

PROGRAMME PROJECT REPORT

BACHELOR OF JOURNALISM

(B.J)

A) Programme's Mission & Objectives

Mission Statement-

Dr. C. V. Raman University's Institute of Open & Distance Education focuses on providing quality education through distance learning, matching with the parameter of regular programme and producing capable Journalist who are prepared with the necessary media management & Public Relation skills.

The B.J programme at our university provides a strong foundation in Journalism disciplines, helping participants to acquire the key competencies needed by all Mass Communication students at an graduate level in diverse field. It focuses on enhancing the ability to communicate, analyze situations, present own views in front of a large audience, take decisions using quantitative and qualitative factors, and develop a holistic view of different functional areas of Journalism environment.

Objectives -

In an era of information explosion, Journalism is playing a vital role in spreading information and inducing change as well as in maintaining the system of society. To fulfil these goals systematic education of Journalism has become inevitable. B.J is a carrier oriented course spread over two semesters (1 year). The objective of B.J is to enable the students to understand the concept, scope and significance of Journalism and its techniques, to familiarize and train the Students.


B) Relevance of the program with University's Mission and Goals -

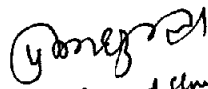
Dr. C.V. Raman University aims to provide high standard of liberal education to its students, catering to their intellectual growth, personality development & nurtures them to be responsible adults committed to high ethical standards through various courses offered from different fields like p science, arts, Management & Commerce, etc in regular mode as well as Open & Distance Learning mode.

B.J offered in Open & Distance Learning mode is one such course of greater significant which not only helps those individuals who cannot attend classes regularly, provides an opportunity to upgrade the knowledge, qualification & can attain growth in terms of intellectuality, professionally & personally in the field of Media Management.

C) Nature of prospective target group of learners-

This program is specifically designed to cater the need of students who are not able to study through regular mode. Working Media Professional, Housewives, Students from rural area, Students who do not wish to prefer regular courses due to various reasons & Students who cannot afford costly regular programmes are our target group learners.

V.P. Mishra 


(Framed student)

D) Appropriateness of programme to be conducted in Open and Distance Learning mode to acquire specific skills and competence-

- Graduates will understand effective leadership techniques, including aspects of character and ethical decision-making.
- Graduates will demonstrate competency in the Journalism disciplines.
- Graduates will demonstrate an understanding of the importance and relevance of multicultural & diversity issues in Journalism.
- Graduates will communicate competently in a Journalism.

E) Instructional Design-

Curriculum Design, Detailed Syllabi & Duration of Program-

B.J Programme offered in Institute of Open & Distance Education runs for the period of 12 months (1 year) & open for students graduated in any discipline.

Credit Points-

All courses offered by us carry a certain value in terms of credit-points. A credit point is a way of expressing the learning hours required to study a certain unit, in a book or a course. Generally, one credit point is considered equivalent to about 30 learning hours. These learning hours could mean the time you spend in face to face counseling, self study, practical, assignment, project, participating in discussions on the topic, listening to audios, viewing especially prepared videos, etc. That means for 6 credit points student has to undertake 180 hours of learning per subject structure for B.J are clearly mention below

BACHELOR OF JOURNALISM (B.J)

Duration - 12 Months

Eligibility - Graduation in any Discipline

NEW PROPOSED SCHEME OF EXAMINATION

Course Code	Name of the Course	Credit	Total Marks	Theor		Practical Marks		Assignments	
				Max	Min	Max	Min	Max	Min
Semester-I									
B.J1	Principles of communication	6	100	70	23			30	10
B.J2	Principles Journalism	6	100	70	23			30	10
B.J3	Advertising & Public Relations	6	100	70	23			30	10
B.J4	Practical & Viva Voce	6	100			100	33		
Total aggregate required to pass			400	210	76	100	36	90	30

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Semester-
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B.J5	Media law and ethics	6	100	70	23			30	10
B.J6	Mass Media and Democracy	6	100	70	23			30	10
B.J7	Media related IT Applications	6	100	70	23			30	10
B.J8	Practical & Viva Voce	6	100			100	33		
Total aggregate required to pass			400	210	76	100	36	90	32

Each theory Paper , Practical & Assignment Passing Marks is 33%.

Aggregate marks to pass is 36%.

Duration -

This programme has duration of One year although student may complete the programme gradually within a maximum period of 3 year.

Medium -

English/Hindi shall be the medium of instruction and the examination may be written in Hindi or English.

Requirement of faculty and support staff -

For B.J programme we have two faculty members (full time-dedicated for ODL courses) of Associate and Assistant Professor Level. Supporting staffs will be deputed at the learner support centre as per need of the course curriculum.

Instructional delivery Mechanism & Usage of media for distance learning-

The methodology of instruction in the distance learning mode in the University is different from that of the conventional regular programs. The system adopted for this is more learneroriented and the learner is an active participant in the pedagogical (teaching & learning) process. Most of the instructions are imparted through distance education methodology and face-to-face mode as per requirement.

The programme delivery methodology used in the distance learning mode follows a multimedia approach for instruction, which comprises-

- Self-Instructional Written Material- The printed study material (written in self instructional style) for both theory and practical components of the programs is supplied to the learners in batches for every course.

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(Prasad Shukla)

- Audio-Visual Material Aids- The learning package contains audio and video CDs which have been produced/adopted by the University for Better Clarification and enhancement for understanding of the course material given to the learners. A video programme is normally of 25-30 minutes duration. The video cassettes are screened at

the learner support centre during specific sessions which are duly notified for the benefit of the learners.
- Counseling Session- Normally counseling sessions are held as per schedule drawn by the IODE DR. CV RAMAN UNIVERSITY. These are mostly held outside the regular working hours of the learner support centre.
- Teleconferences- Live Teleconferencing sessions are conducted via Internet/satellite through interactive Video Conferencing facility (available at some places) from the University studios, the schedule of which is made available at the learner support centre.
- Industrial Training/ Practical/ Project Work- Some programmes have industrial training/practical/ project component also. Practical's are held at designated institutions for which schedule is provided by the learner support centre. Attendance at practical is compulsory. For Project Work, comprehensive project guide, in the form of booklet, is provided to the student along with the study material.
- The printed study materials will be dispatched periodically to the enrolled students for each paper of study. These materials will be as guide for the students for effective learning. The assignment for internal assessment shall also be dispatched along with the study material. Online modules are also available for some courses. These are in progress and as and when available, these will be available on the website of the students for registered candidates.
- The counseling sessions will be of 30 days duration for a course in a year. The actual schedule and place of contact program shall be announced and communicated to students in — time.

Nature of Contact Classes-

During the contact sessions, the counselors are supposed to guide/discuss with the students, based on the course material. The students can solve their difficulties by discussing with their colleagues as well as with the counselor during contact sessions. Apart from this contact sessions, students will have to attend practical's as well as various training schedule conducted by the respective learner support centre.

Learner Support Services-

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(Prasad Shankar)

Dr. C V Raman University Institute of Open And Distance Education has a full fledged Learner Support Division (LSD) to provide guidance and help to its students. Necessary information is passed on to the registered student through modern means of communication as SMS, website and e-mail. For the convenience of learner, computer, photocopy machine, internet, WIFI facilities have also been provided. The learner support division has a web centre and SMS No. 56161 where learner can message their problems and seek answer. Bulk SMS are sent to learners regarding their registration detail, dispatch of study, material time table for contact class, submission of examination forms, examination schedule etc. from time to time. Important information and necessary material are also sent through e-mail and through regular post. University website www.cvru.ac.in also provides information wvu)

about the various programme being offered by the institute of open and distance education, the syllabus, assignment, programme guide.

Counseling & Study Structure-

The counseling & study structure for B.J programme is as below

COUNSELING AND STUDY STRUCTURE

Course Code	Title of the Course	Credit	TOTAL HOURS OF STUDY	Counseling and Study Structure (hours)				Project
				Face to Face Counseling	Self study	Practical	Assignments	
First Semester								
B.J1	Principles of Communication	6	180	24	102		54	
B.J2	Principles of Journalism	6	180	24	102		54	
B.J3	Advertising & Public Relations	6	180	24	102		54	
B.J4	Practical & Viva Voce	6	180			180		
Second Semester								
B.J5	Media law and Ethics	6	180	24	102		54	
B.J6	Mass Media and Democracy	6	180	24	102		54	
B.J7	Media related IT Applications	6	180	24	102		54	
B.J8	Practical & Viva Voce	6	180			180		

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F) Procedure for admissions, curriculum transaction & evaluation-

Admission Policy for B.J with minimum eligibility & fee structure-

Admission to B.J programme shall be through merit and/or, entrance test as per rules of the university. Graduation in any discipline from recognized university. All the procedure of admission for the programme will be done through online mode. Application will be invited

by the university with it stipulated time period where students have to apply for the same with all their testimonials and required fees.

Fees -

SI.	Programme	Duration	Fee charged for complete programme
1.	B.J	I Years	11400

Financial Assistance--

E-scholarship is provided to SC/ST students As per norms of the Govt. of Chhattisgarh authorized schemes.

Evaluation system -

The system of evaluation in Open & Distance Learning System is also different from that of conventional system. CVRU has a multi- tier system of evaluation given as follows-

- Self—assessment exercises within each unit of study.
- Continuous evaluation mainly through assignment which are tutor marked, practical assignments & seminar/workshops/ extended contact programmes.
- Term End Examinations.

The evaluation of learners depends upon various instructional activities undertaken by them. A learner has to write assignment responses compulsorily before taking term-end examination from time to time to complete an academic programme. A learner has to submit

TMA responses to the learner support centre established by IODE Dr. C V Raman University. A learner should keep duplicate copies of assignment responses of TMA that may be required to be produced at Student Evaluation Division on demand. Term-end examination will be conducted at various examination centre approved by institute of open and distance education Dr C V Raman university spread all over the Chhattisgarh.. The weightage for Term End Examination will be 70% and weightage for Internal Assessment will be 30 % for this programme.

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(A) Internal Assessment (Continuous Assessment i.e. Home Assignment)-
30 % weightage .

(B) Term End Examination - 70 % weightage

Term End Examination	70
Internal Assessment	30
Total Marks	100

The University conducts Term-end Examination in semester system & held in the month of Nov/Dec and May/ June every year. Students will be permitted to appear in term-end examination subject to the conditions that-

- 1) Registration for the courses, in which they wish to appear is valid.
- 2) Minimum Time to pursue these courses is elapsed.
- 3) Submission of required number of assignment in respective courses by the due date.

(C) Practical & Viva- Voce -

Practical & Viva-voce carrying 200 marks has to be done under the guidance of supervisor. Students have to prepare report under the guidance of guide allotted by the university. Viva-voce will be conducted in the presence of an external examiner.

G) Requirement of the laboratory support and library resource-

Laboratory is not required as a part of this curriculum Resources in the form of reference books and journal will be made available to the learner in the reference library (IODE) and university central library which they can access for gaining knowledge.

H) Cost estimates of the programme and the provision-

This programme was already designed and developed in the year 2009-10. In this process of development considering today's scenario, the current cost estimate which includes developmental cost, delivery cost & maintenance cost for this programme comes to amount of Rs.670400 & provision is made of Rs 680000 .

I) Quality assurance mechanism and expected programme outcomes-

The Centre for Internal Quality Assurance & Department of Journalism Studies of the University is accountable for regular monitoring of programme by continuous updating of the curriculum and syllabus. According to feedback provided by stakeholders including learners on continuous basis, a suitable action plan for B.J programme will be developed and duly incorporated into the teaching and delivery system. The Feedback from all stakeholder in terms of its relevance and appropriateness in catering to the need of the society, economy and environment are also considered in this key aspects.

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"At the end of the Programme Expected Outcomes"-

- To acquired a general knowledge, principles and mechanisms of Media Management.
- To acquired techniques relevant of course taught.
- To provide the practical expose and knowledge acquiring skill.
- To crate and develop the presentation skill in seminar/ conference .

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M/V

V.P. Mishra

(A. S. Singh)

G. S. Singh

Pranod