

MJMC

UTKAL UNIVERSITY



SYLLABUS FOR THE

M.A. EXAMINATION from 2021-2022 (ONWARDS)

**MASTER IN JOURNALISM AND MASS COMMUNICATION**

(Approved by Teachers' Council, P.G.Dept. of Public Administration on 25<sup>th</sup> January 2021)

**Approved by BOARD OF STUDIES. JMC on 30<sup>th</sup> January, 2021**

Semester – I-	20 credits
Semester – II-	20credits
Semester – III-	20 credits
Semester- IV-	22 credits
<b>Total -</b>	<b>82 credits</b>

**Total Marks: 2000**

**MASTER OF JOURNALISM & MASS COMMUNICATION**  
**(Choice Based Credit System)**  
 UTKAL UNIVERSITY, BHUBANESWAR

**FIRST SEMESTER**

Code	Course Name	Marks	Credit	Category
MJMC-101	Basic Principles of Communication	100	4	A
MJM-102	Origin and Development of Mass Media	100	4	A
MJMC-103	Indian Govt. & Politics	100	4	A
MJMC-104	Reporting & Editing	100	4	A
MJMC-105	Indian Economy and Economic Reporting	100	4	A
<b>Total</b>		<b>500</b>	<b>20</b>	

**SECOND SEMESTER**

Code	Course Name	Marks	Credit	Category
MJMC-201	Development Communication	100	4	A
MJMC-202	Media Laws and Ethics	100	4	A
MJMC-203	Media and Society	100	4	A/C/D
MJMC-204	Electronic Media(Radio & TV )	100	4	B/C/D
MJMC-205	Professional Writing(Practical)	100	4	A
<b>Total</b>		<b>500</b>	<b>20</b>	

Category: A- Core, C- Open to Allied subjects, D- Open to All

### THIRD SEMESTER

Code	Course Name	Marks	Credit	Category
MJMC-301	Media Management	100	4	A
MJMC-302	Communication Research	100	4	A
MJMC-303	Visual Communication	100	4	B/C/D
MJMC-303A	International Communications	100		
MJMC-303B	Rural Communication	100		
MJMC-304	New Media Technology and Applications	100	4	A
MJMC-305	Internship	100	4	A
		<b>500</b>	<b>20</b>	

Category: A- Core, B- Elective, C-Open to Allied Subjects, D-Open to All

### FOURTH SEMESTER

Code	Course Name	Marks	Credit	Category
MJMC-401	Public Relations	100	4	A
MJMC-402	Media and Human Rights	100	4	A
MJMC-403	Printing technology, Layout & Design	100	4	A
MJMC-404	Advertising	100	4	A
MJMC-405	Project Report (Report -75, Presentation and Viva Voce -25)	100	6	A
		<b>500</b>	<b>22</b>	

Category: A- Core, B- Elective, C-Open to Allied Subjects, D-Open to All

#### Audit Courses

- i) Sports journalism
- ii) Radio Journalism
- iii) Cyber Journalism
- iv) Odia Journalism (Print)
- v) Odia Journalism (Electronic)

- vi) Cultural Journalism
- vii) Corporate Communication
- viii) Creative Advertisements

(Credit will be assigned if the student opts to go through the examination process. But it will be considered for CGPA (Cumulative Grade Points Average))

**Evaluation:** End Term: 70 Marks

Mid Term- 30 Marks,

**Project Report:** Thesis: 75 marks, Presentation & Viva-Voce: 25 Marks

**Total Marks= 2000**

### FIRST SEMESTER

Code	Course Name	Marks	Credit	Category
MJMC-101	Basic Principles of Communication	100	4	A
MJM-102	Origin and Development of Mass Media	100	4	A
MJMC-103	Indian Government & Politics	100	4	A
MJMC-104	Reporting & Editing	100	4	A
MJMC-105	Indian Economy & Economic Reporting	100	4	A
<b>Total</b>		<b>500</b>	<b>20</b>	

### Paper- MJMC-101 Basic Principles of Communication

#### MJMC 101

#### Objectives of the Course:

1. To understand human communication.
2. To explain different types of communication.
3. To explain the importance of communication with others.
4. To acquaint students with the theories and the models of communication.

#### Unit – I

Communication – Definitions, process, elements, function, barriers; Nature and process of human communication, 7 C's of Communication. Verbal and Non-Verbal Communication, Types of Communication – Intrapersonal, Interpersonal, Group and Mass Communication. Characteristics and Functions of Mass Communication