

# **Utkal University of Culture**

## **BHUBANESWAR**

### **First Semester**

#### **Paper - I: Principles of Communication**

(60hrs)

##### **Unit – 1**

Nature and Process of human Communication, functions of communication, verbal and non – verbal communication , intra – personal, Inter – personal , small group, public and mass communication, communication models, Communication Theories, Nature and process of mass communication, media of mass communication, characteristics and typology of audience .

##### **Unit – II**

Media systems: Mass media, Media culture and its production, Media organizations, media content, market-driven media content – effect.

##### **Unit – III**

Cultural integration and Culture pollution, issues of media monopoly – cross media ownership: Ownership patterns of mass media.

##### **Unit – IV**

Media and social responsibility, media accountability

(Theory 100)

#### **Paper –II: Development Media and Communication. (60hrs)**

##### **Unit – 1**

Development: meaning, concept, process and origin – approaches to development, problems and issues in development, characteristics of developing societies, development dichotomies, Development communication: meaning and concept – philosophy – process – theories, Development Journalism.

##### **Unit – II**

Agricultural communication and rural development: Development Support Communication: population and family welfare – health – education, society, environment, developmental and rural extension agencies.

### **Unit – III**

Writing development messages for rural audience ; specific requirements of media writing with special reference to radio and TV, language and society, development of language as vehicle of communication – invention of printing press and paper – pioneer publications in Europe & USA.

### **Unit – IV**

Early communication systems in India – development of printing – early efforts to publish newspapers, the growth of news papers in Orissa, newspapers and magazines in the 19<sup>th</sup> century – first war of Indian Independence and the press - issues facing the media, The Indian press and national movement, Journalism in Odia ( A brief historical perspective of important newspapers )

(Theory 100)

## **Paper – III: Print Media-I**

(60hrs)

### **Unit – I**

News : definition, concept, elements, values, sources, lead writing, reporting crime, city life, speech, disaster, accidents, elections, court, riots, war / conflict / tensions etc.

### **Unit – II**

Interviewing: kinds, purposes, technique. Interpretative reporting- purposes, techniques. Investigative reporting- purposes, sources, styles, technique. Column writing and its various types. Review.

### **Unit-III**

Political reporting, Legislative reporting, Diplomatic reporting. Scoops and exclusive and specialized reporting – science, sports, economics, development, commerce, gender and allied areas, reporting for magazines.

### **Unit – IV**

Editing : Meaning, purposes ; symbols, tools, body, paragraphing ; proof reading ; meaning, symbols, purposes : News desk, editorial departments set-up, news flow, copy management and organization ; Headlines-techniques, styles, purposes, kinds of Headlines, dummy page make up, lay out; Magazine editing: lay out, graphics.  
(Theory 100)

## **Paper – IV: Electronic Media – I**

(60hrs)

### **Unit – 1**

Evolution & growth of electronic media ; characteristics of radio, TV and internet as medium of communication spoken, visual and multiple forms of communication through links. Verbal, visual and multiple communication through links.

### **Unit – 2**

Principles and techniques of audio – visual communication, Grammar of sound, visual and web production.

### **Unit – III**

Technology and skills of linear and non-linear systems of audio – visual communication.

### **Unit – IV**

Cyber Journalism, Content Writing.

(Theory 100)

## **Paper- V: Indian Polity and Freedom of Expression**

(60hrs)

### **Unit – 1**

Evolution – freedom struggle and evolution of ideology of Indian Constitution.

### **Unit – II**

Basic features of the Indian Constitution – Parliamentary Democracy, Fundamental Rights, Directive principles, single integrated judicial system.

### **Unit – III**

Executive and legislature - President, Prime Minister, Parliamentary procedure.

### **Unit – IV**

Citizen and constitution – Freedom of expression, Right to information.

(Theory 100)