



BABU BANARASI DAS UNIVERSITY

**DEPARTMENT OF MASS COMMUNICATION
SCHOOL OF HUMANITIES AND SOCIAL
SCIENCES**

COURSE CURRICULUM

**MASTERS OF ARTS
JOURNALISM & MASS COMMUNICATION**

**COURSE CODE: MAJMC
DURATION: 2 YEAR PROGRAMME
VERSION 2.0
EFFECTIVE FROM JULY 2021**

Course Curriculum of Masters of Arts Journalism & Mass Communication

Version Control

Version	2.0
Effective from	1st July, 2021

**Approved by Board of Studies
of Department of Mass Communication held on
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INTRODUCTION:

As the academic sphere in Journalism & Mass Communication is continuously broadening and simultaneously generating many areas for career opportunities imbuing creative exploration, innovation and self development in the present fast moving competitive world, there is a dire need of a certified academic programme at master's level which is equally important to instill imperative qualities amongst the students to capacitate themselves in the industry. Additionally, In the last two decades, media industry and its standards has incurred noticeable changes in major areas like film production, radio journalism, online journalism, media convergence and advertising related to industry-based standards therefore introducing a masters level degree course in Journalism & Mass Communication could be a beneficial means to substantiate quality Media Education.

Media Academics at master level is a consolidation of learning tactful theoretical concepts and practicing specialized creative/technical exercises under an academic environment which acts like a gateway for a student for developing his/her future in Media. These concepts and practically oriented teachings will draft their career accordingly.

The Department of Mass Communication in BBD University aims to create professionals who possess both intellectual and technical rigor of high caliber. The Department is constantly working to innovate and improvise the knowledge delivery mechanism by introducing new-age pedagogy and teaching standards. The perfect combination of theory and practice determines our drive to produce talent which can go beyond the mechanical way of journalistic practice and produce work which is creative, informative, intriguing and entertaining in nature. To cater to the needs of the new age media industry, fresh technical modules such as digital film making, cinematography, advanced digital photography, film production and non-linear editing have been complied and already introduced at bachelor level. Therefore, foreseeing the future endeavors of the students, keeping in mind the necessity of their demands and thoughtful suggestions of the media experts, Department of Mass Communication offer Program of **(Masters in Journalism & Mass Communication)** which is significantly required cater the market needs.

MA (JOURNALISM AND MASS COMMUNICATION) (Full Time-02 years):

MA (Journalism and Mass Communication) is a two-year course comprising of four semesters which aims at providing inputs to the students relevant to the media industry so that they can function in different organizations and face the challenges arising there from. The course not only aims at providing knowledge and skills in different areas of mass communication, but also provides inputs necessary for the overall development of the personality of the students. MA (Journalism and Mass Communication) is a two years full time degree course. The structure of the Course is designed in a way that students have to study the core courses from different functional areas of journalism and mass communication that are made compulsory. Broadly, the course is of two years divided into four semesters. There is a system of seminar in first semester and Generic Electives in third and fourth semesters. The students will have to opt for one elective for their specialization. In practical orientation Summer Training named as Functional Project Report for 6/8 weeks is compulsory for every student pursuing the course, which they have to undergo after second semester. Student has to submit Functional Project Report in Third semester.

A. ADMISSION CRITERIA

1. A Minimum aggregate of 50% in graduation (any stream) or equivalent CGPA/OGPA. Relaxation in qualification and reservation is as per UGC and State Govt. norms.

2. BBD University will also conduct a written test for admission to the program.

B. ASSESSMENT AND EVALUATION

The course assessment and evaluation of courses will be as per BBD University guidelines.

C. PROGRAM DURATION

Minimum – 02 Years

Maximum – 04 Years (From the date of Admission)

D. SEMINAR

In the Second Semester, every candidate will be given four research topic which is to be assigned by the Department of Mass Communication under the supervision of a core faculty member of the department. Students have to study the given topic in every possible /important aspect and prepare presentations incorporating every facts and figures, statistical data's, recommendations etc. This Presentation will be conducted regularly and will be an open-ended seminar which shall have panel discussions and media appreciation. This will run throughout the semester and academic approach of every candidate will be monitored accordingly. The seminar will be of 100 Marks and will be evaluated internally.

E. FUNCTIONAL PROJECT REPORT

1. During third semester, every student of MA (J&MC) will undergo on-the-job practical training in any media organization. The training will be of 6 to 8 weeks duration. The College/Institute will facilitate this compulsory training for students.

2. During the training, the student is expected to learn about the organization and analyze and suggest solutions of a live problem. The objective is to equip the student with the knowledge of actual functioning of the organization and problems faced by them for exploring feasible solutions and suggestions.

3. During the course of training, the organization (where the student is undergoing training) will assign a problem/topic to the student.

4. The Internal Assessment of Functional Project shall be on the basis of regular presentation by the student after completion of eight weeks training. At the end of the Semester the student will be required to submit a comprehensive report (Functional Project Report) before the pre-decided date for the purpose of final assessment (ESE).

5. The report (based on training and the problem/project studied) prepared by the student will be known as Functional Project Report. The report should ordinarily be based on primary data. It should reflect in depth study of micro problem, ordinarily assigned by the organization where student undergoes training. Relevant tables and bibliography should support it.

6. One comprehensive chapter must be included about the organization where the student has undergone training. This should deal with brief history of the organization, its structure, performance products/services and problems faced. This chapter will form part I of the Report. Part II of the Report will contain the study of micro research problem. The average size of Report ordinarily will be 100 typed pages in standard font (Times New Roman, font size: 12) and double spacing.

Three neatly typed and hard bound (black cover page) copies of the report will be submitted to the College/Institute. The report will be typed in A-4 size paper.

7. The Report will have three certificates. One by the Dean/ Head, Department of Mass Communication, Second by the Reporting Officer of the organization where the student has undergone training and the other by the student. These three certificates should be attached in the beginning of the report.

8. It is mandatory that the student will make presentation in the presence of teachers and students. The student is expected to answer to the queries and questions raised in such a meeting. The final assessment will be done by the external examiners.

F. RESEARCH PROJECT REPORT (THESIS)

1. In Fourth semester, candidates will have to submit a thesis on a research topic which is to be assigned by the Department of Mass Communication under the supervision of a core faculty member of the department. Students have to study any social problem based on primary research.

2. The report will contain the objectives and scope of the study. Research methodology, scope, significance of the study, analysis of data collected, conclusions and recommendations. It will contain references certifying the authenticity of the report shall be attached therewith.

3. The student will submit three copies of the report to the Dean/Head of the Department of Mass Communication program. The average size of Report ordinarily will be 60 typed pages in standard font (Times New Roman, font size: 12) and double spacing. Three neatly typed and hard bound (black cover page) copies of the research report will be submitted to the University. The report will be typed in A-4 size paper. Further details of the thesis will be given accordingly.

G. VIVA /VOCE

The Viva Voce is aimed at testing the knowledge, learning and understanding that the student would have acquired during the period of two-year studies at this master's programme. There shall be Comprehensive Viva Voce at the completion of MJMC programme. It will carry **100 marks**. Comprehensive Viva Voce will be conducted by a Board of Examiners comprising the Head of the Department, one external expert and two internal experts. This Comprehensive Viva/Voce will make student go through every deep tactical aspect of Mass Communication.

H. CREDIT SYSTEM

Credit system will be followed during the entire two-year course curriculum. One credit is equivalent to 30 learning hours.