

M.A. Journalism and Mass Communication

Programme Project Report

A. The main **objective** of introducing M.A. in Journalism and Mass Communication is to equip the students with specialized knowledge and skills needed for making career in this course. Journalism as a profession is highly in demand nowadays due to increasing role of media in our society. Media is considered to be fourth pillar of our society which acts as an information mediator between society and policy makers. To process this information from journalistic point of view it is very necessary to have in depth knowledge and technique of handling such information from news angle. Moreover for research purpose and overall development of communication skills, the subject thus needs to be persuaded rigorously to train your students who want to pursue their career in journalism field.

B. Relevance of the programme with HEI's Mission and Goal

M.A. in Journalism and Mass Communication Programme through distance and online mode is highly in demand. The candidates who are employed at various positions in media organizations or working as reporters, freelancers in private organizations or as public relation officers in government offices after graduation and wanted to pursue higher studies, get an opportunity to upgrade their qualification for getting promotions and applying for higher and better positions. Thus, it is designed to provide students with the quality education in preparation for advancement of careers in public or private organization and NGOs. It stresses on balancing the theoretical knowledge with the practical skills to foster ethics and commitment to public service values, for ensuring accountability and transparency in information transferability and also for serving with professional competence, efficiency and equity.

C. Nature of prospective target group of learners

- Candidates belonging to low income group
- Employed candidates who are unable to pursue their study on regular basis.
- Candidates from remote, border and far off areas.
- Girl students especially from rural and backward areas.
- Students settled in foreign countries.

D. Appropriateness of programme to be conducted in Centre for Distance and Online Education mode to acquire specific skills and competence

Students are provided with the opportunity to develop their occupational and professional skills. The course seeks to blend a traditional Master's level qualification with the practical skills needed for new converged media environment such as news writing techniques, editing of news items and finally printing, publishing or posting of news on web. The course examines the inter-relationship between traditional media and new media where relevant, and particularly focuses

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on new media convergence which emphasizes issues such as transparency, accountability and true information.

E. Instructional Design

- M.A. in Journalism and Mass Communication is two years course (four semesters).
- The syllabus of the course is equivalent to the syllabus of regular department (file attached)
- Personal Contact Programme of 10-12 days is conducted where syllabus is discussed in detail. 75% attendance is compulsory for students.
- Two assignments per paper are given for internal assessment.
- Self Instructional Material is provided in Print/Online form.
- Audio-video lessons are also prepared.
- Department maintains its own website through which students are informed about fees, admission and PCP schedule, internal assessment tests schedule etc.
- Each student is informed through SMS as well as registered letter about the PCP dates, duration and venue in advance.
- Faculty includes two teachers.
- Ratio of Internal and External examination is 30 : 70.

F. Procedure for admissions, curriculum transaction and evaluation

MA PART-I

The required eligibility for admission to both courses is Bachelor degree in any discipline from any statutory University with pass marks. There is no age bar for joining the course. All the eligible applicants are admitted. Overseas students are also eligible to seek admission in the Course. Internal Assessment has been made integral part of the Course. Fee Concession Policies in detail have been attached as Annexure-II.

MA PART-II

To qualify for admission to second year of the course, the candidate must have passed 50% of total papers of two semesters of the first year. A candidate placed under reappear in any paper will be allowed two years/chances.

NOTE

Lateral Entry:

- Only those students of Diploma in Journalism and Mass Communication will be allowed lateral entry in 2023-24 in MA Part-II who obtain minimum of 50% marks in aggregate. This condition however does not apply to those students who seek direct admission in the first year of two year integrated course of MA(JMC).
- The students who take admission in the Diploma course shall be allowed lateral entry in MA Part-II within a space of two years.

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G. Requirement of the laboratory support and Library Resources

The course doesn't require any laboratory setup. Centre has its well stocked Library with Books in Punjabi as well as English medium covering various papers and topics of the syllabus especially for the distance learners. Catalogue has been computerized using LIBSYS software. During PCPs, library remains open on Saturdays, Sundays and other holidays. The library is fully air-conditioned with a reading hall, caters to ten newspapers in English, Hindi and Punjabi language.

H. Cost estimate of the programme and the provisions

As per university norms.

I. Quality assurance mechanism and expected programme outcomes

- Regular updating of the syllabi.
- Introduction of new subjects.
- Equipping students with communicative skills.
- GD's on current burning issues.
- Facilitating students to compete for NET and competitive exams.

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(Subject incharge)*