

PROGRAMME PROJECT REPORT
POST GRADUATE DIPLOMA IN JOURNALISM AND MASS COMMUNICATION
(PGDJMC) PROGRAMME
PREPARED BY CIQA, DODL, DIBRUGARH UNIVERSITY FOR THE ACADEMIC
SESSION 2020-21 ONWARDS

Vision: The vision of Directorate of Open and Distance Learning, Dibrugarh University is to reach the unreached and impart excellent education.

Mission: The core mission of the Directorate is to empower all those persons who cannot attend Colleges or Universities due to various circumstances. Post Graduate Diploma in Journalism and Mass Communication (PGDJMC) was introduced in order to provide opportunities to those students who are not able to pursue the programme in conventional mode. The mission of the Directorate of Open and Distance Learning is to create promotional opportunities for working class, housewives and elderly people whose opportunity for higher education was disrupted. The Directorate has the mission to provide education to remote areas of its jurisdiction where people lack quality education by introducing PGDJMC degrees so that they can have the opportunities to learn professional courses. This in-turn facilitates them to get skills vital for sustaining in the changing business scenarios. Therefore, the Mission of the Directorate is summarized in the following points:

- Empowering students with all the knowledge and guidance that they need to become worthy in the field of Journalism and Mass Communications.
- Providing a base of knowledge on Management so that they can further pursue Masters on the same field.
- Providing for holistic and value based development of learners which ultimately enhances their employability.
- Provide a nurturing and motivating environment to exploit the full potential of the learners.
- Grooming the learners to become a truly global personality well equipped to deal with the modern world and its challenges.

Objectives: In order to fulfil its stated vision and mission the Directorate is committed to:

- **Academic excellence:** Our primary objective is to enable every student to cope up with the latest developments in contemporary, national and global level through effective transaction of the curricular and co-curricular aspects.
- **Professional Excellence:** The Directorate motivates molds and prepares the students for positions of leadership in business organizations at the local, national and international levels. The capacity building of our learners to assume productive roles are emphasized during course and to inculcate the habit of lifelong learning. The ultimate objective is to produce commerce graduates who possess the skills, problem solving tools and professionalism essential for being successful.
- **Total commitment:** The Directorate is focused on the all-round development of the learners' personality through proper education and exposure to the vast treasure of knowledge (through library); sports facilities and socialization (through a platform called Assemblaze).
- **Holistic Development:** The Directorate provides exposure to learners in the latest trends in relevant branches of knowledge, competence and creativity to face global challenges. To achieve innovations in teaching-learning, research and extension activities to realize national goals, including the adoption and promotion of knowledge output for human development.

Relevance of the program with HEI's Mission & Goals:

The present scenario of changing behaviour of journalism and mass communication is very demanding in terms of employability all over the world. Because of the fast and rapid development in the North Eastern states the media people now a days is of much demand especially in Assam. In this context, the persons related with media and other social communication sources have to be qualified enough in terms of theoretical as well as practical knowledge of the field of their interest. The one year diploma programme of PGDJMC helps a learner to achieve the understanding of how journalism and mass communication needs to be managed, the tools and techniques that are prevalent in the present day world and also gains a practical exposure on the functioning of the corporate and media work through various

conducts of field work. The diploma holders of this programme are highly demanded by the media and communication persons along with the corporate to work for them. The diploma holders of this programme get an added advantage of being specialised in a particular field of Journalism and Mass Communication like Photography, Communication Research, Public Relations, Advertising, Press Laws and Ethics etc. which intern helps them to select a job based on their specialised areas of interest.

Nature of prospective target group of learners:

The target group is any candidate with a Bachelor or equivalent degree in any discipline from any recognized University.

Instructional Design:

- The one year Post Graduate Diploma in Journalism and Mass Communication (PGDJMC) programme shall consist of Five (05) Core courses
- Each course is divided into five/six blocks showing marks against each block.
- Every student admitted to the PGDJMC Programme shall have to complete at least sixty four credits to be eligible to receive the degree from the Directorate.

Course Structure for PGDJMC Programme:

	Course code/ Course	Marks		
		Theory	Assignment	Total
Structure for PGDJMC Programme	COURSE – I INTRODUCTION TO MASS COMMUNICATION	75	---	100
	COURSE- II DEVELOPMENT COMMUNICATION, PUBLICATION RELATIONS AND ADVERTISING	75	25	100
	COURSE- III HISTORY OF PRESS, PRESS LAWS AND ETG=HICS	75	25	100
	COURSE – IV REPORTING AND EDITING	75	25	100
	COURSE – V ELECTRONIS JOURNALISM AND INFORMATION TECHNOLOGY	75	25	100
	Total	375	125	500

Detail Syllabus

ONE YEAR PGDJMC COURSE (DE)

COURSE – I

INTRODUCTION TO MASS COMMUNICATION

(MARKS – 75)

BLOCK – I : MASS COMMUNICATION

25

- , Concept, processes, functions, impact
- Verbal, non verbal, visual perception,
- Intrapersonal Interpersonal, group and mass communication, mediated communication, characteristics, Reach and Access,
- Selective exposure, selective perception,

- Models of communication – Laswell, Claude Shanon, and Weawver, Osgood, Willbur Schramm, Gerbner, Westley and MacLean.
- Communication theories Authoritarian, Libertarian, Development Media theory, Democratic Participant theory, Social Responsibility theory, Dependency, Communist Media theory, Two-step flow, multi-step flow theory, agenda-setting theory,

BLOCK – II : COMMUNICATION RESEARCH 25

- Definition, feedback and evaluation feed forward, hypothesis,
- Public opinion surveys,
- Pre election studies and excite polls,
- Source, message, channel, audience analysis, content analysis
- Simple method of collecting feedback, Historical, experiments methods . Survey research.
- Media research as a as a toll of reporting.
- Sample techniques.
- Interview and questionnaires open-ended/ close-ended question.
- Method of data analysis.

BLOCK- III : PHOTOGRAPHY AND PHOTOP JOURNALISM 25

- Photography for mass communication .
- Photo journalism-news value of pictures , principles and practices, Photo editing, caption writing, photo feature, exhibition and display Techniques.
- Student will also do exercise in photographic coverage and prepare photo feature.

COURSE- II

DEVELOPMENT COMMUNICATION, PUBLICATION RELATIONS AND ADVERTISING

(MARKS -75)

BLOCK – I : DEVELOPMENT COMMUNICATION 25

- Concept, Meaning, problem and issue in development .
- Existence function, used and relevance of different communication media in development-studies in the field of agriculture, rural, health, family, welfare, drug abuse, AIDS awareness , environmental degradations, Consumer's rights awareness,

- Writing for the media of these sectors.
- Planning and implementations of communications strategy for developments issues,
- Developments Support Communication.
- Case studies :use of oral and visual media including folk forms in developments .

BLOCK –II : PUBLIC RELATIONS 25

- Concept, evaluation of its role in overall image- projection of an organization.
- Growing significance of pr in the changing competitive atmosphere of new liberalized economy.
- Target audience of PR – internal and external , difference in approaches to these two groups.
- Relation displace - publicity, propaganda, public affairs, lobbying.
- PR in the private sector industry , public sector industry. Central Government & State Government ,developing economy.
- PR in social and political environment.
- The process of Public Relations.
- PR tolls and strategies- in house journal, brochures, outdoor exhibition , special programme, open houses, bulletin boards, video magazines.
- Media for Public relation.
- PR crisis-management, anticipation of impending problems and damage control exercises.
- Corporate Communications.
- Press relations , writing for the Press release, backgrounder, press briefings, rejoinders.
- Public relation Society of India(PRSI)

- The integral / complementary relationship between journalism/ Advertising and public Relations.

Block –III : ADVERTISING

- Organisation and function of an Advertisement Agency - account planning , account servicing, creative, media planning.
- Social and economic impact of advertising .
- How advertising Works .Understanding behaviour of target Audience.
- Social marketing.
- Advertising /marketing and social development issues.
- Regulatory bodies-advertising Standards Council of India (ASCI) consumers forums , INS Association of Advertising Agencies of India. (AAAI)
- An overview of the Indian advertising industry scenario.

COURSE- III

HISTORY OF PRESS, PRESS LAWS AND ETHICS

(MARKS -75)

BLOCK –I ; HISTORY OF PRESS 25

- Evolution and early history of press (WORLD , India and North-East).
- Role of English and languages press in freedom struggle –Mahatma Gandhi and his journalism , early newspapers ,magazines.
- Role of press in making of modern India.

BLOCK-II : INTRODUCTION TO INDIAN CONSTITUTION 25

- Constitution of India , Fundamental Rights & Directive principles of State policy.
- Election Commission State level Election commissions.
- Parliamentary & Legislative Members' s privileges in relation to reporting.
- Contempts of Court and Contempt of legislature.
- Right to information and Official secrets Act.
- Copyright.

BLOCK -III : PRESS LAWS AND ETHICS 25

- Laws of libel and defamation .
- Self regulation and code of ethics.
- Press council of India, its functioning, PCI Code of Ethics (Electronic Media is still outside its purview and PCI's proposal in this regard).
- Pressure on the press.
- Press organization – Indian Newspaper Society (INS). All India Newspapers Editors' Conference (AINEC), Registrar of newspaper of India (RNI), Audit Bureau of Circulation (ABC), News Agencies, Syndicate services.
- Ethical problems like right to privacy and right to reality, communal, sensational, yellow journalism.
- Press Ombudsman.

COURSE – IV

REPORTING AND EDITING

(MARKS-75)

BLOCK- I : REPORTING 25

- News, Concept, Hard and soft news, basic element of a news report, Process and reporting .
- Principles of news writing, inverted pyramid.
- Source of news and their cultivation.
- Structure of a news report-lead, body, conclusion news.
- Reporting set up .
- Qualities needed for becoming a good reporter.
- Investigative and interpretative reporting.
- Background research.

BLOCK-II : EDITING 25

- Concept, Responsibilities of editor .
- Editorial set up of a news organization and responsibilities at various levels.
- Daily editorial meeting, news planning and coordination .
- Intro writing / copy writing, Language- simple ,crisp,understandable to all.
- Stylesheet, difference or orientation in news writing for different media and target audience.
- Editing symbols , newspaper vocabulary, translation.
- Feeling of working under pressure.
- Importance of headlines , Types of headlines, Art of headlines writing catchy, short, summarizing nature.

BLOCK- III : NON NEWS AND NEWS BASED ARTICLES/FEATURES WRITING 25

- Editorial
- Human interest feature .
- Lead article in Editorial page,
- Articles in OP-ED page,
- Middles
- Anchor story.

COURSE – V**ELECTRONIC JOURNALISM AND INFORMATION TECHNOLOGY
(MARKS-75)****BLOCK – I : RADIO AND TELEVISION 25**

- Introduction to Radio and Television Journalism , GROWTH AND EVOLUTION.
- Importance of the spoken word and visuals, proper usage of technical tools.
- Radio and TV Reporting , writing for these two media .
- Technique of radio and TV programme production.
- News and current affairs programme .
- Talk shows , programmes , documentaries and magazine programs.
- Changing role of journalists in TV and Radio- some person needed to perform as newsreader, editor researcher, anchorperson in news based current affairs programmes.
- Radio and TV as a medium of development.

BLOCK-II : CONCEPT: TECHNOLOGY OF INFORMATION 25

- Concept of cyber journalism, e- journals, Indian scenario.
- Convergence of telecommunication & computer.
- Use of Computer , e- mail for news transmission, Fax.
- Computerized Page making / layout making software.
- Photo scanning , Digital printing .
- Basic principles of printing technology- offset, rotary, colour printing , uses.

- There is only one full-time faculty for this programme and DODL will take the help and services from the faculties of parent department and from the faculties of nearby Colleges. DODL has adequate support staff. The instructional delivery mechanism and various media through which Study Inputs will be provided for this programme are Print Material (SLMs), Face to face and on-line (e-mail, Whatsapp, social media etc) tutorials, Face to face and on-line (e-mail, Whatsapp, social media etc) counselling, Video CDs/ DVDs, Radio Broadcast Gyanmalinee and Radio-counselling and Recorded lectures on the website.

RESEARCH AND MEDIA SUPPORT SERVICE

- The Research and Media Support Service wing has been established with a twofold objective to facilitate in house research Distance Education as well as supplement the distance learners with multi-media facilities. It includes information about the various events organized by the Directorate, assisting in administrative works, support with ICT tools etc.
- Media Support Service provides supplementary support to the Learners as follows:

- **Radio Programmes GYAN -MALINEE:** On every Thursday at 8pm from All India Radio, Dibrugarh Centre, (M/W- 521.1)
- Video CDs, which may give a good support to the learning process of the learners.
- **Bulk SMS:** The Bulk SMS to the learners providing information regarding Counselling programmes, Personal Contact programmes, Assignments, Date and Results of Examination, other Administrative and Examination related information and so on. (if DO NOT DISTURB service is NOT activated in the contact numbers.)
- Updating all the necessary information in the website www.ddedu.org

Internet facility:

- All enrolled students of the Directorate can avail the facility of the computer laboratory with internet facility in the HQs of the Directorate. Moreover, they can update themselves by logging in the website of the Directorate.

Procedure for Admissions, Curriculum Transaction and Evaluation:

One-year PGDJMC programme has been launched from the academic year 2007-2008.

Eligibility for Admission:

Candidates, who have passed the Three Year Degree Course in any discipline from Dibrugarh University or any other university recognized as equivalent to it by the university, are eligible to apply for admission.

Medium and Method of Instruction:-

- English shall be the medium of instruction both in the classroom as well as in the University Examination.
- Weekend Counselling sessions shall be organized for the learners at the study centres.

Cost estimate of the programme and the provisions:

Heads	Expenditure (in Rs.) (App.) Per 100 learners	Income (in Rs.) (App.) Per 100 learners	Benefit* (in Rs.) (App.)
Course Development	5,00,000		
Course Delivery	50,000		
Maintenance	25,000		
Total	5,75,000	6,00,000	25,000

*Some amount of money will be needed to spend on learner support like face-to-face counselling, advertisement, library, production of DVDs, radio counseling, salary and other related administrative expenses.

Quality assurance mechanism and expected programme outcomes:

Need assessment and tracer studies will be conducted for quality assurance in terms of the Centre for Internal Quality Assurance. Moreover, revision and updating of material by obtaining feedback from students and resource persons will be done. A high powered committee constituted with the Deans, HoDs, Subject Experts from the University Departments and the Directorate will also monitor the syllabus upgradation, curriculum design, and other pedagogical and academic aspects of all programmes of the Directorate of Open and Distance Learning, Dibrugarh University.
