

**SRM INSTITUTE OF SCIENCE & TECHNOLOGY**  
**DIRECTORATE OF DISTANCE EDUCATION**  
**PROGRAMME PROJECT REPORT**  
**BACHELOR OF ARTS – JOURNALISM & MASS COMMUNICATION**

**OVERVIEW:**

This is an age of media blitz and taking up a career in journalism is fancied by many youngsters. Hence it is our endeavour to provide opportunity to people who want to pursue their stint in journalism either as part time or full time professionals. Journalism has branched into many main stream media which includes both print and T.V. journalism and social media which requires a discretionary reporting. Media ethics is what is being discussed at length in various fora. Our institution wants to reach out to a large sections of different groups to educate them on the merits of balanced reporting, effectiveness of various approaches and the pitfalls in this profession. Hence B.A. (Journalism & Mass Communication) offered by us through distance education will benefit quiet a lot of professionals.

**TARGET GROUPS:**

We have specific target groups including budding journalists and professional media persons who have no opportunity to pursue their education on a regular mode. Our programme on journalism and mass communication will give a platform for many ambitious people to hone up their reporting, analytical, creative and HR skills.

**INSTRUCTIONAL DESIGN:**

**Curriculum Design:**

The B.A. programme in Journalism & Mass Communication is a three year programme divided into six semesters. There is a project work in the last semester. Each semester has four courses with four credits each. The delivery system includes providing Self Learning Material (SLM) supplemented by Personal Contact Programmes (PCP). We are also contemplating on line instruction through interactive sessions and online tutorial lectures and other learning resources. The details regarding evaluation is given under the heading “Evaluation”.

**ADMISSION:**

The minimum qualification for admission to Undergraduate degree programme (Distance Education) shall be: A pass in the 10&+2 (Higher Secondary) or equivalent examination of any authority, recognized by this University

Notwithstanding the above, the actual admissions will be based on the rules and regulations of the UGC/Competent authorities.

In the matter of admission to the under graduate programme the decision of the Directorate is final.

If, at any time after admission, it is found that a student has not fulfilled all the requirements stipulated in the offer of admission, the Director (Distance Education) may revoke the admission and report the matter to the Vice Chancellor.

The medium of instruction, examination and project reports will be English.

**ELIGIBILITY AND DURATION**

<b>Programme</b>	<b>Eligibility</b>	<b>Credits</b>	<b>Duration</b>	<b>Maximum Duration</b>
BA Journalism & Mass Communication	HSC or equivalent	98	3 Years	6 Years

## **PROJECT WORK**

Project works are offered in few programmes as part of course work. Project work shall be carried out under the supervision of qualified faculty members in the school concerned.

Project work shall be socially relevant and real-time product oriented.

The Project Report is to be prepared according to the approved guidelines and duly signed by the supervisor(s) approved by the University and shall be submitted to the Directorate of Distance Education.

If a student fails to submit the project report on or before the specified deadline, he / she is deemed to have failed in the project work and shall do the same in a subsequent semester.

## **CREDITS**

Credit system helps in mapping the academic achievement of a learner in a fairly accurate manner. Each credit is worth 30 hours of study comprising of all the learning activities. This helps the student to understand the academic effort one has to put in to successfully complete a course. A learner is expected to accumulate a specific number of credits to qualify for the award of a degree.

## **REGISTRATION/ ENROLLMENT FOR This Programme**

a. The process of signing up for courses is called registering. Students are enrolled after they pay the prescribed fees. For a student to undergo courses he/she has to complete both registration and enrolment.

b. All students shall formally register for the courses every semester to undergo course work.

Registration for any course will be done under the supervision of Director (Distance Education)

For the first semester, registration process shall be completed within a week after the confirmation of admission.

The student has to re-register at the beginning of each semester, from the second semester onwards, by paying the prescribed fees.

Late registration will be permitted with a fine, decided from time to time, upto two weeks from the last date specified for registration.

Students shall be permitted to proceed from, the first semester up to final semester irrespective of their failures in any of the courses in the examinations conducted in previous semesters.

The registration form contains the course number, course name and number of credits.

Students must select elective courses and specializations during admission for the programme. The electives / specialization chosen by the students from the curriculum shall be operational subject to a minimum number of students registered, fixed by the Directorate. The University reserves the right to offer / cancel any course and specializations.

### **RE-ADMISSION**

If a student is unable to complete a program within the mentioned maximum duration, he/she can seek re-admission to the program by paying the prescribed fee. The University will consider granting additional period to the student to complete the program on case to case basis. The student should do the program under the new curriculum if there is a revision of syllabus. The student will be informed about the equivalent courses and credit transfer under the new curriculum.

### **STUDENT SUPPORT SERVICES**

Counselling sessions will be provided to students to choose the courses of their interest and plan their courses of study for career advancement.

Personal Contact Programme (PCP) will be held in each semester as part of student support services. This would help the students to interact with experts in the subjects and clarify doubts. However, attendance is not mandatory.

E-Learning portal for distance education students will be a medium for the dissemination of knowledge, skill enrichment, assist in examination preparation, exchange of experience and collaborative participation.

### **EVALUATION SYSTEM**

Change of examination centre will not be permitted

Registration for University Examinations is mandatory for all courses including arrear papers. The end semester examinations will ordinarily be conducted for academic year students during October to December in the odd semester and even semester for calendar year students whereas during March to May in the even semester for the academic year students and odd semester for calendar year students.

The End Semester Examination will be conducted at the end of each semester.

A student should have appeared for the end-semester examination of the prescribed course of study to become eligible for the award of the grade in that course.

### **PASSING REQUIREMENTS**

A student who secures not less than 50 % of total marks prescribed for any course is declared to be pass in that course.

A student who secures minimum of 50 % marks for the prescribed end semester and internal assessment examination separately for each course shall be declared to have passed in the examination for that course.

### **PROCEDURE IN THE EVENT OF FAILURE / ABSENT**

- a. If a student fail / absent in a particular course, he/she may appear for the university examination in that course in subsequent semesters and obtain pass marks. However, the internal assessment marks obtained by the student in the first attempt shall be retained and considered valid for all subsequent attempts.

- b. If a course has theory and practical components combined, then the student shall appear in the end-semester examination for both theory and practical components duly.
- c. If a student has not registered or fails to register for any end semester examinations he will be permitted to register and appear for the same in the subsequent end semesters with prescribed fees.

A student has to register compulsorily for all the courses including arrear papers for any semester examination.

### EVALUATION SYSTEM

The Evaluation process has been developed based on objective and scientific guidelines with due importance to continuous Internal Assessments and Term End Examinations. This is to ensure that the learners get a fair chance of proving their mettle in different platforms of evaluation.

The complete academic performance of a student is evaluated by Internal / External Examinations

In the case of practical / project work where an external Examiner shall be appointed by the University Evaluation / viva voce.

The student performance in each course, in general, is evaluated based on in-semester assessment and end semester examination

The maximum marks for any course will be 100 comprising of 30 marks for Internal Assessment and 70 marks for the end semester examinations. Evaluation Ratio:

Courses	Internal Assessment	End Semester Examination	
		Theory	Practical
Theory	30 Marks	70 Marks	--
Theory cum Practical	30 Marks	40 Marks	30 Marks
Practical Courses	30 Marks	---	70 Marks

The Internal Assessment is based on submission of assignments / case studies / Quiz/ multiple choice questions / Problem based solutions/ Practical Exercises Wherever applicable

The in-semester assessment method is further detailed below:

Course Details	Assessment Tools	Marks
Course with Theory component only	assignments / case studies / Quiz / multiple choice questions / Problem based solutions - I	15 Marks
	assignments / case studies / Quiz / multiple choice questions / Problem based solutions - II	15 Marks
Course with Theory cum practical	Practical exercises -1(Theory – 10 Marks & Practical 5 Marks)	15 Marks
	Practical exercises -2(Theory 10 Marks & Practical 5 Marks)	15 Marks
Courses with Practical	Practical exercises -1	10 Marks
	Practical exercises -2	10 Marks
	Practical exercises -3	10 Marks

Evaluation of the Project work is based on the Project Review Report submission (30 Marks) and Viva-Voce Examination (70 Marks) conducted by University.

**Evaluation Ratio:**

<b>Review of Report</b>		<b>Dissertation and viva voce</b>	
Component	Marks	Component	Marks
Review 1	15	Presentation	10
Review 2	15	Analysis	20
		Finding & Conclusion	20
		Viva Voce	20
<b>Total</b>	<b>30</b>	<b>Total</b>	<b>70</b>

**COURSE WISE GRADING OF STUDENTS**

## Letter Grades and Grade Points (GP)

Based on the semester performance, each student is awarded a final letter grade at the end of the semester in each Course. The letter grades and the corresponding grade points are as follows:

O	10	grade points
A+	9	grade points
A	8	grade points
B+	7	grade points
B	6	grade points
C	5	grade points
F	0	grade point (Fail grade)
Ab	0	grade point (incomplete due to absence in the end semester examination; subsequently to be changed into pass (C to O) or F grade after appearing in the end semester examination.

A student is considered to have completed a Course successfully or achieved a pass grade and earned the credits if he / she secure a letter grade other than “F” or “Ab” in that Course. A letter grade “F” or “Ab” in any Course implies a failure in that Course.

A Course successfully completed cannot be repeated.

**AWARD OF LETTER GRADE**

All assessment of course will be done on absolute marks basis. However for the purpose of the reporting the performance of a student, letter grades, each carrying certain points, will be awarded as per the range of total marks (out of 100) obtained by the student as detailed below.

<b>Letter Grade</b>	<b>Grade Points</b>	<b>Range of Total Marks</b>
O (Outstanding)	10	91 – 100
A+ (Excellent)	9	81 – 90
A (Very Good)	8	71 – 80
B+ (Good)	7	61 – 70

Letter Grade	Grade Points	Range of Total Marks
B (Above Average)	6	56 – 60
C (Average)	5	50 – 55
F (Fail)	0	<50 Failure due to Insufficient marks in the course
Ab (Absent)	0	Failure due to non-appearance in the examination

### GRADE SHEET

The Grade card / sheet issued by the controller of Examinations to each student, after the announcement of the results will contain the following

- The credit of the each course
- Letter grade obtained in each course
- Total number of credits earned by the student upto end of that semester in each of the course categories
- The CGPA of all the courses taken from the First semester onwards

### Computation of Semester Grade Point Average (SGPA) and cumulative Grade Point Average (CGPA)

- (i) The SGPA will be calculated according to the formula

$$SGPA = \frac{\sum_1^n C_i \times (GP)_i}{\sum_1^n C_i}$$

Where  $C_i$  = credit for the  $i^{\text{th}}$  course,  $(GP)_i$  = the grade point obtained for the  $i^{\text{th}}$  course,  $n$  = total number of courses and the sum is over all the courses taken in that semester, including those in which the student has secured and Ab grades.

- (ii) For the cumulative grade point average (CGPA) following formula is used:

$$CGPA = \frac{\sum_1^r S_i \times (SGPA)_i}{\sum_1^r S_i}$$

Where  $S_i$  = Sum of credits in  $i^{\text{th}}$  semester,  $(SGPA)_i$  = Semester Grade Point Average earned in  $i^{\text{th}}$  semester and  $r$  = number of semesters and the sum is over all the semesters under consideration.

- (iii) The SGPA and CGPA shall be rounded off to 2 decimal points and reported in the transcripts

### ELIGIBILITY FOR THE AWARD OF THE DEGREE

A Student shall be declared to be eligible for the award of the Degree provided if,

- The student has successfully completed the course requirements and has passed all the prescribed examinations in all the Four semesters within the maximum duration
- No disciplinary action is pending against him/her.

### CLASSIFICATION OF THE DEGREE AWARD

Class / Distinction will be awarded to the students after they successfully complete the Programme as per the norms stipulated in the following table:

Category	CGPA	Class / Distinction
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Students who successfully completed the Post Graduate Programme within the time duration of 4 Semesters	$\geq 8.0$ (without "F" (or) "Ab" in any semester)	First Class with Distinction
	$\geq 8.0$ (with F (or) Ab in any semester but obtained pass grade "O" to "C" subsequently )	First Class
	$\geq 6.0 \& < 8.0$	First Class
	$\geq 5.5 \& < 6.0$	Second Class
	$\geq 5.0 \& < 5.5$	Third Class
Students who cannot complete the Post Graduate Programme in 4 Semesters but complete it successfully within the time duration of 5 Semesters	$\geq 6.0$	First Class
	$\geq 5.5 \& < 6.0$	Second Class
	$\geq 5.0 \& < 5.5$	Third Class
Students who cannot complete the Post Graduate Programme in 5 Semesters but complete it successfully within the time duration of 8 Semesters	$\geq 5.5$	Second Class
	$\geq 5.0 \& < 5.5$	Third Class

### RE-VIEW OF ANSWER SCRIPTS / SINGLE VALUATION

In case any student feels aggrieved on the final outcome of the assessment in any course, the student shall apply to the Controller of Examinations, along with the prescribed fee, for the review of end semester examination answer script, within the stipulated time after the announcement of the results of the examinations. The Controller of Examinations shall facilitate the review of the answer script jointly to be carried out by the student and the faculty detailed for this purpose. If any discrepancy is noticed during review the same shall be rectified and the originally awarded grade accordingly amended.

### LIBRARY RESOURCES:

SRM Institute of Science and Technology (formerly known as SRM University) has an excellent library for the benefit of students, faculties and researchers. As one of the best established libraries according to International Standards, the University Library has a large collection of books covering various branches of Engineering and Technology, Medical and Health Sciences and Science and Humanities and its related fields.

The library is located in the 15-Storey University Administrative Block, and is spread over Ground + 3 floors of 1.50 Lakh sq ft area. The library building is

- Fully air-conditioned and automated with RFID (Radio Frequency Identification) technology
- Well protected with fire alarms and CCTV security systems
- Equipped with reading halls in all the floors, with reference collection

### Collections

- **Books:** The resource center has 136859 volumes of books consisting of 59419 titles. The collection also includes 1550 handbooks & 200 encyclopedias.
- **Periodicals:** The resource centre subscribes 188 National and 32 International periodicals.

- **Back volumes:** There are about 4105 back volumes.
- **Project reports:** 8235 above project thesis
- **Standards:** 781 standards that include BIS, ISA & IEEE

### **QUALITY ASSURANCE MECHANISM:**

SRM Institute of Science has a well-established quality management system in the form of Centre for Internal Quality Assurance (CIQA). There is a well-defined academic audit process. Its main functions are

### **OBJECTIVES:**

The Centre for Internal Quality Assurance has been created as a part of quality control measures enshrined in ODL Regulations, 2017. There are several exercises in the field of distance education which require a separate set of quality parameters which may vary from the on campus programmes for which the IQAC is the nodal agency. The activities in ODL include highly flexible delivery systems and need primarily to be learner-centric. Hence this calls for a separate monitoring body overseeing the vital quality parameters. The formation of CIQA will ensure the adoption of qualitative distance education right through all the processes. The ODL programmes envisaged in SRM IST would be a dynamic model aimed at creating a broad-based, technology- assisted and a learner-oriented model. Some of the features are:

- To render quality service to the ODL learners
- To constantly revisit the system based on experience and keep the ODL activities dynamic
- To maintain quality in all the key area of ODL operations
- All the Quality Assurance efforts will be made public and shared among all the stake holders
- To keep in place an effective feed-back system
- CIQA will be the nodal body to coordinate the inter functionality among all the departments of DDE
- To provide interactive platforms among all players in ODL to exchange views, ideas and innovative practices
- To ensure quality in the delivery tools form the preparation of Programme Project Report for each programme to evaluation of examination scripts
- Maintaining accurate records of all the activities in ODL and generate reports of all kinds.

### **ACTIVITIES:**

To achieve the objectives listed above, the following activities of CIQA will be in place:

- The CIQA at SRM IST would meet periodically to review the ongoing activities of the Directorate of Distance Education
- To monitor the preparation of Programme Project Report and ensure that the guidelines of the UGC are strictly adhered to
- To oversee the preparation of SLM and suggest effective corrective measures wherever required
- To follow up the effectiveness of Personal Contact Programmes in terms of its reach, coverage and participation by the students
- To engage constantly with the UGC and MHRD and understand the implications of their guidelines
- To be in touch with the other institutions offering ODL and familiarize with the best practices followed elsewhere
- To encourage research on distance education and encourage the Faculty of SRM IST to go for publications and participate in seminars and conferences.



- h) To prepare reports on the progress of DDE periodically and maintain key data on ODL activities in SRM IST
- i) To ensure that the learning is maximised through learner-centric approaches

### **FUNCTIONS**

The functions of CIQA will include the following:

- a) The CIQA will collect the Programme Project Report (PPR) for each programme and vet it for quality
- b) It will get the PPRs approved by all the all the statutory bodies of SRM IST
- c) The CIQA will ensure the implementation of all the policies pertaining to distance education of SRM IST
- d) It will generate reports on various activities of DDE and make them available to the authorities of the University
- e) It will ensure production of quality SLM for each programme and look for the adoption of the guidelines of the UGC in the preparation of SLM
- f) The CIQA will ensure the implementation of the UGC guidelines in every aspect of the functioning of DDE in SRM IST.

**CURRICULUM**  
**BACHELOR OF ARTS -JOURNALISM & MASS COMMUNICATION**  
**CURRICULUM 2019**

**SEMESTER I**

Career Stream Title	Subject Code	Subject Title	L	T	P	Total of LTP	C
Language	LATD1911	Tamil - I	3	1	0	4	4
	LAHD1911	Hindi – I					
	LAFD1911	French – I	3	1	0	4	4
	LAED1911	English –I					
Core 1	JMCD1911	Introduction to Print Journalism	3	1	0	4	4
Core 2	JMCD1912	Theories of Communication	3	1	0	4	4
<b>Total</b>			<b>12</b>	<b>4</b>	<b>0</b>	<b>16</b>	<b>16</b>

**SEMESTER II**

Career Stream Title	Subject Code	Subject Title	L	T	P	Total of LTP	C
Language	LATD1921	Tamil - II	3	1	0	4	4
	LAHD1921	Hindi – II					
	LAFD1921	French –II	3	1	0	4	4
	LAED1921	English –II					
Core 3	JMCD1921	News Reporting	3	1	0	4	4
Core 4	JMCD1922	Mass Media and Political Systems	3	1	0	4	4
<b>Total</b>			<b>12</b>	<b>4</b>	<b>0</b>	<b>16</b>	<b>16</b>

**SEMESTER III**

Career Stream Title	Subject Code	Subject Title	L	T	P	Total of LTP	C
Core 5	JMCD1931	Media Laws& Ethics	3	1	0	4	4
Core 6	JMCD1932	Intercultural Communication	3	1	0	4	4
Core 7	JMCD1933	Writing for Media	0	1	3	4	4
Core 8	JMCD1934	Creative Writing	3	1	0	4	4
<b>Total</b>			<b>9</b>	<b>4</b>	<b>3</b>	<b>16</b>	<b>16</b>

**SEMESTER IV**

<b>Career Stream Title</b>	<b>Subject Code</b>	<b>Subject Title</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>Total ofLTP</b>	<b>C</b>
Core 9	JMCD1941	Development Journalism	3	1	0	4	4
Core 10	JMCD1942	Film Studies	3	1	0	4	4
Core 11	JMCD1943	Global Media	3	1	0	4	4
Core 12	JMCD1944	Event Management	3	1	0	4	4
<b>Total</b>			<b>12</b>	<b>4</b>	<b>0</b>	<b>16</b>	<b>16</b>

**SEMESTER V**

<b>Career Stream Title</b>	<b>Subject Code</b>	<b>Subject Title</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>Total of LTP</b>	<b>C</b>
Core 13	JMCD1951	Communication Research Methodology	4	1	0	4	4
Core 14	JMCD1952	Advertising Principles	4	2	0	5	4
Core 15	JMCD1953	Citizen Journalism	4	0	0	4	4
Core 16	JMCD1954	Essentials of Broadcast Journalism	4	0	0	4	4
EVS	BESD 19EC	Environmental Studies	2	1	0	3	3
<b>Total</b>			<b>18</b>	<b>4</b>	<b>0</b>	<b>20</b>	<b>19</b>

**SEMESTER VI**

<b>Career Stream Title</b>	<b>Subject Code</b>	<b>Subject Title</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>Total LTP</b>	<b>C</b>
Core 18	JMCD1961	Portfolio Production	0	0	4	4	4
Core 19	JMCD1962	Media Project	2	0	10	12	12
<b>Total</b>			<b>2</b>	<b>0</b>	<b>14</b>	<b>16</b>	<b>16</b>

**Overall Credit Total 99**