Editing techniques, Role & Functions of a Copy editor.

Unit-4: Print Production & Management.

Planning of a Newspaper, Dummy, Sizes of Newspapers, Basics of Newspaper Layout & Design, Printing Process, Organisational Structure of a Newspaper, Newspaper components & Jargons, Code of Ethics in Journalism. Tabloid & Yellow Journalism, Journalism in 21st Century.

Suggested readings:

1. Franklin, Bob; Key Concepts in Journalism Studies; Sage Publications
2. Harrower, Tim; Inside Reporting: A Practical Guide to the Craft of Journalism; McGraw Hill
3. Knight, Robert; Journalistic Writing: Building the Skill, Honing the Craft; Marion Street Press
4. Harris, Julian; The Complete Reporter; Macmillan
5. Srivastava, K.M.; News Reporting and Editing; Sterling Publishers
6. Warren, Care H.; Modern News Reporting; Harper Collins
7. Rao, N. Meera Raghavendra; Feature Writing; Pearson Education
8. Sterling, Christopher H.; Encyclopaedia of Journalism; Sage Publications

MJMC C105: DIGITAL PHOTOGRAPHY

Course Description

The curriculum would enable students to be technically competent worker as well as thinking professional in terms of cinematography.

Objectives

- To understand the functions of digital camera and image making process.
- To expose students to a variety of photography works of renowned professionals and critically analysing them.
- To develop own style of photography.

Outcomes

- The curriculum should provide space and train students in academic/ critical analysis of media.
- They can specialize in a particular genre of photography.

Unit-I Introduction to Photography

Introduction to photography, Evolution of photography, the science of photography, Image formation, aperture, shutter speed, ISO, depth-of-field, types of lenses, different camera formats, types of files.

Unit-II Working on photo ideas

Researching stories, single picture story, photo montage, photo essays, photojournalism, human interest stories, documentary photography, portraits, posed photography, writing captions for photos, legal and ethical issues in photography.

Unit- III Capturing Images

Framing and composition, compositional guidelines, elements of design, understanding form and content, working around the subject, different styles of photography, creating own style, experimenting with styles and genres.

Unit- IV Editing Pictures

Selecting pictures, file formats, size and layout, editorial workflow, working in editing softwares, evaluating own work, understanding and appreciating photographs, case studies of renowned photographers.

Suggested Reading List

- Digital photographer's handbook: Tom Ang, DK Publications
- Mastering Digital Photography: David D. Busch, Course Technology PTR
- Digital Photography Workflow Handbook using Photoshop CS and Raw Converters for the Digital Photography Workflow: Steinmueller B., Steinmueller U.,
- Digital Photography Quicksteps: Sahlin, Doug, McGraw-Hill Osborne Media
- Elements of Photography– Understanding and Creating Sophisticated Images: Angela Faris Belt, Focal Press, 2008.

- Photographer's Handbook: John Hedgecoe, Knopf Doubleday, 1992.
- Photography– A Critical Introduction: ed Liz Wells, Routledge, 2009
- Raw Workflow from Capture to Archives– A Complete Digital Photographer's Guide to Raw Imaging: Philip Andrews, Focal Press, 2006.
- The Art of Colour Photography: John Hedgecoe, Elsevier, 1998.
- The Photography Reader: ed Liz Wells, Routledge, 2002.
- Picture Editing: Tom Ang, Focal Press, 2000.

MJMC VAC 106: COMMUNICATION SKILLS

Course Description:

The course intends to develop communication skills as well as positive personality traits. It helps students visualize the wider understanding of communication skills and techniques and face oral examinations and interviews.

Objectives:

- To hone public speaking, presentation, and interviewing skills, enabling students to communicate confidently and effectively in various settings, from interviews to public events.
- To develop skills for presenting, including voice modulation, body language, and maintaining a professional demeanor.
- To develop advanced writing skills with an emphasis on clarity, accuracy, and engaging storytelling.
- To provide a comprehensive portfolio of work showcasing diverse communication skills, including writing samples, multimedia projects, and digital content

Outcomes:

After completing the course, the students will be able to know how to respond to people and know various types of communication; listen effectively and respond accordingly; articulate well verbally and add value to the spoken word; use writing as a tool for thinking and learning; develop skills in writing; and over all professional grooming

Unit 1 Body Language & Good Communication

Basics of Communication: Definition, Means and Modes, Types of Communication: Intra communication, Inter-communication, Group and Mass Communication, Forms of Communication: Formal and Informal communication, verbal & non-verbal communication, types of Body Language & Functions of Body Language, role of Body Language

Unit 2 LSW Skills

Listening: Types of Listening, Listening within teams, Listening for Q& A sessions and interview, Speaking: Conversation Skills, Small Talk & Extempore, Practical: Extempore Round, Just A Minute (JAM),Essay/Proposal Writing.

Unit 3 Effective Professional Communication

Letter Writing: Letter, E-Mail, Summary, Minutes of Meeting and Complaint, Profile Creation: Bio-Data/CV/Resume, Presentation Skill: PowerPoint presentation for client/seniors/batch mates etc.

Unit 4 Basics of Personality Development and Soft Skill

SWOT Analysis, Johari Window, Professional Grooming: Dress Code, Health and Hygiene, Table Manners and Etiquettes, Interview Skill, Group Discussion Skill, LinkedIn Etiquettes, Time Management and Meeting the Deadline, Goal Setting and Career Planning.

Learning Outcomes:

After completing the course, the students will be able to know how to respond to people and know various types of communication; listen effectively and respond accordingly; articulate well verbally and add value to the spoken word; use writing as a tool for thinking and learning; develop skills in writing; and overall professional grooming.

Reading Materials:

- McQuail, Dennis, Mass Communication Theory (6th Edition), Sage South Asia Edition, Sage Publication.
- Baran, Stanley J. & Dennis K. Davis (2007). Mass Communication Theory: Foundations, Ferment and Future (5th Edition). WADSWORTH, Cengage Learning.
- Fiske, John (2010). Introduction to Communication Studies (3rd Edition). Routledge Publication.
- Sealy, John. Oxford Guide to Writing and Speaking English. Oxford University Press.
- Raman, Meenakshi and Prakash Singh. Business Communication. Oxford University Press.
- Bovee et al, Business Communication Today. Pearson Education.
- Taylor, Shirely. Communication for Business. Pearson Publication.

Semester- II								
Course Code	Course Name	L	T	P	CH	C	Type	Evaluation
MJMC C201	Development Communication	3	1	0	4	4	CORE	20+80=100
MJMC C202	PR & Corporate Communication	3	1	0	4	4	CORE	20+80=100
MJMC C203	Principles of Advertising	3	1	0	4	4	CORE	20+80=100
MJMC C204	TV Journalism & Production	2		4	6	4	CORE	20+80=100
MJMC C205	Digital Media	2	2	0	4	4	CORE	20+80=100
JMC VAC206	Creative Writing	0	0	4	4	0	Value Added	Grade
Total Class Hours/Credits					26	20		500

MJMC C 201 – DEVELOPMENT COMMUNICATION

Course Description

The course "Development Communication" is designed to provide postgraduate students of Journalism and Mass Communication with a comprehensive understanding of communication's critical role in driving socio-economic development, promoting social change, and fostering community engagement. In a rapidly evolving global landscape, effective development communication through print media serves as a powerful tool to address pressing issues, advocate for marginalized voices, and contribute to positive transformation.

This course explores the multifaceted aspects of development communication, emphasizing the strategic use of print media to empower communities, facilitate participatory development, and promote sustainable social progress. Through theoretical insights, practical exercises, case studies, and interactive discussions, students will develop the skills and knowledge necessary to become adept development communicators equipped to make a meaningful impact on society.

Objectives

- To expand the knowledge base of theories around development
- Learn to critically assess the strategic use of communication and media tools in development goals.
- To understand the newer approaches to C4D concepts, methods and techniques
- To understand the principles and processes in campaign design, and how to develop a successful format

Outcomes

- Students will have an understanding of the theory and history of the role of communication in development.
- Students can produce materials for development communication programs

Unit 1 Introduction to Development Communication

Development communication :meaning, concept, definition, Philosophy & Approaches, Indicators of development, Millennium Development Goals .Sustainable Development Goals, Characteristics and Gap between developing and developed societies, National and international National Development Programmes, SITE, Kheda, Jhabua, Innovations and trends in Development Communication

Unit 2 Theories & Models of Development Communication

Role of Communication in Development, Models of Development Dominant Paradigm and New Paradigm of Development, Diffusion of Innovation, Participatory Model, Dependency Model, Gandhian model, Social and Behavioural Change Communication: Concept & Approaches strategies in development programmes, Socio-Ecological Model, Planning Models :ACADA, Communication Planning Model, P Process, C-change planning model, COMBI, SWOT

Unit 3 Research in Communication for Development

Research for development communication, Qualitative and Quantitative Research Methods, Identifying stakeholders, Field techniques for data collection, Participatory development, Participatory Rural Appraisal)PRA (techniques

Unit 4 Media & Communication for Development

Advocacy, Mobilization and Behaviour Change Communication strategies in development programmes, Success stories in Development Communication, Innovations and trends in Development Communication, Campaign Designing :Situation Analyzing, Content Creation, Media Selection, Implementation, Monitoring and Evaluation, Feedback.

Assignment

- Analysis of development indicators - national and international perspectives
- Evaluate strategies used by development agencies for implementation of development programmes
- Production of traditional media forms in India- Street play/puppetry production for communicating developmental messages
- Developing C4D strategies in group

Suggested Reading Lists

- Srinivas R. Melkote, Communication for development in third world (Second edition). California, United States: SAGE Publishing, 2001.
- Moody Bella, Designing Messages for Development Communication: An Audience Participation-Based Approach (Communication and Human Values). California, United States: SAGE Publishing, 1992.
- Narula, Uma, Development Communication Theory and Practice. Har-Anand Publication, Ltd. New Dehli. 1990.
- Sharma, Suresh Chandra. Media Communication and Development, Rawat Publication, Jaipur. 1987.

- Anaeto, S.G. & Solomon Anaeto, Development Communication: Principles and Practice. Ibadan: Stirling- Horden Publishers, 2010.
- Communication for Development in the Third World: Srinivas R. Melkote & H. Leslie Steeves, Sage, 2008.
- D.V.R. Murthy, Kanishka. Development Journalism– What Next?–An Agenda for the Press, 2007.
- Doing Development Research :eds Vandana Desai & Robert B .Potter, Sage, 2006.
- N. Usha Rani, Folk Media for Development– A Study of Karnataka's Traditional Media, Karnataka Book, 2009.
- Leif Packalen, Sharad Sharma. Grassroots Comics– A Development Tool –, Ministry for Foreign Affairs of Finland, 2007 available on <http://formin.finland.fi/developmentpolicy>.
- K.P. Sasi, In posters!–A Social Commentary through Cartoons: VAK, 2004.
- N. Narayanasamy. Participatory Rural Appraisal– Principles, Methods and Application: Sage, 2009.
- Communication for Development: Reinventing Theory and Action (In 2 volumes), 2009; Volume – 1: Understanding Development Communication; Volume – 2: Advanced Development Communication

MJMC C202: PR & CORPORATE COMMUNICATION

Course Description: Public relations communications may take many forms from media releases to public speaking, counselling, training seminars, and hosting public events. Public relations and corporate communication skills, tools, and practices are not only for achieving business ends, but also serve to advance social programs and communication and relation building in public education, health, political campaigns, human rights, and many other ends that promote a public cause rather than a private interest.

Objectives

- To give an overview of the public relations practices and strategic approaches.
- To understand the evolution of public relations in Indian and abroad.
- To critically analyse the current PR practices in industry.
- To provide the basic understanding of stakeholder communication.
- To understand strategic communication and its implication to managing brand and reputation of the organization.
- To implement theory and concepts in strategic communication to resolve issues and crisis.
- To mitigate the role of ethics for in strategic communication

Outcomes

- Learners will acquire the basic understanding of the concepts of corporate communication and Public Relations
- Learners will be mastered about various elements of corporate communication and consider their roles in managing organizations.
- The learner will unfold a critical understanding of the different practices associated with corporate communication

Unit 1 Evolution of PR

The Origins, definition, meaning, implication of PR. Concepts of PR: Propaganda, Publicity Persuasion and Relationship. Nature , scope and significance of public relation, public relation

Unit 2 PR and Other Marketing Tools

Advertising VS Public Relations, functions of PR, PR as a marketing tool, Public Relations Department and its Functions Role of PR in corporate, public sector and agencies. Role responsibility, quality and qualification of PR executives. Press Conference, Press release, Press briefing, House Journal etc.

Unit 3 PR and Corporate Communications

Definition, meaning and significance of Corporate Communications, PR and Community Relations: Importance of community relations to do business. Harmony and social development, CSR as a tool for effective public relations, Role of PR as Brand Building, Managing Reputation, Crisis Communication, role of PR in digital era/new media ecosystem.

Unit 4 PR Research and Campaign Planning

Public Relation Campaign: Planning Process, selection of media, budget, evaluation and linking to goal, PR Campaign, Importance of measuring PR activity, crisis communication, role of PR in Crisis management, Ethics in PR, PRSI, public relation and research

Suggested Reading Lists -

- Sachdeva, Iqbal, Public Relations: Principles and Practices, Oxford Higher Education, Oxford University Press, New Delhi-2017
- Moss Danny & Desanto Barbara, Public Relations: A Managerial Perspective, SAGE - New Delhi- 2011 (Chapter-12 & 17)
- Rayudu, C.S. and K.R. Balan, Principles of Public Relations, Himalaya Publishing House-2013 (Chapter-10, 11 & 12)
- Butterick, Keith, Introducing Public Relations Theory and Practice, Sage Publications, South Asia Reprint
- Vilanilam, J.V. Public Relations in India: New Tasks and Responsibilities, Sage Publications-New Delhi- 2011
- Heiman, Suzette; Baskin, Otis; Lattimore, Dan; Toth, Elizabeth, Public Relations: The Profession and the Practice, McGraw Hill-2011
- The Handbook of Strategic Public Relations and Integrated Marketing Communications, Third Edition, by Clarke Caywood, Pearson-India
- Austin Erica Weintraub and Pinkleton Bruce E, Strategic Public Relations Management: Planning And Managing Effective Communication Programs, Publisher: Routledge -2015
- Corporate Communication: A Guide to Theory and Practice 4th Edition, by Joep Cornelissen, Sage Publication

MJMC C102: PRINCIPLES OF ADVERTISING

Course Description:

To introduce the concept and process of advertising and its role in marketing and familiarize the students with the glossary and organizational structure and functions involved in digital advertising.

Objective

- To educate the student about the advertising campaign
- To prepare professionals interested in careers in advertising, marketing, promotions, public relations or sales managerial jobs, or for individuals in the field.
- To educate the student about the types of writing for the advertisement

Outcome

- Students will learn the concepts of advertising
- Students will know the opportunities available in the field of advertising
- Students will be able to produce radio and television advertisements
- Students will learn to do team work
- Students will learn the working pattern in an advertising agency
- Student will plan and execute an advertisement campaign.

Unit 1 Advertising

Introduction: Evolution of Advertising, History of Indian Advertising, Types of Advertising: Commercial, Non-commercial; Classified, Display; Retail, Wholesale ; Global, National, Regional, Local; Public Service Advertising, Advocacy; Surrogate Advertising, etc., Advertising Models and Theories– Maslow Theory, DAGMAR approach, Theory of Cognitive Dissonance.

Unit 2 Advertising Planning & Strategy

Strategic Planning, Advertising Plan, Targeting, Positioning: USP, Brand Image & Brand Personality- Celebrity endorsements, Message Strategy, Media Strategy- Developing a Media Plan, Media scheduling, Advertising Budget, Agency-media Interface.

Unit 3 Advertising & Creativity

Creative Process, Creative Brief, Advertising Appeal, Colour Psychology, Slogan, Creativity: Layout & Production- Steps, Elements, Copy Writing: Types of Copy, Headlines, Language, Typography, Rhetoric of advertising.

Unit 4 Advertising Laws and Regulatory Bodies

Advertising Agencies in India; Media laws Apex bodies concerning Advertising, AAAI, ASCI, Code of Conduct, Case studies from ASCI Advertising tools and practice, Ethics in Advertising, Structure of the advertising organization, Impact & Future of Advertising

Practical Exercises

1. Design a print advertisement
2. Design a window display for an upcoming special day advt
3. Design a specialty media item
4. Design a billboard
5. Produce an advertisement with a slogan
6. Design a direct e-mail advertisement
7. Create a jingle

Suggested readings:

- Young, M, Ogilvy on Advertising in the Digital Age, Carlton Books, 2018
- Jethwaney J & Jain S, Advertising Management Oxford University Press, New Delhi, 2020
- Kumar Keval J., Mass Communication in India, Jaico Publishing House, New Delhi, fourth Edition, 2022
- Chunawala S A, Foundations of Advertising: Theory and Practice, Himalaya Publishing House, New Delhi, 2019
- Burnett, W and Moriarty, Advertising principles, and practice, Pearson Prentice Hall, seventh edition, 2018
- Bovee&Arens- Contemporary Advertising, McGraw-Hill Inc.,US; fifth edition, 2013
- Burton, Philip Ward - Advertising Copywriting, NTC business books, seventh edition
- Philip Kotler and Eduardo L Roberto, Social marketing strategies for changing public behaviour- The free Press-2019.
- Ogilvy, D - Ogilvy on Advertising, Random house .inc, Newyork, first edition, 2018

MJMC C204: TV JOURNALISM & PRODUCTION

Course Description:

This course will help students to understand TV as a medium of news production and broadcast. It will help them in learning and understanding basic structure and set up of News rooms in television, roles and responsibilities of people working in different departments and sections. This course is also focus on concept and skill for writing, producing and presenting news and current affair-based programs & shows for TV.

Objectives

- To understand the basic concept of Television Journalism & Production techniques.
- To learn how to structure news stories effectively, engage the audience, and convey information using visual elements, interviews, and narration.
- To learn techniques for delivering news confidently, using appropriate tone, voice modulation, and body language.
- To learn how to shoot, edit, and produce news packages, interviews, and live reports.
- To understand the ethical considerations and legal aspects related to broadcasting news.

Outcome

- To recognize Television as a medium of news production & will be able to work in professional atmosphere of TV newsroom.
- To get familiar with newsroom equipment and required software to produce and present news and current affair-based programs and shows.
- To write, produce & present news and current affair-based programs and shows on air.
- To demonstrate competency in shooting in the field and studio, using professional-level equipment.

Unit I: TV as a Medium of Mass Communication

TV as A Medium of Mass Communication, Functions & Characteristics of Television, Strengths and Weakness of TV as a medium, Evolution of television, Growth of Television In India, Satellite Instructional Television Experiment (SITE), Doordarshan

Unit II: TV Production

Basics of Video Camera, Parts of Camera, Classification of Shots, Stages of Video Production: Pre-Production, Production & Post-Production, Basics of Lighting: Lighting Techniques: Three Point lighting, Basics of editing, Types of editing -online and off-line editing, Linear and Non-linear editing, Chroma-key.

Unit-III: TV News Reporting

Writing for the visuals techniques, Using Sound bites & Vox-pop, TV News Package, Piece to Camera (PTC), TV Interviewing, Electronic News Gathering (ENG), Electronic Field Production (EFP), Outdoor Broadcasting Van, TV News Anchoring Techniques. Use of teleprompter, Role and qualities of a TV Reporter, Ethics involved in TV Journalism.

Unit-IV: TV Newsroom Management & Coordination

Organizational structure of a News Channel, Role of Input & Output Desk, Assignment Desk, Role & Function of Programming/ Production Desk, Qualities & Attribute of a TV News Anchor, Technical Team, Editorial Planning Process, TV News Bulletin Structure & Production, Television Debates & Panel Discussion.

Suggested Readings List

- Television Journalism Broadcast News: Writing, Reporting and Producing, Ted White and Frank Bernas, Focal Press, Focal Press, Oxford, 2010
- The Rise of 24-Hour News Television: Global Perspectives, Ed. Stephen Cushion and Justin Lewis, Peter Lang, New York, 2010
- An introduction to writing for Electronic Media: Script writing Essentials Across the Genres, Roberts B. Musburger, Focal Press, Oxford, 2007
- Practice of Looking: An Introduction to visual Culture, MaritaSturken and Lisa Cartwright oxford University Press, Oxford, 2001

- Globalization And television: A study of the Indian Experience, 1990-2010 by SunetraSen Narayan Oxford University Press, 2013
- Electronic Journalism: Principles and Practices, AdityaSengupta, Authors Press, New Delhi, 2006
- Journalism in the Digital Age: Theory and Practice for Broadcast, Print and Online Media, John Herbert, Focal Press, Oxford, 2000
- Television in India: Many Faces, Mira K. Desai, Authors Press, Delhi, 2010
- India on Television: How Satellite News Channels Have Changed the Way We Think and Act, Nalin Mehta, Harper-Collins, New Delhi, 2008
- Video Production Handbook, Fourth Edition: Gerald Millerson, Jim Owens, Focal Press, 2008.
- TV Production Handbook :Herbert Zettel, Thomson Wadsworth, 2007.
- Writing for TV, Radio, and New Media :Robert Hilliard, Wadsworth, 2007.

MJMC C205: DIGITAL MEDIA

Course description:

Understand digital media's role in modern communication, society, and culture. Explore digital identity, user-generated content, and citizen journalism.

Objective

- Grasp online communication's features and significance.
- Differentiate new media from traditional forms.
- Analyze social media's impact on culture and participation.
- Recognize emerging trends and technology's societal effects.

Course Outcome:

- Define online communication and its role in society.
- Differentiate new media characteristics.
- Analyze social media's cultural influence.
- Understand digital identity's role in journalism.
- Identify emerging trends and tech's impact.

Unit- I

Overview of online Communication Meaning of communication, features of Online Communication, video conferencing, Webcasting,microblogging, Computer mediated communication, Mojo

Unit -II

History of New Media, characteristics of New Media, types of New Media, New Media vs. Old Media, Tools and Techniques for Online Journalism- Mapping, Timeline, Infographics, Podcasts, Explainer Videos, Online Story Construction and publication. Identification of fake news photos and content. Misinformation and impact on society.

Unit- III

Social Media, Digital culture and digital identity, User Generated Communication, Wiki,

Blogs, YouTube, Participatory culture and social media, Citizen Journalism.

Unit- IV

Emerging trends in New Media, Cyber Laws and Ethics. New media & Public sphere, New Media & e-democracy, Mobile phone: a convergent technology, Smartphone Culture and society, Cyber Crimes & Security: Types and case studies, Cyber Laws & Ethics, Internet censorship in India, Digital Media Guidelines and Ethics.

Suggested readings:

- LA Lievrouw, S Livingstone, Handbook of new media: Social shaping and consequences of ICTs, Sage 2002
- Flew. Terry, New Media: An Introduction, Oxford Higher Education, 3rd, 2007
- Levinson. Paul, New New Media, Allyn & Bacon, 2nd, 2012
- Lev Manovich, The language of New Media, MIT Press, 2001
- Jenkins, Henry (2006)
- 6) Convergence Culture: Where Old and New Media Collide. New York London: New York University Press.
- Hassan Robert, Thomas Julian (2006). The New Media Theory Reader, Open University Press.

MJMC VAC 206: CREATIVE WRITING

Course Description

This course is designed to impart skills of journalistic writing for different media platforms to the students. The course incorporates changes in the nature of media professions and the need to adapt to convergence of media productions and technologies and also to acquire the ability to work on multiple platforms.

Unit-I

What is media writing? Media writing as communication, Telling stories, engaging the reader.

Research and writing. Introduction to narrative, Narrative writing, with an example of a notification story, descriptive and explanatory writing, Principles of good writing, basic tools of writing, characteristics of media writings, revision of grammar, syntax and style. Drafting and revising.

Unit-II

Ideas for writing, Explaining ideas and processes, engaging the reader: what makes a good introduction or lead to a story? The language of Journalism: concrete, specific, active, clear, democratic, non-sexist, non-racist.

Unit-III

Writing for Print: Principles of news writing, News values, news story, news structure, concept of inverted pyramid, lead paragraph, quotations and background, Headlines and caption writing. Feature writing, types of feature, profiles, writing book reviews and film reviews, writing columns. News sources, skills of research, objectivity style book, freelance. Writing for magazines-writing for broadcast: writing for eyes and ears.

Unit-IV Writing for web: characteristics of web writing, technical writing, blogs, online journalism, Freedom of expression, restrictions on publications, ethics and responsibility,

defamation, liable. Practical writing exercises- anecdotes, news story, features, captions, headlines, copywriting, reviews, press release.

Suggested readings:

- Batty Craig and Cain Sandra(2010). Media writing: A Practica;p introduction. Palgrave
- Macmillan.
- Stovel.J.(2006). Writing for Mass Media, 6th edition. Allyn and Bacon.
- Melvin Mencher(2006). News Reporting and Writing. 10th edition. McGraw-Hill.
- Strunk, William & White, E.B. (1999). The Elements of Style. Longman.
- Clark, Roy Peter (2006). Writing tools: 50 Essential Strategies for Every writer: Little
- Brown.
- Raman, Usha(2009). Writing for the Media, OUP.

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Semester- III								
Course Code	Course Name	L	T	P	CH	C	Type	Evaluation
MJMC C301	Media Research	3	1	0	4	4	CORE	20+80=100
MJMC C302	Internship	0	4	0	4	4	CORE	20+80=100
Core Elective (any 2 Courses to be chosen)								
MJMC E303	Media Entrepreneurship & Management	3	1	0	4	4	Elective	20+80=100
MJMC E304	Graphics & Design	2	0	4	6	4	Elective	20+80=100
MJMC E305	Documentary Production	2	0	4	6	4	Elective	20+80=100
MJMC E306	Media Commercials	3	1	0	4	4	Elective	20+80=100
MJMC CT300	Media & Information Literacy	4	0	0	4	4	CBCT	20+80=100
MJMC VAC307	Podcasting	0	0	4	4	0	Value Added	Grade
Total Class Hours/Credits					28	20		500

MJMC C301- MEDIA RESEARCH

Course Description:

Be able to apply a range of research methods and techniques. And enables to understand various research tools implied to get results of research.

Objectives

- Understand the nature and purpose of research in the creative media industry.
- Be able to apply a range of research methods and techniques.
- Be able to present results of research.
- To educate the research methodology

Outcome

Students will understand the scope and techniques of media research, their utility and limitations.

- Students will develop practical knowledge on quantitative and qualitative methods of research

Unit- 1 Basics of Research

Social Science and Research: The linkage and relevancy, Science and Research: Process and approaches of scientific research, Mass Media Research and Scientific Methods: Application of scientific methods in mass media research, Issues in Research: Generic and specific issues, Research Ethics: Significance of ethics in research

Unit- 2 Elements of Research

Research Proposal: From concepts to construct, Finding Relevant Study, Literature Review: Methods and approaches to short out existing study for the research, Methodology: A brief understanding about qualitative and quantitative approaches, Sampling, Data Collection and Data Analysis

Unit- 3 Quantitative Research Methodology

Quantitative Research for Media Study: Application and relevancy of quantitative study, Content Analysis: Uses, steps and limitation of content analysis. Reliability and validity test, Survey Research: Descriptive and analytical survey, advantages and disadvantages, constructing questions, pretesting and achieving reasonable response.

Unit- 4 Qualitative Research Methodology

Qualitative Research for Media Study: Application and relevancy of qualitative study, Longitudinal Research: Types of longitudinal research, panel studies, analysing causation in panel data and combining qualitative & quantitative, Experimental Research: Experimental design, advantages and disadvantages of experimental research, Application of Research in Newspaper, Magazine, Electronic Media, Digital Media, Advertising and Public Relations

Suggested Reading Lists

- Wimmer, Roger D. and Joseph R. Dominic, Mass Media Research: An Introduction (10th Edition), CENGAGE Learning- Delhi-2014
- Babbie, Earl, The Practice of Social Research (8th Edition), Wadsworth Publication-1998
- Bryman, Alan, Social research methods (4th Edition), Oxford University Press-2012

MJMC C302-INTERNSHIP

Course description:

To make students to engage themselves in media industry and work to learn the nuances as per the interest to the students, and give them an opportunity to understand the functions of media organization.

Objectives:

- Understand the nature and functionalities of creative media industry.
- Be able to apply their classroom learning into real practises in media.
- To expose with working style of media firms.

Outcomes

- Students will understand the scope of media sector and to secure a job in their area of specialisation.
- Students will develop practical knowledge on media industry.
- Students will be able to try jobs in the field of advertising, social media, journalism,etc.

Internship (Minimum 4 weeks) Students will undertake a four-week internship in media and communication organizations such as newspapers, magazines, radio, television, advertising agencies, public relations concerns or any other approved by the Head of the Department. Students will be evaluated based on the feedback received from the training institute, student's presentation and a detailed report. The students shall be required to produce a certificate to the effect that he/she completed the prescribed internship programme.

MJMC E303: Media Entrepreneurship & Management

Course Description:

This course introduces media management issues including leadership, management, marketing and budget. Students also will learn a great deal about entrepreneurial journalism and thinking like an entrepreneurship. One of the goals of the course is to arm student with analytical tools to help them understand the current state of media, and to help develop new models for the future. This course focuses on the role of entrepreneurship and innovation for the future of journalism and on the creation of news and information enterprises and initiatives for the emerging media ecosystem that has been formed by the Digital Revolution.

Objectives:

- Describe the most important issues facing media managers.
- Understand how media managers make decisions.
- Understand the principles of effective leadership in a news organization.

Outcome

- Understand the principles of entrepreneurial journalism.
- Understand the relationship between business and editorial decisions.

- Understand the philosophical perspectives for making ethical decisions.

Unit- 1

Management – principles – scope –Overview of media landscape in India—Print, Radio, Television, Digital media- new media and its impact-- media economy with special reference to Indian market-media as an industry and profession; Introduction to Media Economics.

Unit-2

Indian media consumer. - Principles of media management and their significance --Foreign equity in Indian media (including print media) – New challenges. Sources of Revenue for Print, Electronic and Digital Media. Strategy to boost advertisements – competition with other media – management of advertisement department – advertisement manager – responsibilities -- apex bodies: DAVP, INS and ABC.

UNIT- 3

Print Media Management—Ownership patterns, structure of newspaper organization & functions of various departments & personnel. Emerging marketing strategies. Customer Relationship Management (CRM) in print, FDI in Media; circulation department –functions – circulation manager . TV & Radio: Ownership Pattern, Organizational Structure, Functions of various departments and personnel. The market and the audiences, issues of broadcast management –principles and scope.

UNIT- 4

Introduction to Media Entrepreneurship, Concept of entrepreneur, Characteristics and qualities of entrepreneurs, The Current and near future digital environment, opportunities in today’s media environment, Legacy media intrapreneurship, start-up, developing an idea, Conducting research into your target market, Sources of revenue, Competition analysis, the competition and market research, unique value proposition, Pitch your Start-up. Sustainable Plan.

Suggested Reading List:

- Alan B. Albarran, Management of Electronic Media
- Sylvia M. Chan-Olmsted, Michael O.Wirth, Handbook of Media Management and Economics, Routledge (2006)
- Alison Alexander, James Owers, Rod Carveth (ed), Media Economics - Theory & Practice, Lawrence Erlbaum Associates, New Jersey (2013)
- Arun Pattanaik, Textbook of Media Management
- George Sylvie, Jan Wicks LeBlanc, C. Ann Hollifield, Stephen Lacy, Ardyth Sohn Broadrick , Media Management: A Casebook Approach (Routledge Communication Series) 4th Edition
- Gillian Doyle, Understanding Media Economics, Sage (2020)
- Entrepreneurial Journalism, How to Build What’s Next for News, by Mark Briggs.

MJMC E304 – COMPUTER GRAPHICS

Course description

The course "Computer Graphics" introduces students to the world of digital visual communication, enabling them to create, manipulate, and design various graphical elements. From foundational concepts of graphics and typography to advanced techniques in photo editing, page layout, and infographics, students will gain hands-on experience using industry-standard software tools. Through practical projects and theoretical insights, the course equips students with the skills required to produce visually appealing and effective designs for both print and digital media.

Objectives

- Apply fundamental line drawing techniques, including straight-line drawing and free-hand drawing.
- Familiarize with Adobe Photoshop CC 18 or above tools, advantages, and image editing concepts.
- Learn InDesign CC 18 or above fundamentals, including layers and page layout principles.
- Create informative illustrations for news reports, starting with simple graphs like bar diagrams and pie charts.

Outcome

By the end of this course, students will possess practical skills in computer graphics, including photo editing, page layout, and infographic creation. They will be capable of designing visually compelling and informative graphics for both traditional print media and digital platforms.

Unit- 1: Basics of Graphics

Line drawing :Straight-line drawing, free-hand drawing, vector graphics, raster graphics, pixels, typography :fonts and typefaces,ink jet printing using archival materials.

Unit- 2: Photo Editing and Processing

Photoshop CS6, Introduction, concepts, tools, advantages, designing, editingphotographs : image enhancement, image manipulation, colour correction, filter effects, projects, brochure, cards creation, developing backgrounds and different Layouts, ImageReady.

Unit- 3: Page Layout and Design

InDesign CS6, layers, scale page layout and design, creating images for print and for webpage,managing file size, types of page layouts for print media, digital painting.

Unit- 4: Infographics

Preparing illustrations for news reports in newspapers starting from simple graphs such as bar diagram, pie charts, Illustrations particularly when photographs of an event is not available or photographs do not give the details clearly.

Suggested Reading Lists

- Peter Shirley .Fundamentals of Computer Graphics, AK Peters, 2002.
- Steven Heller and Karen Pomeroy .Design Literacy :Understanding Graphic Design, AllworthPress, New York, 1997.
- Tay Vaughan .Multimedia :Making It Work, McGraw-Hill, Osborne, 2002

MJMC E306 – DOCUMENTARY PRODUCTION

Course description

Understand the functions, importance and forms of documentary films. Learn structure and story curve in documentary. Examine the techniques involved and learn the rudiments of creating a documentary.

Objectives

- To enable the students to make documentary films.
- To acquaint students with various nuances of documentary film making practices.
- To critically apprise students about documentary film movements.

Outcomes

- The students will understand various processes involved in documentary film making.
- The students will be able to critically examine documentary films and make meaning thereof.
- They can undertake different documentary projects through crowd funding.

Unit 1 Introduction

- Types of documentary films, nature of documentary, desire for truth, nature and sharing of experiences, stages of documentary film production .

Unit 2 Writing for Documentary Films

- Different formats of script writing for documentary films, research, gathering authentic data, writing for interviews, locating the sources, planning for shooting .

Unit 3 Production

- Preparing for the shoot, checklist, executing the script and improvising, handling human subjects, black and white balance, grain control, framing and composing, recording sound, types of microphones, editing.

Unit 4 Funding

- Self-funded projects, finding funding, production finance, government funding agencies, target audiences, distribution and exhibition, online distribution, independent documentary filmmakers, case studies.

Practical

- Students will be taught about documentary filmmaking complemented by practical exercises. Documentary film screening and critically assessing them will supplement the lectures. Students have to make short documentary films.

Suggested Reading Lists

- Documentary in the Digital Age :Maxine Baker, Focal Press, 2006 .
- Documentary Story Telling :Sheila Curban Bernard, Focal Press, 2007 .
- Practical DV Filmmaking :Russel Evans, Focal Press, 2007.
- Video production handbook, Gerald Millerson, Focal Press, 1992
- The Moving Image :Production Principles as Practices –Foresman Company

MJMC E307: Media Commercials

Course Description

To make acquainted with different formats of TV commercials. Helps To develop writing and creative skills for television, radio and web commercials.

Enables to have a critical assessment of the commercials broadcast in various media.

Objective

- To make acquainted with different formats of TV commercials.
- To develop writing and creative skills for television, radio and web commercials.
- To have a critical assessment of the commercials broadcast in various media.

Course Outcomes

- The students will be able to distinguish different types of commercials.
- The students will gain knowledge on copywriting and production techniques involved for radio, television, web and films.

Unit- 1 Types of Commercials

Commercials: Meaning and definition, historical development – Elements of a good commercial – types and importance of commercials in electronic media: lifestyle, slice of life, demonstration, product's self-promotion and teaser usage, Comparative of competing products –Sports and super bowl commercials, Adventurous, humor, automobile, jewellery, ethnic and cultural, traditional, tourism, apparels, beauty products– Fantasy commercials – political ads and Interactive indoor media TV and their functions. Commercial genres.

Unit- 2 Media Strategies

Commercials for consumer, corporate, Industrial, retail, national, trade, professional and social

Target audience: Brand image, brand umbrella, rebranding – Media selection – radio, television, Web and films, brand endorsements and brand ambassadors – positioning of sports materials in TVC - Commercials for children products, youngsters, women, Commercials aimed with branding, sub-branding, re-branding - Copyright, label, trademark involved in commercial production- Surrogate commercials and benefits.

Unit- 3 Creating Concepts

Concept, Ideation, Copywriting and production techniques for radio, television, web and films. Writing for commercials (jingles and spots), Visualization & storyboard for TV commercials, Precautions to follow while making life insurance or stock market related commercials, Case study of international versus regional products, Budget involved-Jingles.

Unit- 4 Web Commercials

Evolution of Web Commercials, Types, Online ads, function, types and use. Ambient ads creation and emerging trends –infomercials and commotainment, positive and negative portrayal of men, women, children and animals in TVC – critical analysis of commercials, Comparative ads Seasonal ads and relevance, spoof, parody.

Suggested Reading Lists

- Namita Unnikrishnan and Shailaja Bajpai. The Impact of Television Advertising on Children, Sage Publications, New Delhi, 2012.
- Tom Duncan. Principles of Advertising & IMC (International Edition), McGraw-Hill, New Delhi, 2011.
- Barrie Gunter; Caroline Oates; Mark Blades. Advertising to Children on TV: Content, Impact, and Regulation, Lawrence Erlbaum Associates, 2012
- John Philip Jones. International Advertisings, Sage, New Delhi, 2009.
- Hooper White. How to produce effective TV commercials, McGraw-Hill, 2010.
- Ivan Cury. TV Commercials – How to Make Them, Focal Press, 2012.
- Lary Elin and Alan Lapides. Designing and Producing the Television Commercial, Pearson, 2013
- Pete Barry, The Advertising Concept Book: Think Now, Design Later, Thames & Hudson Ltd; 2nd Revised edition edition, 2012.

MJMC E 301- Media & Information Literacy

Course Description: This course introduces students to the fundamental concepts of Media and Information Literacy (MIL) in the context of a democratic society. It explores the role of media and information in shaping public opinion, fostering civic engagement, and influencing the functioning of a democracy. Students will delve into the complexities of media content, information dissemination, and digital communication while critically examining issues such as misinformation, media ownership, ethical considerations, and the impact of technology on society. Through a multidisciplinary approach, the course aims to equip students with the skills and knowledge necessary to navigate the media landscape, make informed decisions, and participate effectively as responsible media consumers and creators.

Objectives

- Understanding the Role of Media and Information in Democracy
- Define and explain Media and Information Literacy (MIL) and their significance.
- Analyze the impact of media and information on communication and society.

- Understanding Media Content and Its Uses. Analyze socio-cultural and political dimensions of media content.
- Explore challenges of the virtual world, digital divide, and privacy concerns.

Outcome:

By the time of course completion, students will adeptly navigate media, critically assess information, and responsibly engage with digital content within democratic contexts.

UNIT-1: Understanding the Role of Media and Information in Democracy

Introduction to Media & Information Literacy, Concepts and Applications of Media & Information Literacy, What is Information? What is Media? How Media & Information affects communication, Digital Information Literacy, identifies the similarities and differences of media literacy, information literacy, and technology literacy, Freedom of Expression and Information, Access to Information, Representation in Media and Information; Representations of Journalism in Film and TV, Information & Media Consumption, Participatory Media, Content Producer, Consumer/Audience, Commoditization of Information, Media, Technology and The Global Village, Understanding the News, Media and Information Ethics.

UNIT-2: Understanding Media Content and Its Uses

News Literacy & Media Ownership, who control your information? Socio-Cultural and Political Dimensions of Media, Political Economy of Media, Confronting Confirmation Bias, Young People in the Virtual World, Challenges and Risks in the Virtual World, How social media is affecting teens, Digital Divide, Addiction, and Bullying, Privacy & Surveillance, Copyright & Intellectual Property.

UNIT-3: Information Disorder

The Information Cycle , Locating, Accessing, Assessing, Organizing, and Communicating Information, Information Ecology & Information Disorder: Concept, Meaning and definition, Fake News Vs Fake Content, Brief History of Fake News, Infodemic: Mis-information, Dis-information & Mal-information, Types of Mis-information or Dis-information, Impact of Information Overloaded.

UNIT-4: Debunking the Fake News

Judging the Credibility of News in The Digital Age, “Fake or Real? How to Self-Check the News and Get the Facts, Evaluating Sources for Credibility, Fight the Fake & Debunk the Fake News, Debunk Techniques & Tools, Image Verification Tools, Video Verification Tools, Identifying Digital Footprints and Timestamps, How media made changes to its search algorithm that unintentionally made it vulnerable to the spread of fake news, Cheap Fake Vs Deep Fake, Ethical and legal considerations of digital manipulation of media content.

Suggested Books

- Media and Information Literacy: An Integrated Approach for the 21st Century by Marcus Leaning
- Paradoxes of Media and Information Literacy: The Crisis of Information by Jutta Haider and Olof Sundin
- Fake News and Alternative Facts: Information Literacy in a Post-Truth Era by Nicole A. Cooke
- Information Literacy and Information Skills Instruction by Nancy Pickering
- Concise Guide to Information Literacy by Scott Lanning
- Information Literacy and Information Skills Instruction: Applying Research to Practice in the 21st Century by Lori L. Franklin, Nancy Pickering Thomas, and Sherry R. Crow
- Literacy in the New Media Age by Gunther Kress
- Master the Media: How Teaching Media Literacy Can Save our Polarised World by Julie Smith
- Media Literacy by James W. Potter
- Media and information literacy handbook by Rachel E. Khan

MJMC VAC307 PODCASTING

MJMC VAC307 PODCASTING: AUDIO STORYTELLING

Course Description:

This course is designed to acquaint students with all aspects of podcasting and to help them become better storytellers. It will train students to think critically about stories they consume, and it will give them a working knowledge of current trends in audio production. There will be lessons on sound gathering using professional sound gear as well as cell phones, interviewing, script writing, audio editing and developing a “radio voice.” Each student will spend the semester creating one feature-length podcast on a subject of their choice. Additionally, the course is designed to strengthen students in several areas: embracing creative risks, being fearless in the face of technical challenges, and working collaboratively to solve problems. The course is not aiming for technical perfection but rather for interesting content and creative approaches to telling stories.

Course Objectives:

1. To understand the concepts and structures of podcasting.
2. To develop idea for a meaningful podcast story.
3. To develop skills to work with audio equipments that is needed to produce an engaging podcasting.
4. To produce competent audio interviews for use in a podcast.
5. To understand the cultural and ethical implications of narrative nonfiction podcasting.

Outcomes:

1. Demonstrate an understanding of audio storytelling, recognizing the podcast medium as an intimate form of storytelling.
2. The essentials of quality sound and podcast production.
3. Understand the role of ethics and diversity in podcasting.
4. Improve broadcast skills, including writing, research, interviews, editing and on-air presentation.

Unit- 1 Introduction to Podcasting

Podcast: Digital Audio Story Telling, what is this medium? How does it differ from radio? History & Growth of Podcasting, Status of Podcasting Platforms in India, Reason for popularity of Podcast, Features of Indian Podcast, Scope and Advantage of Podcast in India, Why Podcasting is a powerful audio storytelling medium

Unit- 2 Podcast Story Development

Genres of Podcast, Podcast Formats, Creative Idea Generation and Deciding the topic, Research Techniques, Developing Script, Interview Techniques

Unit- 3 Podcast Recording & Editing Techniques

Components of the Podcasting Story, Scene Set - The Sound of Audio Storytelling, Voice Modulation & Narration, Role of the Host and Harnessing the Voice, Title Selection, Standing out of the Crowd, Cover Page Design for the Audio Story, Selection of Audio, Recording Equipment, Effective Use of Audio & Studio Equipment, Audio Editing & Use of open-source audio editing software, Sound Design, Selection of Background Sound & Music, Ethics in Editing, Common Pitfalls, Essential Skills of a Podcaster, Journalistic Responsibility/ Ethics in Media/ Social Media Integration, Ethics, legalities, copyright, fair use, Audience Engagement: social media in Podcasting, Monetizing Podcast

Unit 4 Podcast Critique, Presentation & Workshop

Create a podcast, at least 10 minutes in length, incorporating sound, scene, visual writing and interview, record an expert on a topic relevant to your podcast 10-15 minutes in length, Critique the 3 podcasts you've chosen to follow, produce a 5-minute presentation, incorporating audio samples, Open Presentation in the Classroom

Suggested Reading Lists

- Geller, Beyond Powerful Radio: A Communicator's Guide to the Internet Age_News, Talk, Information & Personality for Broadcasting, Podcasting, Internet, Radio 2nd Edition, Focus Press, Franklin, TN 2012.
- Kern, Sound Reporting: The NPR Guide to Audio Journalism and Production, 3rd Edition, The University of Chicago Press, Chicago, IL, 2008.
- Abel, out on the Wire: The Storytelling Secrets of the New Masters of Radio, Broadway Books, New York, NY, 2015.
- Kaempfer, Swanson, Radio Producer's Handbook, Allworth Press, New York, NY, 2004.
- Biewen, Dilworth, Reality Radio: Telling True Stories in Sound, The University of North Carolina Press, Chapel Hill, NC, 2010

Semester- IV								
Course Code	Course Name	L	T	P	CH	C	Type	Evaluation
MJMC C 401	Film Studies	2	2		4	4	CORE	20+80=100
MJMC C402	Dissertation / Project				4	4	CORE	100
MJMC C403	Production Portfolio				4	4	CORE	100
Core Elective (Any 2 Courses to be chosen)								
MJMC E404	Event Management	3	1		4	4	Elect.	20+80=100
MJMC E405	Data Journalism	3	1		4	4	Elect.	20+80=100
MJMC E406	Science & Health Communication	4			4	4	Elect.	20+80=100
MJMC E407	AI Journalism	3	1		4	4	Elect.	20+80=100
MJMC AC408	Cultural Heritage of South Odisha				2		Add on	10+40= 50
Total Class Hours/Credits					22	20		500

MJMC C 401 FILM STUDIES

Course Description:

Inorder to understand the evolution of cinema as a medium of communication this paper will build insights to know various nuances of making and the sub surface meaning involved in a film. It will enable to critically examine film theories and apply them to current cinematic trends.

Objectives

- To understand the functions of cinema as an institution for production and distribution of social knowledge and entertainment.
- To expose students to a variety of film styles, genres and analyze the dominant forms of popular cinema
- To develop a critically informed sense of the history and development of film conventions, both mainstream and alternative.

Outcomes

At the end of the course,

- Students will be able to critically appreciate films from an historical perspective.
- Students will be able to apply various theories of film for studying films
- Students will understand the impact of films on society

Unit 1 Introduction to Films

- Origins and Evolution of cinema, nature of cinema, critical and technical terms used in film production and practice, Film genres, structure of a narrative - narrative forms, Mise-

en-scene , Film techniques, film form and conventions, mainstream and alternative narratives

Unit 2 Film Theories

- Ideology in films, Authorship in Films, Auteurs film theory, Director as “Author”, structuralism film theory, Marxist Film Theories, Feminist Film Theories, Genre Theory, Psychoanalytical film theory, Formalist film theory and other theories.

Unit 3 World Cinema

- Introduction to world cinema, Rise of American Films, Predominant films in silent era in Germany, Art and dialectic in Soviet film, French cinema, impressionism, avantgarde, new wave, Italian neorealism, Japanese style, British cinema, Cinema as popular culture - Influence of cinema on social, cultural, economic, political milieu in India, Censorship and regulation of films

Unit 4 Indian Cinema

- Introduction to Indian cinema, Rise of the Indian Film industry, Hindi films Versus other regional language films, structure of Indian Films, Popular and award winning Directors and their works, National award winning movies-role of archives, film festivals and other institutions in the field of cinema.

Suggested Reading Lists

- Dissanayake, W 2020, ‘Rethinking Indian Popular Cinema - Towards newer frames of Understanding’, Routledge, London.
- Baskaran, TS 2019, ‘History through Lens-Perspectives on South Indian Cinema’, Orient Blackswan Private Limited, Hyderabad.
- Velayutham, S 2018, Cinema - The cultural politics of India’s other Film Industry, Routledge, New York.
- Sergei Eisenstein, Film Form– Harvest Book Harcourt brace & company, U.S.A 2017
- Andrew Dix, Beginning Film Studies, Atlantic Publishers, U.S.A ,2008

MJMC C402 – DISSERTATION / RESEARCH PROJECT

Course description:

To inculcate research interest to the students, and give them an opportunity to explore research various research techniques in the field of communication studies, and conduct research under the guidance of a faculty member and submit a thesis.

Objectives:

- Understand the nature and purpose of research in the creative media industry.
- Be able to apply a range of research methods and techniques.
- Be able to present results of research.
- To implement the research methodology with statistical tools

Outcomes

- Students will understand the scope and techniques of media research, their utility and limitations.
- Students will develop practical knowledge on quantitative and qualitative methods of

research.

- Students will be able to do research in the field of advertising, social media, journalism, communication etc.

Course guidelines:

Every student will have to prepare a dissertation in any area of Journalism and Mass communication detailed in the curriculum under the guidance of a regular faculty member. The objective of the exercise is to enable a student to have an in-depth knowledge of the subject of his/her choice. It should be a research based effort and should endeavour to create new knowledge in any area of Journalism and Mass Communication. It can also be a thorough media industry report if a student gets an opportunity to present as a case study. The guide(s) to supervise such dissertations will be appointed by the Head of the Department including a coordinator from among the regular faculty members of the Department. The guide(s) should certify that the dissertation is based on the work carried out by the candidate. Three copies of the dissertation should be submitted to the Head of the Department within clear 15 days (including holidays) before commencement of the Fourth Semester examination for onward transmission to the Controller of Examination. The students at their own cost should carryout preparation of the dissertation. The dissertation will be evaluated both by the internal and external examiners and marks shall be communicated to the Controller of the Examination through the Head of the Department.

MJMC C403- PRODUCTION PORTFOLIO

Course Description

Apply the theoretical knowledge and demonstrate the skills acquired in professional manner to create a digital portfolio.

Objectives:

- Apply principles of script writings, photography and create works accordingly.
- Identify and demonstrate the fundamental skills acquired by creating various digital media resources.
- Create a portfolio that meets industry expectations that showcases their artistic and technical achievements

Outcomes:

Will be creating various kinds of digital portfolio as applicable based on their specialization that showcases their creativity accomplishments.

Innovative Project Guidelines:

The students in the final semester are expected to specialize in area of their interest and prepare an innovative project in the form of Portfolio. The innovative project work should be an extension of what they have learnt in the previous semesters and should produce media work.

MJMC E 404 EVENT MANAGEMENT

Course Description:

Coordinate and contribute to and adapt the implementation of strategies and tactics and the management of budgets and resources to achieve communication objectives and meet activity guidelines and requirements for an event.

Objectives

To study the audio-video channel boom and the Internet revolution the dynamics and paradigm of controlled media involved in an event.

- To create the strategic planning for the event campaign alongwith the crisis
- To provide in-depth knowledge of all aspects in this sphere of media activity.

Outcome

To inculcate positive behavior in managing events.

- To communicate critically to prevent crisis.
- To learn what constitutes in organising an event.

Unit-1

Introduction to event Management, Size & type of event, Event Designing, 5 C's of Events, 5 W's of Event, Categories of Event and its characteristics, Objectives of Event Management. Event Team, Code of ethics, Principles of event Management, concept & designing. Analysis of concept, Logistics of concept, Events as a communication tool, Events as a marketing tool, Elements of Event Management: Event Infrastructure, Organizers, Sponsors, Logistics

Unit-2

Conceptualization and Planning, Activities in Event Management, Functions of Event Management: Planning, Organizing, Staffing, Leading and Coordination, Controlling, Preparing event proposal, Use of planning tools, Developing the Strategic Plan, Location and Site, Positioning of Events, The Elements of Style, Developing a Program Portfolio, Scheduling, Branding in Events.

Unit-3

Human Resource Management: Need Assessment, Policies and Procedures, Job Descriptions, Recruitment and Motivation, Generating Revenue: Fund-Raising, Grants, Merchandizing and Licensing, Food and Beverage Sales, the Price of Admission, Sponsorship, Financial and Risk Management: The Budget and Cost-Revenue Management, Cash Flow Management, Accounting, Measures of Financial Performance, Financial Controls, Event Risk Management, Market Research, Consumer Research on Events, Visitor Surveys and Market Area Surveys.

Unit-4

Communications-Reaching the Customer: The Communication Mix, Developing and Communicating a Positive Image, Feasibility, Keys to success, SWOT Analysis Evaluation and Impact Assessment: Evaluation Concepts, Observation Techniques and Applications, Evaluation of Costs and Benefits.

Suggested Readings

- Bruce E Skinner Event Sponsorship, Publisher Vladimir Rukavina Wiley 2002, ISBN 0471126012
- Anton Shene, Bryn Parry Successful Event Management Thomson Learning ISBN 1844800768, 2004
- Judy Alley Event Planning, John Wiley and Sons ISBN 0471644129, 2000

MJMC E 405 DATA JOURNALISM

Course Description: Proficiency with gathering, analysing and visualizing data is essential in journalism today as commodity content becomes increasingly ineffective in both serving the public interest and engaging audiences. This course introduces to use data as a source, and “interviewing” datasets using quantitative analysis and data visualization tools. This syllabus focuses on core concepts and principles in data journalism, exploring how data enhances reporting and giving an overview of tools for producing data visualizations. Topics include analysing and structuring data, combining data from multiple data sets, and developing engaging visualizations.

Course Objectives:

1. To understand fundamentals of Data Journalism.
2. To understand steps involved in the reporting process for data driven journalism.
3. To identifying, gathering and exploring a dataset for an investigative data story.
4. To present data in appropriate visual formats such as tables, charts and maps.

Learning Outcomes:

Upon course completion, students will be able to: Develop a “data frame of mind” by demonstrating proficiency in:

- Finding stories in data and finding data to report stories.
- Evaluating the strengths and weaknesses of data sources and methods.
- Acquiring data through public sources and by scraping websites and PDFs.
- Cleaning (fix mistakes in) data through Open Refine, Excel and Access.
- Analyzing data to find patterns and avoid erroneous conclusions.
- Joining and analyzing geographic data.
- Creating basic data visualizations using Excel, Google Fusion and Tableau.
- Publishing a meaningful story based on acquiring and analyzing data.

UNIT-1

Introduction to Data Journalism, Data Journalism: Meaning, Definition and Importance, Data journalism defined; building a “data frame of mind”, How Data is Used for Public Interest Stories, How to Find a Story in Data, Sector-Specific Data Stories, From Data to Stories

UNIT-II

Common Data Formats, Types of data; data pitfalls; data sources, Finding Data Online, acquiring data from websites and PDFs (Tableau, Cometdocs), Alternative Data Sources, find a data set that interests you.

UNIT-III

Planning a Data Story: Hypothesis and Questions, Enriching Stories with Data, Analyzing Fact Sheets, Organizing Data, Verifying Data, Summarizing and Simplifying Data Insights, Essential Statistics, Evaluating Data Interpretation, Data Privacy

UNIT-IV

Data Visualization, Purpose of Data Visualization, Matching Data and Graph Types, Design and Color Basics, Map Theory, Visual Storytelling, reaching your Audience, Data Driven Interviews. Anatomy of a Data Story, Data-Driven Leads, Data-Driven Writing, Ethics of Data Visualization.

Suggested Books

1. The Data Journalism Handbook: How Journalists Can Use Data to Improve the News by Jonathan Gray, Lucy Chambers and Liliana Bounegru
2. The Data Journalist: Getting the Story by David McKie and Fred Vallance-Jones
3. Data-Driven Storytelling by Christophe Hurter, Nathalie Henry Riche, Nicholas Diakopoulos, Sheelagh Carpendale
4. Finding Stories in Spreadsheets by Paul Bradshaw
5. Data for Journalists: A Practical Guide for Computer-Assisted Reporting by Brant Houston
6. The Data Journalism Handbook: Towards A Critical Data Practice by Liliana Bounegru, Jonathan Gray
7. Data Literacy: A User's Guide by David Herzog
8. Facts Are Sacred by Simon Rodgers
9. The Functional Art: An Introduction to Information Graphics and Visualization by Alberto Cairo
10. Data Journalism and the Regeneration of News by Alfred Hermida
11. Data Journalism: Mapping the Future by Richard Keeble & John Mair

MJMC E406: SCIENCE & HEALTH COMMUNICATION

Course Description

The course "Science and Health Communication" is tailored for postgraduate students of Journalism and Mass Communication who aspire to become adept communicators in science,

and health. In an era marked by rapid advancements in science and technology, effective communication of complex scientific information to diverse audiences is paramount. This course equips students with the skills, knowledge, and strategies to bridge the gap between scientific experts and the general public through the medium of print media.

Objectives

- To impart required skill and expertise so that the science could be presented in various media in an informative as well as entertaining manner with a view to simulate scientific outlook.
- To update students' knowledge and competency in various functional areas of science journalism like Science Communication and popularization, Science News Reporting and Writing, Science Fiction and Plays etc.

Outcome

- To be able to find out different story ideas and reliable sources
- Cultivation of practical communication skills, with particular emphasis on effective speaking, writing and exhibiting on scientific and science-related topics to a variety of audiences among students
- To teach students to respond to ever growing societal needs for information on science and technology.
- To produce trained science communicator

Unit- 1 Fundamentals of Science and Technology Communication

Introduction to Science and Technology, Historical Background of Science and Technology Communication, Why training in Science and Technology Communication, Different bodies of Science Communication- VigyanPrasar, National Institute of Science Communication (NCSTC), Indian Science Communication Society (ISCS) , Dept. of Science and Technology (DST), Indian Science Writers' Association (ISWA), National Council of Science Museums (NCSM) etc.

Unit 2 Science and Technology Writing

Introduction to Science Writer Profile, Article analysis – structure, style, voice, narrative, Presentation formats and Techniques of Science and Technology Writing, Science communication models - problems, solutions.

Unit 3 Science and Technology in Media

Science and Technology in Print Media- Survey and Analysis of the types of writings available in print media (newspaper and magazines), Science and Technology in Radio and Audio

Unit 4 Science and Technology in Visual Medium & Internet

Television and Science and Technology Communication, Content Analysis of Science and Technology based programmes in TV, Survey of Content of Websites for Science and Technology

Practical

Writing Assignments (In the style of a newspaper, magazine or blog post)

- News story of 750 to 1,250 words about a new discovery
- News story of 750 to 1,250 words about a scientific controversy.
- Feature story of 1,250 to 2,000 about a scientist
- Slogan Writing on Science, Comics production
- Press releases

- Oral Presentation
 - The Awesome Profile (profiled scientist and her/his area of scientific wonder—to life for the reader)

- Production of Environment, Security and Public hygiene campaigns for village /Block/ Tehsil/ level

Suggested Reading Lists

- Encyclopedia of Science & Technology Communication (Two Volume Set) edited by Susanna Hornig Priest
- Ideas Into Words: Mastering the Craft of Science Writing – Elise Hancock
- The Oxford Book of Modern Science Writing- Richard Dawkins
- Selling science : How the Press covers science and Technology- D. Nelkin
- The Public Understanding of Science- Royal Society
- Science and Everyday Life- JBS. Haldane

MJMC E 407 AI Journalism

This course aims to provide students with a comprehensive understanding of the impact of artificial intelligence (AI) on journalism.

Objectives:

- Understand AI Trends: Grasp how AI is changing news production, distribution, and consumption.
- Contextualize Media Changes: Relate AI-driven shifts in media to broader societal and economic contexts.
- Analyze Ethical Challenges: Identify and discuss ethical concerns surrounding AI in media.
- Compare Communication Styles: Differentiate communication between humans and machines from traditional human-human communication.
- Evaluate AI Journalism Practices: Critique contemporary journalism practices utilizing AI.
- Assess Consumer Implications: Consider the effects of AI on media consumption.
- Examine Future Roles: Explore potential changes in the roles of future media producers due to AI.

Course Outcomes:

- Explain trends in the AI automation/augmentation of the production, distribution and consumption of news
- Situate these changes in media work within a larger social and economic context
- Explain key ethical challenges accompanying AI automation/augmentation generally & within media work
- Compare/contrast human-machine communication with human-human communication
- Evaluate contemporary journalism practices and products related to AI augmentation/automation
- Evaluate the implications of AI augmentation/automation for media consumers
- Evaluate the implications of AI augmentation/automation for future media producers

Unit 1: Introduction

Defining artificial intelligence in general and in Journalism, Machine learning and Artificial intelligence, Human-Machine Communication, NLP: Natural Language Processing ELIZA: A computer program for the study of natural language communication between man/machine. social listening tools, Newsbots.

Unit 2: Automation in the newsroom

Newsgathering: sourcing of information, story idea generation, identifying trends, investigations, event or issue monitoring, extracting information or content. News production: content creation, editing, packaging for different formats and platforms, text, image and video creation, repurposing content for different audiences. News distribution: personalization, marketing, finding audiences, understanding user behavior, monetization/subscriptions.

Unit 3: AI applications

The Wall Street Journal's dynamic paywall, The Washington Post's Heliograf, The Press Association's RADAR, The Times of London's JAMES, Bloomberg's Cyborg, ByteDance's Toutiao, DeepL, The New York Times's Project Feels, Texty's Leprosy of the Land, Yle's Voitto. Phrazor.ai.

Unit 4: Ethics, Editorial Policy & Economics

Savings or investment, Algorithmic bias, Misinformation and 'filter bubbles', Enhancement of editorial decisions and transparency, balancing artificial and human intelligence, the role of the technology companies, Automating disinformation: Social bots, state of fakery.

Suggested Books:

- Newsmakers: Artificial Intelligence and the Future of Journalism Book by Francesco Marconi
- Tech Giants, Artificial Intelligence, and the Future of Journalism Book by Jason Whittaker
- Artificial Intelligence Journalism: the 4IR and media restructuring Book by Mohamed Abdulzaher
- Artificial Intelligence and the Media: Reconsidering Rights and Responsibilities Editors: Anette Alén-Savikko, Taina Pihljarinne
- Robot Journalism: Can Human Journalism Survive? Book by Noam Lemelshtrich Latar

MJMC AC408 Cultural Heritage of South Odisha

Course Description

Kabi Samrat Upendra Bhanja is the master-spirit of Odia Language and Culture during Medieval period. The campus of Berhampur University has been rightly named after Kabi Samrat Upendra Bhanja as 'BHANJA BIHAR'. South Odisha is the adorable storehouse of literary and cultural wealth of ancient and medieval Odisha which has elicited remarkable national acclaim. This course has been introduced with a view to familiarizing all the P.G. Students of Berhampur University with the excellent craftsmanship exemplified by the literary stalwarts including Kabi Samrat Upendra Bhanja along with the Arts, Culture and Folk Tradition of South Odisha.

Course Outcome

The teaching imparted to the P.G. students of Berhampur University on the various dimensions of the literary and cultural heritage of South Odisha will help them to acquire a valuable understanding of the same. They will be inspired adequately to take the positives learnt from the course and use them in future in their personal literary and cultural pursuits and thereby promote the literature and culture of Odisha on a global scale.

Unit- I: Literary works of Kabi Samrat Upendra Bhanja

Unit-II: Other Litterateurs of South Odisha

Unit-III: Cultural Heritage of South Odisha

Unit-IV: Folk and Tribal Traditions of South Odisha

