

COURSES OF STUDIES

MA IN JMC

Admission Batch - 2017-2022



Buxi Jagabandhu Bidyadhar (Autonomous) College

Bhubaneswar - 751014

Accredited at the 'A' Level by

National Assessment and Accreditation Council (NAAC)

College with Potential for Excellence (UGC)

Telephone/Fax : 0674-2436971, Website : www.bjbcollege.in

Semester-I

Paper Code	Title of the Paper	Full Marks	Duration of Semester Exam
Jmc-101	Language-I	80+20	3 Hours
Jmc-102	Language-II (Creative Writing)	80+20	3 Hours
Jmc-103	Reporting	80+20	3 Hours
Jmc-104	Editing & Page Design	80+20	3 Hours
Jmc-105	Practical- Reporting & Editing	100	6 Hours

Semester-II

Paper Code	Title of the Paper	Full Marks	Duration of Semester Exam
JMC-201	Communication Theory	80+20	3 Hours
JMC -202	Media History	80+20	3 Hours
JMC -203	New Media Application	80+20	3 Hours
JMC -204	Public Relations	80+20	3 Hours
JMC -205	Practical- Public Relations	100	6 Hours

Semester-III

Paper Code	Title of the Paper	Full Marks	Duration of Semester Exam
JMC -301	Communication Research	80+20	3 Hours
JMC -302	Development Communication	80+20	3 Hours
JMC -303	Radio & Television	80+20	3 Hours
JMC -304	Practical- Radio & Television	100	6 Hours
JMC -305	Advertising	80+20	3 Hours

Semester-IV

Paper Code	Title of the Paper	Full Marks	Duration of Semester Exam
Jmc -401	Media Management, Press Laws & Ethics	80+20	3 Hours
JMC-402	International & Inter-Cultural Communication	80+20	3 Hours
JMC-403	Special Paper(Any one of the following)	80+20	3 Hours
	i. Film Studies		
	ii. Oriya Journalism		
	iii. Business Journalism		
	iv. Sports Journalism		
	v. Science Reporting		
JMC -404	Dissertation	100	6 Hours
JMC -405	i) Internship		
	ii) Seminar	100	6 Hours
	i) Internship of Four Weeks		
	ii) Seminar Presentation For 6 Hours		

Semester-I

Language-I

(PAPER: JMC-101)

Unit-I

Comprehension, its meaning and understanding; cultivating observation, in-depth reading and comprehension of unknown passages; Tips and techniques of answering questions from different passages.

Unit-II

1. Précis writing, Techniques of précis writing.
2. Techniques of expanding an idea or topic into a passage.

Unit-III

Grammar

- i) Articles
- ii) Preposition
- iii) Adverbs
- iv) Adjectives
- v) Parts of Speech

Sequence of verbs, tenses of verbs, modal and phrasal verbs, correction of common errors, punctuation etc.

Unit-IV

Elementary phonetics, Vowels and consonant sounds, Phonetics transcriptions. Public speaking, Dos and Don'ts while interacting with public.

Unit-V

- i) Word Formations,
- ii) Synonyms, Antonyms, Homonyms;
- iii) Euphemistic Expressions/ Political Correctness;
- iv) Idioms and Phrases,
- v) Expression in one word and mis-spelling (Elusive),
- vi) Confusing Words.

Suggested Readings:

- i. The oxford dictionary and usage guide to english language. (Oup, 1995)
 - ii. English grammatical structure by I.G. Alexander, et al.(Longman,1975)
 - iii. Longman english grammar by I.G. Alexander, (Longman,1988)
 - iv. Current English Grammar By S.Chalker (Macmiilan,1984)
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- v. Collin Cobuild English Grammar. Ed John Sinclair(Herper Collins, 1993)
- vi. Roget's Thesaurus Of English Words And Phrases(Penguin, 2004)
- vii. Working With Words By Gairns & S. Redman (Cup,1986)

Language-II

(Paper - JMC -102)

(Creative Writing)

Unit-I

Introduction to Journalism and Mass Communication. Style in Journalism- What is Style, Types of Style; Pluralism in Style ; The Creative Impulse; Selection of Themes, Building The Climax and Appropriate Ending; Dramatization of Ideas; Dramatization of News Reports; Principles of Readability; Journalism and Literature; Writer-cum Journalist; Journalistic Style- Highlights and Pitfalls; Objectivity in Journalism; Problems of Interpretation.

Unit-II

Writing Skills, Effective Writing and Style, Qualities of Good Writing, Techniques of Good Writing; Stylistic Devices (Reference To MLA Style Sheet). Tips to an Aspiring Writer, Habits to Acquire to Be A Good Writer, Accuracy and Attribution; Revise and Rewrite, Lucidity and Directness, Clarity And Transparency, Authenticity And Credibility, Authorial Voice; Visual Language.

Unit-III

Structure of News and News Writing, Straight News Lead; Feature Writing-Types, Techniques and Components of a Feature; Writing For Special Types Of News Story: Advance Story, Follow up Story, Coverage Story; Opinion And Editorial Writing- Importance, Characteristic And Types of Editorials, Policy, Style and Guidelines; Editorials of Interpretations, Criticism or Persuasion, Appreciation, Commendation or Tribute. Writing for Media- Newspaper, Radio, TV, Web Page and Changing Trends.

Unit-IV

Freelance And Magazine Writing. Magazine Writing, Types And Style of Magazine; New Dimension In Stylistics, Tabloid- Popular Style With Punch; House Journals- Medium of Industrial Communication; Columns And Middles; Cartoons- A Lively Medium.

Unit-V

Translation and Adapting. Problems In Translation. Caption Writing. Writing For Special Types of News Story: Advance Story, Follow up Story, Coverage Story; Principles of Editing; Book Review, Film Review; Interview, Interview Skills Required For Reporting. Selection and Presentation of Topic; Understanding News- Gathering News.

Suggested Reading

- i) The Oxford Dictionary And Usage Guide To English Language. (Oup, 1995)
 - ii) The Professional Writing Guide By Roslyn Petelin & Marsha Durham (Business Professional Publishing, 2004)
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- iii) Easy Writer : Students Guide To Writing Essays And Reports By Stephen McLaren (Viva Books,2003)
- iv) Handbook For Proofreading By L. K. Anderson (Lincolnwood, 1990)
- v) Style Manual For Authors, Editors And Printers. Australian Govt. Publishing Service, 5th Edn, 1994
- vi) Ten Lessons In Clarity And Grace By J. Williams (Glenview, 1989)
- vii) The Elements Of Style By W. Strunk & E. B. White, 3rd Edn. (Macmillan, 1979)
- viii) Mla Handbook For Writers Of Research Papers (5th Edn.) By Joseph Gibaldi.
- ix) Making A Good Script Great By L. Seger (Dodd, Mead :2004)
- x) Roget's Thesaurus Of English Words And Phrases (Penguin, 2004)
- xi) Handbook For Proofreading By L.K. Anderson(Lincolnwood,1990)

Reporting (Paper- JMC -103)

Unit-I

News- Definition of News, Natures of News and News Values, Sources of News, Structure of News. Lead Writing and types of Leads. The Language of News Writing, Principles of Translation, Rewriting/ Revamping Copies and Press Releases.

Unit-II

Types of Reporting-Objective Reporting, Interpretative Reporting, Investigative Reporting. News Agency Reporting, Event Reporting, Press Conference. Interview Techniques, Scoops and Exclusives, Sting Operation.

Unit-III

Beat Reporting- Human Interest Stories, Speech, Cultural, Obituary, Weather, Accident, Crime, Disaster, Sports, and Science.

Unit-IV

Specialized Reporting- Court, Politics & Election, Legislature, Development, Budget, Riot, War, Business and Economics.

Unit-V

Responsibilities and Qualities of a Reporter, The Special Correspondent, The Foreign Correspondent, The Rural Reporter, The Stringer, The Photo Journalist.

Suggested Reading:

- i) Basics News Writing:-Melvin Mencher
 - ii) Here Is The News:-Rangaswamy Parthasarathy
 - iii) The Journalist's Hand Book:-M.V.Kamath
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- iv) Professional Journalism :-M.V.Kamath
- v) Reporting:-B.N.Ahuja And S.S.Chhabra
- vi) Basics Journalism:-Khuswant Singh
- vii) Techniques Of Journalism:-B.N.Ahuja.

Editing & Page Design (Paper- JMC -104)

Unit-I

Objectivity, Ethics and Social context of News, Proof Reading, Style Sheet, Fundamentals of Copy Editing and Sub-Editor's Role, The Role of News Editor; Editing of News Agency reports.

Unit-II

Editorial Policy of a Newspaper, The Role of The Editor; Editorial Writing, Column Writing, Feature Writing, Letters to the Editor, Article writing; Book Reviews; Review of Cinema, Drama and other Performing Arts.

Unit-III

Basic Principles of Photo Journalism-taste, legal aspects and community standards, Determining News values of Photographs, Photo Editing/Cropping, Caption writing, Photo Features.

Unit-IV

Importance of Headlines, Types and Techniques of Headline Writing, Headlines and Typography, Type faces and Families, Printing Technology of a Modern Newspaper.

Unit-V

Newspaper Design – Elements of Design, Importance of Illustrations, Graphics and Color in Newspaper Design, Types of Newspaper Make Up, The Modular Format, Designing the Front Page, Designing the Editorial Page, Designing Special Pages & Supplements, Magazine Make Up.

Suggested Readings:

- i) Editing:-TJS George.
 - ii) Handbook of Reporting & Editing:-R.K. Rabindran.
 - iii) Editing:-Bruce Westley.
 - iv) Reporting & Editing:-K.M. Srivastava.
 - v) Editing Today:- Newspaper Layout And Design:-Daryl R Moen.
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Practical-Reporting & Editing (Paper- JMC -105)

Part-A (Reporting)

1. Writing News in Inverted Pyramid style.
2. Taking Interviews for News and Features.
3. Revamping Press Releases.
4. Various Types of reporting.
5. Translation for News Making.

Part-B (Editing)

1. Correcting the copy with Proofreading signs.
2. Headline Writing.
3. Feature and Article writing.
4. Column writing.
5. Editorial writing.
6. Reviews.
7. Photo Editing and Caption writing
8. Newspaper Page Design /Page Make.

Each Student shall maintain a Practical Record carrying the above mentioned assignments. The Record duly signed by the concerned teacher is to be submitted before the **External Examiner** during the Term-End Practical Examination for award of marks.

Semester-II Communication Theory (Paper- JMC -201)

Unit-I

Human Communication: Meaning, Definition, Nature, Process, Elements. Verbal and Non Verbal Communication; Types of Communication- Intra Personal, Interpersonal, Group and Mass Communication. Mass Communication: Meaning, Definition, Interpersonal Vs Mass Communication; Barriers to Communication. Characteristics of Mass Media Audience.

Unit-II

Communication Models: Importance, Development, Classification. Various Models of Communication- Shannon and Weaver, Lasswel, Osgood, Schramm, Dance, Newcomb, Gate Keeping and Convergence Models of Communication; Western Vs Indian Models.

Unit-III

Mass Communication and Society: Functions of Mass Communication; Communication and Socialisation; Communication And Culture; Communication and Development; Diffusion of Innovation; Magic Bullet Theory; Multi-Step Flow, Agenda Setting, Mass-Media and Democracy.

Unit-IV

Mass Communication and Persuasion:-The Psycho Dynamic and Socio Cultural Models of Persuasion; Mass Media Contents-Theories of Media Violence; Social Responsibility and Accountability of Media.

Unit-V

Media System and Theories: Authoritarian, Libertarian, Social Responsibility, Socialistic, Development Media and Democratic Participant Theories; Media Policy: Media & Communication Policy in India, Communication Convergence and Its Impact.

Suggested Readinds

- i) Communication Theories And Models:-Dr Andal N.
- ii) Theories of Mass Communication:-Denis Mcquali
- iii) Mass Communication:-Uma Narula.
- iv) Perspectives In Mass Communication:-Pradip Kumar Dey.
- v) India Communication Revolution:-Arvind Singhal & Everett M Rogar.
- vi) Mass Communication Technology:-Uma Narula.
- vii) Mass Communication Technology And Development:-J P Tiwari.

Media History (Paper- JMC -202)

Unit-I

Early Communication System And Traditional Media of India, Indian Newsletters; Early Printing And The Invention of The Printing Press, Arrival of The Printing Press In India; James Augustus Hicky And India's First News Paper, Early Publications of Chennai, Mumbai And Kolkata; News Books, Pioneer Publications In Europe And U.S.A.

Unit-II

Contribution of Raja Ram Mohan Ray And The Growth of Language Journalism, Bal Gangadhar Tilak And Freedom of The Press, Mahatma Gandhi-The Mass Communicator, Role of Press In The Freedom Struggle, The Indian Press In The Post-Independence Era, The Growth of News Agencies.

Unit-III

Oriya Journalism- Kujibara Patrika, The Missionary Press, Contributions of Nilamani Vidyaratna, Gouri Sankar Ray, .Sashi Bhusan Rath, Utkalmani Gopabandhu Das, Radhanath Rath, Dr Harekrushna Mahatab, Bal Krushna Kar, Godabarisha Mohapatra. New Oriya Journalism Since 1984- Adoption of Technology, Problems And Prospects of The Oriya Press.

Unit-IV

A Short History of Indian Cinema- The Silent Era And The Talkies; The Formula/Commercial Cinema And The Star System, The New Wave Cinema of The Seventies, The Recent Changes In Bollywood, Issues And Problems of Indian Cinema.

Unit-V

Radio And Tv-A Short History of Radio in India, All India Radio's Primary Commercial and Fm Channels, Private Initiative In Radio Broadcasting, Growth of Tv In India, Satellite Instructional Television Experiment(Site), Doordarshan & Its Social Objectives, The Prasar Bharati Act, Communication Revolution In India.

Suggested Readings

- i) **History Of Indian Journalism:-J.Nqatrajan.**
- ii) **Indian Press Since 1955:-S.C.Bhatt.**

New Media Application (Paper- JMC -203)

Unit-I

Communication Technology: Concept And Scope; Development of Information Technology And Its Impact On Media; Why Computer, Introduction To Computer, Types of Computer, Hardware, Software.

Unit-II

Ms-Office And Its Applications, Ms-Word, The Adobe Page Maker, Quark Xpress, Sri-Lipi/Akruti.

Unit-III

Introduction To Internet, The World Wide Web, E-Mail, The Internet as a Postman, Advertising on Internet, Browsing and Chatting over Internet.

Unit-IV

Multimedia Skills, Photoshop, Corel Draw, Images, Bitmaps, Drawing, Principles of Animation, Localizing, Promoting and Maintaining Websites, Home Page, Web Page Development, Introduction To Networking.

Unit-V

On-Line Editing E-Publishing, Searching And Downloading of Information: Cyber Journalism, Video Conferencing, Blogging.

Suggested Readings :

- i) Introduction To Computer:-Leon And Leon.
- ii) Computer Fundamentals:-P K Sinha.
- iii) Desktop Publishing On Pc:-M. C. Sharma

Public Relations (Paper-JMC-204)

Unit-I

Introduction To PR, Concept, Definition, Nature and Scope of Public Relations (PR), The Historical Perspective and Growth of PR in India; The Various Public of an Industry /Organization

Unit-II

Tools of PR: Print Media, Press Release, Photographs, Case Studies/Case Histories, Advertorials (Advertisement + Editorial), Interviews/Features, Meeting Journalist. Brochure, Poster and Calendar, Written Speech, Internal News Letters and Publications, Events and Press Support (Luncheons, Banquets, Contests, Speeches), Letter to The Editor, Analysts Brief(One Tells About the Company),Corporate Advertising, Conferences and Seminars, Internet, Website, E-Mail, Audio and Visual, News and Publicity, Special Events

Unit-III

Persuasion and Motivation: Introduction to Persuasion, Definition, Process of Persuasion, The Principles/Methods of Persuasion; Formation of Attitude, Study of Attitudes, Types of Attitudes, Formation of Attitudes, Functions of Attitudes, Measuring Attitudes

Unit-IV

Image Building of An Industry/Organization, Audience Perception; Understanding Public Opinion and its Formation, Exhibitions and Trade Fairs, PR Films/Documentaries, Use of Radio & TV, Use of Traditional Media, Conferences, Hospitality and Press Tour for Image Building.

Unit-V

The need for PR in Central Government, Functions of PR Departments, DAVP, PIB, Field Publicity, I & PR Department of State Government, PR in Crisis/Disaster Management, Ethics in PR, Qualities of a Good PRO.

Suggested Reading :

- i) Public Relation: H. Frazier Moore, Frank B. Kalupa
 - ii) Public Relation: B.N.Ahuja, S. S. Chhabra
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- iii) Public Relation And Integrated Communications: Stuart M. Levy
- iv) Public Relation In India: J. V. Vilanilam
- v) Public Relation: H. Frazier Moore, Frank B. Kalupa
- vi) Public Relation: B.N.Ahuja, S. S. Chhabra
- vii) Public Relation And Integrated Communications: Stuart M. Levy
- viii) Public Relations: Jaishri N. Jethwaney, Narendra Nath Sarkar
- ix) Public Relations: Dennis L. Wilcox, Glen T. Cameron
- x) Public Relations And Communication: Deepak Nayyar
- xi) Public Relations: Manoranjan Tripathy
- xii) Public Relations: A Case Based Approach: Jerry A. Hendrix, Darrell C. Hayes
- xiii) Public Relations: An Emerging Specialised Profession: Diwakar Sharma

Practical: Public Relations (Paper-JMC-205)

1. Preparation of Press Releases & Handouts.
2. Writings PR News and Articles for The Press and Trade Journals.
3. Designing House Journals.
4. Leaflets, Pamphlets, Broadsheet.
5. PR Photographs, Slides & Film Strips.
6. Public Speaking Skill & Telephone Manners.
7. Bulletin Boards.
8. Event Management.

Each Student Shall Maintain a **Practical Record** carrying the above mentioned assignments. The Record **Duly Signed by the concerned teacher** is to be submitted before the **External Examiner** during the *Term-End Practical Examination* for award of marks.

Semester-III Communication Research (Paper-Jmc-301)

Unit-I

Communication Research: Scope, Objective And Significance; Communication Theories And Research. Communication Process- Problem Formulation, Conceptualization, Hypothesis Building, Research Design. Types of Research- Exploratory, Diagnostic, Experimental, Survey, Action And Evaluation Research.

Unit-II

Sampling- Types, Merits and Limitations; Techniques of Research- Observation, Interview, Questionnaires, Content Analysis.

Unit-III

Data Processing And Analysis, Data Coding, Factor Analysis, Multivariate Techniques of Measuring Central Tendencies, Correlation And Regression, Computer Operations, Graphical And Diagrammatic Representation of Data.

Unit-IV

Interpretation of Data, Techniques of Writing Project Reports And Research Papers, Footnotes And References.

Unit-V

Mass Media Research- Print Media And Readership Survey; Audience Research For Tv and Radio, Studies on Film Audiences; Measuring Advertising Effectiveness, Pr Performance Appraisal; Integration of Folk and Modern Media.

Suggested Readings

- i) Mass Media Research: Roger D Wimmer & Joseph R Dominick.
- ii) Research Methodology: C R Kothari.
- iii) Methodology And Techniques of Social Research: Wilkinson And Bandera.
- iv) Theory And Practice In Social Research: Hans Raj.
- v) Media Research: Uma Joshi
- vi) Communication Research: Ram Ahuja

Development Communication (Paper-Jmc-302)

Unit-I

Development: Meaning, Concept, Process and Approaches; Problems and issues in Development; Characteristics of Developing Societies; Gap between Developed and Developing Societies; Development Dichotomies.

Unit-II

Development Communication: Meaning, Concept, Definition, Philosophy and Process; Strategies in Development Communication; Development Communication Policy; Information as an Input in Development.

Unit-III

Communication base of the dominant/mainstream Paradigm of Development; The Alternative Paradigm and its Communication Base, Emergence of Culture as a factor in development; Agricultural Communication and Rural Development; Diffusion of Innovation and Extension.

Unit-IV

Development Support Communication (DSC) In Agriculture, Population Control and Family Welfare, Health Care, Education and Environment Protection, Problems faced in Development Support Communication(DSC).

Unit-V

Role of Mass Media and Traditional Media in Development Communication; Multimedia approach to Development Communication; Techniques of Writing Development Message for Rural Audiences; Involving the Target Audience in the Construction of Message; Pre-Testing of Messages.

Suggested Readings :

- i) Development Communication-Uma.
- ii) Development Communication-Uma Joshi.
- iii) Communication In The Third World Countries-Melkote.
- iv) Mass Communication Technology:New Perspective-Uma Narula.
- v) Communication Technology & Development-I P Tiwary.

Radio & Television (Paper-Jmc-303)

Unit-I

Radio Programme Production Process and Techniques; Aspects of Sound Recording; Types of Microphones and their uses; Radio Feature Production; Live Studio Broadcast with Multiple Sources. Radio News Production, Radio Newsreel and Current Affairs Programmes; Formats of Various Radio Programmes; Studio Interviews; Studio Discussion; Phone-In Programmes; OB Production Of Sporting And Mega Events; Using Sound bites.

Unit-II

Writing for Radio: Use of Spoken Language, Writing for Radio Commercials; Illustrating copy with Sound Effects; Editing Agency Copy and Reporter's Copy; Compiling Radio News Programmes; Writing Intro to Bites-Writing Headlines, Teasers and Promos. Radio Reporting: Field Reporting; Reporting Specialized Areas; Investigative Reporting; Voice Dispatches; Interview Techniques; Presentation; Structuring a Radio Report-News Magazine and Radio Commentary. Voice Training-Effective Use of Voice Enunciation, Flow, Pronunciation, Modulation. On-Line Interview Techniques; Moderating Skills for Radio Discussion Programmes; Handling Interactive Live Transmission.

Unit-III

Visuals Communication; Communicating with Still Pictures and Video; Shooting with TV Camera and

Camera Mounting; Colour Balance; Basic Camera Shots and Camera Movements; TV Lighting in the Field; Using the Reflectors; Studio Lighting; High and Low Key Lighting; Lighting Grid; Studio Sets and Make Up.

Unit-IV

Video Editing Techniques-Cut, Mix and Dissolve; Roll Editing; The Digital Effects; Planning Location Shots; Story Board; Single and Multi Camera Shooting; Shooting and Editing Schedules; Planning Studio Programmes and the roles of Floor Manager, Camera Man, Light Assistant and the Sound Assistant; Cues and Commands.

Unit-V

Formats of TV Programmes: Studio Interview, Studio Discussion, Studio Chat Shows And Quiz Programmes With Audience Participation;

TV Documentary Production; Writing for Television-Writing to Stills, Writing For Video and Reference Visuals to Words;

Writing for Television Programmes With Visualization; Production Of Script. TV News Writing; Making Copy In Production Language;

TV Reporting: Visualizing News, Investigation, Interview Techniques, Piece To Camera And Voice Over; Investigative, Economic And Sports Reporting, Human Interest Stories.

TV News Editing: Planning, Production and Compilation of News Programmes; Sequencing And Editing News Packages; Writing Lead/Intro To New Packages; Headlines Writing. Teasers And Promos.

TV Anchoring: Voice Broadcast Skills, Flow and Modulation; Facing The Camera And Eye Contact; Use of Teleprompter,

Live Studio and Field Interviews: Moderating TV Studio Discussions; Anchoring Chat Shows.

Suggested Readings :

- i) Audio Visuals Journalism-B.N.Ahuja.
 - ii) Broadcast Journalism-S.C.Bhatt.
 - iii) Understanding Television-Hillard Robert L.
 - iv) Mass Media In India-Publications Dvn. Govt. Of India.
 - v) Doordarshan- Ministry Of Information & Broadcasting, Govt, of India.
 - vi) Audio Visual Journalism-B.N.Ahuja.
 - vii) Broadcast Journalism-S.C Bhatt
 - viii) This Is All India Radio-Baruah U.L (Publications Dvn. Govt. of India)
 - ix) Mass Media In India-Publications Dvn. Govt. of India.
 - x) All India Radio, Facts And Figures-Audience Research Unit, Air
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Practical (Radio & Television)

(Paper-Jmc-304)

Part-A (Radio)

1. Feature Production, Entertainment Program Production, Educational Broadcast Production.
2. News. Presidential/ PM Broadcasts. News Reel Production.
3. Phone-in- Programme. Talks, Interviews, Group Discussion Recording. Live Commentaries of Mega Events.
4. Inserting Sound Bites in Programmes. Voice Dispatches from the Field. Headline Writing.
5. Editing News Sent By Reporters.
6. Compilation of Bulletins.
7. Reporting Accidents, Natural Calamities, Disasters, Sports, Festivals, VIPs Programmes, Seminars, Courts.
8. Voice for News Casting.
9. Voice for Comparing/ Anchoring/Jockeying.
10. Voice for Songs/ Dramas and Other Programmes.
11. Writing Radio Commercials.

Part-B (Television)

1. Visual Shooting With TV Camera: Camera Movement And Basic Shots; Colour Balance, Lighting In The Field and Using Reflectors.
 2. Studio Setup: Studio Lighting, Makeup, Positioning and Output.
 3. Video Editing: Linear Editing, Nonlinear Editing and On-Line Editing; Visual Cut, Mix and Dissolve- Graphics and Special Effects; Single Camera and Multi Camera Shooting.
 4. Studio Production: Studio Interview and Studio Discussion. Panel Studio Programmes: Planning for Panel Show; Use of Graphics; Anchoring Chat Shows; Crossfire. Tv Documentary Production and Corporate Video Production.
 5. Script Writing for Audio Visual Media: Style of Writing; Writing for Video and Visual to Words.
 6. TV News Writing: Formats of News; Types of TV News: Investigative Story; Features Story; Human Interest Story; Hard Story; Soft Story; Crime Story; Court Reporting. Types of Copy Writing; Language; Space V/s. Time.
 7. Television Reporting: Story Idea and Visualizing of News.
 8. Writing News Packages: Intro and Anchor Read; Voice Over: Pausing; Punctuation and Techniques of Voice Over.
 9. Headlines Writings: Types of Headlines; Style Of Headline Writing; Writing For Promos.
 10. PTC (Piece-To- Camera): Types of PTC: Use of PTC.
 11. Interview Techniques: How to Handle Your Anchor.
 12. TV News Editing: Planning Production; Compilation of News Programmes.
 13. TV Anchoring: Skills of Anchor; Body Language of TV Anchor, Modulation; Use of Teleprompter.
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14. Positioning In Front of Camera: Facing a Camera; Eye Contact; Facial Movements.
15. Live Programmes: Live News.

Each Student Shall Maintain A Practical Record Carrying The Above Mentioned Assignments With A Soft Copy of Audio-Visual Production. The Record Duly Signed By The Concerned Teacher is to Be Submitted During The Term-End Practical Examination.

Advertising (Paper-Jmc-305)

Unit-I

Evolution and Growth of Advertising, Definition of Advertising, Relevance of Advertising In The Marketing Mix, Classification of Advertising; Various Media for Advertising; How Advertising Works, Socio-Economic Effects of Advertising.

Unit-II

Organization And Functions of an Advertising Agency, Various Special Departments In an Ad Agency; Apex Bodies In Advertising-Indian Society of Advertisers (ISA), Advertising Agencies Association of India (AAAI); Advertising Clubs, DAVP

Unit-III

Advantages and Disadvantages of Newspaper Advt, Advantages and Disadvantages of Magazine Advt, Indian News Paper Society, Release Order, Advt. Deptt. of a News Paper, Advt. Deptt. of A E-Media House, and Its Various Function.

Unit-IV

Media Planning, Media Planning Steps A) Information Gathering, B) Message Preparation, Adaptability of Message, Reach and Frequency, Geographic Allocation, Media Scheduling, Media Mix.

Unit-V

Creativity in Advertising, Copy Writing And Layout, Balance in Layout, Background, Border, Caption, Decoration, Heading, Subhead, Body, Illustration/Photographs, Free Coupon, Logo, Mascot, Slogan, Space, Trade Mark, Optical Centre, Appeals, Ethics In Advertising.

Suggested Readings :

- i) Advertising: Frank Jeffians
 - ii) Advertising: B.N. Ahuja, S. S. Chhabra
 - iii) Advertising Principles & Practice: William Wells, John Burnett, Sandra Moriarty
 - iv) Advertising Theory And Practice: S. A. Chunawalla, K. J. Kumar, K. C. Sethia
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Semester-IV

Media Management, Press Laws & Ethics

(Paper-Jmc-401)

Unit-I

Management-I

Importance of Newspaper, The Newspaper As Communication Leader, Management Functions, Staff And Line Organization In Newspaper, Factors Affecting A Newspaper Organization And Meeting The Major Needs, Ownership Pattern of News Papers In India, The Various Departments of A Newspaper, Changing Role of Editorial Staff, How To Launch A Publication.

Unit-II

Management-II

Economics of Media- The Various Costs Involved; Competition With TV Survival; The Circulation War, Brand Problem And Sustaining Business And Audience; Readership Survey, The Debate of Foreign Equity In India Print Media, Audit Bureau of Circulation (ABC), Organization Structure, Management And Functions of News Agencies.

Unit-III

Press Laws-I

Press Laws-Freedom of Press in India, Defamation, Libel and Slander, Contempt of Court and Press, The Official Secrets Act, Parliamentary Privileges And Media.

Unit-IV

Press Law-II

Press Laws-The Press and Registration of Books Act, The Copyright Act, Laws Dealing With Obscenity, The Right To Information, Relevant Provisions of Indian Penal Code With Reference To Sedition, Crime Against Women and Children.

Unit-V

Ethics-The Ethical Norms of A Journalist, The Press Council's Guidelines For Media, International Code of The Ethics, Parliament Code, Ombudsman, Composition, Power and Functions of The Press Council of India, Social Responsibility of Media In India. Introduction to Trade and Professional Bodies in Indian Journalism.

Suggested Readings:

- i) Newspaper Organization and Management:-Herbert Lee Williams.
 - ii) History of Press, Press Laws And Communications:-B.N.Ahuja.
 - iii) Mass Media Laws and Regulations In India:-Edited By Venkat Iyer.
 - iv) Mass Media Laws:-C.S.Rayudu.
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International And Inter-Cultural Communication (Paper-Jmc-402)

Unit-I

Political, Economic And Cultural Dimension of International Communication. Communication and Information as a Tool of Equality And Exploitation. Communication and Human Rights: Universal Declaration of Human Rights.

Unit-II

Imbalance in International Flow of News And McBride Commission Report; Non-Aligned News Pool; International News Agencies and Professional Organizations.

Unit-III

Impact of New Communication Technology On News Flow; Transnational Media Ownership and Violation Against Media Person; Intellectual Property Rights.

Unit-IV

Culture: Definition, Concept, Process, Culture as a Social Institution; Cultural Value System: Primary, Secondary, Eastern And Western Perspective. Inter-Cultural Communication: Definition and Process, Philosophical and Functional Dimensions. Cultural Symbol in Communication, Barriers in Inter-Cultural Communication.

Unit-V

Language and Grammar As A Medium of Communication. Modern Mass Media as Vehicle of Inter-Cultural Communication; Concept and Function of Folk Media; Survey of Folk Media in Orissa. Culture, Communication and Folk Media.

Suggested Readings:

- i) Intercultural Communication: Building A Global Community- Fay Patel, Mingsheng Li, Prahalad Sooknanan
 - ii) Internal Communication: Insights, Practices and Models-Aniisu K. Verghese
 - iii) Introducing Intercultural Communication-Shuang Liu, Zala Volcic, Cindy Gallois
 - iv) Introduction to Broadband and Communication Systems-Cajetan M. Akujuobi, Matthew N.O. Sadiku
 - v) Introduction to Culture Studies- Rumina Rai, Kishwar Panna Special Paper
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Special Paper
(Any One Of The Following)
Option-I
Film Studies
(Paper-Jmc-403)

Unit-I

Origin And Development of Cinema In The West; A Short History of Cinema In India- The Silent Era and The Talkie; Characteristics of The Medium; Film As Art Medium; Film as a Medium for Social Change And National Integration; Effects of Film on Society; Film Genre/ Classification of Films; Commercial Cinema, Vs New Wave Cinema; Documentaries.

Unit-II

Importance of Camera In Movie Making. Types of Movie Camera, Types of Shots and Camera Angles; Set Designing; Fundamentals of Film Editing. The Language of Cinema.

Unit-III

Film Crew-Director, Producer, Music Director, Cinematographer, Editor, Art Director, Costume Designer; Film Stars, Film Audience, Film Censorship; The Cinematograph Act, Basics of Acting, Basics of Script Writing.

Unit-IV

Film Industry In India – Organization, Film Making Process, Various Expences, Financing Film Production, Distribution And Marketing Strategy; Film Industry In The Face of Proliferation of Cable TV, Business In Hollywood And Bollywood, A Short History of Film Making In Orissa, Cinema and Oriya Culture, Problems of Oriya Film Industry.

Unit-V

Film Division, National Film Development Corporation (NFDC); Directorate of Film Festivals and Film Awards, Film and Television Institute of India (FTII); Children's Film Society; National Film Archive; Film Magazines.

Suggested Readings:

- i) Fine Art of Acting (Film Television Drama & Real Life)- Jyoti Sarup
 - ii) Our Films: Their Films – Satyajit Ray
 - iii) The Penguin India Cinema Quiz Book- Suman Tarafdar & Supriya Chotani.
 - iv) Audio Visual Journalism – Bn Ahuja.
 - v) The Politics of India's Conventional Cinema – Fareed Kazimi.
 - vi) Concepts of Cinema Studies – Susant Hayward.
 - vii) Anatomy of Film – Bernard F Dick
 - viii) Introduction to Film – Nick Lacey.
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Special Paper Option-II Oriya Journalism (Paper-Jmc-403)

Unit-I

The Early History of Oriya Journalism – The Kujibara Patrika, The Missionary Press; The Role of Oriya Press in The Formation of Separate Orissa Province; Oriya Press and Freedom Struggle.

Unit-II

The Utkal Dipika and Gouri Shankar Ray, Fakir Mohan Senapati and Baleswar Sambad Bahika; Nilamani Vidyaratna-Sambalpur Hiteisini, The Prajabandhu and Ganjam Guna Darpan; The Asha and Sashi Bhusan Rath , The Samaj and Utkalmani Gopabandhu Dash and Dr.Radhanath Rath, The Prajatantra and Dr. Radhananth Rath, The Prajatantra and Dr. Hare Krushan Mahatab, The Matrubhumi and Balakrushna Kar.

Unit-III

The Oriya Press and Politics In The Post Independence Era, The New Players – The Dharitri and The Pragatibadi, New Journalism in Orissa Since 1984- Enter The Sambad, The Samaya, The Anupam Bharat, The Technological Change in Oriya Press- Introduction of Computer And Sri Lipi, Birth of Color Newspapers & Departmentalization in Oriya Newspapers, Internet and Oriya Newspapers.

Unit-IV

Newspaper Ownership Pattern in Orissa, Problems and Prospects of The Oriya Press; The Question of Limited Readership, Problem of Advertisement Revenue from Government, Private Industries, Trade & Commerce, Training of Journalists and Journalism Education in Orissa News Gathering and Editing in Oriya Newspaper, Writing for Oriya Magazines.

Unit-V

The Spread of All India Radio – Primary Channel, Vividha Bharati And F.M. Channel, The Spread of TV After Site, The Independent Oriya TV Channels – ETV, OTV; Radio – TV News Writing And Presentation in Oriya; Women in Oriya Journalism. Sambad O Sambadikata (Part-I & Part-II) – Chandra Sekhar Mohapatra.

Suggested Readings:

Special Paper

Option-III

Business Journalism

(Paper-Jmc-403)

Unit-I

Business Journalism: How Different Is It Forming Other Forms of Journalism. History of Business Journalism. Vertical and Horizontal Growth of Business Journalism in India. Prominent Business Publications in India and Abroad.

Unit-II

Different Aspects And Approaches of Business Journalism. Sources in Business Journalism. Writing Reports and Features on Economy- Related Subjects for Mainstream News- Publications and for Business – Centric Publications.

Designing Business Page of A General Interest Newspaper. Reporting Business For Radio and Television: Different Aspects and Approaches.

Unit-III

Beats In Business Journalism: Stock Market, Banking , Industries, Etc. Different Sectors, Which Impact Economics At The Micro Level – Like Energy , Agriculture, Reserve Bank of India, Its Function and Role, Stock Market – How It Functions, Commodities Market, Forex Market.

Unit-IV

State And Central Budget, Exim Policy, Taxation, Direct And Indirect Taxes, Income Tax, Excise, Sales Tax Companies Act, Legal Issues Related to Share Holders, Forward Markets in Shares and Commodities, Derivatives, Etc.

Unit-V

International Market, Globalisation, Liberalisation, Intellectual Property Rights (IPR), Wto, Its Impact on Indian Economy.

Suggested Readings:

Special Paper Option-IV Sports Journalism (Paper-Jmc-403)

Unit-I

History of Sports and Game

The Olympic Games: Origin In Olympia In 18th Century B.C.; Roman Pastimes In The First Century A.D.; Pastimes In The Middle Ages; Pastimes In 16th, 17th, 18th, 19th And 20th Century. Modern Olympic: Evolution, Governing Body(Loa), Olympic Charter

Unit-II

International Sports And Games

Evolution, International Governing Body and Basic Rules; Outdoor Games: Football, Hockey, Golf, Swimming, Baseball, Basketball, Volleyball, Cricket, Athletics (Track And Field), Racing, Boxing; Indoor Games: Badminton, Squash, Chess, Table Tennis, And Billiards.

Unit-III

Competition, Championship, Tournaments, Trophies In Various Games And Sports International, National And States Perspectives; Infrastructure: Major International Stadium, National And State Sports Centers

Unit-IV

National And State Governing Bodies

National: Indian Olympic Association, Indian Amateur Athletic Federation of India, Bcci, Ihf, Indian Lawn Tennis Association, All India Football Federation, Badminton Association of India, Sports Authority of India, Subhas Bose National Institute of Sports, Nyk.

State: Orissa Olympic Association, Orissa Amateur Athletic Association, Orissa Cricket Association, Orissa Football Association, Orissa Sports Council.

Rural Sports and Women Sports: Problems and Prospects.

Unit-V

Sports Legends: Life History And Career International: Michael Jordan, Mohammed Ali, Pele, Carl Lewis, Sergei Bubka, Don Bradman, Michael Schumacher, Tiger Woods, Michael Phelps And Usain Bolts. Indian Legends: Dhyan Chand, Milkha Singh, Prakash Padukone, Vijay Amritraj, P.T.Usha, Kapil Dev, Sachin Tendulkar, Geet Sethi, Viswanathan Anand And Avinav Bindra. Legends of Orissa: Dillip Turkey, Michael Kindo, Debashis Mohanty, Usharani Mishra, Shradhanjali Samantaray, Golak Samal, Panchanan Gantayat, Nandakrushna Das, Sanat Mishra, Anuradha Biswal.

Suggested Readings :

Special Paper (Option-V) Science Reporting (Paper-Jmc-403)

Unit-I

History of Science, Science In Ancient India, Role of Science In Society, Evolution of Science Journalism, Difference Between Science Journalism and Other Forms of Journalism. What Makes Science, Technology And Environment News. Difference Between Science Journalism and Other Forms of Journalism. Difference Between Science and Technology.

Unit-II

Developing and Using Sources for Science Journalism. Prominent Science Journals in India and Abroad. Eminent Science Writers and Sources on Science In India And Abroad. Major Scientific Bodies and Institutions In India And Abroad. Making The Scientists Speak – Interview Techniques. Reference Material, Statistics and Documentation. Research in Science Writing.

Unit-III

Covering Science For Newspapers, Science News, Science Feature. Covering Research Projects. Different Formats of Science Writing, Writing Science for News Magazines. Writing For Trade and Science Journals, Writing For Specialized Journals. Writing Books on Scientific Topic, Writing Jointly With A Scientist. Designing Science Magazines, Use of Visuals And Graphics.

Unit-IV

Covering Public Health, Drug Industry And Other Medical Business. Covering Technological Innovations In Different Sectors, Especially Those Who Impact Public Fast-Media, Entertainment, Tele-Communication, Avionics, Transport, Etc.

Unit-V

Covering Earth Sciences. History Of Environmentalism, Development And Environment. Writing About Eco-Systems, Pollution, Global Warming, Sustainable Development.

Suggested Readings :

- i) Itule, Bruce And Anderson, Douglas, News Writing And Reporting For Today's Media, Fifth Edition, Mcgraw Hill, New York , 2000.
 - ii) The Science Writers' Handbook: Everything You Need to Know to Pitch, Publish, and Prosper in the Digital Age. Thomas Hayden & Michelle Nijhuis, eds. (2013)
 - iii) News and Numbers: A Writer's Guide to Statistics. Victor Cohn & Lewis Cope, eds. (2011)
 - iv) A Field Guide for Science Writers: The Official Guide of the National Association of Science Writers. Deborah Blum, Mary Knudson, & Robin Marantz Henig, eds. (2005)
 - v) Best American Science and Nature Writing, series editor, Tim Folger, published annually by Houghton-Mifflin.
 - vi) Science Blogging: The Essential Guide. Christie Wilcox, Bethany Brookshire, & Jason G. Goldman, eds.
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Dissertation with Viva (Paper-Jmc-404)

Every Student shall prepare a **Dissertation** in any area of Journalism & Mass Communication detailed in the Syllabus under the guidance of a Regular/Guest Faculty. The Dissertation should be Research based to create new knowledge in the subject. The student shall submit the Dissertation before the Term-End Examination. ***The External Examiner will evaluate the Dissertation with Viva and Award Marks.***

Internship and Seminar (Jmc-405)

Internship

Each student will have to undergo four week Internship in any of the Media Organization such as Newspapers, Magazines, Radio and Television; Agencies of Advertising and Public Relations/ Corporate Communication Units (Identified By The Students and Faculty Jointly/ Individually) Facilities for which are available locally or regionally. Marking is to be made by Internship Organization at the completion of Internship. Each student shall submit to the department a copy of the Internship Certificate obtained from the concerned Internship Organizations. Apart from this the students shall have to present a seminar paper before the **External Examiner** on any topic related to Journalism & Mass Communication.



BOOK LIST

BOOK ID	Book NAME	AUTHOR	PUBLISHER
J2563	21ST CENTURY JOURNALISM IN INDIA	NALINUI RAJAN	SAGE
J3086	A JOURNALISTIC APPROACH TO GOOD WRITING: THE CRAFT OF CLARITY	ROBBERT M. KNIGHT	SURJEET
J768	A JOURNALISTIC APPROACH TO GOOD WRITING: THE CRAFT OF CLARITY	ROBBERT M. KNIGHT	SURJEET
J1163	A MILLENNIUM GUIDE TO WRITING AND SPEAKING ENGLISH	J. K. CHAND, B. C. DAS	FRIENDS PUBLISHERS
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J3087	A SHORT GUIDE TO WRITING ABOUT FILM	TIMOTHY J. CORRIGAN	PEARSON
J2088	A TEXTBOOK OF ENGLISH PHONETICS FOR INDIAN STUDENT	T.BALASUBRAMANIAN	MACMILLAN
J2089	A TEXTBOOK OF ENGLISH PHONETICS FOR INDIAN STUDENT	T.BALASUBRAMANIAN	MACMILLAN
J2090	A TEXTBOOK OF ENGLISH PHONETICS FOR INDIAN STUDENT	T.BALASUBRAMANIAN	MACMILLAN
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J2310	ADVERTISING AND MEDIA	HIMANSHU PANT	ABD PUBLISHERS
J3040	ADVERTISING AND PUBLIC RELATION	B. N. AHUJA, S. S. CHHABRA	SURJEET PUBLICATIONS
J3057	ADVERTISING AND PUBLIC RELATION	B. N. AHUJA, S. S. CHHABRA	SURJEET
J2568	ADVERTISING BASICS: A RESOURCE GUIDE FOR BEGINNERS	J.V VILANILAM, A.K VARGHESE	SAGE
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J732	AN INTRODUCTION TO JOURNALISM	FLEMING, EMMA, MOORE, WELFORD	SAGE VISTAAR
J2531	ANALYSING MEDIA TEXTS	MARIE GILLESPIE, JASON TOYNBEE	TMGH
J3070	ANALYSING MEDIA TEXTS	MARIE GILLESPIE, JASON TOYNBEE	TMGH
J844	APPLIED COMMUNICATION RESEARCH	JUDITH M.BUDDENBAUM	SURJEET
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J942	APPLIED PUBLIC RELATION AND COMMUNICATION	K. R. BALAN	S CHAND
J1071	APPROACHES & METHODS IN LANGUAGE TEACHING	JACK C. RICHARDS, RODGERS	CAMBRIDGE
J811	ART OF MODERN JOURNALISM	J. J. ASTOR	AKASHDEEP PUBLISHING HOUSE
J332	ASSAY WRITING STEP-BY-STEP	KRISTINE BROWN	VIVA
J785	ASSESSING THE STATE OF WEB JOURNALISM	SHYAM NATH	AUTHOR PRESS
J3104	AUDIENCE CITIZENS: THE MEDIA, PUBLIC KNOWLEDGE AND INTERPRETIVE PRACTICE	RAMASWAMI HARINDRANATH	SAGE
J1290	AUDIO IN MEDIA	STANLEY R. ALTER	WADSWORTH
J959	AUDIO IN MEDIA	STANLEY R.ALTER	WADSWORTH
J2059	AUDIO VISUAL JOURNALISM	B. N. AHUJA	SURJEET
J2062	AUDIO VISUAL JOURNALISM	B. N. AHUJA	SURJEET
J2297	AUDIO VISUAL JOURNALISM	B.N. AHUJA	SURJEET PUBLICATIONS
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J3028	BUSINESS COMMUNICATION	SWATI SAMANTARAY	S.CHAND
J793	BUTCHER'S COPY EDITING	BUTCHER, DRAKE, LEACH	CAMBRIDGE
J946	CHILDREN AND TELEVISION	VICTOR SUNDERAJ	AUTHORS PRESS
J1278	CINEMA AUDIENCES NEW HORIZONS	M. PANDA, S. KUMAR BEHERA	RUDRAKSHYA
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J3025	COMMON ERRORS IN ENGLISH A	BUL HASHEM, R. GUPTA	RAMESH
J2240	COMMUNICATION	C. S. RAYUDU	HIMALAYA PUBLISHING HOUSE
J2241	COMMUNICATION	C. S. RAYUDU	HIMALAYA PUBLISHING HOUSE

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J3055	COMMUNICATION FOR DEVELOPMENT AND SOCIAL CHANGE	JAN SERVAES	SAGE
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J2855	COMMUNICATION THEORIES & MODEL	C.RANGARAJAN	HIMALAYA
J2856	COMMUNICATION THEORIES & MODEL	ANDAL N., C. RANGARAJAN	HPH
J2236	COMMUNICATION TODAY	REUBEN RAY	HIMALAYA
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J3053	CORPORATE COMMUNICATIONS: A 21ST CENTURY PRIMER	JOSEPH FERNANDEZ	RESPONSE BOOKS
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J2099	CROSS CULTURAL MANAGEMENT IN WORK ORGANISATIONS	RAY FRENCH	UNIVERSITIES PRESS
J2474	CROSS CULTURAL MARKETING	SONNY NWANKNO, ROBERT RUGIMBABA	THOMSON
J2004	DESKTOP PUBLISHING ON PC	M. C. SHARMA	BPB PUBLICATIONS
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J2051	DEVELOPMENT COMMUNICATION	UMA NARULA	HAR ANAND
J2052	DEVELOPMENT COMMUNICATION	UMA NARULA	HAR ANAND
J2053	DEVELOPMENT COMMUNICATION	UMA NARULA	HAR ANAND
J2054	DEVELOPMENT COMMUNICATION	UMA NARULA	HAR ANAND
J2055	DEVELOPMENT COMMUNICATION	UMA NARULA	HAR ANAND
J3038	DEVELOPMENT COMMUNICATION	B.N.AHUJA, S. S. CHHABRA	SURJEET PUBLICATIONS
J3077	DEVELOPMENT COMMUNICATION	B.N.AHUJA, S. S. CHHABRA	SURJEET
J744	DEVELOPMENT COMMUNICATION	B.N.AHUJA, S. S. CHHABRA	SURJEET
J2567	DEVELOPMENT COMMUNICATION IN PRACTICE	J. V. VILANILAM	SAGE
J3058	DEVELOPMENT COMMUNICATION IN PRACTICE	J. V. VILANILAM	SAGE
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J1608	DEVELOPMENTAL COMMUNICATION	NIRANJAN PUSKAR	GNOSIS PUBLISHERS
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J3126	DIGITAL TELEVISION: DTV AND THE CONSUMER	CONSTANCE LEDOUX BOOK	SURJEET PUBLICATIONS
J902	DIGITAL TELEVISION: DVD AND THE CONSUMER	CONSTANCE LEDOUX BOOK	SURJEET
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