

**ANDHRA UNIVERSITY**

**PROGRAM PROJECT REPORT**

**M.A. Journalism & Mass Communication**



**Centre for Distance and Online Education**

Visakhapatnam-530 003, A.P., India  
Mail id : sdeauvsp@andhrauniversity.edu.in

## **Master of Arts MA (Journalism & Mass Communication)**

### **1. INFORMATION ON RELEVANCE OF PROGRAM:**

#### **Introduction:**

Journalism and Mass Communication course covers varied walks of life that have real-world applications. As one of the university's most popular majors for undergraduate students, it serves promising careers in academics, print and television media, advertising, public relations, social media and so on. Nestled in the School of Social Sciences building, the Department has been honing the skills for holistic professional development of a student.

### **2. Objectives of the program:**

- 1) The students can also join in Advertising and Public Relations agencies and chose to become Event managers and Media consultancy professionals.
- 2) The students can also develop their own web channels, personal blogs and chose to join alternative media channels.
- 3) The students can also opt for a career in academics as teachers and media consultants.
- 4) The students can join Central and State Government organizations as Press Information Officers, Public Relations Officers, Media consultants, Reporters and Subeditors

### **3. INSTRUCTIONAL DESIGN:**

#### **Eligibility & Admission Criteria:**

Any Graduation

#### **Medium and Method of instruction:**

The medium of instruction shall be English. The method of instruction shall comprise print and face to face interaction.

**Course Material:** Comprehensive printed course material, specially designed for self-study, shall be provided to every learner, Softcopy of the Self Learning Material (SLM) will be supplied to all the learners after confirmation of admission In addition to the course material, the learners are required to read suggested textbooks and articles published in journals.

Academic Counseling: Face-to-face classes are conducted at designated centres in all programs to enable the learners to have interaction with resource persons for clarification of doubts.

**Examinations:**

Each paper carries 70 marks end theory examinations and 30 marks internal assessment in the form of assignments. Exams are conducted at different affiliated colleges of the University by sending observers from University

**Duration:** The duration of each theory examination shall be three hours.

**4. PROCEDURE OF EVALUATION**

The theory papers of end examinations will be evaluated by different faculty members drawn from University and affiliated colleges.

FOR PASS MINIMUM CGPA/SGPA REQUIRED – 4 SCALE

Range of Marks	91-100	81-90	71-80	61-70	56-60	50-55	40-49	0-39	ABSENT
Grade	O	A+	A	B+	B	C	P	F	AB
Points	10	9	8	7	6	5	4	0	

**Internal Evaluation:**

Internal evaluation shall be made on the evaluation of the assignments submitted by the learners for 30 marks.

**Reappearance:**

A learner who has failed in any theory paper of any year shall have to reappear for the examination of that course in the following end examinations.

**Betterment:**

- ✓ Learners who have passed in all the courses of a program and who have obtained a Pass or SecondClass are eligible for attempting for Betterment of Grades.
- ✓ Learners who have already secured a First Class are not eligible for betterment of Grade.
- ✓ Betterment of Grades is permitted only once and that too within two years of passing.
- ✓ Learners can appear for betterment of all papers in a year.
- ✓ New Marks list / Provisional Certificate shall be issued to candidates who have improved their Class aftersubmitting the old Marks List/Provisional Certificate only.

**5. Eligibility for the Award of Master of Arts (M.A.) Degree: Duration of the program:**

The course of study for M.A. Program through Distance Learning shall be extended over a period of two academic years. However, a learner may complete the program in not more than four years including the study period.

A learner shall be eligible for the award of M.A, if he/she fulfils the following conditions.

- ✓ Registered and successfully completed all the courses.
- ✓ Successfully acquired the minimum required marks as specified in the curriculum.
- ✓ The learners should not have any dues to the University, and
- ✓ No disciplinary action is pending against the learner.

## **6. GENERAL INSTRUCTIONS:**

The academic regulations should be read as a whole for purpose of any interpretation.

- In case of any doubt or ambiguity in the interpretation of the above rules, the decision of the Vice Chancellor is final.
- The University may change or amend the academic regulations, scheme of instructions and syllabus at any time and the changes and amendments made shall be applicable to all the learners with effect from a date notified by the University.

7. **FEE STRUCTURE:** Rs. 8,000/- per annum

## 8. PROGRAM STRUCTURE:

### Semester - 1

### Semester - 2

S. No	Paper Code	Course/Paper	Credits	S. No	Paper Code	Course/Paper	Credits
1	101	History of Mass Media	5	1	201	Inter-cultural Communication	5
2	102	News Reporting	5	2	202	Development Communication	5
3	103	Media Management	5	3	203	Radio Journalism	5
4	104	Advertising	5	4	204	Media Laws and Ethics	5
<b>Semester Total</b>			20	<b>Semester Total</b>			20

### Semester - 3

### Semester - 4

S. No	Paper Code	Course/Paper	Credits	S. No	Paper Code	Course/Paper	Credits
1	301	Communication Theory	4	1	401	Communication Research Methodology	6
2	302	International Communication	6	2	402	Public Relations and Corporate Communication	4
3	303	Television Journalism	6	3	403	Editing for Print Media	4
4	304	Environmental Communication	6	4	404	Human Rights and Media	4
<b>Semester Total</b>			22	<b>Semester Total</b>			18
<b>GRAND TOTAL CREDITS</b>							80