

**PONDICHERY UNIVERSITY
DIRECTORATE OF DISTANCE EDUCATION**



PROGRAMME PROJECT REPORT

BACHELOR OF JOURNALISM & MASS COMMUNICATION (B.JMC)

Submitted for Approval of UGC

With effect from 2020 - 21 Onwards

(a) Programme's Mission & Objectives:

Mission:

With the emerging media scenario around the world, a course like Journalism and Mass Communication can bolster the growing needs of a media organization and moreover of society. The subject of Media and Communication is a perfect blend of theoretical and practical components. It intends to give a real picture of the working of media in the present. The course content helps students to look within the context of communication, media and society and understand the applications of media for a better society and employability through speaking, writing, designing, photography, audio-visual communication, radio, film, web and new media.

Objectives:

The modules have been crafted as per the international standards from fundamental to competent level of learning. The aim of the programme is to prepare the students to understand the basic principles of communication and its responsibilities towards the society, mass media and its convergence, responsive journalistic etiquettes, learning public relation skills, advertising grammar, maintaining ethical standards and tapping the new media for a digital growth.

The learners will be given a strong foundational grounding in core subjects such as Journalism: Researching, Reporting, Writing & Editing; along with Computer Skills for Media: Data-gathering, Language, and Presentation Skills; Basics of Photography & Visual Communication; Photojournalism; Entrepreneurship & Communication Management; Event & Brand Management; Instructional Design & E-Learning and Soft Skills & Public Speaking Skills for Effective Communication.

The programme objectives are to enhance the prospects for career growth of students with thorough knowledge in the spheres of journalism, photojournalism, television production, radio production, advertising, public relations, film studies, digital media, multi-media production, development communication, photography and media ethics and laws.

(b) Relevance of the Programme with HEI's Mission and Goals:

The major objective of the programme is to provide access to different ASK (Attitude, Knowledge and Skills) enhancing components of a distance education programme at an affordable cost to the disadvantaged and to provide the facility for lifelong learning to intending learners. It seeks to promote educational quality development and strives to ensure student centered learning environment through blended learning and mobile learning. Our aim is to nurture cutting edge media professionals with effective communication and critical thinking skills. We are aligned towards the mission and goals of preparing young minds with a strong foundation in values and principles, who proactively intervene in the development of a humane society with social responsibility.

(c) Nature of prospective target group of learners:

B.JMC programme is offered for candidates who aspire to acquire the knowledge and skills for Journalism and Mass Communication and those who wish to get jobs as freelancers, regular staff or aim to become media entrepreneurs in the sectors of Journalism, Photojournalism, Photography, Visual Communication, Photojournalism, Digital Media Production including audio and video editing. Further, B.JMC programme can be a springboard for learners to take off from a strong base of soft skills development through training in Public Speaking, Critical Thinking, Problem Solving and Communication Management Skills.

(d) Learning Outcomes:

Towards the end of the programme, students will be able to:

1. Demonstrate effective speaking and listening skills for communication-interpersonal, group, mass and non-verbal – in personal, public and media areas.
2. Demonstrate effective writing skills for communication in personal, public and media areas.
3. Demonstrate the ability to observe events, gather information, write news reports and news releases, report on events and edit other people's writings.
4. Demonstrate the ability to understand media critically and recognize how media shape and are shaped by politics, society, culture, economics and daily lives.
5. Demonstrate the ability to recognize the power of persuasion and ethical responsibilities of communicators in communication at all levels.
6. Demonstrate an understanding of the roles of communication in fostering interaction and interdependence across gender, race and culture.
7. Demonstrate the ability to apply communication skills including public speaking, deep listening, critical thinking and problem solving skills.
8. Demonstrate an understanding of the practice of media content production on multiple platforms.
9. Comprehend the foundations, process and practices of writing for and about the media and demonstrate proficiency in writing in one or more professional media writing applications.
10. Conceptualize, design and produce one or more works in media based on effective principles and practices of media aesthetics for a target audience.
11. Develop self-confidence and skills for contributing to communication for social change and betterment of society.

(e) Instructional Design:

1. Duration of the Programme:

The course shall be of three years non-semester pattern. The maximum duration to complete the course shall be six years.

2. Medium

The medium of instruction shall be English.

3. Instructional delivery mechanisms: The delivery of the programme is through conduct of Personal Contact Programme. In total 40 Hours PCP classes for every year will be conducted at select centres based on the number of students enrolled for the programme and the attendance is not mandatory.

4. Faculty and support of staff:

DDE faculty, University faculty from School of Media and Communication and other college faculty will be engaged for handling classes in the Personal Contact Programme.

Distance Education Staff will be engaged for supporting other activities like dispatch of study materials.

5. Media for instruction:

Printed study materials and online resource materials including video modules will be provided for all courses and the same will be uploaded in the University Website (pondiuni.edu.in).

Students can see all information about DDE in the University website.

The student support services like help desk (grievances) will be solved through in person, phone, email, LMS (Learning Management System) and group sms.

6. Curriculum design:**Bachelor of Journalism & Mass Communication (B.JMC)
Curriculum****1st Year**

Code	Course Title	Min. Passing Marks	Max. Marks
BJMC 1001	Understanding Media and Communication	40	100
BJMC1002	Journalism: Researching, Reporting, Writing & Editing	40	100
BJMC1003	Computer Skills for Media: Data-gathering, Language, and Presentation Skills	40	100
BJMC1004	Basics of Photography & Visual Communication	40	100
BJMC1005	Media Laws, Ethics & Social Responsibility	40	100

2nd Year

Code	Course Title	Min. Passing Marks	Max. Marks
BJMC2001	Photojournalism	40	100
BJMC2002	Public Relations & Advertising	40	100
BJMC2003	Soft Skills & Public Speaking Skills for Effective Communication	40	100
BJMC2004	Documentary for Social Change	40	100
BJMC2005	Entrepreneurship & Communication Management	40	100

3rd Year

Code	Course Title	Min. Passing Marks	Max. Marks
BJMC3001	Film Appreciation	40	100
BJMC3002	Media Content Production on Multiple Platforms	40	100
BJMC3003	Communication, Media & Society: Case Studies	40	100
BJMC3004	Event & Brand Management	40	100
BJMC3005	Instructional Design & E-Learning	40	100

(f) Procedure for Admission, Curriculum transaction and Evaluation

1. Eligibility Criteria for Admission

The Student should have passed in any of the stream of:

10 + 2 or

11 + 1 or

11 + (2 years or 3 years diploma).

The candidate who have passed Diploma in Commerce or Diploma in Modern Office Practice (3years) or equivalent awarded by Directorate of Technical Education/National Council of Vocation Training are eligible for lateral entry to 2nd year.

2. Fees Structure for B.JMC degree Programme:

Sl. No.	Fee Particulars	DDE
1	Registration & Processing Fee	Rs. 200
2	Matriculation Fee	Rs. 25
3	University Development Fund	Rs. 1,000
4	Study Material & Handling Charges	Rs. 1,250
5	Tuition Fee	Rs. 7,500
	Total	Rs. 9,975

3. Evaluation:

Examination

Examinations will be held once in a year.

Question Paper Pattern

Maximum Marks: 100 Time: 3 Hours

Part – A (5X 8= 40 Marks) – Answer any 5 out of 8 Questions

Part – B (4 X 15 = 60 Marks) – Answer any 4 out of 6 Questions

Passing & Classification

The maximum marks for the examination for each paper is 100. The minimum marks for a pass is 40%. Candidates securing 60% marks and above shall be placed in the First Class, and those who obtain marks between 50% and above but less than 60% shall be placed in the Second Class. Students who obtain 75% and above marks in aggregate shall be placed in the category of 'First class with Distinction'.

(g) Library Resources:

A well stacked library is operational in the DDE building exclusively for distance learning students of Pondicherry University. Students can avail this library facility during working hours of the University.

(h) Cost Estimation of the Programme:

Study Material: Rs. 3,00,000 (approx. for 100 students' enrolment)

PCP Class: Rs. 75,000 (approx. for 100 students' enrolment)

(i) Quality Assurance Mechanism:

Feedback about the programme, lectures and other issues will be collected in the written format from students during personal contact programme. The curriculum will be revised in every five years.