

GAUHATI UNIVERSITY
INSTITUTE OF DISTANCE AND OPEN LEARNING (GUIDOL)

Programme Project Report (PPR)

PPR ID: GU/GUIDOL/PPR/44 (Total no. pages : 8)

Programme: Masters of Arts (M.A.) in Mass Communication

1. Programme Mission and Objective:

The mission of the Programme to be launched is “to cater to the need of higher education in Mass Communication and Journalism and to widen the periphery of Media Education.”

Objectives of the Programme:

- The primary objective of this programme is to plan for an all-round development of the media students that would comprise of aspects such as
 - Imbibing correct media education principles
 - Inculcating modern media perspectives
 - Understanding professional ethics and determining the pathway for media growth
- Apart from that the other objectives of the programme are—
 - To introduce the various aspects of mass communication and journalism to the students.
 - To acquaint and train them on different uses of media strategies.
 - To develop the skills of the students on handling of different mass communication tools.
 - To generate competent and well-educated man-power for the teaching profession in media education as well as manning positions of research associates in public/private sector academic and research institutions.
 - To make the students prepared for adapting to the changing dynamics of the media world.
 - To give exposure to the students to various seminars, workshops, conclaves related to the field of Mass Communication & Journalism and Open and Distance Learning (ODL).


Registrar
Gauhati University, Guwahati-14


13/10/20
DIRECTOR
IDOL, GAUHATI UNIVERSITY

2. Relevance of the programme with HEI's mission and goals:

Gauhati University was established in 1948 with a mission to revitalize educational leadership, to set the standard for the production and dissemination of knowledge as well as to become an effective instrument of change in the society. With this aim in view, the Department of Communication and Journalism was established in 1967 and has set up, over the years, a close association with the various Print and Electronic media houses of the region, Ad agencies, Public Relations Firms, Public Relations Society of India (PRSI), Film and Television Institutes, the Communication Cells of some government departments, the Public Relations Departments of various Government Departments as well as those of some PSUs, Corporate Houses and Private Sectors, some online media entities and other formal and informal organizations which give opportunity to the students to acquire access to practical knowledge and ideas in the field of media, mass communication overall and journalism.

Keeping in view the motto of "*Quality Higher Education For All*", Master of Arts in Mass Communication (MAMC) Programme offered/ to be offered through the ODL mode, is very much relevant to the HEI's mission and goals as it aims to provide quality higher education in Mass Communication to those aspiring candidates who are deprived of higher education for various reasons. Moreover, to keep the quality intact, the curriculum and syllabus has been designed at par with the conventional mode, keeping in mind the specific needs and acceptability of the learners in the ODL mode and in keeping conformities with the aims and objectives of the parent department.

3. Nature and target group of learners: Our target group includes-

- 1) Those deprived of admission in the parent department of regular mode due to limited intake capacity.
- 2) Those employed in various organizations who desire to pursue higher education as a passion or as a mean for moving up in the promotional ladder.
- 3) Drop outs primarily due to social, financial and economic compulsions as well as demographic factors.
- 4) Job seekers in the various media houses, PR firms, Ad agencies etc.
- 5) Lifelong learners

Gauhati University also has a provision in the ODL mode for lateral entry for those who had to discontinue the regular programme after successful completion of the first two semesters due to unavoidable reasons. Acceptability of the lateral entry provision is an indicator of parity of the courses in regular and distance mode. The curriculum is designed to enable learners to fulfill their aims and objectives in a manner they deem fit and proper. The curriculum is designed by a committee comprising of experts from the Department of the HEI, external experts and teachers of Gauhati University Institute of Distance and Open Learning (GUIDOL), keeping in view the needs of the diverse classes of learners.

4. **Appropriateness of the programme to be conducted in the ODL mode for acquiring specific skills and competence-** The MA in Mass Communication(MAMC) Programme offered/to be offered through ODL Mode of Gauhati University, will have certain learning outcomes. The MA in Mass Communication(MAMC) Programme will help the learners

- To gain knowledge on various theoretical and practical aspects of Mass Communication.
- To enumerate the existing and emerging trends of Journalism and Mass Communication.
- To explain the methods of appropriate use of Mass Communication tools.
- To inherit the ethical values related to the mass media.
- To develop their skills on Information and Communication Technology(ICT) and Educational Media.
- To encourage media entrepreneurship.

The learners will also be acquainted with various generic skills and competencies for Team Work, Creative Writing and Thinking, Media Management, Multimedia and Animation etc.

5. **Instructional Design:**

- a) **Curriculum Design:** The curriculum is designed by a committee comprising of experts from the parent department of Gauhati University, i.e. the Department of Communication and Journalism, Gauhati University and GUIDOL, keeping in view the needs of the diverse groups of learners.

- b) **Detailed Syllabus**: File containing detailed syllabus is attached as Enclosure-I
- c) **Duration of the Program**: Minimum 2 (two) years. However, the learners are required to complete the programme within 4 (four) years from the date of admission.
- d) **Instructional Delivery Mechanism**: The programme will be delivered in 2 (two) years with 6 (six) courses/papers in each year. The learners will be provided with the printed/Online Self Learning Materials(SLMs), which cover almost all the contents in the syllabus(*Enclosure-III*). Counselling classes are/will be held in the headquarter and various affiliated study centres. Telephonic Counselling, Community Radio Talks and other Educational Programmes and provision of online learning resources are/will be a part of the instructional delivery mechanism. In the current pandemic situation of COVID-19, more emphasis will be given to the teaching-learning through online mode. The progress of the learners is/will be evaluated by Internal Assessment and Term End/Semester End Examinations.
- e) **Faculty Members**:
1. **Dr. Ankuran Dutta**, MA, Ph.D.
Associate Professor & Head, Department of Communication and Journalism, Gauhati University & Programme Coordinator, MCJ Programme.
 2. **Mr. Alakesh Das**, MA, UGC-NET in Mass Communication and Journalism, Assistant Professor in Mass Communication and Journalism, GUIDOL.
 3. Resource persons drawn from the various Print and Electronic Media Houses of the State, PRSI, RGFTI, Online Media Outlets, the Parent Department etc.
- f) **Media**: Print Media, Electronic Media, ICT Enabled tools, e learning portal. Students shall also be given field exposure as follows----
1. Opportunity to participate in Public Relations Conclaves organized by the Public Relations Society of India(PRSI), Guwahati Chapter.
 2. Opportunity to participate in the various workshops related to the diverse aspects of mass communication and journalism.
 3. Opportunity to participate in the seminars related to mass communication and journalism.
 4. Opportunity to participate in the media festivals.
 5. Opportunity to participate in the film and documentary festivals.

6. Opportunity to learn the practical aspects of mass communication and journalism by means of internship/training in Radio Luit, 90.8 FM, the Community Radio Service, Gauhati University and also in various other media houses of the region.
7. More so, from time to time the students are sent to various events related to media such as film festivals, media festivals of Gauhati University as well as the other educational institutes.

g) Student Support Services: In order to successfully execute the programme, the University has a wide range of Student Support Services for the ODL learners. The various Student Support Services are listed below:

- i) **Network of Study Centres:** To assist its learner, the university has established 118 Study Centres throughout the State of Assam but within the territorial jurisdiction of Gauhati University.
- ii) **State of the art Library** with around 7000 collections of materials which includes books, journals, magazines, CDs and DVDs, dissertations etc.
- iii) **E- Learning Portal:** www.bodhidroom.net, the first of its kind in the entire North Eastern Region of India which provides the following services to the students:
 - Online enrolment of students.
 - Independent Discussion Forum for every course.
 - Independent News Forum for every course.
 - Online interaction facility with faculty members
 - Online interaction between the students making the scope of collaborative learning.
 - Interaction through chatting of all users of all courses who are online.
 - Separate Chat Room for individual courses.
 - **Message My Teacher:** When a student gets logged in to the Bodhidroom, the e-learning portal of GUIDOL, after enrolling himself/herself to a course, he/she will see the names of the virtual class teachers. A Student can directly send offline messages to the teachers. When the teacher is logged in, then he/she will receive an alert of incoming messages. Then he/she can reply to the message.
 - Online Study Materials.
 - Old Examination Question Papers.

- iv) **Dynamic Website www.idolgu.in**: Gauhati University has a separate dynamic website for the ODL learners, where one can get all the information regarding its programmes, upcoming events, examination results etc.
- v) **Computerised admission process with provision of online admissions**: The whole system of admissions and examinations are managed using professional software which gives instant online access to learners through www.idolgu.in.
- vi) **Flexible Walk in Group Counselling(FWGC)**: Regular group and individual counselling will be held in the GUIDOL (headquarter) complex as well as in the parent department during all working days. Learners may walk-in to the designated GUIDOL counselling room and meet their teachers to clarify their doubts. In the current pandemic situation of COVID-19, online platform will be provided for the purpose mentioned above.
- vii) **PERSONAL CONTACT PROGRAMME (PCP)**: In addition to the Study Materials, useful Personal Contact Programmes will be held at various affiliated study centres, which will enable the students to clarify their confusions and ease their difficulty while going through it. Qualified faculty members of affiliated study centres will help out the attending students by providing necessary tips and Guidelines during the interactive sessions. These sessions are also meant to give the students a chance to meet the teachers personally and discuss their problems. In the current pandemic situation of COVID-19, online platform will be provided for the purpose mentioned above.
- viii) **Community FM Radio**: Gauhati University has its own Community Radio Station named as “Radio Luit, 90.8 FM” and operates daily from 8 am to 8 pm. The Community Radio station will be extensively used to broadcast Radio Talks on various courses daily. The broadcast contents are designed as per the recommendations by the in-house faculty members of both GUIDOL and the parent department. Experts are outsourced if situation arises. Radio Luit has recently started a Facebook live page with an objective to reach those learners who fall beyond its radius.

6. Procedure for Admissions, Curriculum transaction and Evaluation-

Admission- The admission process shall start as per the UGC guidelines. In the current pandemic situation of COVID-19, the learner can take admission only through online admission process. The minimum eligibility criterion for admission into the M.A. in Mass Communication Programme is graduate from any recognized Indian or Foreign University in any discipline irrespective of subject(s) pursued and percentage of marks obtained. The fee for admission is Rs 7000.00 (Seven Thousand only) per year. Financial Assistance is provided to the candidates belonging to the SC/ST and OBC categories in the form of scholarship. A Few learners belonging to the economically deprived section as well as the physically challenged category are provided free ship on the recommendation of the Hon'ble Vice Chancellor.

Curriculum transaction- Activity Planner: Refer to Enclosure-II

Evaluation- Each theory paper carries 80% weightage for the term-end examinations and 20% for internal evaluation in the form of Home Assignments/Internal Examinations. In order to pass/clear a theory paper, a candidate must secure minimum 35%. However, for the practical papers in each year, the students will have to submit Projects/dissertations and other assigned practical works related to the field of Mass Communication and Journalism and on those Viva Voce Examinations and written Practicals are/will be conducted and the pass percentage is 40 for each practical paper. All examinations are conducted by the Controller of Examinations as per Rules and Regulations of Gauhati University .

7. Library Resources: The University has a State of the Art Central Library with rich collections of materials which includes books, journals, magazines, CDs and DVDs and is accessible to the ODL learners as well. Moreover, the Institute has its own Library where various books, journals and magazines are available.

Gauhati University being a member of the UGC-Inflibnet Digital Library Consortium (<http://www.inflibnet.ac.in/econ/index.php>) provides current as well as archival access to more than 5000 core and peer-reviewed journals and nine bibliographic databases from 23 publishers and aggregators in different disciplines. The ODL learners can have access to the e-resources of UGC-Inflibnet Digital Library Consortium from the Gauhati University campus.

8. Estimated Cost of the Programme: Total estimated cost of the programme is approximately Rs. 40 Lakhs which includes preparation and printing of SLMs, remuneration of the resource persons, establishment costs and overheads. The estimate is evaluated considering the unit expenses of Rs.2.5 Lakhs per paper/1000 students for the entire duration of two years.

9. Quality assurance Mechanism and Expected Programme outcome:

- **Quality assurance Mechanism:** The institute has a *Centre for Internal Quality Assurance (CIQA)* constituted by the statutory body of the HEI. Members of the Cell are drawn from among the Deans of the different Faculty, Heads of the respective departments, Executive Council members, administrative staff and teaching staff of the institute. The Internal Quality Assurance Cell shall review the relevance and standard of the programme from time to time and make necessary changes in the syllabus and contents of the programme. The HEI shall continuously monitor the effectiveness of the program through *CIQA* and other statutory bodies.
- **Expected Programme outcome:** The expected programme outcome is reflected in the Course Benchmark Statement, which is stated as below-

Course Benchmark Statement: Master's degree in Mass Communication shall be awarded to those learners who demonstrate:

- The Knowledge on various theoretical and practical aspects of Mass Communication.
- Enumerate the existing and emerging trends of Journalism and Mass Communication.
- Explanation the methods of appropriate use of Mass Communication tools.
- Inherit the ethical values related to the mass media.
- Developed the skills on Information and Communication Technology (ICT) and Educational Media.
- Encouragement for media entrepreneurship.

ENCLOSURE-I

Syllabus for MA in Mass Communication

Semester I

Paper I : Introduction to Mass Communication

Unit I: Definition of communication, verbal, non-verbal communication, intra personal, inter personal, small and large group, communication models, SMR, SMCR, Shannon and Weaver, Lasswel, Osgood, Dance, Schran, Gerbner, Newcombe, Convergent, Gate keeping.

Unit II: Mass communication, media of mass communication, characteristics of different mass media, Audience, Reach and Access, Media Systems and theories – Authoritarian, Libertarian, Socialistic, Social Responsibility, Development, Participatory, Hypodermic Needle Theory, Need gratification theory.

Unit III : Phases in the development of human communication, Traditional and folk media, early efforts in publishing newspapers in the country, development of mass media in the post independence era – Press, TV, Radio, Films, Regional language media.

Unit IV : Media organizations of the State and Central Governments, Press Council of India, Registrar of Newspapers in India(RNI), Central Board of Film Certification(CBFC) etc.

Paper II : Journalism

Unit I : Concept of News, sources of news, News Agencies – purpose, function, structure, important news agencies, news writing, authenticity, reporting, exclusive news, essentials of good reporting, responsibilities and liabilities of a news reporter

Unit II: Different types of reporting – investigative, interpretative, reporting beats, importance of background research, differences in reporting for radio / TV / Magazines

Unit III: Editing, meaning, process of editing for print media, newsroom set up, functions at each level, News headline, Photo editing, cropping, caption writing, news flow, reference section, deadline, headlines- types of headlines, layout, page make-up, different editions, internet editions, Supplements.

Unit IV: Audio-editing, video editing, film editing, on-line editing, non-linear editing, voice-over, dubbing, commentary.

Paper III: Advertising:

Unit I: Concept, Classification, Media of Advertising, Functions of Advertising, Difference between Advertising and Publicity, Marketing Communication and Propaganda,

Unit II: Organizational set up of an Ideal Advertising Agency – client servicing, Media Planning, creative, different types of agencies – outdoor, film, financial, consumer, corporate, ad agency services, Media Buying, Space Selling

Unit III: Differences of Advertising for Print, Radio and TV, Impact of advertising, Government / PSU's advertising, Social Marketing concept, Codes and Guidelines for advertising.

Unit IV: Associations – Advertising Agencies Association of India (AAAI), Advertising Standards Council of India(ASCI),

Paper IV : Public Relations

Unit I: Definition, growth and development, Propaganda, Publicity, Qualities of a good PR person. PR set up in an organization and its interface with other departments in that organization.

Unit II: Increasing importance of PR, Target Audience and Publics of PR – Internal, External, Tools of PR, House Journal, Bulletin Boards, Rejoinder, Press Briefing, Backgrounder, Open House, Video Magazine.

Unit IV: PR in Central and State Governments, Public Sector Undertaking (PSU), PR tools, PR and Crisis Management, Press Conferences, Public Relations Society of India (PRSI)

Unit IV: Corporate Communications, Corporate Social Responsibility.

Semester - II

Paper V : Electronic Media

Unit I : Introduction to Electronic Media, Growth and Development of TV, Radio & Films in the world and India.

Unit II : Radio - AM, FM, Community FM, Campus Radio, Pirate Radio, Educational Radio.

Unit III : Concept of New Media, Internet, e-journalism, internet editions of print media entities.

Unit IV : Script writing for TV/ Radio / Films, difference between News and Non-news programmes, emerging trends in IT.

Paper VI : Introduction to Science Communication

Unit I: Milestones in development of Science & Technology, latest trends, styles of presentation, study of different scientific journals – Down to Earth, Bijnan Jeuti, Science & Technology sections of various newspapers, English / vernacular, national and state level.

Unit II : Role of media in creating scientific temper in society, important tenets of science writing, how to make scientific development into smooth-reading ones for mass readers without a science background, sources of data, science writing for a person with non-science background.

Unit III : How to make complex scientific developments easier to understand by the common people, scientific laboratories and research centres of the country, their contributions and field-level applications, their own efforts for popularising scientific development and findings, and role of media.

Unit IV : DRDO, ICMR, ISRO, DRL, ICAR, Role of ISRO in popularising satellite communication, SITE Experiment, Kheda Project, Chambal Project.

Paper VII : Media Laws and Ethics

Unit I : Fundamental Rights, Freedom of Speech and Expression. Directive Principles of State policy, Emergency Provisions and its effect on media freedom, procedure for amending Indian Constitution, Privileges of Legislature and Parliament and effects on media reporting, History of Press Freedom in India – Pre and Post Independence era.

Unit II : Contempt of Courts Act 1971, Official Secrets Act 1923, Prasar Bharti Act, Intellectual Property Right Legislation, Copyright Act, Media and Public Interest Litigation Act, Cyber Laws.

Unit III : Ethical aspects in media including Privacy, Yellow Journalism, Biased Reporting, Ethical issues relating to Media Ownership, PCI Guidelines, proposed Media Council, Press Ombudsman, Accountability and Independence of Media.

Unit IV : International Humanitarian Laws (IHL) and Conflict Reporting, provisions for safe passage of media personnel in conflict situations.

Paper VIII : Global Media Systems

Unit I: Importance of study of Global Media Systems, the Western Bias in free Flow of Information /news to the Developing and Under-developed nation.

Unit II : Media System in the UK --- brief history, present status, influence over the global media scenario.

Unit III : USA---brief history,present status,influence over the global media scenario

unit IV: Canada –brief, history, present status, influence over the global media scenario

Semester III

In this Semester Paper IX will be Compulsory.

■**The special/ optional papers will have three papers with the last paper- Paper XII will be fully devoted for practical / projects.**

Paper IX : Current Affairs & Media Management

Part A : Current Affairs,

There will be no specific topic for the first half of this paper - Current Affairs. Teachers will identify some important topics and happenings at international, national and specially in the regional level in the fields of politics, socio-economic, sports and their relationship.

Students must keep themselves abreast of the current developments and happenings in the state, north- east region, national and international arena. Any issue of significance at these levels whether directly or indirectly related must be discussed.

They would be advised to regularly keep reading the current affairs newsmagazines like *Yojana*, *Kurukshetra*, *Frontline*, *India today*, *The week*, *Outlook* etc.

Part B : Media Management

Unit I : Principles of Media Management and its significance, Media as an Industry and profession

Unit II : Ownership patterns of mass media in India, circulation – price war, sales, advertising & marketing, personnel management, production.

Specializations / Optional :

Paper : X (Theoretical)

Paper : XI (Theoretical)

Paper : XII (Practical)

Semester IV

Paper XIII : Development Communication & Communication Research

Unit I : Development Communication – definition, strategies for Development Communication, Democratic Decentralization, Panchayati Raj, Communication for Rural Development, Agricultural Extension Education programmes,

Unit II : Diffusion of Innovation, Development Support Communication (DSC), Writing of development messages for rural, urban audience, specific requirements, of media writing with special reference to Radio and TV,

Unit III : Communication Research – definition, Elements of Research, Research Design and Methods – Census, Sample Design, Random Sampling, Sampling Errors, Survey, Observation, Case Study, Content Analysis, Data collection Tools – Sources, Questionnaire, Schedules, Field Study, Focus Group, Telephonic Survey

Unit IV : Evaluation & Feedback, Feed Forward, Media Habits, Public Opinion Surveys, pre-election studies and Exit Polls, Report preparation, - Data Analysis, media research as a tool for reporting, Readership / Audience Survey, preparing research reports, project report,

Paper XIV : New Media, Printing & Design

Unit I : Communication Technology – concept and scope, Use of Computer in Mass Communication, DTP, Pagemaker, Quark Express, Photoshop, Coreldraw, Paintbrush,

Unit II : Internet edition of newspapers, On line Editions, Cyber Newspapers, On line Editing, Internet browsing for information, Internet Advertising, Internet Service Protocol / Providers (ISPs), preparation of computer generated Lay out, Dummy,

Unit III : Printing & Design : Elements of Design and Graphics, Visualization, design layout and production, Typeface Families, Kinds, Principles of Good Typography, Spacing, Point System, Measurement, Type of Composition – Manual, Mechanical, Lino, Mono, Ludlow, Photo, DTP, use of computer software, Multimedia,

Unit IV : Printing method – Letterpress, Cylinder, Rotary, Gravure, Screen, Offset, Plate Making, Types of Paper, magazine / paper lay out, Pagitation, design and printing of Cover pages, Color printing, Combination, Scanning, Separation, correction, positive / negatives,

Paper XV : Opinion Writing & Media of the North East

Opinion Writing :

Unit I : What is Opinion / View in Journalistic Terms, Need for clearly Separating News and Views, Role of Opinion in Journalism, Innovations on Edit page – a package of opinions, views, analysis, perspectives, encouraging debates, political analysis, participation of audience in content development,

Unit II : Difference between Main Articles and other articles, Current Topics, role of Letter to Editor in a newspaper, Style, Form of Editorial Writing, Column Writing,

Media of the North East :

Unit I : An Overview of Mass Communication in the NE, Current Status, Reach and Acces of Mass Media in these states, spread of Electronic Media,

Unit II : Mass Communication in Rural Areas of these states, study of the Small Newspapers and Magazines in the rural places, Specialized Newspapers and Magazines- Sports , Science & Technology, Woman and Children

Paper XVI : Dissertation & Comprehensive viva

Specialization Papers-

The following topics / areas of interests may be considered for offering specialization to students: (However, it is suggested that a condition for allowing a certain specialization if at least five students opt for it may be considered)

1) Science Communication, 2) Rural Communication, 3) Film Studies, 4) Woman, Children and Media, 5) Mass Media of Assam, 6) Mass Media and Peoples Rights, 7) Sports Journalism and Language Press.

1) Science communication:

Paper X : Science Reporting and Writing

Unit I : Field Reporting, Coverage of S&T Events (Conference / speeches / seminars and conventions / exhibitions / natural phenomena etc.), Reporting Scientific R&D

Unit II : Writing for special Target Groups like – Children, Women, Farmers and Rural Folks, Writing for newspaper, Science Columns, Magazines and Books

Unit III : Proof reading, Editing Principles / conventions, re-writing, and Copy writing

Unit IV : Importance of translation, Principles of Translation, Guidelines for Scientific Translation, Adaptation, Socio-cultural adaptation, Technical / Popular Terminology, Symbols, Science Fiction and translation

Paper XI : Environmental communication :

Unit I : What is Environment and Environmental Communication, History of deterioration of environment, Media and Environment

Unit II : History of media's crusade towards creation of awareness among masses against environmental degradation, Indian scenario, Assam's scenario, Discussion of existing works of mass media in this regard- *Bigyan Jeuti, Down to Earth*,

Unit III : Environmental Education in School, College and University level, Role of NGOs,

Unit IV : Population- various types of pollution, measure taken by the industries, Govt. And NGOs, duties and liabilities of media, APCB, CPCB

Paper XII : Practical

2. Rural communication :

Paper X : Rural Communication- Problems & Prospects

Unit I: An Overview of India's Rural World- Total Villages, Population, Sex Ratio, Literacy rate, Problems, Issues, what is Rural Communication, Growth of the concept in India.

Unit II: Processes and Means of Diffusion of Information and Communication, Innovations in Technology and Communication Strategy, Limitations, Defects, Role of Opinion Leaders, Elders, Change Agents, Grassroots level workers of NGOs and Government Agencies,

Unit III: Analysis of the Problems faced by Mass Media and other Forms of Communication in Reaching the Rural Masses and their Possible Solution, Audience Research, Comparison between Print media and Electronic media, Popularity in the Rural and Urban areas, Reach and Penetration, Internet as a viable tool of communication in rural areas,

Unit IV: Impact of Mass Media on the Rural Community, Field Publicity Department Activities, Films, Documentaries, Small scale Local Level Newspapers, Magazines, Problems encountered by them, New Innovation in the Field.

Paper XI : Media for Rural Communication:

Unit I: Mass vs Smaller Media for Rural Communication, Broadcasting vs Narrowcasting Community Radio- Concept, Importance for Rural Audience, Advantages compared to Mega Radio Stations.

Unit II: Small Newspapers, Magazines, Study of a few such magazines, Journals.

Unit III : Folk and Traditional Media- Ojapali, Bihu, Mohoho, Folk Songs, Boat Race Songs, Swang, Jatra, Fairs, Melas, Exhibition, Demonstration, Role of Field Publicity Departments (DFPs)

Unit IV : Community Houses / Meeting places- Namghar, Morong Ghar, Deka Chang

Paper XII : Practical

3.Film Studies :

Paper X : Introduction to Film Studies

Unit I : Definition of Film, Need for Theoretical and Practical Studies of the Media, Impact and Power and as a Mass Media, Characteristics of Film Media, Brief History of Evolution of Films in India and the World, Stages in Film Production, Ideation to Post-Production

Unit II : Formats- Regular 8 mm, 16 mm, 35 mm, 70 mm, 3D, Animation

Unit III : Film Censorship- Impact, Arguments For as well as Against its Continuation and Relevance in Today's Era, Future Projection, Organizations related to the Business of Production, Presentation and Training in Filmmaking- NDFC, FTII, SRFTI, JCFTI, Film Festival Directorate of India, Children's Film Society of India, National and State-level Awards for films, National Film Archives of India, Film Division

Unit IV: Trends in Film Movements in the World, Film Movement in India, study of Major memorable films like Alam Ara, Raja Harishchandra, Do Aankhen Baarah Haath, Sholay....., Emerging Trends, Parallel Cinema, Popular /Mainstream Cinema, Short and Documentary Film, Animation, Detailed study about a few Famous Directors like Satyajit Ray, Kurosawa, Vittorio De Sica, Federico Felini, Coppola etc.... and their Style of Presentation.

Paper XI : Film Appreciation & Regional Films

Unit I : Film Appreciation, Criticism, Writing about Films, Theories of Film Appreciation, Classical, Structuralist, Psychoanalytical, Political, Sociological, Social Genres, Feminist, Techniques of Film Appreciation

Unit II : Cine Society Movement in India and Assam- Growth and Development, Present Scenario, the Movement's Influences and Impact upon the Masses, Satyajit Ray's experiences with the movement

Unit III : Growth and Development of Regional Films as a whole for the country with special reference to Assam and the North- East, their Contribution to the National Film Movement and Culture

Unit IV : Study and Analysis of a few Prominent Film Makers of the Region- Manipur and Assam- Bhabendra Nath Saikia, Jahnua Barua (Mridu), Aribam Shyam Sharma, Films- Joymoti, Indramalati, Dr Bezbaruah, Bristi, Sandhyarag, Agnisnaan, Kolahal, Khagoroloi Bahu Door, Konikar Ramdhenu etc

Paper XII : Practical

Enclosure: II

ACTIVITY PLANNER
Gauhati University Institute of Distance and Open Learning
Guwahati- 781014, Assam

ADMISSION			
SEMESTER (TRADITIONAL PROGRAMMES)			
A	1	Fresh	July-September
	2	Continuation	July-September
SEMESTER (IT PROGRAMMES)			
B	1	Fresh	July-September
	2	Continuation	Odd Semester (July-September) Even Semester (January-February)
ADMISSION TEST FOR M.Sc. IT PROGRAMME			
C		August	
ANNUAL PROGRAMMES			
D	1	Fresh	July-September
	2	Continuation	July- September
DISTRIBUTION OF SLM			
SEMESTER/ANNUAL (TRADITIONAL PROGRAMMES)			
A	1	Fresh	July-September
	2	Continuation	July-September
SEMESTER (IT PROGRAMMES)			
B	1	Odd Semester	July-September
	2	Even Semester	January-February
CONTACT CLASSES			
SEMESTER (TRADITIONAL PROGRAMMES)			
A	1	Odd Semester	September-December
	2	Even Semester	March-June
SEMESTER (IT PROGRAMMES)			
B	1	Odd Semester	September-December
	2	Even Semester	March-June
ANNUAL PROGRAMMES			
C	1	Previous/Final	December-May
EXAMINATION : TERM END			
SEMESTER (TRADITIONAL/IT PROGRAMMES)			
A	1	Odd Semester	February-March (All Sundays)
	2	Even Semester	August-September (All Sundays)
ANNUAL PROGRAMMES			
B	1	Previous	August-September (All Sundays)
	2	Final	February-March (All Sundays)
<i>Schedule may change as per the directive of the Controller of</i>			

		<i>Examinations, GU/Govt. of Assam</i>	
EXAMINATION: Sessional (OMR based Internal Examination)			
SEMESTER (TRADITIONAL/IT PROGRAMMES)			
A	1	Odd Semester	November-December
	2	Even Semester	June-July
ANNUAL PROGRAMMES			
B	1	Previous	June-July
	2	Final	November-December
DECLARATION OF RESULTS (Term End)			
SEMESTER (TRADITIONAL/IT PROGRAMMES)			
A	1	Odd Semester	May-June
	2	Even Semester	November-December
ANNUAL PROGRAMMES			
B	1	Previous	November-December
	2	Final	May-June

ENCLOSURE-III
SLM covering syllabus

MCJ Previous(Ongoing Annual Pattern)

4. Paper I—Introduction to Mass Communication
5. Paper II---Journalism
6. Paper III---Advertising
7. Paper IV---Public Relations
8. Paper V---Emerging Trends in Mass Communication

MCJ Final (Ongoing Annual Pattern)

9. Paper VII---Media Management
10. Paper VIII---Electronic Media
11. Paper IX----Development Communication and Communication Research
12. Paper X---Opinion Writing
13. Paper XI---Media Laws and Ethics