



VRINDAWAN UNIVERSITY

Syllabus for Diploma in Journalism and Mass Communication (DJMC) For Academic Session 2023-24

Programme Objective:

1. To enable the students to be media literates, which will prepare them to actively participate in various media related activities for strengthening democratic values in the society.
2. The Course will have scope for skill development in the field of Journalism and Mass Communication, which in turn make them employable in the media industry.

Duration: 1 Year

Total Credits: 32

Serial No.	Course Title	Course Code	Block	Unit	Credits	Theory	Practical
Semester-1							
1	Communication Concepts, History, Law and Ethics	DJMC-01	5	21	5	5	-
2	Reporting	DJMC-02	6	17	6	3	3
3	Editing	DJMC-03	6	20	6	3	3
Semester-2							
4	Radio and TV Journalism	DJMC-04	5	19	5	2	3
5	Emerging and Social Media	DJMC-05	5	16	5	3	2
6	Public relations, Advertising and Media Management	DJMC-06	5	18	5	3	2

DJMC-01 (5 Credits)	
Communication Concepts, History, Law and Ethics	
Block-1 – I: Conceptualizing Communication	
Unit-1	Dimensions of Communication. Inter, Intra and Group Communication
Unit-2	Verbal and Non Verbal Communication
Unit-3	Functions and Elements of Mass Communication
Unit-4	Language Used in Different Mass Media
Unit-5	Media Literacy
Block – II: History of Press	
Unit-1	Early History of Press in India
Unit-2	Role of Media in Freedom Struggle, Media Since Independence
Unit-3	Prominent Newspapers, Magazines and News Agencies
Unit-4	Media in Odisha
Unit-5	Role of Media in Impacting Socio-Cultural Dynamics of Odisha
Block – III: Media Organizations	
Unit-1	Press Council of India (1st and 2nd Press Commission recommendations International Bodies: IPI, UNESCO
Unit-2	Broadcast Regulatory bodies and TRAI, BRAI , IBF Media Associations and Organisations: INS, Editors Guild, IFWJ, NUJ (I), IJU,NBA, BEA, etc. All India Advertising Agencies Guild, Women Media Bodies
Unit-3	Government Information Systems: Concept and Philosophy, Organizational setup in India: management and operation for Union Government (PIB, DAVP, DFP, Song and Drama Division, Films Division, etc.), State Government Information and Public Relations Dept.
Unit-4	Media Support Services, reference and feedback
Block– IV: Media Laws	
Unit-1	Indian Constitution: Fundamental Rights, Directive Principles of State Policy, Freedom of speech and expression: Article 19 1(a) and 1(b) Contempt of Court and Contempt of Legislature, Defamation: Libel and Slander
Unit-2	Sedition and inflammatory writings, IPC and CrPC Official Secrets Act and Right to Information Act Press and Books Registration Act, IPR and Copyright Act

Unit-3	Broadcasting Laws: PrasarBharati Act, Cable TV Network Regulation Act, Digitization and Conditional Access System (CAS), Proposed Broadcast Regulatory Authority of India Act, Broadcasting and Advertising codes.
Unit-4	Journalism as an organised/unorganised sector; Working Journalists Act, Wage Boards
Block– V : Media Ethics	
Unit-1	Values and Ethics of Journalism (Objectivity, Truth, Decency and Impartiality Balance and Independence), Conflict of Interest Ethical issues: notions and debates, Resolving Ethical Dilemmas: Different Methods
Unit-2	Right to Privacy, Sting Journalism, Yellow Journalism, Paid news, Private Treaties, Media Net Pressures (political, market, legal and professional)
Unit-3	Journalists' Code of Conduct, Self-regulation, Ombudsman Pros and Cons of Media Activism

DJMC-02 (6 Credits)	
Reporting	
Block – I: News Reporting	
Unit-1	Concept of News, Elements and structure of news reports Types of news: <i>Hard and Soft</i> , News Leads and their types, Inverted pyramid style, feature style, sand clock style and nut graph Covering press conferences and writing from press releases, events and meets
Unit-2	Analytical reporting, Interpretative reporting, Descriptive reporting, Investigative reporting
Unit-3	Differences in reporting for Newspapers / News agencies, TV, Radio, Web
Block – II: News Set Up	
Unit-1	Reporting department in newspapers, magazines, agencies, radio and TV Role, function and qualities of a Reporter, Chief Reporter and Bureau Chief
Unit-2	Role and importance of news sources, attribution Cultivating, verifying and dealing with sources of news Ethical aspect of sourcing News and Reporting
Block – III: Specialized Reporting and Beats	
Unit-1	Understanding Beats and their categories City reporting: City and local news, Crime Reporting: sources and related laws, Reporting Political Parties and Politics, Legislative (covering Assembly and Parliament), Legal Reporting

	Specialised reporting: Defence, Science & Technology, Education, Art & Culture, Environment, Fashion & Lifestyle, Entertainment, Sports, etc. Reporting Conflict: Armed and Social Conflict, Region, Community and Human Rights
Unit-2	Interview: types and techniques, Opinion writing: Editorial, Op-ed page and Middle, Special articles, Weekend pull-outs, Supplements
Unit-3	Backgrounders, Reviews (Books/Films/Documentaries), Review of Performing Arts Magazine Reporting: Current trends, style and future
Unit-4	News Photography
Block – IV: News Reporting Practical	
Unit-1	Speech/ meeting reporting, event reporting, covering writing based on press releases, Press Conferences
Unit-2	Interviews, obits, profiles based on field assignments.
Block – V : Specialized Reporting (Practical)	
Unit-1	Writing features and human interest stories, backgrounders
Unit-2	Editorials
Unit-3	Articles
Unit-4	Columns Op-ed Articles
Block – VI : Photo Journalism (Practical)	
Unit-1	News Photo (5 Nos.)
Unit-2	Photo Feature, Photo Essay

DJMC-03 (6 Credits)	
Editing	
Block – I : Editing	
Unit-1	Editing: concept, process and significance
Unit-2	Editorial Values: objectivity, facts, impartiality and balance
Unit-3	Concept of news and news making
Unit-4	Difference between newspaper/ radio and TV news editing
Unit-5	Challenges before editor : bias, slants and pressures
Block– II : News Desk	
Unit-1	Editorial structure of newspaper/magazines/ news agencies /radio and TV Editorial hierarchy and job of various functionaries
Unit-2	Functioning of News Desk, Integrated News Room

Unit-3	News Flow and Editing: Role and Responsibility of Gatekeepers
Unit-4	Sources of News
Unit-5	Managing the News
Block – III : Editing Process	
Unit-1	News Selection: News Value and Other Parameters
Unit-2	Handling a News Copy, Planning and Visualizing of News Rewriting News Stories
Unit-3	Headlines and Intro
Unit-4	Style Book, Style Sheet
Unit-5	Translation and Trans creation
Block- IV Editing (Practical)	
Unit-1	Copy Editing (Editing of Copy Given in the Class)
Unit-2	Writing Headlines Intro/Lead Writing
Block– V: Editing Practical (Layout)	
Unit-1	Preparing Layout of the Front Page
Unit-2	Preparing Layout of Back Page and Interiors
Block – VI Editing (Practical)	
Unit-1	Creative Writing

DJMC-04 (5 Credits)	
Radio and Television Journalism	
Block – I : Radio	
Unit-1	Introduction to Radio, Main Features of radio Broadcasting
Unit-2	Evolution and Growth of Broadcasting in India: Radio and Private Broadcasting
Unit-3	Writing for Radio; Compiling Radio Bulletin, Techniques of Editing and Presenting News
Unit-4	Introduction to Radio Programming; Radio News Magazine, News Feature, Talk programmes and Discussion, Interviews, Sound Bites and Dispatches and radio Bridge
Unit-5	FM, AM, Community Radio and Internet Radio

Block – II : Television	
Unit-1	Introduction to Television, History of TV in India, SITE, Cable and satellite, DTH, IPTV, TV on Mobile: 3G and Notebook, 4G, Public Service and Commercial Broadcasting
Unit-2	Organizational Structure of TV News Channel, TV Newsroom, TV News Production Desk and Functions
Unit-3	Writing for Visual Medium: Thinking Audio and Video, Writing Anchor Leads, Editing Bytes, Procuring and Editing Visuals
Unit-4	TV Production: News Bulletin, News Feature, Current Affairs
Unit-5	Anchoring: delivery, Pronunciation, Voice Modulation and Diction
Block – III: Radio Practical	
Unit-1	Reporting of Events and Sound Bites
Unit-2	Writing and Editing News Reports Voice Cast
Unit-3	Production of Bulletin
Unit – IV : Television Practical	
Unit-1	Writing, Presenting and Recording PTCs
Unit-2	Copy Editing, Video Editing and News Reports
Unit-3	Story Packaging, Production of Bulletins
Unit-4	Anchoring
Block – V Script Writing (Practical)	
Unit-1	Script for Radio and Television
Unit-2	Creative Writing in Radio and Television
DJMC-05 (5 Credits)	
Emerging and Social Media Journalism	
Block- I: Emerging Media	
Unit-1	Definition Types of Emerging Media
Unit-2	Characteristics of Emerging Media and Status
Unit-3	Emerging Media and Mainstream Media
Unit-4	How Journalists Use Emerging Media
Block – II : Social Media	
Unit-1	Definition of Social Media, History of Social Media
Unit-2	Types of Social Media, Facebook, Twitter, WhatsApp, YouTube Etc.
Unit-3	Characteristics of Social Media

Unit-4	Synergy Between Social and Mainstream Media
Unit-5	Citizen Journalism
Block – III: Legal and Ethical Aspects of Social Media	
Unit-1	IT Act 2000
Unit-2	Privacy Issues
Unit-3	Security Issues
Block – IV: Web Designing (Practical)	
Unit-1	Creating and Designing Blogs
Unit-2	Developing Web Designs
Block – V: Social Media (Practical)	
Unit-1	E-mail writing – 2 nos. Social Media Posts – 2 nos.
Unit-2	Blog Posts – 2 nos., Uploading photo & captions – 2 nos.

DJMC-06 (5 Credits)	
Public Relations, Advertising & Media Management	
Block – I: Public Relation	
Unit-1	Concept and Definition, Roles and Objectives
Unit-2	PR as a Source of News for Media PR Tools and Strategies, Media Relations
Unit-3	Ethical and Legal Issues (Paid News, Envelop Journalism, Paid appearances, Special Supplements)
Unit-4	Understanding The Corporate Sector Principles and Concepts of Corporate Communication Crisis Communication vis-a-vis Media Reporting Corporate Social Responsibility (CSR) and Source for Soft News
Block – II : Advertising	
Unit-1	Definition and Principles
Unit-2	Theories of Advertisement
Unit-3	Various types of Advertisements
Unit-4	Account Service
Block – III: Media Management	
Unit-1	Ownership of Media

Unit-2	Media as Business
Unit-3	Media Economics
Unit-4	Income sources of Different Media
Unit-5	Government Policies for Media Ownership
Block – IV: Public Relation (Practical)	
Unit-1	Writing Press releases for Private and Public Sector
Unit-2	Posters/Brochures/Leaflets
Unit-3	CSR Campaign Strategy
Block – V Advertisement (Practical)	
Unit-1	Design Print advertisement for Service Design Print advertisement for Product Design Print advertisement for Concept
Unit-2	Design Print advertisement an Event Design Print advertisement on Social Awareness