

PROGRAM PROJECT REPORT

ADDOE/PPR/205: M. A. (Journalism & Mass Communication)

1	Degree Awarding body	Amity University, Rajasthan
2	Teaching institution	Amity Directorate of Distance and Online Education
3	Name of the Program (specified by UGC / AICTE etc.)	Master of Arts in Journalism & Mass Communication
4	Minimum duration of the program (yrs.) as per UGC norms	2 Years
5	Minimum eligibility for admission	Bachelor Degree from a recognized University
6	Program Credit	68
7	Program level	Masters
8	Nature of Target Group of Learners	Graduate Adults/ Professional Learners/Experienced Professionals
9	Date of commencement	July 2018
10	Type of Program: Professional or General	General

a) Program's mission & objectives

Mission statement :

The program endeavours to develop professionals who have strong theoretical and industry orientation which enables them to critically and ethically analyze the environment, which enable them to become socially responsible journalists, and natives.

Program Objective

- Students will demonstrate knowledge and understanding of media industry with along with practical and theoretical concepts of Journalism & Mass Communication
- Students will identify, define and investigate information and ideas related to issues and opportunities in Journalism & Mass Communication
- Students will be able to explore information and use digital literacy in capturing information from various media sources and develop innovative solutions
- Students will be able to think critically, creatively, and demonstrate curiosity to discover new horizons in Journalism & Mass Communication
- Students will be able to speak proficiently, clearly & effectively while presenting the concepts and their diversifications in Journalism & Mass Communication
- Students will be able to demonstrate imitativeness & enthusiasm while working in collaborative teams in successful implementation of concepts in Journalism & Mass Communication

- Students will be able to understand the global media issues & recognize the opportunity and challenges that they present while operating in different cultures.
- Students will understand and practice the highest standards of ethical behavior in their professional and personal life. They also acknowledge and appreciate the importance of diversity in their personal life.
- Students will be able to think creatively & evaluate the opportunities available from the creative environment of Journalism and Mass Communication to identify career or develop their own ventures.
- Students will be capable to create continuous learning environment for engaging themselves to update with new knowledge in Journalism and Mass Communication.

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

Institutional Mission:

To provide education at all levels in all disciplines of modern times and in the futuristic and emerging frontier areas of knowledge, learning & research and to develop the overall personality of students by making them not only excellent professionals but also good individuals, with understanding and regards for human values, pride in their heritage and culture, a sense of right and wrong and yearning for perfection and imbibe attributes of courage of conviction and action.

Institutional Goals:

- To understand the student's aspirations, corporate goals and the policies of Govt. and design programs in the specific field to meet the overall education needs and develop the skills and competencies accordingly.
- Provide efficient admission counseling, registration, and student support system to demonstrate our commitment to help students and faculty to show that we indeed care for them.
- To create a conducive learning environment.
- Constantly improve systems and processes in accordance with feedbacks and random surveys on student's assessment.
- To provide an educational delivery system that is flexible, technology driven meets the prevailing requirements and is cost effective.

Linkage with Program Mission:

The institute's mission goals are holistically inherited in this program of Amity Directorate of Distance and Online Education. This program delivers required theoretical and industry inputs to students that develops creative thinking to make them experts and professionals in the field. The programs offered allow the learners to learn at their own pace along with pursuing their other professional endeavours. The cost of the programs and provision for scholarship have been designed with objective of spreading mass education to meet needs of all class of learners. Adequate counseling is done for the students to assist them to make an informed decision to choose from a range of varied programs offered by the department. The students' support services are taking timely feedback to ensure timely response and enhance overall quality standards. In all, the programs offered by Amity Directorate of Distance and Online Education ensures continuous education and meeting the needs of all class of learners.

c) Nature of prospective target group of learners

Graduate Adults/ Professional Learners/Experienced Professionals

d) Appropriateness of program to be conducted in Open and Distance Learning mode to acquire specific skills and competence :

Demands of skills and competencies are varying at faster pace, due to competitive and rapid market changes predominately in Small and Medium Enterprises, which urges for provision of flexible, work-integrated, continuous training, learning and development opportunities through Higher Education Institutions. There is a dire need for a paradigm shift in the training approaches in the formal and informal sector for developing skills in concurrence to the societal need. The traditional and formal educational delivery may not achieve this at rapidly changing demand with flexible approach. Provision of appropriate skills may thus be an important intervention to increasing the productivity of employment workforce.

The Master program in Journalism and Mass Communication is aimed to meet ever growing demand of Journalism and Mass Communication professionals with media exposure.

Distance and Online education is more costs effective and can take place while continuing full-time employment.

Amity as a distance and online learning institution plays important role by providing flexible and cost effective education to enhance their productivity skills.

A team of faculty & professionals from both regular & distance learning institutes & industry determines the objectives. It is then vetted by board studies, academic councils & other university standing boards. The program objectives are determined with a view that it meets the requirement of the industry/business that employs our students. Therefore the consistent interaction with the industry becomes necessary to revise and update the program objective to meet the requirement, coupled with environmental factors.

Amity offers outcome based education, having industry centric curriculum. This enables the students to satisfy their scholastic needs and aspirations as the system provides enhanced learning opportunities. The curriculum, pedagogy and assessment process are driven by the desired outcome. Outcome Based Education promises high level of learning for all students as it facilitates the achievement of the outcomes, characterized by its appropriateness to each learner's development level.

Outcome based education system is a systematic, evaluative process that is implemented to secure learning experiences that are congruent with original goals and objectives; thereby providing a basis for the effectiveness and continuous quality improvement of the Program of study. It focuses on the measurement of outcomes that have taken place based on strategies and actions implemented in the pursuit of achieving a pre-determined objective.

Our Programs have well defined Program Education Objectives (PEOs) and Program Learning Outcomes (PLOs) for its programs. The relationship of PEOs and PLOs are clearly indicated through the mapping of learning outcomes with the established Objective. Each outcome addresses some objective and achievement of outcome indicates the attainment of Objective. The assessment of each learning outcome is done annually to identify that the established learning objectives are achieved. The gaps identified after the analysis are addressed through the properly laid action plan. The results of the annual assessments and other data are used to determine the effectiveness of the Program during the Program review process. It also ensures that outcomes achieved are consistent with the mission of institution, domain and University.

Each course has its specific Objective around which the entire curriculum is built. The Learning Outcomes are the results of the course and must lie in complete harmony with the assigned Objectives. In order to ensure that the objectives and outcomes are in complete synchronization with the course outline, the department uses a list of assessment methods to analyze the output by examining the learners from different aspects. Program Educational Objectives/Goals and Learning Outcome of Business Management Programs have been developed.

Program Outcome

- Demonstrate knowledge of theoretical and empirical bases underpinning the construction, implementation and interpretation of communication theories, practical understanding of various aspects of mass communication
- Demonstrate skills required to participate in, design and implement research projects and discuss issues and ideas related to the field of journalism and mass communication.
- Develop skills and ability to adopt online tools, modules, interfaces to build journalism capital, search relevant information and operate various softwares.
- Analyze critically, independently and creatively identify and formulate cases, issues, solutions related to journalism and mass communication.
- Display active listening in form of active listening while handling sources, employee etc. and be able to interpret the verbal and non-verbal communication cues and interpersonal skills.
- Develop range of leadership skills and exhibit initiative while working in collaboration and demonstrate ability to work in team with self awareness of personal strengths and limitation.
- Assess global issues from different perspectives and apply them in the field of journalism and mass communication.
- Demonstrate highest level of ethical conduct; discuss professionalism and professional responsibility when involved in news gathering, advertising and other activities at the work place.
- Discuss and demonstrated professional skills which will lead to employability and exhibit capability to pursue alternate career paths such as setting up their own production houses, newspapers, advertising agencies, doctoral training, post doctoral research and advanced training certifications.
- Students shall develop ability and inquisitiveness to continuously update themselves with respect to the recent trends in field of journalism and mass communication.
- Develop and demonstrated empathetic and compassionate feelings so that they are able to deal with sources, subjects and co-workers.

e) Instructional Design :

Course Curriculum: Institution adopts specialized approach where the task involved in course design & development is assigned to professionals in the particular department of the university and/or external experts. A draft with the objectives in prepared. It is evaluated by Institution who in turn composes a team of experts to have judicious review of the proposed course that it meets the objectives of distance education.

Program Structure: Institution constitutes a team of experts to review the course structure. The review team provides its feedback and recommendations to the concern faculty. In case of any

modifications suggested by the review team, the curriculum of the course is re-worked upon.

Study Materials: The study material is Self-Learning (SLM) format, which is the essence of standard distance learning Programs. Thus Institution initiates to develop all materials in SLM format. Experts, both internal & external to write the study material on the specific guidelines laid down by statutory body.

Review by Board of Studies: The course is meticulously reviewed by BOS. Recommendations of BOS are implemented on priority. It also checks & defines the applicability, credit hours, scheme of examination for the course.

Approval by Academic Council: Finally, the course is submitted to the Academic council of the University for Final Approval.

Programs are offered on semester basis. A modular approach towards pursuing a long term degree Program is implemented. The breakup of one credit worth of student's effort, namely 30 hours, typically has the following components. Academic activities are linked together to engage learner and maximize learning.

Study time	Approx. percentage of Credit
Print material including Audio/Video material	55%
Work related exercises practical/Quizzes and Assignments	25%
Through Web conferencing tool/internet based.	20%

Program Structure : Master of Arts (Journalism & Mass Communication)

Sem	Subjects	Credit	Sem	Subjects	Credit
1st semester	Principles of Journalism and mass communication	3	2nd semester	Advanced Research methods in Journalism	3
	Reporting & Writing for Media	4		Electronic Media	4
	Media Advertising	3		Print Media	4
	Visual Communication and Photojournalism	4		Graphics and Media Production	4
	Computer application in Media	3		Media Governance & Management	3
3rd semester	Media Management	3	4th semester	Media Laws and Ethics	3
	Development Journalism	3		Media Marketing and Circulation	3
	Public relations and corporate communication	3		Dissertation	12
	New Media Communication	3			
	Media Globalization	3			
				Total Credit	68

* 20% MOOC credit to be considered as per the University Norms.

- Duration of the program: 2 Year
- Faculty and support staff requirement: 2

Student support service systems.

Our endeavor leads to students overall development of professional competencies, human values, work ethics and spiritual values. Welfare of a student describes the 'health, happiness, and professional growth of the student. Students are counseled both online & face to face as well. It becomes the students endeavor to understand the intricacies of the corporate environment on these grooming grounds & mentoring forms an indispensable and significant aspect of a student's life at Amity. The changed scenario of the corporate world brings a new gamut of industry expectations from young professionals today. Periodic departmental meetings with all stakeholders further extended to look into the areas of improvements.

Students are supported in all phases of their Academic progression with Amity.

Pre-Joining Support: Students are duly provided information about programs, courses, entry requirements, application procedures, structures, functions, rules, and regulations of the institute, recognition of institute, special features of the programs and so on. Counseling services for deciding what kind of individual support they might need and best way of achieving their academic and career target.

On-Joining Support: On completion of admission the students are provided with study materials, assignments. The issues related to returning to Academic environment after a long gap is addressed by the institution. The learners are provided with progress on assignments, examinations, Project work and extension of program if student is not able to complete the program in stipulated period. Orientation training is conducted by institution at the beginning of the semester.

On Program Completion: Students are guided on participations in convocations. In additions facilitating to acquire additional knowledge & skills through programs conducted by the institution and its constituents

Student's feedback sessions are conducted for students to share their valuable feedbacks. Feedback is collected on periodical basis during the Academic session. The Online feedback is transparent for the faculties so that the faculty members can improvise. The suggestions from students are also obtained where they can feed their suggestions/complaints for any point of concern. The complaints/suggestions are entertained by different level of hierarchy of the institution.

Academic LMS portal mitigates the challenge of seamless Student –Institution communication. Highly technology enabled platform is available for the students to quote their issue, which are answered by our well trained counselors. Students interact with our counselors either through telephone; email, chats or they directly log into their student's zone & register their complaints. The problems are resolved directly in case of telephonic conversation and chats, however the queries received through mails and through student's login are tried to be resolved within stipulated time. If the queries cannot be resolved at the counselor's end, they are escalated to the concerned department as per the query and are awaited for the response. Once the counselor receives the solution for the requisite problem, they are put in the student's zone of the concerned student.

f) Procedure for admissions, curriculum transaction and evaluation

Academic Programs/Courses will be conducted by Amity Directorate of Distance & Online Education (ADDOE) in Blended Learning Mode which may be termed as "flexi-mode" for award of Degree, Diploma and Certificate. Their Course Structure, Minimum Eligibility conditions and entry level qualifications for Admission and their minimum and maximum duration shall be as approved by the Academic Council and the Executive Council.

Eligibility Criteria for admission

For Students with Indian Education

- 10th Class certificate (completing 10 years of formal schooling)
- 12th Class Certificate (completing 12 yrs of formal schooling)
- Graduation degree (3 years or 4 years Degree program. Diploma will not be acceptable)

For Students with Foreign Education

- O level Certificate (completing 10 years of formal schooling. Diploma will not be acceptable)
- A level Certificate (completing 12 yrs of formal schooling. Diploma will not be acceptable)
- Graduation Degree with Minimum 40% or equivalent marks (3 years or 4 years degree program. Diploma will not be acceptable)
- Certificate of equivalence from Association of Indian Universities (required by any student with foreign education to apply in any University in INDIA, refer to www.aiuweb.org)

Procedure For Admissions

- a) The University will notify Academic Calendar of Programs/Courses for compliance by ADDOE.
- b) Based on the calendar ADDOE finalize the entire schedule of admissions. The student can now file the Application Online uploading the attested copies of relevant documents. The documents are verified at various levels and upon verifying the eligibility payment link is offered to student to pay the fee online through payment gate way. Information brochures and prospectus are available online and can be accessed any time. No fee is charged for this facility.

Course Fee Structure

(Amount In INR) 1,22,800.00

(Payable on semester basis which include all deliverable)

The fee payment options are available per both offline with DD and online mode on amityonline.com and using NET banking.

Scholarship Policy

Scholarship of 10% reduction on full fee is offered if student has scored 60% and above in the qualifying examination.

Approximate 10% fee concession for person from Defense and Armed services.

Program Delivery Policy

Amity has established a robust Academic Delivery mechanism to ensure Quality Education at every stage.

- Fully Online Academic Delivery
- Periodic review of Curriculum and Study material
- Live Interactive lectures from eminent faculty experts
- Systematic and structured Personal Contact Programs
- User friendly LMS as Learning platform
- 24x7 Academic & Technical support
- Full-fledged archived class-room recorded lectures

Amity has a pool of Qualified expert faculties and dedicated academic counselors to support and mentor students to make learning more engaging and maintain high level retention.

Our Self-paced coursewares have clear and measurable Learning outcomes; outcome is assessed with the Continuous and Summative Assessment process. Course Delivery Plan is given to the students at the commencement of new Academic Session; it is uploaded on Students Academic portal.

Personal Contact Programs (PCPs) constitute doubt clearing sessions where students interact with the subject experts (Faculty) & may clear their doubts at selected locations. It helps the students to develop better understanding of the concepts studied through Self Learning Material (SLM). PCP schedules are invariably posted on Students portal.

At Amity, academic excellence is the central focus of teaching and learning. The academic rigorous and relevancy provide the students an advantage to grow into leaders in their chosen fields.

Amity Distance learning program have a schedule of activities within prescribed time frame. The Academic Calendar includes all teaching-learning activities, for complete academic year.

Teaching Pedagogy

Amity Online Programs are delivered in Blended Learning Mode. It is pedagogical approach applied to the practice of using both online and instructor-led learning experiences when teaching students. In a blended-learning methodology we have integrated online with traditional face-to-face class activities in a planned, pedagogically valuable manner. Amity has established virtual facilities as component of the learning environment which is focused around the pedagogical use of modern educational practices to support blended learning. Learner Support Services are provided through the campus-wide web portal and e-Learning platform. A pedagogical approach with application of Information and Communication Technology and expertise in e-learning provides a seamless learner-centered environment. Faculty - Students Personal Contact Session helps students to clear their doubts and engage in learning activities.

Evaluation Policy

- Evaluation of student performance in each course-unit has two components: (a) internal continuous assessment (course work) and (b) the semester/year examinations which are held at the end of Semester/Academic Year.
- The level of student academic performance as the aggregate of continuous evaluation and end semester/year examination is reflected by letter grades on a

ten-point scale according to the connotations given below:

Grade	Qualitative Value	Grade Points
A+	Outstanding	10
A	Excellent	9
A-	Very Good	8
B+	Good	7
B	Above Average	6
B-	Average	5
C+	Satisfactory	4
C	Border Line	3
F	Fail	0

- Course credit units are integer numbers indicating the weightage assigned to a course unit, project, research work, summer internship etc. on the basis of contact hours per week on all learning activities.

MINIMUM ACADEMIC REQUIREMENTS:

- The student must score a minimum Grade 'C+' in each course unit.
- The minimum passing SGPA for each semester is 4.5 for Under Graduate Programs and 5.0 for Post Graduate, Integrated and Dual Degree Programs.
- The student should secure a minimum overall Cumulative Grade Point Average (CGPA) of 6 in the case of Post Graduate, Integrated and Dual Degree Programs and 5.0 in the case of Under Graduate programs at the end of final year.

SEMESTER GRADE POINT AVERAGE

The semester performance of the student is indicated as "Semester Grade Point Average (SGPA)" at the end of every semester. SGPA is the weighted average of Grade Points of all letter grades secured by a student for all the course units in the Semester.

Web-based tool

Amity Learning Management System (A-LMS) is a scalable, reliable foundation for a world-class learning experience with powerful functionality and new streamlined options. In A-LMS, students can engage in learning anywhere, at any time. A-LMS is a personal, intuitive, always-on, and connected virtual learning platform with following features:

- Assessments, Assignments and Project Work : A-LMS is offering online submission of assignments and project works along with online continuous assessment pattern for internal examinations
- Plagiarism Check: The Project work and assignments submitted/uploaded will be analyzed

through an inbuilt plagiarism check option, which also generates a report about the copied texts.

- Interactive Forum and Collaborative Learning : This feature enables real time communication of "Instructor-Learner" and "Learner-Learner"
- Notes Making and Retrieving : Personal journal can be maintained by learners on the LMS in which they can write their queries and notes for future references
- Progress Bar : The LMS offers a "progress bar", which shows the development of the learner through a bar diagram and helps in quick analysis of the learner's progress W.R.T the entire course curriculum
- RSS Feeds : Different RSS Feeds are integrated into the portal, for daily update of news and information
- Online Feedback and Queries: Learners are able to post their queries and feedback online, which may be attended by the instructor in real time or at a later stage.
- Webinars : A-LMS is also enabled to host Webinars over the existing platform without any external additions or requirements
- Grading: This function allows the instructors to grade students via different modes and schemes
- Students Appreciation: Virtual Badges and Rewards are presented to learners on their portal to encourage their learning.

The benefits of Amity-LMS:

- Enhanced Classroom Teaching- Learning experience
- Collaborative learning and Performance tracking of students
- Enhanced quality of assignments and projects
- Better Learners' engagement
- 24 X 7 Anytime, Anywhere Access
- Transparent Assessment System
- Providing up-to-date Articles to students through RSS Feeds
- Transition from "Teacher Centric Classroom" to "Student Centric Classroom"
- Continuous Assessment of Learners
- To enable Learners to track their own Performance and collaborative learning
- Learner Engagement; enabling faculty to track student performance based on learning outcome
- To Enhance the quality of assignments and projects
- To enable free and fair student feedback

After successful implementation of LMS, we aim to integrate learning analytics to track the student learning progress and to maintain quality enhancement. This will make strategic impact on the overall learning experience of the students. The integrated learning analytics is the measurement, collection, analysis & reporting of data about learners & their context for purpose of understanding and optimize the learning environment in a desired way.

Activity Planner (Calendar)			
S.No	Event	Batch	Last Date
1	Commencement Of Semester	January	1st January
		July	1st July
2	Dispatch Of Study Material	January	Within 15 Days Of Fee Confirmation
		July	
3	Assignment Submission	January	Will Be Notified
		July	Will Be Notified
4	Submission Of Synopsis	January	30th April
		July	30th October
5	Project Report Submission	July	30th April
		January	30th October
6	Week End Personal Contact Programs	January	April/May
		July	October/November
7	Admit Card Generation	January/July	2nd Week Of May To 25th May
			2nd Week Of November To 25th November
8	End Term Examination	January/July	2nd Week Of June (ETE June)
			2nd Week Of December (ETE December)
9	Result Declaration Of End Term Examination	January	Last Week Of August
		July	Last Week Of February

g) Requirement of the laboratory support and Library Resources:
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Our learning resources include a host of self-learning materials that help the learners in gaining knowledge through multiple modes. This way retention and application of knowledge become simple and easy. The components of our learning package are as follows:

- Course material in SLM format: The course material provided to learners is designed as per SLM guidelines by DEB.
- Provision of Reference book: The Institution provides the provision of reference book to students who want to get extra knowledge on a particular subject.
- Personal Contact Program (PCP): The Institution conducts Personal Contact Program (PCP) at weekends to help students interact with the faculty and get their queries and doubts resolved.
- One to One classes: From time to time, the Institution conducts one to one class online for students on demand basis.

- Doubt clearing session: A provision to interact with subject faculties is also facilitated to students. Students can clear their doubts one to one with faculty members.
- Assignments, Case Studies, Project Work: Apart from the main learning material, students are provided with assignments, case studies and project work. These learning components are generally based contemporary situation in the industry and markets.
- Leadership Lecture Series: The Institution conducts Leadership Lecture Series, a face to face program to help students gain leadership skills.
- Webinars
- Recording of seminar / Conference / Workshop available Online
- Guidance by Course coordinator through telephone email & chat rooms: Students are provided guidance by Course coordinator as and when required through telephone, email & chat.
- Online Library access; The students access to online library, which hosts a large number of books in digital format.
- Mentor-mentee concept: Institution believes in strong mentor-mentee concept. Students queries are answered by mentors suitable. This has proved to be very effective tools between Institution & students.
- Special session on technical subjects: Some of the subjects requires extra efforts, therefore extra session are planned for the same.
- Virtual recorded classes: Lectures with their busy schedule ay not spare time during PCP's. The recorded lectures are available.
- Occasional Workshops / Guest lecture: the Institution arranges workshop & guest lecture by an industry leader to help students know the view of the industry.

h) Cost estimate of the program and the provisions:

Total Estimated Cost :- INR 11,60,000 (These cost include Self Learning Material cost, Video production, Learning Management System maintenance cost and Subject Matter Expert cost)

i) Quality assurance mechanism and expected program outcomes :

Amity has constituted Internal Quality Assurance Cell (IQAC), as per the guidelines of National Assessment and Accreditation Council (NAAC) in which academicians, industry representatives and other stakeholders are nominated as members. IQAC has a mandate to review the teaching and learning process. The Primary aim of the IQAC is to develop a system for conscious, consistent and catalytic action to improve the academic and administrative performance of the institution.

The Benchmark statement for

Graduates of programmes in these fields demonstrate knowledge and understanding of some of the following:

- the roles of communication systems, modes of representations and systems of meaning in the ordering of societies
- the roles that media, film and cultural institutions play in different societies iv the roles of cultural practices and institutions in society
- particular media forms and genres, and the way in which they organize understandings,

meanings and affects

- the role of changing technology, including emergent digital technologies, in media production, content manipulation, distribution, access and participation.

The process of regular feedback is carried out to ensure the quality of the Programs. The feedback form is shared per student zone on their learning management system. A few of the criteria questions if the Program fits to enhance their professional goals, to check the program content quality and its relevance, on addressing the queries of students, response rate from students' support team, rating of quality of videos, effectiveness of the examination system, appropriateness of technology, video lectures, and students' overall satisfaction as a distance learner.

Based on students' feedback and internal review of the Programs, the content of the Program is reviewed for its relevancy in the industry every 3 years. This is the process followed to ensure the academic excellence and practical application of the Program.