

## Programme Project Report [Journalism and Mass Communication]

**Programme's Mission and Objectives:** The objectives of the post graduate academic programme in Journalism and Mass Communication are three-fold: I) Provide a sound knowledge base to students who may opt for a research career in mass communication, II) To train students in emerging areas of techno-journalism, new media and mass media production, and III) To impart knowledge, skill and training to enable students get employment in the media industry and allied professions.

**Relevance of the Programme with HEI's Mission and Goals:** Developing a knowledge-based society and promoting educational and cultural well-being of the community are at the top of the wish list of Rabindra Bharati University. The post-graduate programme in Journalism and Mass Communication offered through distance mode aims at encouraging the learners to serve the society, who on completion of the course intends to join the noble profession of journalism which is considered the fourth pillar in our democratic set-up. Apart from serving the society and the profession with integrity and dedication, the course inculcates a humane spirit among students of the discipline, encouraging them to secure the interests of the marginal and downtrodden sections while attending the call of their duty. The course also takes care to train students to inculcate the ethical values associated with of the profession of journalism.

**Nature of prospective target group of learners:** Since Journalism and Mass Communication is a professional discipline and being a laboratory based practical-oriented subject it is comparatively expensive than other disciplines. Hence this programme targets in-service professionals from print and electronic media, public relations and advertising, videography, film and media management who couldn't complete their formal higher education due to their professional engagements. The University also targets aspiring journalists and those learners who could not get the opportunity to continue their study under regular mode due to varied reasons.

**Appropriateness of programmes to be conducted in Open and Distance Learning mode to acquire specific skills and competence:** The proposed programme intends to enable its learners acquire skills and competencies to make them suitable for the journalism profession and in allied disciplines. It also aims at helping the learners develop proper understanding of the subject giving special emphasis on practical training to equip them explore professional and occupational opportunities. The expected outcome of the proposed curriculum includes developing generic transferable skills and competencies of the learner through a well balanced judicious mix of the theoretical premises of the subject along with developing their knowledge base in the techno-managerial aspects of the profession. It lays stress on providing practical training in emerging areas like new media and computer mediated communication. The curriculum is also designed to provide students a broad socio-economic understanding which is so necessary for the journalism profession. The genre being inter-disciplinary with varied specialisations students from different subject backgrounds with at least 50% marks in their last appeared examination are encouraged to apply. This not only enriches the classroom environment but also augments the chances of students to get steady employment on completion of the course.

**Instructional Design:** The programme is proposed to be offered in ODL mode in semester format. Keeping the objectives of the programme in view, the syllabus has been structured to include five courses in each semester with two practical papers of 100 marks each and dissertation and project of 50 marks. The internal assessment will be assigned a 20% weightage (detailed syllabus attached herewith). The proposed programme would be spread over four semesters for the duration of two years. Each semester contains five courses each and credits are assigned in accordance with the guidelines of the UGC regulations, 2017. Mode of delivery of instructions is through face-to-face interaction, continuous evaluation and through demonstration in practical classes.

**Procedure for admission, curriculum transaction and evaluation:** All relevant instructions regarding admission, curriculum transaction and evaluation issues by the UGC from time to time shall be strictly observed.

**Requirement of the laboratory support and Library Resources:** Since the PG programme in Journalism and Mass Communication would offer practical components in its syllabus, the university has built a well-equipped computer laboratory and video-studio for its practical classes. Regarding library resources, the university has one of the richest libraries in the state in the form of its Central Library wherefrom the learners can issue books and other study materials showing their university I-card. They can also avail books from the library at the distance campus of the university at Salt Lake. Besides that, the university provides Wi-Fi connection to its learners to help them access expensive books and other study materials online, absolutely free of cost.

**Cost estimate of the programmes and the provisions:** This programme has been on offer in the regular mode since 2000 and proposed to be offered in ODL mode, if approval from the UGC obtained, from next academic session. The cost for development, delivery and maintenance of the programme has been estimated to be 10 lacs and assigned for the next session.

**Quality assurance mechanism and expected programmes outcomes:** In order to ensure the quality of education and enhance the standards of the curriculum, the university has formed the Subject Committee for each of the programmes, including Journalism and Mass Communication, offered through distance mode. The Subject Committee comprises subject experts from not only within the university but also professionals from the media industry and various other universities in the state. The said committee provides the university with constructive academic inputs from time to time to enhance the standard of education provided to the learners through the said programmes. The university is all set to constitute the CIQA (Center for Internal Quality Assurance) in terms of provisions contained in the UGC (ODL) Regulations, 2017 to monitor the effectiveness of the programmes to monitor the academic activities of the university. These measures are expected to enhance the accountability of the programme and also to help it meet the professional requirements of the field.

  
(DEBDATTA ROY)  
Registrar (Acting)  
Rabindra Bharati University  
Kolkata