

**SRM INSTITUTE OF SCIENCE & TECHNOLOGY**  
**DIRECTORATE OF DISTANCE EDUCATION**  
**PROGRAMME PROJECT REPORT (PPR)**  
**MASTER OF ARTS – JOURNALISM AND MASS COMMUNICATIONS**

**OVERVIEW:**

- The Department of Journalism and Mass Communication of SRM IST has produced outstanding journalists over the years.
- Our aim is to produce independent and creative journalists who would contribute to society by providing the right kind of information to the people
- There are many working people who would like to pursue free-lance journalism and the ODL programme is aimed at inculcating professionalism in them as make them develop as media professionals.
- Journalism is a passion and can be learnt at any age and the MA (JMC) programme through distance education has been designed to suit any age group.

**OBJECTIVE:**

Program Educational Objectives (PEOs)

- Graduates will have skills and knowledge to excel in their professional career in the field of Journalism, Mass Communication and its related disciplines
- Graduates will contribute and communicate effectively within the team to grow into leaders • PEO3. Graduates will practice lifelong learning for continuing professional development
- Graduates will have the capability to continue their formal education and successfully complete an advanced degree
- Graduates will contribute to the growth of the nation and society by applying acquired knowledge in technical, computing and managerial skills.

**TARGET GROUPS:**

- Young students who want to pursue a career in journalism
- Employed people who want to pursue journalism as a free-lance profession
- Persons employed in media houses who want to acquire additional qualification in journalism
- People who want to learn the nuances of journalism and understand its appeal.
- Event Management people.
- Blog writers

## **PROGRAMME OUTCOME**

### **Student outcomes (SOs)**

The curriculum and syllabus for Master's degrees (2019) conform to outcome based teaching learning process. In general, FOURTEEN STUDENT OUTCOMES (a-n) have been identified and the curriculum and syllabus have been structured in such a way that each of the courses meets one or more of these outcomes. Student outcomes describe what students are expected to know and be able to do by the time of graduation. These relate to the skills, knowledge, and behaviours that students acquire as they progress through the program. Further each course in the program spells out clear instructional objectives which are mapped to the student outcomes:

- An ability to function effectively in teams to accomplish a common goal.
- An understanding of professional, ethical, legal, security and social issues and responsibilities
- An ability to communicate effectively with a range of audiences
- An ability to analyse the local and global impact on individuals, organizations, and society
- Recognition of the need for and an ability to engage in continuing professional development
- An ability to use current techniques, skills, and tools necessary.
- An ability to use and apply current technical concepts and practices
- An ability to assist in the creation of an effective project plan.
- An ability to exhibit skills to meet the industrial standards
- An ability to engage in Event Management and Public Relations
- An understanding of best practices and standards and their application
- An ability to appreciate the history of the industry
- An ability to effectively understand the convergence happening in the industry
- An ability to identify and analyse industrial needs and take them into account in the selection, creation, evaluation of the new forms and techniques

## **ADMISSION, CURRICULUM TRANSACTION, EVALUATION ETC.**

### **ADMISSION**

- The minimum qualification for admission to post-graduate programme (Distance Education) shall be: A pass in the degree 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>Programmes</b>                      | <b>Eligibility</b> | <b>Credits</b> | <b>Duration</b> | <b>Maximum Duration</b> |
|--|--------------------|----------------|-----------------|-------------------------|
| MA (Journalism and Mass Communication) | HSC or equivalent  | 64             | 2 Years         | 4 Years                 |

#### **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, to assist in examination preparation, exchange of experience and collaborative participation

#### **EXAMINATION**

- 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:

| Review of Report |           | Dissertation and viva voce |           |
|------------------|-----------|----------------------------|-----------|
| 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   |
| 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

- a. The credit of the each course
- b. Letter grade obtained in each course
- c. Total number of credits earned by the student upto end of that semester in each of the course categories
- d. 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,

- i. The student has successfully completed the course requirements and has passed all the prescribed examinations in all the Four semesters within the maximum duration
- ii. 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          |
|---|---|------------------------------|
| Students who successfully completed the Post Graduate Programme | $\geq 8.0$<br>(without "F" (or) "Ab" in any semester) | First Class with Distinction |

|  |   |              |
|--|---|--------------|
| within the time duration of 4 Semesters  | $\geq 8.0$<br>(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 sqft 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 centre has 136859 volumes of books consisting of 59419 titles. The collection also includes 1550 handbooks & 200 encyclopaedia.
- **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 (CIQA):**

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.

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

**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.
- To prepare reports on the progress of DDE periodically and maintain key data on ODL activities in SRM IST
- To ensure that the learning is maximized through learner-centric approaches.

## PROGRAMME STRUCTURE

| <b>SEMESTER I</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>  |
|                   | MJMD1911            | Principles of Mass Communication | 3         | 1        | 0        | 4                   | 4         |
|                   | MJMD1912            | Reporting and Editing for Print  | 3         | 1        | 0        | 4                   | 4         |
|                   | MJMD1913            | Contemporary Issues              | 3         | 1        | 0        | 4                   | 4         |
|                   | MJMD1914            | Content and Technical Writing    | 3         | 1        | 0        | 4                   | 4         |
| <b>TOTAL</b>      |                     |                                  | <b>12</b> | <b>4</b> | <b>0</b> | <b>16</b>           | <b>16</b> |

| <b>SEMESTER II</b> |                    |                        |           |          |          |                     |           |
|--------------------|--------------------|------------------------|-----------|----------|----------|---------------------|-----------|
|                    | <b>SUBJECTCODE</b> | <b>SUBJECT TITLE</b>   | <b>L</b>  | <b>T</b> | <b>P</b> | <b>Total of LTP</b> | <b>C</b>  |
|                    | MJMD1921           | Media Laws and Ethics  | 3         | 1        | 0        | 4                   | 4         |
|                    | MJMD1922           | Film Analysis          | 3         | 1        | 0        | 4                   | 4         |
|                    | MJMD1923           | Online Journalism      | 3         | 1        | 0        | 4                   | 4         |
|                    | MJMD1924           | Human Rights and Media | 2         | 2        | 0        | 4                   | 4         |
| <b>TOTAL</b>       |                    |                        | <b>11</b> | <b>5</b> | <b>0</b> | <b>16</b>           | <b>16</b> |

| <b>SEMESTER III</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>  |
|                     | MJMD1931            | Advertising Practices     | 3         | 1        | 0        | 4                   | 4         |
|                     | MJMD1932            | Development Communication | 3         | 1        | 0        | 4                   | 4         |
|                     | MJMD1933            | Data Journalism           | 2         | 2        | 0        | 4                   | 2         |
|                     | MJMD1934            | Strategic Communication   | 2         | 2        | 0        | 4                   | 4         |
| <b>TOTAL</b>        |                     |                           | <b>10</b> | <b>6</b> | <b>0</b> | <b>16</b>           | <b>16</b> |

| <b>SEMESTER IV</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>  |           |
|                                     | MJMD1941            | Communication Research Methodology | 3        | 1        | 0        | 4                   | 4         |           |
|                                     | MJMD1942            | Digital Profile                    | 0        | 0        | 2        | 2                   | 2         |           |
|                                     | MJMD1943            | Major Project                      | 0        | 2        | 8        | 10                  | 10        |           |
| <b>TOTAL</b>                        |                     |                                    | <b>0</b> | <b>1</b> | <b>4</b> | <b>5</b>            | <b>16</b> |           |
| <b>TOTAL CREDITS FOR THE COURSE</b> |                     |                                    |          |          |          |                     |           | <b>64</b> |