

**KRISHNA KANTA HANDIQUI STATE OPEN UNIVERSITY  
(KKHSOU)**

**PROGRAMME PROJECT REPORT**

**ON**

**BACHELOR OF ARTS IN JOURNALISM AND MASS COMMUNICATION  
(MAJOR)**

**Submitted to**

**UNIVERSITY GRANTS COMMISSION**

**BAHADUR SHAH ZAFAR MARG**

**NEW DELHI – 110 002**

**Submitted by**

**K. K. Handiqui State Open University**

**Guwahati, Assam**



**September 2017**

A handwritten signature in blue ink, appearing to read 'Dardwary', is written over the printed name of the Registrar.

**Registrar  
Krishna Kanta Handique  
State Open University  
Guwahati**

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**KRISHNA KANTA HANDIQUI STATE OPEN UNIVERSITY**  
**PROGRAMME PROJECT REPORT**  
**ON**  
**B.A. IN JOURNALISM AND MASS COMMUNICATION (MAJOR)**  
**FOR**  
**THE ACADEMIC SESSION 2018-19**

**1.1. PROGRAMME'S MISSION AND OBJECTIVES:**

B.A. in Journalism and Mass Communication (Major) is being offered by the Department of Mass Communication under the Bhupen Hazarika School of Mass Communication, Krishna Kanta Handiqui State Open University (KKHSOU). This programme has been thoroughly revised in accordance with the UGC Regulations on Open and Distance Learning, 2017. Syllabi of this Programme have been finalized after a series of deliberations and discussions with academic experts in the respective field from Universities of repute, viz., Rajiv Gandhi University, Mizoram University, Gauhati University and Tezpur University. The quality of Curriculum and Syllabi of this programme has been so designed to accommodate the recent developments in the field of higher education in general and the subject in particular. The main mission of this department is to impart blended learning to the learners and keep them abreast of the present media scenario and to contribute to the accomplishment of University's mission of providing quality education beyond barriers.

This programme will be of interest to academicians, practitioners, professionals, researchers, learners and general readers who are interested in understanding the dynamics of mass communication. The major highlight of the programme is to show the relevance and significance of dynamics of communication in every walk of human life.

**Objectives:** The B.A. Programme in Journalism and Mass Communication offered by KKHSOU has been prepared confirming the mission and goals of KKHSOU. This programme would contribute to the mission and goals of KKHSOU with the following objectives.

- i. To equip the learners with potential skills in order to enable them to enter the competitive markets in journalism and mass communication.
- ii. To create an awareness among the learners about the world of mass communication and journalism.
- iii. To bring about a holistic development in the overall wellbeing of the learners.

  
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- iv. To equip the learners with the emerging concepts of science communication, media management, film studies and communication research.
- v. To make the learners understand crucial terms and concepts underlying the process of media creation.
- vi. To enable the learners to discuss media-related news in terms of its cultural, social, ethical, political and economic significance.
- vii. To bring to light how communication research has impacted the role and significance of mass communication
- viii. To allow the learners to understand the principles of journalism and mass communication in the context of issues that are familiar to them.
- ix. To focus on the importance and challenge of maintaining accuracy and honesty in the media thereby encouraging the learners to think about ethics and values.

### **1.2 RELEVANCE OF THE PROGRAMME WITH KKHSOU'S MISSION AND GOALS:**

The B.A. Programme in Journalism and Mass Communication (Major) offered by KKHSOU has been prepared confirming the mission and goals of KKHSOU. This programme would contribute to the following mission and goals of KKHSOU:

- i. To expand the higher education to cover the maximum no. of population.
- ii. To maintain equity and justice in the field of higher education.
- iii. To ensure the quality and excellence in the higher education.
- iv. To increase research both qualitatively and quantitatively.

This programme will be of interest to academicians, practitioners, professionals, researchers, learners and general readers who are interested in understanding the dynamics of mass communication. The major highlight of the program is to show the relevance and dynamics of communication in every walk of human life.

Thus, the BA Programme in Journalism and Mass Communication would contribute towards accomplishment of KKHSOU mission and goals by providing theoretical and applied knowledge of Journalism and Mass Communication to the prospective learners as stated below.

### **1.3 NATURE OF PROSPECTIVE TARGET GROUP OF LEARNERS:**

This programme is intended for those learners who want to know the subject and want to make a career in the field of journalism and mass communication. Special emphasis has been given on those learners who have passed Higher Secondary (or any equivalent degree) examination from any recognized examination board and want to get into any professional occupations like reporter, journalist, news anchor, news producer, etc. This programme will be of interest for all those who focus on mass media and interpersonal communication as channels vis-à-vis the critical issues for social, economic, cultural and global impacts. Thus, this course aims to provide quality education, knowledge and training to-

- i. The students who are desirous of obtaining a Degree in Journalism and Mass Communication as a Major subject.
- ii. People willing to earn for a living and learning at the same time.
- iii. Learners specially women who could not complete their higher education in time owing to certain family problems.
- iv. Employed/self-employed persons with a penchant for higher education and learning skills.
- v. People who would like to hone their professional skills.
- vi. People living in rural and remote area and other disadvantageous conditions but desirous of higher education in Journalism and Mass Communication.

### **1.4 APPROPRIATENESS OF THE PROGRAMME TO BE CONDUCTED IN ODL MODE TO ACQUIRE SPECIFIC SKILLS AND COMPETENCE:**

The programme has been designed in such a way so as to accommodate practical based units within the ambit of the courses. In fact, the B.A. in Journalism & Mass Communication programme has an eclectic mix of courses catering to the needs of the learners as well as the demands of the society. Text based study materials are supplemented by interactive CDs, DVDs etc. so as to make learning more interesting and informative. In order to prepare the learners to face the tough competition that the present job markets have to offer, they are required to undergo research projects at the degree level in the sixth semester programme. This will enable them to get a grip on the dynamics of journalism and mass communication. Apart from the provision of self-learning materials, counselling classes (tutorial classes) are also conducted in various study centres recognized by the University and spread across the length and breadth of the State. Moreover, there are a number of online resources like online social networking platforms, online discussion forums and online

library resources like OAJSE (Open Access Journals Search Engine) which is an Open Access E-Journal Search Portal. For the benefit of the learners, study materials have been provided in online format along with audio lectures. The website of the University also provides information regarding the course assignments, information about the examination routine and results etc. Such facilities are highly compatible in an ODL platform which makes B.A. in Journalism and Mass Communication appropriate to be launched through ODL.

## 1.5 INSTRUCTIONAL DESIGN:

### 1.5.1 Curriculum Design:

Curriculum of the B.A. programme in Journalism and Mass Communication has been designed by a carefully constituted Syllabus (CCS- Committee on Courses) Committee whereby the experts have been drawn from Universities like Rajiv Gandhi University, Mizoram University, Gauhati University and Tezpur University. The contents of the syllabi are up-to-date. While preparing the syllabi, UGC Model Syllabi and syllabi of other Universities and recommendations of Madhava Menon Committee (2011) have been consulted. The details are provided in Annexure I and Annexure II.

**1.5.2 Course Distribution with Journalism and Mass Communication as Major:** The semester-wise distribution of the different courses of the B.A. programme with Journalism and Mass Communication as Major is as follows:

Semester I	Semester II	Semester III	Semester IV	Semester V	Semester VI
General English	MIL/Alternative English	Environmental Science	Spoken English	Journalism and Mass Communication 7 (Major)	Journalism and Mass Communication 11 (Major)
Journalism and Mass Communication 1 (Elective 1)	Journalism and Mass Communication 2 (Elective 1)	Journalism and Mass Communication 3 (Major)	Journalism and Mass Communication 5 (Major)	Journalism and Mass Communication 8 (Major)	Journalism and Mass Communication 12 (Major)
Elective 2	Elective 2	Journalism and Mass Communication 4 (Major)	Journalism and Mass Communication 6 (Major)	Journalism and Mass Communication 9 (Major)	Journalism and Mass Communication 13 (Major)
Elective 3	Elective 3	Elective 2/3	Elective 2/3	Journalism and Mass Communication 10 (Major)	Journalism and Mass Communication 14 (Major)



The overall weightage of the B.A. programme with Journalism and Mass Communication as Major is of 96 credits. The credit distribution of the different courses in the programme is as follows:

<b>Courses</b>	<b>Credits</b>
General English	4
MIL/Alt English	4
Environmental Science	4
Spoken English	4
Elective 2/3	24
Journalism and Mass Communication (Major)*	56
<b>Total</b>	<b>96</b>

\*includes two courses studied in the first two semesters as an Elective subject.

**1.5.4 Definition of Credit Hours:** The University follows the system of assigning 30 hours of study per credit of a course. Thus, following this norm, a 4 credit course constitutes a total of 120 hours of study. Out of the total credit hours, a minimum of 10 percent, i.e., minimum 12 hours of counselling per course is offered to the learners at their respective study centres.

**1.5.5 Programme Structure:** The B.A. programme in Journalism and Mass Communication has a total of 24 courses. Out of which 14 courses are interrelated to Journalism and Mass Communication and the other 10 are common B.A. Programme courses. The 14 interrelated courses are:

- i. Introduction to Mass Communication : Semester I
- ii. Journalism : Semester II
- iii. History of the Media : Semester III
- iv. Traditional Folk Media : Semester III
- v. Indian Constitution : Semester IV
- vi. Media Laws and Ethics : Semester IV
- vii. Electronic Media- Radio : Semester V
- viii. Advertising : Semester V
- ix. New Media and Computer Application : Semester V
- x. Writing for the Media (English/Assamese) : Semester V
- xi. Electronic Media - Television : Semester VI
- xii. Public Relations : Semester VI
- xiii. English for Media Studies (Only in English) : Semester VI
- xiv. Project/ Audio-visual production : Semester VI



The different courses have been briefly elaborated in the following way-

TITLE OF THE COURSE	SLM CODE	COURSE CODE	SEMESTER	MARKS	Credit
Introduction to Mass Communication	GJMC 01	IMC	1 <sup>st</sup>	20+80	4
Journalism	GJMC 02	JOR	2 <sup>nd</sup>	20+80	4
History of the Media	GJMC 03	HMED	3 <sup>rd</sup>	20+80	4
Traditional Media*	GJMC 04	TMED	3 <sup>rd</sup>	40+60	4
Indian Constitution	GJMC 05	IC	4 <sup>th</sup>	20+80	4
Media Laws & Ethics	GJMC 06	MLE	4 <sup>th</sup>	20+80	4
Electronic Media – Radio	GJMC 07	EMR	5 <sup>th</sup>	40+60	4
Advertising	GJMC 08	ADV	5 <sup>th</sup>	20+80	4
New Media & Computer Application	GJMC 09	NMEDCA	5 <sup>th</sup>	20+80	4
Writing for the Media (English/Assamese)	GJMC 10	AMED/EMED	5 <sup>th</sup>	20+80	4
Electronic Media – Television	GJMC 11	EMT	6 <sup>th</sup>	40+60	4
Public Relations	GJMC 12	PR	6 <sup>th</sup>	20+80	4
English for Media Studies (Only in English)	GJMC 13	ENG	6 <sup>th</sup>	20+80	4
Project/Production + Viva Voce	GJMC 14	PROJ/PROD	6 <sup>th</sup>	60+40	4
				Total Marks= 1400	Total credit = 56

### 1.5.6 Home Assignment

Assignments are a part of the teaching-learning process and are compulsory. Assignments are evaluated and feedback is communicated to the learners by giving back the assignments with evaluators' comments. Such assignments are collected again by the Study Centres at the time of issuing admit cards and are stored in the study centre's office till the end of next semester, for verification by the University, failing which might lead to withheld of result. 20% marks in a course (without practical) shall be for Home Assignment wherever indicated. For GJMC 08, there will be no home assignment. Instead, learners will have to submit four reports related to traditional media. 40 marks have been assigned for reports and 60 marks for examination.

### 1.5.7 Project Work

Every learner will have to carry out either a Minor Project work or prepare an audio/audio-visual programme in the sixth semester. In case of project report, a learner will have to choose a specific topic related to any form of mass communication/journalism/public relations/ advertising/media, etc. and prepare a comprehensive project report after doing an in-depth study of the topic. The topics will be decided in consultation with recognized Course Counsellors or media scholars, researchers or media professionals. For doing the project work, a project guideline would be provided in the University website: [www.kkhsou.in](http://www.kkhsou.in). As far as the audio/audio-visual production is concerned, the learner will have to prepare an audio (for example, radio drama) or audio-visual clip on any area of communication/media along with a script. The audio clip can be submitted in AVI, MP3 or in WAV format. Audio-visual files can be submitted in MPEG, MP4, m4v, DAT or VOB formats.

Detailed syllabi of the courses have been attached in **Annexure I** of this report.

**1.5.8 Duration of the programme:** The B.A. programme in Journalism and Mass Communication has six semesters and is of minimum 3 years. However, the maximum duration of the programme is 8 years as stated below:

- Minimum Duration : 6 semesters (3 years).
- Maximum Duration : 8 years.

In case, a learner is not able to qualify a course in its first attempt, he/she shall have to qualify in the particular course within the next four attempts, subject to maximum duration of the study.

**1.5.9 Faculty and support staff requirement:** The University currently has 1 full time faculty member in the Department of Journalism and Mass Communication, viz., one Assistant Professor. The resources are mobilized from other Universities in the region as far as writing of self-learning materials is concerned. The required support services are extended by KKHSOU. For the purpose of editing of audio/audio-visual materials, services are provided by the Multimedia section of the university which have one production assistant and two editors (for editing the audio/audio- visual study materials).

**1.5.10 Instructional Delivery Mechanisms:** The Self Learning Materials have been prepared keeping in view of the above definition of instructional design. Particular attention has been given so that the basic three domains of knowledge, viz., behavioural domain, cognitive domain, and constructive domain can be addressed. A few examples have been mentioned in the following table.

Domain of Knowledge	General Learning Tasks generally used	Contents in Self Learning Materials
Behavioural	<ul style="list-style-type: none"> <li>• Memorising</li> <li>• Undertaking Routine Tasks</li> <li>• Learning arbitrary information</li> </ul>	<ul style="list-style-type: none"> <li>• Journalism and Mass Communication is a professional subject. As such,</li> </ul>

	<ul style="list-style-type: none"> <li>• Learning rule systems</li> <li>• Invariable (Routine) learning procedures</li> </ul>	there are certain field based topics (practical), theoretical propositions and concepts, which needs to be memorised.
<b>Cognitive</b>	<ul style="list-style-type: none"> <li>• Classifying</li> <li>• Concept learning</li> <li>• Problem-solving</li> <li>• Procedures</li> <li>• Reasoning and argument</li> <li>• Rules</li> </ul>	<ul style="list-style-type: none"> <li>• There is ample scope in this domain of knowledge. Most of the theories in Journalism and Mass Communication are conceptual. Certain portion of the syllabi is also quantitative-based (specially relating to the area of communication research) and hence offers scope for the development of problem solving abilities.</li> </ul>
<b>Constructive</b>	<ul style="list-style-type: none"> <li>• Case Studies</li> <li>• Complex Situations</li> <li>• Real-world Problem-solving</li> </ul>	<ul style="list-style-type: none"> <li>• Certain real-world situations are included in the course. For example, in the discussion of theories related to media scenario, students are advised to draw evidences from real world situations.</li> </ul>

Since Mass Communication and Journalism is basically a professional subject, so the curriculum has been designed by incorporating certain practical-based units. Apart from the provision of self-learning materials, CDs are also distributed to the different study centres for the utilization of the learners. These are basically pre-recorded audio-visual CDs containing discussions on a range of issues pertaining to the area of Journalism and Mass Communication. In order to evaluate the learner's engagement in the different areas of Journalism and Mass Communication, assignments are given to the learners from where 20 % of the marks are added to the final examination result. Various online social learning platforms are in place in order to respond to the learners' queries. Online communication tools like emails are a way of keeping in touch with the learners.

**Blended learning** in the field of distance education makes use of personal contact programmes along with the online mode of instructional delivery system supported by ICT. Blended learning increases the options for greater quality and quantity of human interaction in a learning environment. It offers the learners to be 'both together and apart'. **Traditional on-campus learning** consists of face-to-face learning (counselling sessions) which is imparted to the learners at the study centres by the instructors (subject specific teachers of the government recognized colleges). The University also makes use of both synchronous and asynchronous

learning technologies through the medium of *online learning*. Synchronous learning refers to the exchange of ideas and information with one or more participants during the same period like face-to-face discussion, skype conversations, chat rooms etc. Asynchronous learning makes use of certain technologies/online platforms like email, blogs, wikis, discussion boards, web-supported textbooks.

The different facets of new media technologies have been analysed in the following way-

- a) **Learning through community radio (e-Jnan Taranga)** : Community radio was launched on 28<sup>th</sup> January, 2009, but it was officially launched on 20<sup>th</sup> November, 2010, known as Jnan Taranga, the radio can be heard at 90.4 MHz. The community radio is an important platform for the broadcast of educational programmes which includes debates, discussions and talk shows. For the purpose of having a wider networked community, the University launched the internet version of the community radio on 20<sup>th</sup> November, 2010 known as e-Jnan Taranga. Different academic programmes are broadcast over the internet radio with special focus on issues like health & hygiene, women empowerment, rights of the children, environment and bio-diversity, career counselling, sports, legal issues, governance, youth programmes and agriculture.
- b) **Provision of e-Resource and e-Learning Portal:** The central library of KKHSOU maintains an e-Resource Portal. Journals, Dictionaries, Thesauruses, Encyclopedias and e-books are available at the respective site. One can access the different online journals at JSTOR and JGATE databases. Apart from the aforementioned databases, one can gain access to the SAGE journals also. The **Open Access Journals Search Engine (OAJSE)**, (<http://www.oajse.com/>), an Open Access e-Journal Portal of Krishna Kanta Handiqui State Open University provides access to innumerable journals and articles to numerous academicians and learners.

The Open Access (OA) e-Journal Portal of KKHSOU provides access to over 4,100 Open Access Journals. An **e-learning portal** by the name of **e-Bidya** has been set up where study materials of different subjects have been uploaded. The audio and audio-visual learning materials have been uploaded on the website of KKHSOU for easy accessibility.

The website of KKHSOU has also facilitated the downloading of important materials like home assignments, admission forms, old question papers, important notices of the University, etc. The website also includes the customized study centre search facility based on district or programme.

- c) **SMS alert services:** SMS alert facility is a part of mobile learning system where learners can subscribe for up to date news and other announcements of the university. Learners can subscribe as free SMSs via email. The people who subscribe to the email alerts get updated about the examination routine, syllabus etc.

**d) Social media as an interactive platform :** Information about the functioning of the University, examination routine, course curriculum etc. are easily available through various social networking platforms like Facebook (<https://www.facebook.com/groups/272636986264210/>) and Twitter (<https://twitter.com/kkhsou>). The members of the social network sites can log on to the home page of the University and can post comments, queries or start a discussion on any topic of interest.

**e) Availability of online job portal:** In order to create awareness among the masses about the different job opportunities, KKHSOU job portal (<http://www.kkhsoujobportal.in/>) was inaugurated in 2013. Within a period of two years, it has been able to garner the support of the learners who have given positive feedback regarding its functioning. Its importance can be gauged from the fact that the portal won the 5<sup>th</sup> e-North East Award for the year 2014 in the category of e-livelihood and enterprise.

**f) Availability of E-SLM:** Study materials from different subjects including Journalism and Mass Communication have been uploaded in online format(<http://eslm.kkhsou.in/?dir=DEGREE/BA>) for the benefit of the learners. Online audio lectures of Mass Communication (<http://www.kkhsou.in/web/QuestionPaperRepository/AllFiles/?dir=Audio%20Lectures/Mass%20Communication>) have been made available in the website of K.K. Handiqui State Open University. These lectures have been recorded at the community radio station's studio of the University where experts have deliberated and discussed on different issues of Journalism and Mass Communication.

**1.5.11 Identification of media –print, audio or video, online, computer aided:** All the learners are provided with Self Learning Materials, which is comprehensive in terms of contents in the syllabi. These learning resources are prepared with the help of resource persons across the country. Senior Professors from different Universities of the region are engaged as Editors of the SLMs. Apart from the Print Self Learning Materials, audio and video materials on certain modules would also be offered to the learners. In addition, certain topics are also covered through community radio programmes broadcasted through the *90.4 Jnan Taranga* Community Service Station of the University. *Eklavya*, a radio programme broadcasted from All India Radio Station, Guwahati and simultaneously broadcasted by All India Radio Station, Dibrugarh, also covers topics on Economics and personal enrichment. Live Phone-in-programme is broadcasted by All India Radio, Guwahati each Thursday (9.15 am – 10.15 am). In this programme, learners get live support to their queries, while the general public in general can also interact with officials/faculty members of the University on varied issues. Most of the Audio-Visual programmes are also made available online through YouTube videos.

**1.5.12 Learner Support Services:** The learner support services available in the B.A. programme in Journalism and Mass Communication include the following:

- i. Self-Learning Materials covering the entire syllabi,
- ii. Counselling sessions at study centres,
- iii. Access to library services at study centres and the Central Library of the University as well,
- iv. Audio-Video materials on selected modules, available at study centres,
- v. Community Radio programmes on selected topics.
- vi. *Eklavya*, a radio programme broadcasted from All India Radio Station, Guwahati and simultaneously broadcasted by All India Radio Station, Dibrugarh.
- vii. Live Phone-in-programme is broadcasted by All India Radio, Guwahati each Thursday (9.15 am – 10.15 am). In this programme, learners get live support to their queries, while the general public in general can also interact with officials/faculty members of the University on varied issues.
- viii. Most of the Audio-Video programmes are also made available online through YouTube videos.
- ix. Learners can also write emails to any officials/faculty members of the University. For this a general email ID: [info@kkhsou.in](mailto:info@kkhsou.in) has been created. Queries raised through email to this email id are redressed by concerned official/faculty members of the University.
- x. A Facebook account is also available where the learners can communicate with the administration of the University related to various academic issues. The Systems Analyst of the University has been assigned as the Administrator of the account.
- xi. An Android App “KKHSOU” has also been designed. This Android App can be downloaded free of cost from Google Play Store. Through this App, the learners can get detail information of academic programmes available, district-wise and course-wise list of study centres, contact information of the study centres, University etc. This Android App of the University has also been widely recognized and has received an Excellence Award from IGNOU.
- xii. Learners can register for a free SMS service. This SMS services keeps the learner updated on schedules of Examinations, Declaration of results, Admission schedule and other important events.

## **1.6 PROCEDURE OF ADMISSION, CURRICULUM TRANSACTION AND EVALUATION**

### **1.6.1 Admission procedure**

- i) Eligibility requirements for the Programme

- a) 10 + 2 or equivalent examination passed (in any stream, including Vocational Stream) from a Council/University recognized by UGC. Higher Secondary (or any equivalent degree) examination from any recognized examination board.
  - b) Diploma passed from Polytechnics in any branch.
- ii) Admission for the 2018-19 session would be undertaken through the Study Centres, spread across the state of Assam only.
  - iii) For Admission to a particular programme, course fee is to be paid through the Bank challan at any branch of State Bank of India. Application along with necessary enclosures and a copy of the challan returned by the Bank after payment is required to be submitted at the recognized study centres within due date. Course fee may also be paid in the form of Bank Draft drawn in favour of “Krishna Kanta Handiqui State Open University” and payable at Guwahati. The University has also introduced the system of online receipt through SBI.
  - iv) The Study Centre will undertake initial scrutiny of the application forms as per the norms and qualifications required for each programme.
  - v) After scrutiny, the eligible applicants will be provisionally admitted by the Study Centre.
  - vi) Intending learners with incomplete application may be given conditional admission at the University’s discretion with the condition that required eligibility documents are to be submitted latest by the dates prescribed for the purpose. Their enrolment will be confirmed on fulfillment of the eligibility requirements. To appear in the examinations, confirmation of enrolment will be necessary.
  - vii) All the enrolled learners will be provided with the registration number, programme guidelines and identity cards.
  - viii) Those learners who are unable to complete the programme within the specified validity period will be required to register themselves afresh by paying the requisite fee as per the University regulations.

### 1.6.2 Fee Structure

The fee structure of the BA programme with Journalism and Mass Communication as Major is as follows:

#### Semester-wise break-up of Fee Structure:

Semester	Fee (In Rupees)
First	2750.00(inclusive of enrolment fee, course fee, exam fee, exam centre fee, marksheet fee)

Second	2450.00(inclusive of course fee, exam fee, exam centre fee, marksheet fee)
Third	2450.00 (inclusive of course fee, exam fee, exam centre fee, marksheet fee)
Fourth	2450.00 (inclusive of course fee, exam fee, exam centre fee, marksheet fee)
Fifth	2450.00 (inclusive of course fee, exam fee, exam centre fee, marksheet fee)
Sixth	3400.00 (inclusive of course fee, exam fee, exam centre fee, marksheet fee, dissertation project fee)
<b>Total fees</b>	<b>15,950.00</b>

The detail break-up of fee has also been provided in the University Prospectus.

### **1.6.3 Financial assistance:**

The University offers free education to jail inmates and differently-abled learners. At present, the University provided education free of cost to the jail inmates in 13 district jails of the state. The University is in the process of adding more of central/district jails in the Academic Session 2018-19.

The University also offers subsidised education to the learners living below the poverty line. On production of BPL (Below Poverty Line) certificate from competent authority, the University offers 50% discount on course fee.

### **1.6.4 Continuous Admission:**

- i. After completion of a particular semester, admission into the next semester is required within one month of the last examination of the previous semester. Admission in subsequent semester does not depend on the result of the earlier semester. Admission will have to be taken continuously in the programmes without any break. A learner will be allowed to appear in all the examinations including Back within the stipulated time of a programme.
- ii. A learner will have to take admission to the next semester within one month from the last date of examination of the previous semester.
- iii. A learner will be allowed to take admission to the next semester beyond one month but within two months from the last date of examination of the previous semester with a fine of Rs. 300.



- iv. Under special circumstances and on special consideration, a learner may be allowed admission in the next semester even beyond two months but before issue of notification for filling up of forms for examination of that semester by the University on individual application with sufficient reasons and on payment of a fine of Rs. 500.
- v. A learner will however be allowed to take admission even after the issue of notification for filling up of forms for examination, but such learners will be allowed to appear in examination of that semester in the next year only. A learner is not charged any fine on such admission.

#### **1.6.5 Refusal/Cancellation of Admission:**

Notwithstanding, anything contained in the prospectus, the University reserves the right to refuse/cancel admission of any individual.

#### **1.6.6 Curriculum Transaction and Activity Planner:**

An activity planner, that guides the overall academic activities in the B.A. programme (with Major) shall be made available prior to the admission schedule of the University. The newly constituted CIQA office as per UGC guidelines and the office of the Academic Dean would upload the Academic Plan and month wise Academic Calendar to enable the learners to plan their studies and activities accordingly.

#### **1.6.7 Evaluation system of the programme**

- i. The University adopts both ongoing and term end evaluation. Ongoing evaluation is conducted in two modes: internal and external. The internal evaluation is to be undertaken by the learner himself. For this, the University has designed some Check Your Progress questions, which would help the learners to self-check his progress of study. However, this is undertaken at the learners' end themselves and is non-credit based. For overall evaluation of a course, the University follows the two types of evaluation:
 

Continuous Evaluation (Assignments)	: Weightage assigned 20%.
Term End Evaluation (Semester-end Examinations)	: Weightage assigned 80%.
- ii. The learners have to submit the assignments within the schedule of a semester at the respective study centres. The counsellors at the study centres evaluate the assignments and return them to the learners with feedback.
- iii. Term end examinations are conducted on scheduled dates at selected examinations centres. Evaluations are done by the external examiners at zonal centres. After evaluation, further scrutiny is done, followed by moderation. Results are declared within scheduled dates as laid down in the Activity Planner.

- iv. Learners would be able to get their scripts re-evaluated if they are not satisfied with evaluation.
- v. Questions for the Semester end paper would be set as per the Evaluation policy of the University to have a coverage of all the modules of the respective courses.
- vi. The University is in the process of using high security and eco-friendly synthetic (water proof and termite proof) papers for marksheets and certificates. Moreover, uses of interactive kiosk at study centres for issue of admit cards and modification of the existing EDPS (Examination Data Processing System) for quick publication of results of examinations is also being planned. Similarly, introduction of biometric identity of learners is also being planned.

### **1.7 REQUIREMENT OF THE LABORATORY SUPPORT AND LIBRARY RESOURCES:**

Since the B.A. in Journalism and Mass Communication programme requires practical based courses to be integrated with conventional text based courses, so laboratory and library facilities are an important requirement in this area. A state-of-the-art editing room has been constituted at the city office of the University located at Housefed Complex, Beltola for the purpose of editing audio and video programme. A well-stocked library connected with wi-fi is also necessary to browse through reference books as well as online journals. This is because most of the books pertaining to the area of mass communication and journalism are widely available in the Western countries making it difficult for learners from developing countries like India to procure them as they are pretty expensive. It is worth mentioning here that K.K. Handiqui State Open University has a Central Library of its own which is situated at the University headquarters at Rani, Guwahati. Library services are offered to the learners through physical library facilities set up by the University at the respective study centres. Reference books are suggested by the faculty members of the University, and are supplied to the study centres' library. The Central Library at KKHSOU has a sizeable repository of relevant reference books and textbooks relating to the subject of Journalism and Mass Communication. As on 07-09-2017, the central library of KKHSOU has a collection of 17,988 books.

Some of the important subject specific books that are widely available at the central library are –

- i. Aggarwal, VirBala, V.S Gupta (2002). *Handbook of Journalism and Mass Communication*. New Delhi : Concept Publishing Company
- ii. Adler, Ronald B., Rodman, George R. (2000) *Understanding Human Communication*. Harcourt Brace College Publishers
- iii. DeVito, Joseph A. (2002) *Essentials of Human Communication*. Boston: Allyn& Bacon
- iv. Fiske, John (1990) *Introduction to Communication Studies*. New York: Routledge.

- v. Kumar, Keval J. (2006) *Mass Communication in India*. Mumbai :Jaico Publishing House
- vi. Moran, Terence P. (2010). *Introduction to the History of Communication*. New York : Peter Lang Publishing
- vii. Narula, Uma (2001) *Mass Communication: Theory and Practice*. New Delhi : Har-Anand publications Pvt. Ltd.
- viii. Singhal, Arvind, Everett M. Rogers (2001). *India's Communication Revolution*. Sage Publications Pvt. Ltd.
- ix. Tomasello, Michael (2008) *Origins of Human Communication*. Massachusetts : MIT Press.
- x. Vilanilam, J.V (2005) *Mass Communication in India*. New Delhi: Sage Publications.

The digital version of the University Central Library, KKHSOU is also available on the website: <http://www.kkhsou.in/library/> which is an online platform for collecting, preserving and disseminating the teaching, learning and intellectual output of the University to the global community. On this website the entire catalogue (title/ author/ publisher wise) of library resources including books and other literature relating to this particular course and the Open Access Search Engine (OAJSE) which is a gateway to over 4,500 e-journals including those in Journalism and Mass Communication can be accessed among others.

### **1.8 COST ESTIMATE OF THE PROGRAMME AND PROVISIONS:**

The office of the Finance Officer of KKHSOU keeps all the records of finances regarding print of SLMs, honorarium paid to the members of the Expert Committee, honorarium to be paid to Content Writers, Content Editors, Language Editors, Translators, Proof Readers and also the expenditure related with organizing counsellors' workshops, meeting of the co-ordinators of the study centres etc. Moreover, the finance office also maintains records of purchase of computers, online space, books, journals etc. The accounts are maintained as per the laid down procedures of government.

As regards, the cost of programme development, programme delivery, and programme maintenance, the finance office conducted an exercise based on historical costing method to arrive at indicative figures of cost. The findings are presented below in respect of the B.A. programme on Journalism and Mass Communication.

**1.8.1 Programme Development Cost:** Rs. 11,65,500.00 in English and Rs. 11,92,800.00 in Assamese. The office of the Finance Officer of KKHSOU has worked out the following also.

a. SLM Development Cost for Under Graduate programme

English medium per Unit Rs. 5,500/-

Assamese medium per Unit Rs. 5,680/-

- b. Printing Cost per SLM Rs. 56/-
- c. Cost of CD per unit Rs. 23/-

### **1.8.2 Programme Delivery Cost:**

The SLMs prepared have to be delivered to various study centres located at the far flung remote areas. On an average, the University delivers about 15 kgs of study materials per student. The cost of delivery of 1 kg of such material is Rs.10. Accordingly, depending upon the number of candidates, the cost for the B.A. in Journalism and Mass Communication programme will be provisioned by the University. The office of the Finance Officer has calculated the delivery cost of SLM per student at Rs. 150/-.

### **1.8.3 Programme Maintenance Cost:**

The University will keep financial provision for organizing stake holders' meetings, counselling workshops, etc. as per the Academic Plan and Academic Calendar approved by the Academic Council of the University. The workshops conducted by the University will not only benefit the learners of the programme, but will also benefit the learners of other programmes. The University will also bear the cost of organizing the meeting of Syllabus Revision Committee etc. and also for supply of additional study materials if required for improving the quality of the programme. Moreover, the University will keep on investing in developing the IT infrastructure so that the learners can benefit from the ICT enabled programme.

The cost calculated by the office of Finance Officer as regards maintenance of Under Graduate programmes per student (for B.A. in Journalism and Mass Communication) has been estimated at Rs. 800.00.

The figures as indicated above will be applicable for the B.A. programme in Journalism and Mass Communication of the University. The University will keep adequate financial provision for development, delivery, and maintenance of the programme presented as per the Programme Project Report.

## **1.9 QUALITY ASSURANCE MECHANISM AND EXPECTED PROGRAMME OUTCOMES:**

**1.9.1 Quality Assurance Mechanism:** With regard to the quality concerns of the course materials, the department is involved in the following activities:

- i. The programme design and structure is decided upon after a series of discussions and deliberations with a team of a few carefully chosen subject experts, who are mostly eminent scholars and professionals from the reputed institutions of higher education. Formed with due approval from the

University authority, this Expert Committee (CCS) is helped by the in-house department faculty while preparing the framework of the programme.

- ii. The next step after the completion of the framework preparation is the allotment of the assigned papers (which is again composed of 15 units) to the assigned authors. The in-house faculty prepares a carefully chosen list of authors for the task. The in-house faculties also contribute their writings, besides the outsourced authors, who are mostly research scholars and faculty members from higher educational institutions.
- iii. The content editors are then roped in for the next round. The content editors, who are mostly academics from reputed higher educational institutions, look into the contents of the units and provide their suggestions and feedbacks to be included by the coordinator of the programme.
- iv. Since the BA programme in Journalism and Mass Communication is prepared in a bi-lingual format, the units post content editing are then sent for Assamese translation to a select list of outsourced translators. Later, the materials are sent to the Language Editor, who then looks into the contents of the material written in Assamese and give their necessary suggestions to be incorporated by the coordinator of the particular programme. The next step is that of printing and distributing the SLMs to the respective study centres. Arrangements would be made to distribute the SLMs to the learners at the time of admission.
- v. The newly constituted CIQA (Centre for Internal Quality Assessment) Office is planning to conduct stakeholders' meeting, SLM Audit and Counselling Workshops which is expected to provide the University and the Department with required inputs for quality enhancement.
- vi. In order to keep the programme updated, the programme would be revised and necessary changes would be incorporated for the benefit of the learners, based on the inputs received from the mechanism as mentioned above.

**1.9.2 Expected Programme Outcomes:** The outcomes of the programme are manifold including the following:

- i. It will enable the learners to acquire knowledge enabling them to articulate well the condition around them.
- ii. The programme will also help the learners to seek avenues in the media sector and/or other upcoming sectors like animation and entertainment sectors and other service sectors.
- iii. The programme will also encourage the learners to go for higher studies.
- iv. The programme will enable the learners to engage with the society in a fruitful manner leading to the welfare of all and thus contribute to the betterment of the society.

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## ANNEXURE I

### BACHELOR OF ARTS IN JOURNALISM AND MASS COMMUNICATION (MAJOR)

**Programme Structure:** The B.A. programme with Journalism and Mass Communication as Major has a total of 14 courses. These courses are-

Name of Course	Semester
i. Introduction to Mass Communication	: Semester I(As Elective)
ii. Journalism	: Semester II(As Elective)
iii. History of the Media	: Semester III
iv. Traditional Folk Media	: Semester III
v. Indian Constitution	: Semester IV
vi. Media Laws and Ethics	: Semester IV
vii. Electronic Media- Radio	: Semester V
viii. Advertising	: Semester V
ix. New Media and Computer Application	: Semester V
x. Writing for the Media (English/Assamese)	: Semester V
xi. Electronic Media - Television	: Semester VI
xii. Public Relations	: Semester VI
xiii. English for Media Studies (Only in English)	: Semester VI
xiv. Project/ Audio-visual production	: Semester VI

**DETAILED SYLLABI****FIRST SEMESTER****COURSE – 1 : INTRODUCTION TO MASS COMMUNICATION****Unit – 1: EARLY COMMUNICATION SYSTEM**

From Stone Age to Digital Era, Early Communications Systems in India, Evolution of modern communication

**Unit – 2: HUMAN COMMUNICATION**

Human communication and its elements; Evolution of Human Communication; Speech, Writing and Visual; Sociology of Communication; Psychology of Communication; Communication and Culture; Myths Related to Human Communication

**Unit- 3: COMMUNICATION**

Communication – Definition, How communication take place, Barriers to communication; Functions of Communication; Types of Communication

**Unit-4: MASS COMMUNICATION**

Mass Communication – Definition, Characteristics of Mass Communication, Types of Mass Communication; Functions of Mass Communication, Evolution of Mass Communication; Mass Media

**Unit- 5: MODELS OF COMMUNICATION**

Concepts and Functions of Model ; Some important models of communication – SMR Model, SMCR Model, Shannon and Weaver's Model, Lasswell's Model, Osgood's Model, Schramm's Model, Gerbner's Model, Newcomb's Model, Gate-Keeping Model, Convergence Model

**Unit – 6: MASS MEDIA**

Media of mass communication; Characteristics of different mass media; Audience, reach and access; role of media - creating public opinion, agenda-setting role

**Unit – 7: NORMATIVE THEORIES OF MASS MEDIA**

Importance of Communication Theories; Normative Theories of Mass Media- Authoritarian theory, Libertarian theory, Social Responsibility theory, Soviet Communist Media theory, Development Media theory, Democratic Participant Media theory

### **Unit – 8: SOCIOLOGICAL THEORIES OF MASS COMMUNICATION**

Sociological theories of mass communication - Cultivation Theory, Social Learning Theory, Agenda Setting Theory, Play Theory, Uses and Gratification Theory, Dependency Theory

### **Unit -9: MEDIA EFFECTS THEORY**

Hypodermic Needle or Bullet Theory; Personal Influence Theory – Two step flow theory, Multi step flow theory; Individual Differences Theory

### **Unit – 10: MASS AUDIENCE AND SOCIETY**

Concept of mass audience- Characteristics of mass audience; Media theories associated with the concept of audience; Audience- reach and access; Reciprocal relationship among media, audience and society

### **Unit – 11: COMMUNICATION MEDIA: THE INDIAN CONTEXT**

Oral communication; Traditional forms of communication; Multi-media communication; Non-dominant communication

### **Unit – 12: MEDIA ORGANISATIONS OF THE GOVERNMENT**

Brief overview of some of the important media organisations of the Government - Press Information Bureau, Directorate of Advertising and Visual Publicity, Publications Division, Central Board of Film Certification, Song and Drama Division, Directorate of Field Publicity, Directorate of Information and Publicity

### **Unit – 13: MEDIA ORGANISATIONS AND OWNERSHIP PATTERNS**

Meaning of media ownership; Ownership patterns of mass media- ownership patterns of print media establishment in India; Trends in ownership

### **Unit – 14: MEDIA AND GLOBALISATION**

Concept of globalisation and its impact on media; Effects of globalisation on media systems and their functions; Media convergence; UNESCO's efforts in removing imbalance in news flow- Debate on New World Information and Communication Order (NWICO), MacBride's Commission Report

### **Unit – 15: TECHNOLOGY IN MASS MEDIA**

Concept of Information and Communication Technology (ICT); Impact of ICT on Mass Media; Impact of New Communication Technology on News Flow; Information Superhighway; Digital Divide

#### ***Recommended books:***

2. Aggarwal, VirBala, V.S Gupta (2002), Handbook of Journalism and Mass Communication, Concept Publishing Company, New Delhi
3. Datta, K.B. (2005), Mass Communication : Theory and Practice, Akansha Publishing House, New Delhi
4. Gupta, D.K (2006), Media and Mass Communication, Rajat Publications, New Delhi



5. Kumar, Keval J. (2007), Mass Communication in India, Jaico Publishing House, Mumbai
6. Puri, Manohar (2006), Outlines of Mass Communication, Pragun Publications, New Delhi
7. Rayadu, C.S. (2010), Communication, Himalaya Publishing House, Mumbai
8. Verma, N.K. (2006), Handbook of Mass Communication, Sumit Enterprises, New Delhi
9. Wadia, Angela (1999) Communication and Media, Kanishka Publishers, Distributors, New Delhi
10. Vilanilam, J.V (2005), Mass Communication in India, Sage Publications, New Delhi

## **SECOND SEMESTER**

### **COURSE – 2 : JOURNALISM**

#### **Unit – 1 : CONCEPT OF JOURNALISM**

Concept of journalism, Origin of journalism: The early years, Objectives of journalism, Role of journalism in society, Elements of journalism

#### **Unit – 2 : THE MAKING OF A GOOD JOURNALIST**

Meaning of a 'journalist'; What makes a good journalist?; Role and responsibilities of journalists; Rights of journalists

#### **Unit – 3: TYPES OF JOURNALISM**

Types of journalism- Types of journalism based on the use of different platforms, Types of journalism based on the writing style, Types of journalism based on the style of presentation; Journalism as a profession

#### **Unit-4 : ROLE OF JOURNALISM IN A DEMOCRACY**

Freedom of press, Embedded journalism, Press freedom at International level, Press freedom at National level, Press freedom at Regional level; Democracy, Media and the Public Sphere

#### **Unit- 5: NEWS**

Concept and definition of news; Sources of news; Objectivity and authenticity of news

#### **Unit – 6 : TYPES OF NEWS**

Types of news, Principles of news stories, Qualities of a good news story

#### **Unit – 7 : NEWS VALUES**

News values

#### **Unit – 8 : REPORTING**

Concept of Reporting, The News Reporter – qualities, responsibilities, basic facts about reporting

#### **Unit – 9 : TYPES OF REPORTING**

Types of Reporting- Objective, Interpretative, Investigative, Specialised reporting – Political, Science, Conflict, Legislative and Parliament reporting, Diplomatic reporting, Scoop and exclusive reporting- sports, business, development, commerce, gender and allied areas

#### **Unit – 10: BEAT REPORTING**

Concept of beat reporting, Reporting beats

#### **Unit-11: NEWS WRITING**

Principles of News Story, Structure of a News Story, How to write the copy- principles of news writing

#### **Unit- 12 : NEWS EDITING**

Concept of news editing, Newsroom set-up, Principles of Copy Editing, Photo Editing

#### **Unit – 13 : EDITING & DESIGN**

Headline types and styles, Page layout, Page make-up

#### **Unit – 14 : NEWS AGENCIES**

News Agencies, Role and functions of News Agencies, History of News Agencies in India, Important News Agencies, Editing Wire Copy

#### **Unit – 15 : CONDUCTING AN INTERVIEW (PRACTICAL BASED UNIT)**

Conduct an interview of some important personality and prepare a report on it. The report should contain the relevant questions asked during the interview along with the replies. Marks will be awarded based on the report.

#### ***Recommended books:***

1. Aggarwal, VirBala, V.S Gupta (2002), Handbook of Journalism and Mass Communication, Concept Publishing Company, New Delhi
2. Aggarwal, VirBala (2006), Essentials of Practical Journalism, Concept publishing Company, New Delhi
3. Kumar, Keval J. (2007), Mass Communication in India, Jaico Publishing House, Mumbai
4. Menon, P.K. (2005), Practical Journalism, Aavishkar Publishers, Distributors, Jaipu.
5. Pant, N.C. (2002) Modern Journalism, Kanishka Publishers, Distributors, New Delhi.
6. Sissons, Helen (2006) Practical Journalism , Sage Publications, UK.
7. Singh, J.K (2007), Media and Journalism, Balaji Offset, New Delhi.
8. Singh, BhanuPratap (2011), Journalism Education, Anmol Publications Pvt. Ltd, New Delhi.
9. Usmani, B.D. (2007) Writing and Reporting in Modern Journalism, Anmol Publications Pvt. Ltd, New Delhi.

### **THIRD SEMESTER**

#### **COURSE – 3 : HISTORY OF THE MEDIA**

##### **UNIT-1: HISTORY OF PRINT MEDIA**

Types of Print Media- Daily Newspapers, Tabloids, Magazines; Relevance of Print Media

##### **UNIT-2: HISTORY OF PRINT MEDIA IN INDIA**

History of Print Media in India; Evolution of Print Media in India- The Early Stages and the English East India Company, The Anti-British Sentiment and the Media, The English Press : Nationalist and Pro-British, The Indian Language Press; Journalists of Eminence; History of Media in North East India; special reference to Assam

##### **Unit – 3 : FREEDOM MOVEMENT AND THE INDIAN PRESS**

Pre and Post Independence era of the growth of journalism in India, Struggle of Press in India against repressive measures- Freedom of Press in India before Independence , Freedom of Press in India after Independence; Print vs Electronic media

##### **Unit – 4 : PIONEERS OF JOURNALISM IN ASSAM**

Contribution made by some of the well-known personalities towards the growth of journalism in Assam- Dr. Nathan Brown, Oliver Cutter, Dutta Dev Goswami, Radhanath Changkakati, Chandra Kumar Agarwala, Padmanath Gohain Baruah, Lakshminath Phukan, Ambikagiri Raychowdhury, Siva Prasad Barooah , Radha Govinda Baruah

##### **Unit – 5 : LANGUAGE PRESS AND NATIONAL DEVELOPMENT**

Role of the language press in the field of national development, Problems encountered by language press, A study on some of the growth of important language newspapers of India- Dainik Jagaran, Dainik Bhaskar, etc., present status of circulation of newspapers

##### **Unit – 6 : A BRIEF OVERVIEW OF SOME OF THE IMPORTANT PRESS ORGANISATIONS IN INDIA**

Brief overview of some of the important press organisations in India- Press Council of India, The Registrar of Newspapers for India, Audit Bureau of Circulation, Indian Newspaper Society, Indian Federation of Working Journalists, Press Institute of India, Editor’s Guild of India, Indian Languages Newspapers’ Association

##### **Unit 7 : HISTORY OF PRINT MEDIA IN NORTH-EAST INDIA WITH SPECIAL REFERENCE TO ASSAM**

Birth of Orunodoi - More newspapers and journals, Few other newspapers and magazines of the pre-Independence era ; Media scenario after Independence- The decade of the 1980s : A sudden upsurge, The present scenario, Causes of concern I , Causes of concern II

### **Unit- 8 : HISTORY OF PHOTOGRAPHY**

Concept of photography , History of Photography, Camera – technical developments throughout the ages, Technical concepts of Photography, Concepts of photo-journalism with some developments; Legal problems in photography

### **UNIT 9: HISTORY OF CINEMA**

Characteristics of Film, History of moving images- Lumiere Brothers, Hollywood ; Film in India- Contribution of DadasahebPhalke, Silent Era, Talkie Era ; Regional Cinema- Assamese Films

### **UNIT 10: HISTORY OF RADIO**

What is radio? Characteristics of Radio; History of Radio Broadcasting - Growth and development of radio in the world, growth and development in India; FM and Community Radio

### **Unit – 11 : GROWTH OF COMMUNITY RADIO IN INDIA**

Concept of community radio, guidelines for setting up of community radio station in India ,Growth and development of community radio in India, Growth and development of community radio in India's North-East

### **Unit 12 : HISTORY OF TELEVISION**

Introduction to Television Medium , Beginning of Television in the world, Growth of Television in India , Doordarshan and an era of soaps

### **Unit – 13 : PRACTICAL BASED UNIT (RADIO STATION)**

Visit a radio station and analyse the different programmes that are broadcasted at the station. Make a list of the different equipments that are used in the station along with its functions. Prepare a radio news script of your choice by highlighting the programme title, station, airtime, date of newscast, talents etc.

### **Unit – 14 : FILM APPRECIATION( PRACTICAL BASED UNIT )**

Analyse any film of your choice and make a critical appreciation of that particular movie. Analyse the trends of movies from the silent era to the present times.

### **Unit – 15 : PHOTOGRAPHY (PRACTICAL BASED UNIT)**

Visit any place of your choice and click pictures on a particular theme. After clicking pictures, prepare a report on it by giving appropriate captions and explain the significance of each of the photographs.

**Recommended books:**

1. Aggarwal, VirBala, V.S Gupta (2002), Handbook of Journalism and Mass Communication, Concept Publishing Company, New Delhi.
2. Kumar, Keval J. (2007), Mass Communication in India, Jaico Publishing House, Mumbai.
3. Paxson, Peyton (2010), Mass Communications and Media Studies, The Continuum International Publishing Group Inc, New York.

**COURSE – 4 : TRADITIONAL FOLK MEDIA****Unit-1 : TRADITIONAL FOLK MEDIA**

Traditional folk media- An introduction, Nature of traditional folk media, communication through traditional folk media, traditional media as a part of socio-cultural and ritual communication

**Unit – 2 : FEATURES OF TRADITIONAL FOLK MEDIA**

Traditional media as mass medium, features and characteristics of traditional media- its advantages and disadvantages, storytelling as the core of traditional media

**Unit-3: TRADITIONAL MEDIA IN INDIA**

History and growth of traditional media in India- A brief overview of some of the traditional folk media forms of India; Impact of electronic media on traditional media, Applications of traditional media for developmental purposes

**Unit – 4 : TECHNOLOGICAL IMPLICATIONS ON TRADITIONAL FOLK MEDIA**

Impact of electronic media on traditional media; Mass communication Media vis-à-vis Folk Culture; Success stories of the use of traditional media as a catalyst of social change and development

**Unit – 5 : TRADITIONAL MEDIA FOR DEVELOPMENT COMMUNICATION**

Development Communication and Traditional Media – Development Communication, Traditional media as development media; How to use traditional folk media for development communication

**Unit – 6 :TRADITIONAL FOLK MEDIA AND INDIAN CULTURE**

Features of Folk Tradition, Media for Communicating Social Ethos, Folk media as a platform for disseminating information about Indian culture

**Unit- 7 : RELEVANCE OF TRADITIONAL FOLK MEDIA**

Traditional folk forms in rural India, Impact of rural development, Uses in different fields

**Unit – 8: STUDIES IN FOLKLORE**

Folklore Research in India, Importance of Folklore Research, Review of studies on Folklore- significance of the studies of the different folklores

**Unit – 9: POPULAR FORMS OF TRADITIONAL COMMUNICATIONS IN ASSAM**

Traditional folk forms in Assam - Bihu, Ainaam, Lullabies, Ojapali, Satriya, Bhaona, Borgeet, Lokageet

**Unit – 10: DR. BHUPEN HAZARIKA'S CONTRIBUTION TO FOLK MEDIA**

Dr. Bhupen Hazarika as Mass Communicator, Dr. Bhupen Hazarika's Contribution to Folk Media

**Unit – 11: FOLK MEDIA AND SCIENTIFIC TEMPERAMENT**

Folk media and scientific temperament, Problems in folk media communication, Use of folk media by cultural and state governments

**Unit – 12: FOLK MEDIA AND HEALTH COMMUNICATION**

Folk media and health communication: need and scope, Folk media and health communication : case studies, Folk media and health communication utilitarian aspects

**Unit – 13: ROLE OF UNESCO IN SUSTAINING FOLK MEDIA**

UNESCO's efforts to sustain folk media in developing countries, Folk media in South Asia

**Unit- 14: CONTRIBUTION OF EMINENT PERSONS TO FOLK MEDIA COMMUNICATION**

Gloria Feliciano, Vimal Dissanayake, Shyam Parmar, H.K Ranganath

**Unit – 15: FOLK MEDIA VS MASS MEDIA**

Folk media Vs Mass Media; Future of folk media in India and Assam – suggested measures

**Important to note :** This paper like all other papers consist of 100 marks whereby 40 marks have been assigned for practical ( four reports on the area on traditional folk media/traditional performances/folk promotional programmes to be submitted) and the remaining 60 marks has been assigned for appearing in the semester end examination.

***Recommended Books:***

1. Kumar, Keval J. (2007), Mass Communication in India, Jaico Publishing House, Mumbai.
2. Parmar, Shyam (1994), Traditional Folk Media in India, Research Press.
3. Ranganath, H.K. (1980), Folk Media and Communication, ChinthanaPrakashana.
4. Vijaya, N. (1988), Role of Traditional Folk Media in Rural Areas, Gian Publishing House, Andhra Pradesh.

## **FOURTH SEMESTER**

### **COURSE- 5: INDIAN CONSTITUTION**

#### **UNIT- 1: INDIAN CONSTITUTION**

Meaning of a Constitution, The Constituent Assembly and the Framing of the Indian Constitution, The Preamble, Salient Features of the Indian Constitution, Concept of Fundamental Rights, Types of Fundamental Rights, Fundamental Rights under the Constitution of India, Inferred rights, Concept of Freedom of Speech and Expression, Constitutional Guarantees and Limitations, Fundamental duties

#### **UNIT – 2: DIRECTIVE PRINCIPLES OF STATE POLICY**

Concept of Directive Principles of State Policy, Relationship between Directive Principles and Fundamental Rights, Differences between Fundamental Rights and Directive Principles of State Policy

#### **Unit -3: THE UNION EXECUTIVE: THE PRESIDENT AND THE VICE-PRESIDENT OF INDIA**

Principles governing the method of election of the President, Stages in Presidential Election, Powers of the President- Executive, Legislative, Financial , Judicial and Emergency powers, Position and role of the President, Election of the Vice-President, Qualifications for the office of the Vice-President, Term of Office, Powers and functions of the Vice-President

#### **Unit -4 : THE PRIME MINISTER AND THE UNION COUNCIL OF MINISTERS**

Organisation of the Union Council of Ministers, basic features of the working of the Union Council of Ministers, functions of the Council of Ministers- executive, legislative, financial, position of the council of ministers, relation between the Council of Ministers and the President, Appointment of the Prime Minister, Powers and functions of the Prime Minister, Position of the Prime Minister, Relation of the Prime Minister with the President

#### **Unit - 5: UNION PARLIAMENT**

Salient features of the Union Parliament, The Upper House or the Rajya Sabha (The Council of States)- composition, method of election, qualification of members, powers of the Rajya Sabha-legislative, financial, executive, constitution amending powers, electoral powers, judicial powers, special powers, The Lower House or the Lok Sabha (The House of the People), composition, method of election of the members of the Lok Sabha, Qualification for membership, Powers and functions of the Lok Sabha, Speaker of the Lok Sabha

#### **Unit -6: STATE GOVERNMENT: THE GOVERNOR**

Method of appointment, Qualification, Term of office, Powers and Functions of the Governor- executive, legislative, financial, judicial and miscellaneous powers, Position of the Governor

#### **Unit - 7: STATE COUNCIL OF MINISTERS AND THE CHIEF MINISTER**

Formation of a State Council of Ministers, categories of ministers, Tenure, powers and functions of the State Council of Ministers, Method of appointment of the Chief Minister, tenure, Powers and functions of the Chief Minister, position of the Chief Minister

#### **Unit – 8 : CITIZENSHIP**

Acquisition of Indian Citizenship, Loss of citizenship, Commonwealth citizenship, Single citizenship in India, Dual citizenship for Non Resident Indians (NRI's)

#### **Unit -9 : PANCHAYATI RAJ SYSTEM IN INDIA**

Panchayati Raj system in India, Balwant Rai Mehta Committee, Three-tier system of Panchayati Raj-Village panchayats, Block level and Zila Parishad, Constitutional status for Panchayati Raj

#### **UNIT- 10: EMERGENCY PROVISIONS UNDER INDIAN CONSTITUTION**

Emergency and State of Emergency: Concepts, Constitutional Emergency Provisions, Code of Conduct for the Press, 1971, Effect of Emergency Provisions on Media freedom

#### **Unit- 11: PARLIAMENTARY AND LEGISLATIVE PRIVILEGES UNDER INDIAN CONSTITUTION:**

Parliamentary and Legislative Privileges: Concept , Constitutional Provisions on Parliamentary and Legislative Privileges, Freedom of speech, Right of publication of proceedings, Law Courts and Privileges, Some points on Parliamentary and Legislative Privileges , Effect of Parliamentary and Legislative Privileges on Media Reporting

#### **Unit - 12 : INDIAN JUDICIARY**

Salient features of Indian Judicial System, The Supreme Court of India- organization, jurisdiction and position, High Court in India-organisation, jurisdiction and position, Power of the judiciary to issue writs, subordinate courts, fast track courts

#### **UNIT- 13 : LEGAL ASPECTS OF MEDIA FREEDOM**

Media Freedom, History of Media Freedom, Constitutional Guarantees and Reasonable Restrictions, Defamation, Defamation and Law Liabilities of Different Persons as regards Defamation, Official Secrets Act, 1923, Right to Information: Concept, communication as a human right, International Standards Right to Information, Indian Perspectives Right to Information Act, 2005.

#### **Unit – 14 : AUTONOMOUS OFFICES UNDER THE CONSTITUTION**

The Union Public Service Commission, The Comptroller and Auditor-General of India, The Attorney General of India, The Election Commission, The Finance Commission of India, National Commission for Backward Classes, National Commission for Women, National Human Rights Commission, National Minorities Commission



### **Unit – 15 : JOURNALISM RELATED ASPECTS IN THE INDIAN CONSTITUTION (PRACTICAL BASED UNIT)**

Read the Indian Constitution carefully and identify which provisions are related to the field of journalism and analyse whether these provisions have any impact on media freedom. Prepare a report on it.

#### ***Recommended books:***

1. Aslam, M (2007), Panchayati Raj in India, National Book Trust, New Delhi.
2. Chander, Prakash , Indian Government and Politics, Cosmos Bookhive (P) Ltd., New Delhi.
3. Gupta, D.C (2010), Indian Government and Politics, Vikas Publishing House Pvt Ltd, New Delhi.
4. Gupta, P.C (2009), Indian Government and Politics, Sublime Publications, Jaipur.
5. Ghai, K.K (2007), Indian Government and Politics, Kalyani Publishers, New Delhi.
6. Jayal, NirajaGopal, AmitPrakash, Pradeep K. Sharma (2007), Local Governance in India, Oxford University Press, New Delhi.
7. Upadhaya, AnjooSharan (Ed) (2005), Electoral Reforms in India, Concept Publishing Company, New Delhi.

## **COURSE – 6 : MEDIA LAWS AND ETHICS**

### **UNIT- 1: INTRODUCTION TO ETHICS**

Introduction to ethical thinking, Ethical philosophies- Absolutist ethics, Ethical relativism, Existential Ethics, Situational Ethics, Evolutionary Ethics, Descriptive Ethics, Applied Ethics, Bio-ethics, Environmental Ethics, Business Ethics

### **Unit -2 : IMPORTANCE OF MEDIA CODE OF ETHICS**

Concept of media ethics, Need and Importance of Media Code of Ethics, Relationship of media and media economies- deregulation of media, concentration of media ownership, media trade unions and labour issues

### **Unit - 3: COMMON ELEMENTS OF MEDIA CODE OF ETHICS**

Freedom of Press, Principles of Ethics, Plagiarism, Compliance of Ethical Standards, Right of Reply

### **Unit -4 : ETHICS OF JOURNALISM**

Introduction, Early partisan press and impartiality, Post civil war press in the US and sensationalism, SPJ Code of Ethics, Ethics in theory and practice

**Unit- 5: MEDIA AND PRIVACY**

Media and Intrusion into Privacy - Privacy under International Law, Privacy and Indian Legal Provisions; Sensationalism - Development of the Concept, Sensationalism in Electronic Media; Sting Operations - Operation West End: Tehelka.com; Paparazzi - . Paparazzi and Celebrities: Two Way Traffic, Restrictions on Paparazzi and Laws; Yellow Journalism

**Unit- 6 : REGULATORY ORGANISATIONS**

Press Commission, Press Council, Ombudsman, Readers' Editor, Broadcasting Services Regulation Bill, 2006

**Unit- 7 : MEDIA SELF-REGULATION**

Self-regulation- Media Self-regulation, Code of conduct of different organisations for media personnel , Editors' Guild of India, All India Newspaper Editors' Conference (AINEC), The Indian Newspaper Society (INS)

**Unit-8: MEDIA LAWS RELATED TO ELECTRONIC MEDIA**

Broadcast Code governing All India Radio, Prasar Bharati (Broadcasting Corporation of India) Act of 1990, The Broadcasting Bill of 1997, Cable Television Network (Regulation) Act, The Cable Television Networks (Regulation) Amendment Act of 2002

**Unit – 9: MEDIA ETHICS AND THE LAW**

Defamation – Types of defamation, Libel and the Internet, Courtroom reporting, Copyright, Protection of Sources

**Unit – 10 : ETHICS IN PUBLIC RELATIONS & ADVERTISING**

Importance of ethics in public relations, Code of Ethics for Public Relations Professionals , In-House PR : the effects of organisational structure on moral decision making , Advertising Codes and Ethics, Code of Ethics for Advertisers, Advertising Standards Council of India

**Unit – 11 :ETHICS OF ONLINE JOURNALISM**

Privacy in cyberspace, Journalists and web technology, Ethical challenges of online journalism- *gathering information, producing journalistic content, presenting and distributing online information*, Organizational structures and communications in online media , Societal issues of media convergence , Global communication

**Unit – 12 : CONCEPT OF FREEDOM**

Media freedom and political ideologies, Libertarian approach, Political economy of media

**Unit – 13 : MEDIA POWER**

Media activism, Media Vs Judiciary, Media Vs Legislature, Issues of privileges- case studies

**UNIT- 14: ETHICS OF PHOTOJOURNALISM**

Importance of Ethics of photojournalism, Guidelines for journalists working with images

**UNIT –15: PEOPLE, ETHICS AND JOURNALISM**

Ethics: Key thinkers through the ages- Aristotle, Immanuel Kant, John Stuart Mill, W.D Ross, John Rawls, Seyla Benhabib

***Recommended Books:***

- a. Aggarwal, VirBala, V.S Gupta (2002), Handbook of Journalism and Mass Communication, Concept Publishing Company, New Delhi.
- b. Datta, K.B. (2010), Modern Handbook of Media Ethics, Ekta Books Distributors, New Delhi.
- c. Day, Loius Alvin (2006),Media communication Ethics, Cengage Learning, New Delhi.
- d. Fitzpatrick, Kathy, Carolyn Bronstein (2006), Ethics in Public Relations, Sage Publications, USA.
- e. Menin, P.K. (2005), Journalistic Ethics, Pointer Publishers, Jaipur.
- f. Plaisance, Patrick Lee (2009),Media Ethics, Sage Publications, USA.
- g. Sharma, Jitendra Kumar (2005), Ethics of Journalism in Transition, Authorspress, New Delhi.

**FIFTH SEMESTER****COURSE – 7: ELECTRONIC MEDIA- RADIO****UNIT – 1 : INTRODUCTION TO AUDIO MEDIA**

Characteristics and features of audio media, impact and reach, audio media vs. print media vs. audio-visual media.

**Unit – 2 : HISTORY OF RADIO BROADCASTING**

Invention of radio, wireless age, Developments in the early twentieth century, Developments in the latter half of the twentieth century

**UNIT – 3 : RADIO BROADCASTING IN INDIA**

History of radio broadcasting in India, three –tier system of broadcasting in India- National Broadcasts, Regional Broadcasts and Local Broadcasts

**Unit – 4 : TYPES OF RADIO BROADCASTING**

AM, FM, Community Radio- concept, features, policy guidelines for setting up CRS, Educational Radio- types of educational broadcasts

**Unit – 5 : RECENT TRENDS IN RADIO BROADCASTING**

Satellite and Cable radio, Internet radio, Digital Audio Broadcasting (HD Radio), Digital Terrestrial Audio Broadcasting (DTTB)

#### **Unit - 6: RADIO BROADCASTING AND STANDARDS OF ETHICS**

Ethical aspects of radio broadcasting, conducting the broadcast within the operational framework, Supreme Court judgment on airwaves, Broadcasting Bill, 1997

#### **UNIT – 7 : ALL INDIA RADIO**

History of AIR, AIR news service, external service, Vividh Bharti, Yuva Vani, Special Audience Programmes- radio talks and discussions, radio programmes for rural audience, educational programmes, family welfare programmes, programmes for the armed forces, Radio plays and features

#### **Unit -8 : AIR WITH SPECIAL REFERENCE TO NORTH EAST INDIA**

Growth of the AIR services in North-East India, AIR in Assam, AIR in Meghalaya

#### **Unit - 9: STRUCTURE OF A RADIO STATION**

Organisational structure of a newsroom, Functioning of the newsroom, the electronic newsroom, The News Director, organising the newscast

#### **UNIT – 10 :RADIO NEWS – BASIC FEATURES**

Basic features of radio news, different types of news bulletins, Radio features and current features programmes, ratings and survey services-portable people meter, diary log sheet, in-house research techniques

#### **Unit – 11 : REPORTING FOR RADIO**

Introduction to radio reporting, tips for effective radio reporting, Radio interviews, sources of radio news, Qualities and responsibilities of radio reporter.

#### **Unit – 12 : WRITING FOR RADIO**

Language and style for radio, news style for radio, radio news bulletin structure, rules for radio news writing, writing for radio features and current affairs programmes

#### **Unit - 13: RADIO PRODUCTION**

The production room : production director, production manager, production chief, head audio animator, The studios: on-air and production, Equipments/instruments used in radio production- audio console, computers, Digital (Mini) Disc Machines, Compact Discs, Compressors, Equalizers and audio processing and microphones

#### **Unit – 14 : STAGES OF RADIO PRODUCTION**

Steps in radio production, Digital editing - examples of digital audio editing software programs (Adobe Audition 3, Sony Sound Forge 9, Digidesign Pro Tools)

## **Unit – 15 : RADIO FOR DEVELOPMENT**

Radio as an effective tool for development, Case studies of the use of radio for development communication, Radio Documentary, Vox pops, Role of Amateur Radio

### ***Recommended books:***

- a. Aggarwal, VirBala, V.S Gupta (2002), Handbook of Journalism and Mass Communication, Concept Publishing Company, New Delhi.
- b. Chauhan, Swati, Navin Chandra (2010), Global Sourcebook of Mass Communication. Journalism and Media Management, Part 2, Kanishka Publishers, Distributors, New Delhi.
- c. Gandhi, VedPrakash (2009), Handbook of Television and Radio Broadcasting, Kanishka Publishers, Distributors, New Delhi.
- d. Keith, Michael C. (2010), The Radio Station, Focal Press, Oxford.
- e. Kumar, Keval J. (2007) Mass Communication in India, Jaico Books Pvt Ltd., Mumbai.
- f. Pavarala, Vinod, Kanchan K. Malik (2007), Other Voices, Sage Publications, New Delhi.
- g. Reese, David E. Reese, Lynne S. Gross, Brian Gross (2009), Audio Production Worktext, Focal Press, UK.
- h. Srivastava, Dr. H.O. (2000), Broadcast Technology, Gyan Publishing House, New Delhi.
- i. Wadia, Angela (2007), Broadcast Management in India, Kanishka Publishers, Distributors, New Delhi.

## **COURSE – 8 : ADVERTISING**

### **Unit – 1: CONCEPT OF ADVERTISING**

Introduction to Advertising: Concept, Objectives and Functions of advertising, brief history of advertising

### **Unit – 2 : TYPES OF ADVERTISING**

Classification of Advertising - based on function, region, target markets, company demand, desired responses and on the type of media used to issue advertisements

### **Unit – 3: ELEMENTS OF ADVERTISING**

Basic Elements of Advertising - Slogan, Headlines, Subheads, Illustrations, Copy, Product, Trademark

### **Unit – 4 : MODELS OF ADVERTISING**

AIDA model, DAGMAR, Lavidge and Steiners Hierarchy of Effects model, Criticisms of the models.

### **Unit – 5: ADVERTISING MEDIA**

Concept of Advertising Media , Factors for selecting an appropriate media(Creative and Mechanical factors), Problems in media selection, public relations advertising, Classification of advertising media - Print, Audio-visual, Outdoor and Transit media and Indoor media.

### **Unit – 6 : ADVERTISING CYCLE**

Advertising cycle- introduction, growth, maturity, decline, product and its pricing, product distribution channels, competition.

#### **Unit – 7 : ADVERTISING PLANNING**

Strategic planning, advertising plan, target audience, advertising and marketing mix, Concept of media buying and space selling

#### **Unit – 8 : THE ART OF ADVERTISING COPYWRITING**

Concept of advertising copywriting, techniques for writing a copy, copy writing for radio, television and film

#### **Unit – 9: ADVERTISING AGENCY**

Concept of Advertising agency, History, Types of advertising agency, Organizational set up of an advertising agency, Advertising agency activity - Client Servicing, Accounts Service, MediaPlanning, The Creative Department, The Creative Services Department, The Research Department; The Duties and the Responsibilities of an Agency, Financial Relation of the Advertising Agency, Advertising Ownership and Term of Relationship.

#### **Unit - 10: MANAGING AN ADVERTISING CAMPAIGN**

Concept of Advertising Campaign, Advertising Campaign Strategy, Research for advertising campaign

#### **Unit – 11 : ADVERTISING MANAGER**

Ad Manager, Who is an Advertising Manager, The Duties and Responsibilities of an Advertising Manager, The qualities of an Advertising Manager.

#### **Unit – 12: ADVERTISING AND MARKETING**

Outdoor Advertising, Film Advertising, Corporate Advertising, Financial advertising, Social Marketing Concept , relation between marketing and advertising, Codes of Advertising- AAAI, ASCI, Codes and guidelines for advertising

#### **Unit – 13 : ADVERTISING AND SOCIETY**

Impact of advertising, Impact of advertisements on children, ethics in advertising, corporate social responsibility

#### **Unit – 14 : PREPARING SCRIPT FOR RADIO OR TELEVISION ( PRACTICAL BASED UNIT)**

The script is what makes sense of the information that has been gathered. It is the framework for the story. It brings together the most important elements and helps the audience understand the significance of the points the people who have been interviewed might have made.

Prepare a script for either radio or television advertising on any topic of your choice by keeping in mind the following steps-

**Step 1**

Identify your target market. Know as much as you can about their ages, genders, lifestyle and any other factors that identify them. The better you know your audience, the more effectively you can speak to them.

**Step 2**

Determine the objective of your advertisement. You may want to make people aware of a company, product or service, entice them to buy or take action of some kind. Everyone involved should agree in advance on what the ad should accomplish.

**Step 3**

Write to your audience. Use the language they use, words they understand and images they can identify with. Keep your message simple, direct and clear.

**Step 4**

Grab the audience's attention in your opening scene and dialogue. If you're writing a radio advertisement, use words that describe the image.

**Step 5**

Repeat your message several times in different ways. Once is not enough to make the message memorable. Even in a 30-second spot, repeat your main message at least once.

**Step 6**

Include a strong call to action that will make people want to take the next step -- go to your store, pick up the phone, tell their friends or whatever it is you want the audience to do. Leave no doubt in their minds what action you want them to take.

**Step 7**

Follow standard format for radio scripts. Using two columns, put directions and sound effects on the left, and dialogue on the right.

**Step 8**

Time your advertisement, allowing for normal rates of speaking, action and sound effects. Make the script two seconds shorter than the desired length to allow for fade-in and fade-out of the advertisement.

**Unit – 15 : PREPARING A RADIO OR TELEVISION COMMERCIAL ( PRACTICAL BASED UNIT)**

Prepare a radio or television commercial on any topic of your choice. The commercial must be audio-visual in nature and can be in any format like MPEG-2, Mov, MP4, DAT or VOB. The commercial must be accompanied by a script.

***Recommended books:***

1. Aggarwal, VirBala, V.S Gupta (2002), Handbook of Journalism and Mass Communication, Concept Publishing Company, New Delhi.
2. Jr. Henry, Rene A. (2003), Marketing Public Relations, Surjeet Publications, New Delhi.
3. Kelley, Larry D., Donald W. Jugenheimer (2007), Advertising Media Planning, Prentice-Hall of India Private Limited, New Delhi.
4. Kaptan, S.S. (2002), Advertising, New Concepts, Sarup& Sons, New Delhi.
5. O'guinn, Thomas, Chris T. Allen, Richard J. Semenik (2009), Advertising Management, Cengage Learning, New Delhi.
6. Sharma, Sangeeta, Raghuvir Singh (2010), Advertising, Planning and Implementation, PHI Planning Private Limited, New Delhi.
7. Tyagi, C.L , Arun Kumar (2004), Advertising Management, Atlantic Publishers & Distributors, New Delhi.
8. Vilanilam, J,V , A.K Varghese(2004), Advertising Basics ! Response Books, New Delhi.

## **COURSE – 9 : NEW MEDIA AND COMPUTER APPLICATION**

### **Unit – 1: INTRODUCTION TO NEW MEDIA**

Concept of New Media – Definition, Difference between Conventional Media and New Media; Characteristics of New Media, Most Common Vehicles of New Media

### **Unit – 2 : IMPACT OF NEW MEDIA**

Impact of New Media- Society and Mass Culture, Politics and Developmental Issues, Social Media, Citizen Journalism and Blogs , New Media and Journalism- Print Journalism, Broadcast Journalism, Advertising Industry ; Convergence - Media Convergence, Advantages of Media Convergence, Rising Concerns About Media Convergence

### **Unit – 3 : COMPUTER REVOLUTION AND INTERNET**

Evolution of Computers, What is Internet- How Internet Came to India, History of Internet,

Characteristics of Internet, Contribution of the Internet; Internet Services- E-mail, FTP (File Transfer Protocol), Telnet, Gopher, World Wide Web

### **Unit – 4 : DIGITAL MEDIA**

Digital Media - Digital Media, Analog Media, Why Go Digital, Advantages of Digital Media ; Digital Video and Digital Television - Digital Video , Digital Video: A brief History, Digital TV, Advantages of DTV Over Analog TV ; Digital Radio and Digital Photography- Digital Radio, Radio in a Box, Digital Photography



**Unit – 5 : ONLINE JOURNALISM**

What is Online Journalism?- Difference Between Online Journalism and Traditional Journalism, History of Online Journalism ; Characteristics of Online Journalism- Advantages of Online Journalism, Limitations of Online Journalism, Ethics of Online Journalism ; Writing for the Web

**Unit – 6 : ONLINE NEWSPAPERS AND NEWS WEBSITES**

Online Newspapers - Types of Online Newspapers, Growth of Online Newspapers; Impact of Online Newspapers on Traditional Newspapers and News Websites

**Unit - 7: NEW MEDIA AS A TOOL FOR SOCIAL CHANGE**

Using new media for bringing about a social change, Social media, tools of social media, social media as a catalyst of social change and development

**Unit – 8 : USING COMPUTERS : ESSENTIAL CONCEPTS**

Concept of Computers, Generation of Computers, Organisation of a Computer, Different Types of Computers, Port, File Management, Application of Computers, Advantages and Disadvantages of Computers

**Unit – 9 : SOFTWARE AND MULTIMEDIA APPLICATIONS**

Computer Software Basics, System Software- Operating System, Utilities Software, Device Drive Software, Programming Language ; Application Software- Productivity Software, Education Software, Entertainment Software, Business Software; Integrated Software ; Multimedia Computing; Legal Restriction On Software

**Unit – 10 : MS WORD**

Starting MS-WORD, Basic Components of MS Word, Entering and Saving Text in a Document , Closing the MS-Word document and Closing MS-Word, Opening of an Existing Document , Copy and Cut (Move), Formatting the document, Finding a Particular Pattern, Insertion, Implementing Formula on Table Contents, Header and Footer, Page Setup, Indents, Tabs , Columns, Change Case

**Unit – 11 : MS POWERPOINT**

Starting of Microsoft PowerPoint, Creation of PowerPoint Presentation, To Include a Chart in the Slide, To Impart a Data Sheet, Formatting Options, Slide Transition, Different Views of the Presentation

**Unit – 12 : DESKTOP PUBLISHING**

Desktop Publishing- Background of Desktop Publishing, Advantages of Desktop Publishing ; Primary Desktop Publishing Software Programs, Adobe PageMaker- PageMaker Basics, Adobe Photoshop - Photoshop Basics

**Unit – 13 : PRINTING TECHNOLOGY AND TYPOGRAPHY**

Printing Technology- History of Printing, Types of Printing Technology ; Offset Printing - Advantages and Disadvantages of Offset Printing, Types of Offset Presses , CTP (Computer to Plate) , Typography- Page Layout, Tips for Good Typography , Fonts and Font Families

#### **Unit – 14 : APPLICATIONS OF COMPUTER**

Application of computer in the field of Science, Education, Medicine and Health, Engineering and Manufacturing, Entertainment, Communication, Business Application, Banking, government and Publishing, Future prospects

#### **Unit-15: USE OF COMPUTER TECHNOLOGY IN JOURNALISM**

Application of Internet, use of hypermedia- browsing and navigation, tools of hypermedia, advantages and disadvantages of hypermedia, Computer assisted broadcast reporting

#### ***Recommended books:***

- a. Aggarwal, VirBala, V.S Gupta (2002), Handbook of Journalism and Mass Communication, Concept Publishing Company, New Delhi.
- b. Hodkinson, Paul (2011), Media, Culture and Society, Sage Publications, New Delhi.
- c. Lievrouw, Leah A., Sonia Livingstone (Ed)(2009),New Media (Volume- I, II, III, IV), Sage Publications.
- d. Mehta, Malti , S.R. Sharma (2013), New Media and Its Language, Sarup Book Publishers Pvt. Ltd, New Delhi.

### **COURSE – 10 : WRITING FOR THE MEDIA**

#### **Unit - 1: THE STRUCTURE OF WRITING**

The cohesive structure of writing, The Structure of Paragraphs, The Writing Process or Paragraphs, The Structure of Essays/Articles, Editing your writing, Basic characteristics of writing for the media- accuracy, clarity. efficiency and precision

#### **Unit - 2: WRITING FEATURE STORIES**

Meaning of a feature, the format for writing features, story construction

#### **Unit - 3: FORMS OF NARRATION**

What is Narrative, Narration, Narrator, Narrative Mode and Narrative Point of View, Varieties of Narration, Elements of Narration, Reportability and Credibility of a Narrative, Linear and Non-linear Narrative Structure, The Narrative Paragraph, Narration in an Essay

#### **Unit – 4 : LANGUAGE SKILLS**

Grammar, Vocabulary, Choice of words, Words having multiple meanings, Punctuations, Sentence structure, Use of synonyms and antonyms, Some common errors

**Unit -5 : SOURCES OF WRITING FOR THE MEDIA**

Primary and Secondary sources, on-the-scene reporting, Importance of attribution

**Unit - 6: REVIEW WRITING**

Techniques of book review, Techniques of film review, Techniques of play review, Techniques of musical review

**Unit - 7: COPYWRITING FOR ADVERTISEMENTS**

Copywriting, print, audio and audio-visual, Radio copy, Television copy

**Unit-8 : WRITING FOR COLUMN, SCIENCE AND PRESS RELEASE**

Column writing, Science write- up, Press Release

**Unit- 9: EDITING**

Meaning of Editing, Language Editing, Writing and Editing Photo Caption, Language for explaining graphs, charts, maps; Proof Reading

**Unit-10 - : WRITING FOR RADIO**

Language and style for radio, news style for radio, radio news bulletin structure, rules for radio news writing, writing for radio features and current affairs programmes.

**Unit- 11 : WRITING FOR TELEVISION**

Criteria for Selecting Broadcast News, Characteristics of broadcast news, Writing the Broadcasting Lead, Writing Lead-ins and Wrap-ups, Preparing Broadcast Copy

**Unit- 12 : WRITING FOR FILM**

Prepare a script on any particular theme of your choice. Having a good script, meaning of screenplay, scriptwriting, Use of storyboard, scriptment

**Unit- 13: WRITING FOR PLAYS**

Types of plays : Ten minute plays, One-act plays, Full length plays, Musicals, Format of a manuscript- Title page, Cast page, Art scene heading, At-rise description, Character name, Dialogue, Stage directions, Transition

**Unit - 14 : THE BASICS OF PHOTOJOURNALISM**

Meaning of photojournalism, Rule of thirds, cropping and editing, How to write good captions in photojournalism,

**Unit- 15 : COPY AND PROOF EDITING**

Principles of copy editing, The Language of copy writing, Print media requirements, Radio and television copyediting, Proof copy editing

***Recommended books:***

1. Chaturvedi, S.N. (2007), Dynamics of Journalism and Art of Editing, Cyber Tech Publications, New Delhi.
2. Hough, George A. (2006), News Writing, Kanishka Publishers, Distributors, New Delhi.
3. Kamath, M.V (2005), The Journalist's Handbook, Vikas Publishing House Pvt Ltd, New Delhi.
4. Lorenz, Alfred Lawrence, John Vivian (2006), News : Reporting and Writing, Dorling Kindersley, New Delhi.
5. Parthasarathy, Rangaswami (2006), Basic Journalism, Macmillan India Ltd., New Delhi.
6. Singh, Chandrakant P. (1999), Before the Headlines, Macmillan India Limited, New Delhi.
7. Sissons, Helen (2006), Practical Journalism : How to Write News, Sage Publications, UK.
8. Singh, BhanuPratap (2011), Art of Editing, Anmol Publications Pvt Ltd, New Delhi.
9. Wrinn, Mary J.J. (2008), Elements of Journalism, Cosmo Publications, New Delhi.

**SIXTH SEMESTER****COURSE 11: ELECTRONIC MEDIA-TELEVISION****Unit – 1: INTRODUCTION TO AUDIO-VISUAL MEDIA**

Characteristics and features of audio-visual media, Impact and reach of audio-visual media, Audio media vs. audio-visual media.

**Unit – 2 :HISTORY OF TELEVISION BROADCASTING**

Origin and development of television, early television technique, developments in the early and late twentieth century

**Unit -3 : GLOBAL NETWORKS OF TELEVISION**

Criss-cross border eavesdropping, French-British Television Exchange, Eurovision, Asian Cross-border Networks, Asiavision, CATVN Network

**Unit - 4: HISTORY OF TELEVISION BROADCASTING IN INDIA**

Growth and development of television in India, launch of INSAT, Development post 1982 onwards, emergence of colour television, autonomy for electronic media- Chanda Committee Report, Verghese Working Group Report, Joshi Committee Report , Digital Terrestrial Television Broadcasting (DTTB)

**Unit -5 : TELEVISION FOR DEVELOPMENT**

Television as a tool for development communication, Satellite Instructional Television Experiment (SITE), Kheda Communication Project, Jhabua Development Communication Project (JDCP), Gramsat- satellite for rural education

#### **Unit – 6: PUBLIC SERVICE BROADCASTING IN INDIA**

Use of digital technology in public service broadcasting, Beginning of Doordarshan, Organisational structure of Doordarshan, Role of Doordarshan as a public service broadcaster, performance appraisal of DD, Problems in public service broadcasting, Need to evolve a proper public service policy

#### **Unit -7 : PRIVATE SERVICE BROADCASTING IN INDIA**

Growth of private television, Arrival of satellite and cable television, Channels based on education, entertainment, news and history, some of the major satellite TV channels- Star TV, Zee, Sony, MTV India, National Geographic, Impact of private satellite channels on Doordarshan, Cable television – the backbone of digital convergence

#### **Unit – 8: TELEVISION BROADCASTING IN NORTH EAST INDIA**

Doordarshan with special reference to DDK Guwahati and PPC-NE, Growth of private TV channels in north east India with special reference to Assam

#### **Unit – 9: TV NEWS**

News room and its operations, basic features of TV news, Structure of TV news bulletin, News Package, Writing for visual and presentation skills.

#### **Unit -10 : TELEVISION PRODUCTION**

Stages in television production- preproduction, production and postproduction, Basic components of television production- production room ,camera, mounting plates, bases, editing tools and techniques, Electronic News Gathering (ENG), Electronic Field Production(EFP), Different camera angles and movements

#### **Unit – 11: GENRES OF TELEVISION PROGRAMMES**

Different types of TV news, panel discussions, interviews, documentaries and current affairs programmes of Television, Educational television

#### **Unit – 12: REPORTING FOR TV NEWS**

Introduction to TV reporting, Duties, qualities and responsibilities of a TV reporter, Sources of TV News, New Trends in TV reporting

#### **Unit -13 : PROVISIONS UNDER THE GOVERNMENT OF INDIA**

The Prasar Bharati (Broadcasting Cooperation of India) Act, 1990, Cable Television Network (Regulation) Act, Cable Television Networks (Regulation) Amendment Act, 2002, Broadcast Content Complaints Council (BCCC)

#### **Unit -14 : TELEVISION AS AN INDUSTRY**

Emerging growth of television as an industry, Revenue generated from advertisements, Growth of television industry in India- market capitalization, size of the industry, contribution to economic growth, leading companies, television rating points (TRP)

#### **Unit – 15 : TRENDS IN TELEVISION JOURNALISM**

Impact of 24- hours news channels, News values: redefining what's news worthy, importance of audience in the field of television broadcasting : catering to diverse group of people, some important concepts- Direct-to-Home (DTH), Internet Protocol Television (IPTV), Headend-in-the-sky(HITS), Conditional Access System(CAS)

#### ***Recommended books:***

- a. Aggarwal, VirBala, V.S Gupta (2002), Handbook of Journalism and Mass Communication, Concept Publishing Company, New Delhi.
- b. Ahuja, B.N (2006), Audio Visual Journalism, Surjeet Publications, New Delhi.
- c. Chauhan, Swati, Navin Chandra (2010), Global Sourcebook of Mass Communication Journalism and Media Management, Part 1, Kanishka Publishers, Distributors, New Delhi.
- d. Cushion, Stephen (2012), Television Journalism, Sage Publications, New Delhi.
- e. Donald, Ralph, Thomas Spann (2004), Fundamentals of Television Production, Surjeet Publications, New Delhi.
- f. Kumar, Keval J. (2007) Mass Communication in India, Jaico Books Pvt Ltd., Mumbai.
- g. Kapoor, D.N (2006), Broadcast Journalism, Mohit Publications, New Delhi.
- h. Mehta, Nalin (2009), Television in India, Routledge.

### **COURSE 12 : PUBLIC RELATIONS**

#### **UNIT – 1: CONCEPT OF PUBLIC RELATIONS**

Nature and scope of Public Relations , definition of Public Relations, Objectives of Public Relations, Nature of PR

#### **Unit – 2 : GROWTH AND DEVELOPMENT OF PUBLIC RELATIONS**

Growth and Development of Public Relations, Pioneers of Public Relations, PR in India, Modern Public Relations in India, Future prospect of PR

#### **Unit – 3 : FUNCTIONS OF PUBLIC RELATIONS**

Basic Functions of Public Relations, Propaganda and publicity, difference among public relations, publicity and propaganda

#### **Unit – 4 : PUBLICS OF PUBLIC RELATIONS**

Publics of Public Relations: Internal Publics, External Publics, Publicity media for PR : print media, television, radio, film, new media

#### **UNIT – 5: PUBLIC RELATIONS PRACTITIONER**

Public Relations Officer, Public Relations Officer – Duties and Responsibilities, Qualities of a good Public Relations Officer

#### **Unit - 6: PUBLIC RELATIONS ORGANISATIONS IN INDIA**

Public Relations Organizations in India: PRSI, PRCI, PRCAL.

#### **UNIT – 7: PUBLIC RELATIONS IN AN ORGANIZATION**

PR set up in an organization, Status of PR department in an Organization, Functions of a PR department, PR campaigns and programme

#### **Unit - 8: PUBLIC RELATIONS UNDER PUBLIC SECTOR UNDERTAKINGS**

Types of public sector undertakings, Features of public sector, PR in Central Govt., PR in State Govt.

#### **Unit - 9: PUBLIC RELATIONS UNDER PRIVATE SECTOR UNDERTAKINGS**

Objectives of PR in private sector, PR in Private Sector Undertakings

#### **Unit – 10: PUBLIC RELATIONS AND CRISIS COMMUNICATION**

Meaning of crisis communication, Public Relations in a crisis situation, PR tools for crisis communication, Rhetorical and Social Science Approaches to Crisis Communication

#### **Unit - 11: PUBLICITY MEDIA FOR PR**

Types of publicity media- Print Media, Television, Radio, Film, New Media; An Integrated Public Relations Media Model, Recent trends in Public Relations Media

#### **UNIT – 12: TOOLS OF PUBLIC RELATIONS**

Tools of Public Relations: Print media- Newspapers and periodicals, press releases, house journals; Audio-visual – Radio, Television, Films ; Other media – Photographs, Folk media, Exhibitions, Oral Communication, Bulletin Boards, Open House, Video Magazine

#### **UNIT – 13: MEDIA RELATIONS IN PR**

Organizing media conference - How to organize a Press Conference, Differences between Press Meet and Meet the press, Press Briefings, Press Tours, Releases and Written Materials to Media - Press Release, Backgrounder, Rejoinders.

#### **Unit -14 : PUBLIC RELATIONS AS MANAGEMENT FUNCTION**

Importance of public relation in management, public relations as a tool of management

## **Unit – 15 : PUBLIC RELATIONS CODE OF CONDUCT**

Principles and Ethics in Public Relations, SPJ Code of Ethics, PRSA code of Professional Standards(Public Relations Society of America),International Code of Ethics (International Public Relations Association), Code of Athens, Code of Ethics in India

### ***Recommended books:***

- a. Aggarwal, VirBala, V.S Gupta (2002), Handbook of Journalism and Mass Communication, Concept Publishing Company, New Delhi.
- b. Banik, Dr. G.C (2006), PR & Media Relations, Jaico Publishing House, Mumbai.
- c. Heath, Robert L. (2010), The Sage Handbook of Public Relations, Sage Publications, USA.
- d. Nayyar, Deepak (2006), Public Relations & Communication, ABD Publishers, Jaipur.
- e. Singh, P. Dr.Pushendra&Dr. Samir Kumar Singh (2009), Public Relations Management, JnanadaPrakashan( P & D), New Delhi.
- f. Tomar, Dinesh (2008), Public Relations Management, Vista International Publishing House, New Delhi.
- g. Theaker, Alison (2009), The Public Relations Handbook, Routledge.
- h. Vilailam, J.V (2001),Public Relations in India, Sage Publications India Pvt. Ltd., New Delhi.

## **COURSE – 13 : ENGLISH FOR MEDIA STUDIES**

### **Unit - 1: INTERVIEWING AND NOTE TAKING**

Definition of Interview, preparing for interview, conducting the interview, text of interview, language for audio-visual interview, note taking

### **Unit -2 : EDITORIAL WRITING**

Defining Editorial, Introduction to the editorial page, writing the editorial, rules for Editorial writing, writing the Feature, writing the Article, writing the middle, Letters to the Editor

### **Unit -3 : ART OF COLUMN WRITING**

Types of columns, distinguishing characteristics of an op-ed, steps to be followed while writing a column

### **Unit - 4: ELEMENTS OF GOOD WRITING**

Characteristics- precision, clarity in writing, use of simple sentences, grammar and punctuation, avoiding clichés, pacing, use of transitions

### **Unit-5 : PREPARING COPY**

Copy editing- use of quotes, paraphrases, attribution, writing the lead, grammatical mistakes- confusion in the use of ‘who’ and ‘whom’, possessive pronouns, use of active voice, copy reading symbols

### **Unit - 6: MASTERING THE LANGUAGE OF EDITING**



Importance on vocabulary, sentence construction, participles, pronouns, verbs, nouns, foreign words, prepositions, paragraphs, selection of right words

#### **Unit -7 : REVIEW WRITING**

Book review- fiction, adverse criticism, non-fiction, the collection, poetry, drama, Steps to be followed while doing a book review, drama review, Film review

#### **Unit -8 : NEWS WRITING**

Language and style of Indian Media, Language and style for print and cyber media, Language and style for Radio, Language and style for Television

#### **Unit -9 : HEADLINE WRITING**

Meaning of headline, Types of headline, Functions of a headline, Factors to be kept in mind while writing headlines, Headline writing skills- use of verbs, use of Articles and Voices, Use of Decks, The Five Ws, use of short synonyms, Abbreviations, Punctuation, Line Balance, Guidelines for headline writing

#### **Unit -10 : WRITING FOR ADVERTISING COPY**

Introduction, Key concepts in advertising, Copywriting, Radio copy, Television copy

#### **Unit -11 : WRITING AND REWRITING FOR PUBLIC RELATIONS**

Preparing news releases- Announcement releases, Backgrounders, Position Papers, Tip Sheets, Rewriting news releases, Writing newsletter stories

#### **Unit -12 : GRAMMAR AND USAGE**

Sequence of tenses, Voice, Narration, Punctuation, Vocabulary

#### **Unit -13 : COMMON ERRORS IN THE USE OF ENGLISH LANGUAGE**

Errors of concord, Errors of construction, Errors of order, Errors in prepositions, Errors in conjunctions

#### **Unit -14 : REPORTING PUBLIC SPEECH**

Reporting public speeches- background information, covering the speech, using a prepared text, writing the speech story for print

#### **Unit - 15: STYLE AND THE STYLEBOOK**

Need of a stylebook, -consistency, preference and tradition, Guidelines of different stylebooks, Mechanical rules

***Recommended books:***

1. Chaturvedi, S.N. (2007), Dynamics of Journalism and Art of Editing, Cyber Tech Publications, New Delhi.
2. Hough, George A. (2006), News Writing, Kanishka Publishers, Distributors, New Delhi.
3. Kamath, M.V (2005), The Journalist's Handbook, Vikas Publishing House Pvt Ltd, New Delhi.
4. Lorenz, Alfred Lawrence, John Vivian (2006), News : Reporting and Writing, Dorling Kindersley, New Delhi.
5. Parthasarathy, Rangaswami (2006), Basic Journalism, Macmillan India Ltd., New Delhi.
6. Singh, Chandrakant P. (1999), Before the Headlines, Macmillan India Limited, New Delhi.
7. Sissons, Helen (2006), Practical Journalism : How to Write News, Sage Publications, UK.
8. Singh, BhanuPratap (2011), Art of Editing, Anmol Publications Pvt Ltd, New Delhi.
9. Wrinn, Mary J.J. (2008), Elements of Journalism, Cosmo Publications, New Delhi.

### **COURSE – 14 :**

#### **PROJECT / PRODUCTION + VIVA VOCE**

#### **I. OBJECTIVE:**

The objective of the dissertation is to help the learners acquire ability to apply multidisciplinary concepts, tools and techniques to address communication and media related problems and/or to evolve new and innovative theoretical frame work. The duration of the project work is three months. The project report/audio visual production carries 100 marks and it is mandatory to submit either of the reports before the completion of the programme.

#### **II. TIME SCHEDULE FOR THE PROJECT:**

Sl. No	Topic	Date
1	Submission of the synopsis of the project at the respective Study Centre	By the end of May
2	Viva-voce to be conducted. Candidate should bring three copies of the project report along with them at the time of Viva-Voce	Within the month of August

**III. FEES FOR PROJECT:** A Challan of Rs 1000/- as Project fees should be enclosed with the copy of the project report (which will be sent to the university), if not paid the fee during the admission time.

**IV. TYPES OF PROJECT:** The dissertation may be undertaken (not limited to) on any one of the following areas :

- The project should be done in core specialisation area of respective course only.

- It can be related to any field of Communication- impact of media, relationship between media and audience, mass media research etc.
- Journalism, its related fields, any media related issues, or media related organisations .
- Any area of Public relations/Advertising/Media Management/Online media/Science Communication/Media Sociology etc.
- Evolution of any new conceptual / theoretical framework.
- Field study (empirical study).
- The project can be based on primary or secondary data.

#### **V.PROJECT PROPOSAL (SYNOPSIS) Submission, Changes and Acceptance of Project Proposal (synopsis):**

a. Learners are advised to send their project synopsis and name and address of the project guide to their respective Coordinators at the KKHSOU Study Centres. The synopsis should include the following-

- Title of the study
- Objectives and importance (significance) of the Study
- Research methodology opted for the study (stating nature, sources, collection of data, research tools and techniques to be used, sampling procedure).
- Limitations and scope of the study

b. If the learner wants to undertake a new project by changing his/her earlier project proposal, he/she will have to justify his/her new choice. Without valid ground and certification from his/her guide, no change in project proposal will be entertained.

c. In any case, changes in project proposal will not be allowed after submitting the second project proposal. The second proposal will be considered as final.

d. In any case, changes in project proposal will not be allowed after submitting the second project proposal. The second proposal will be considered as final.

e. It is necessary that the learners finalize their project proposal well ahead of time.

f. It is to be noted that changes in project proposal will not be entertained in the last month of the programme.

g. In order to complete the project in due time, a learner should devote at least 60 days for his/her project. Their time should be judiciously divided into various phases like field study & interview, data collection, data tabulation, data interpretation and data analysis.

#### **VI. PROJECT GUIDE**

- A faculty who is presently engaged with the BhupenHazarika School of Mass Communication of KKHSOU or those who are engaged with the study centres (preferably Mass Communication department) of the designated colleges under KKHSOU.
- Faculties in the departments of Mass Communication and Journalism in colleges/institutions affiliated to any Indian University and having minimum five years of teaching experience

## VII. PROJECT REPORT:

- Each Project Report must adequately explain the research methodology adopted and the directions for future research.
- The Project Report should also contain the following:
  - Copy of the approved Project Proforma.
  - Certificate of originality of the work duly signed by the learner and project guide.
  - Resume of the guide should be attached along with the project report.

## VIII. PROJECT PROFORMA

• The Project Report should be typed in double line space, with 1.5 inches of margin in left size and 1 inch margin in the right side of each page. The upper and lower margins should not be less than 1 inch each. Project report should be printed on one side only and should be spiral bound.

• The dissertation should include the following items –

- a. Cover page
- b. Certificate from the supervisor/guide
- c. Acknowledgement
- d. Abstract
- e. Contents ( a brief outline of the different chapters including a list of tables/list of figures (if need be)

### **Chapterisation**

- a. Introduction
  - Background of the study
  - Objectives of the study
  - Rationale for the research
  - Hypothesis to be tested/research questions
  - Review of past literature
- b. Research Methodology
  - Area/Place of research
  - Sample size
  - Sampling method
  - Nature of research
  - Tools of research
- c. Details about the different aspects of the research study
- d. Data analysis and interpretation
- e. Limitations and scope of the study
- f. Bibliography
- g. Annexure (pictures, paper clippings, questionnaires, etc.)

**AUDIO-VISUAL REPORT:** In case of audio-visual project, the learner is expected to prepare and submit an audio-visual clip on any topic (preferably related to the area of media and communication) in the form of CD or DVD (in MPEG,MP4, m4v, DAT or VOB formats). The learner will have to shoot the video using a handycam/camera and edit it properly before submitting it. It is imperative for the learner to prepare a proper script along with the CDs/DVDs. At the time of submission, the learner must keep in mind to submit three

CDs/DVDs, one for the Study Centre, one for the University and one for the learner himself/herself. At the top right corner of the first page of the report "COPY FOR THE UNIVERSITY" should be neatly written or typed.

#### **IX. SUBMISSION OF DISSERTATION/AUDIO VISUAL PRODUCTION**

Learners should prepare three copies of the dissertation/CD or DVD whereby one copy will be for the University, one for the Study Centre and one for the learner him/herself. They should bring all the copies during the Viva-Voce which will be intimated to the learners beforehand. On the top right corner of the first page of the report "COPY FOR THE UNIVERSITY" should be neatly written/taped.

#### **X. VIVA-VOCE**

After the submission of the dissertation/audio-visual reports, viva voce will be conducted in the presence of both an Internal and External Evaluator at designated study centres or at the University headquarter.

Learners should preserve their copies of project report for future reference. The University may ask the learners to present a brief overview of their project work even after the submission of the project anytime within commencement of the programme. Therefore, the learners should preserve their copies till the final result is declared.

#### **I. MARKS DISTRIBUTION**

**Total marks (100) =60(Report writing/audio-visual CD or DVD) +40 (viva voce)**