

1. Scope

This ordinance shall apply to the program leading to Bachelor of Arts (Mass Communication) degree.

2. Admission Criteria (1st year of the Program)

A candidate seeking admission to Bachelor of Arts (Mass Communication) should have passed 10+2 level examination in any stream.

A candidate must have obtained minimum 50% marks in the qualifying examination. The candidate belongs to the schedule cast and the schedule tribe must have obtained minimum 45 % instead of 50%.

3. Program Duration

- The duration of the program leading to the award of Bachelor of Arts (Mass Communication) degree shall be of three academic years.
- The maximum duration for successfully completion of program shall not exceed Six years.

4. Annual Intake

The annual intake to 1st year of the program shall be 60 or as approved by the executive council of the university.

5. Medium of Instruction

The medium of instruction for all subjects of study and examination shall be English.

6. Attendance

- Each candidate is required to obtain minimum 75% attendance in all Theory subjects so as to be eligible to appear in the University Examination.
- Further relaxation of attendance up to 5% to the student can be given by the Head of Institution/ Principal on genuine/compassionate grounds with prior permission under special circumstances.
- No student will be allowed to appear in the university examination if he/she does not satisfy the overall average attendance requirements of clauses- a) and b).
- The names of the students who are not eligible to appear in the university examinations are to be intimated to the Controller of Examination and the concerned students before the commencement of the examination.

7. Organization of the Program

- Each academic year shall comprise of two parts. First part shall be termed as odd semester and second part as even semester.
- There shall be minimum 17 weeks devoted to academic activities, excluding 3 weeks for examination and their preparations.
- The academic activities shall be carried for minimum 30 hours per week.

d) The course delivery in each semester shall be carried out in accordance with minimum hours assigned to each theory subject

8. Internship Report

In each semester, each student shall undertake 80 hours or five hours per day for 16 days internship in a media house for practical exposure. On undertaking the internship, he/she shall submit internship report and certificate duly signed by the authority of training organization to the head/coordinator of the department.

9. Examination Criteria

A student must obtain 50% marks in the examinations to pass the concerned subject(s)/ professional. 75% and above marks in a subject will indicate distinction in the subject.

Classification of Results

- Distinction 75% marks in a single attempt and above in the aggregate.
- 1st Division 60% marks in a single attempt and above in the aggregate.
- 2nd Division 50% marks in a single attempt and above but less than 60% in the aggregate.

10. Curriculum

The 3 year curriculum has been divided into 6 semesters and shall include lectures, tutorials, seminars, etc. in addition to media house training, etc. as defined in the scheme. The curriculum will also include such other curricular, co-curricular and extra-curricular activities as may be prescribed by the University from time to time.

Curriculum Outlet:

First Semester (0-6 months)

S.No	Subjects Name	Hours			Weekly Contact Hours	Credits
		Lecture	Tutorial	Practical		
1	Communication and Mass Media	04	01	-	05	5
2	Mass Communication: Concepts and Processes	04	01	-	05	5
3	Introduction to Print Media	04	01	-	05	5
4	Communicative English	04	01	-	05	5
5	Communicative Hindi	04	01	-	05	5
Internship						
6	Residency in Media House -I	-	-	5	5	
	Contact Hours per Semester				420 hrs	Total Credits: 25

Shivani *Asim* *Shivani* *Asim*

Second Semester (07-12 months)

S.No	Subjects Name	Hours			Weekly Contact Hours	Credits
		Lecture	Tutorial	Practical		
1	Reporting Techniques and Skills	04	01	-	05	5
2	Editing, Layout and Design	04	01	-	05	5
3	Basics of Camera, Light and Sound	04	01	-	05	5
4	Indian Constitution, Politics and Economy	04	01	-	05	5
5	Computer for Mass Communication	04	01	-	05	5
Internship						
6	Residency in Media House -II	-	-	5	5	
	Contact Hours per Semester				420 hrs	Total Credits: 25

Third Semester (03-18 months)

S.No	Subjects Name	Hours			Weekly Contact Hours	Credits
		Lecture	Tutorial	Practical		
1	Media, Society and Culture	04	01	-	05	5
2	Introduction to Electronic Media	04	01	-	05	5
3	New Media and Cyber Journalism	04	01	-	05	5
4	Introduction to Audio-Visual Media	04	01	-	05	5
5	Radio Programme Production	04	01	-	05	5
Internship						
6	Residency in Media House - III	-	-	5	5	
	Contact Hours per Semester				420 hrs	Total Credits: 25

Fourth Semester (19-24 months)

S.No	Subjects Name	Hours			Weekly Contact Hours	Credits
		Lecture	Tutorial	Practical		
1	World Media Scenario	04	01	-	05	5

2	Media Industry and Management	04	01	-	05	5
3	Media Ethics and Laws	04	01	-	05	5
4	Fundamentals of Film	04	01	-	05	5
5	Documentary Production	04	01	-	05	5
Subsidiary Subject						
6	Environmental Sciences	04	01	-	05	
Internship						
7	Residency in Media House - IV	-	-	05	05	
	Contact Hours per Semester				420 hrs	Total Credits: 25

Fifth Semester (25-30 months)

S.No	Subjects Name	Hours			Weekly Contact Hours	Credits
		Lecture	Tutorial	Practical		
1	Corporate Communication	04	01	-	05	5
2	Development Communication	04	01	-	05	5
3	Advertising	04	01	-	05	5
4	Public Relations	04	01	-	05	5
5	Television Programme Production	04	01	-	05	5
Internship						
6	Residency in Media House - V	-	-	5	5	
	Contact Hours per Semester				420 hrs	Total Credits: 25

Sixth Semester (31-36 months)

S.No	Subjects Name	Hours			Weekly Contact Hours	Credits
		Lecture	Tutorial	Practical		
1	Communication Research	04	01	-	05	5
2	Photo Journalism	04	01	-	05	5
3	Non-linear Video Editing	04	01	-	05	5
4	Event Management	04	01	-	05	5
5	National Security and Media	04	01	-	05	5
Internship						
6	Residency in Media House - VI	-	-	5	5	
	Contact Hours per Semester				420 hrs	Total Credits: 25

Marks Distribution

First Semester

Sr.No.	Course Title	Marks Distribution (Theory)		Total
		Internal	External	
1	Communication and Mass Media	30	70	100
2	Mass Communication: Concepts and Processes	30	70	100
3	Introduction to Print Media	30	70	100
4	Communicative English	30	70	100
5	Communicative Hindi	30	70	100
	Total			500

Second Semester

Sr.No.	Course Title	Marks Distribution (Theory)		Total
		Internal	External	
1	Reporting Techniques and Skills	30	70	100
2	Editing, Layout and Design	30	70	100
3	Basics of Camera, Light and Sound	30	70	100
4	Indian Constitution, Politics and Economy	30	70	100
5	Computer for Mass Communication	30	70	100
	Total			500

Third Semester

Sr.No.	Course Title	Marks Distribution (Theory)		Total
		Internal	External	
1	Media, Society and Culture	30	70	100
2	Introduction to Electronic Media	30	70	100
3	New Media and Cyber Journalism	30	70	100
4	Introduction to Audio-Visual Media	30	70	100

5	Radio Programme Production	30	70	100
	Total			500

Fourth Semester

Sr.No.	Course Title	Marks Distribution (Theory)		Total
		Internal	External	
1	World Media Scenario	30	70	100
2	Media Industry and Management	30	70	100
3	Media Ethics and Laws	30	70	100
4	Fundamentals of Film	30	70	100
5	Documentary Production	30	70	100
Subsidiary Subject				
6	Environmental Sciences	20	30	50
The subsidiary examination shall be non-University examination only and will not be the part of the grand total				
	Total			500

Fifth Semester

Sr.No.	Course Title	Marks Distribution (Theory)		Total
		Internal	External	
1	Corporate Communication	30	70	100
2	Development Communication	30	70	100
3	Advertising	30	70	100
4	Public Relations	30	70	100
5	Television Programme Production	30	70	100
	Total			500

Sixth Semester

Sr.No.	Course Title	Marks Distribution (Theory)		Total
		Internal	External	
1	Communication Research	30	70	100
2	Photo Journalism	30	70	100

Chitra *Aswini* *Shivani* *Aswini*

3	Non-linear Video Editing	30	70	100
4	Event Management	30	70	100
5	National Security and Media	30	70	100
	Total			500

11. Schedule of Examination

There shall be an End Term University Examination at the end of each semester.

12. Internal Assessment

It shall be based on evaluation of periodic tests, tutorials, assignments, presentations, etc. The periodic tests will be conducted during each semester. However, minimum of two Internal Tests will be conducted.

The Internal assessment shall be submitted to the University before the commencement of the University Examinations.

13. Promotional Rules

Academic Rules
A student shall be declared pass in a semester when he/she is pass in all the theory subjects. A student shall not be promoted to next year if the student fails to clear **maximum** three subjects, provided he/she has cleared all the theory subjects of previous years and result shall be declared as 'Promoted with Back Paper/s.'

A student will be promoted to third year if he clear
A student shall appear in the forthcoming odd/ even semester examinations to clear back paper(s) only. A student shall be eligible to undertake internship only when he/she has cleared all the subjects. A student, who fails in the theory examination, shall have to re-appear in the University examination. Such a student may improve his/her internals assessment by appearing for 'Improvement Sessional Examination.'

14. Supplementary Examinations

The University will conduct one Main Examination and one Supplementary Examination in each semester. Supplementary Examinations will be held along with forthcoming odd / even semester examinations, as applicable.

15. Grace Marks

A student can be awarded 'Grace Marks' not exceeding a maximum 5 marks in theory and can be shared by not more than two subjects. The grace marks shall not be added to the aggregate marks.

16. Declaration of Result

The result of a candidate shall be declared by the University on the basis of the performance of Theory examination. In an individual subject the minimum pass marks (including internal assessment) shall be 50% in theory subject. The marks obtained in the University Examination and in the internal assessment of the subject shall be added to compute subject percentage.

17. Award of Rank

The merit list shall be drawn on the basis of commutation result of all semesters. On the basis of Final result, the top ten candidates in each branch shall be awarded rank according to their merit provided they pass all examinations in first attempt.

18. Award of Degree

The student shall be eligible for award of BA (Mass Communication) degree on successful completion of prescribed course of study and have been declared pass in the final result.

19. Scrutiny and Re-evaluation

Scrutiny shall be allowed for only theory papers, subject to maximum two subjects.

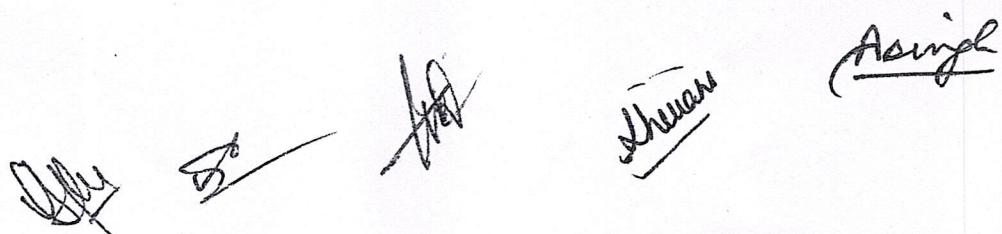
20. Cancellation of Admission

The admission of a student at any stage of study shall be cancelled if:

- a) He/she is not found qualified as per norms or guidelines or the eligibility criteria prescribed by the University.
- b) He/she is found involved in creating indiscipline in the Institution/College or in the University.
- c) He/she is involved in an act of ragging.

21. Power to Amend the Ordinance

The 'Academic Council' shall have the powers to relax, amend any or all the provisions of the Ordinances, subject to the approval of the 'Executive Council' of the University.



Eligibility Criteria for Examiners

(3 Years Undergraduate Course- B.A. – Mass Communication)

1. Examiner – Paper-setter (External)

A person holding MA (Journalism and Mass Communication)/ M.A. (English)/ M.A. (Hindi) or any other professional degree in the related subject with minimum three years teaching the subject/s, whether in service, practicing or retired at the time of appointment as Paper-setter.

2. Examiner – Answer Script Evaluation (External)

A person holding MA (Journalism and Mass Communication)/ M.A. (English)/ M.A. (Hindi) or any other professional degree in the allied subject with minimum one year teaching the subject/s, whether in service, practicing or retired at the time of appointment as Examiner.

3. Examiner – Paper-setter (Internal)

A person holding MA (Journalism and Mass Communication)/ M.A. (English)/ M.A. (Hindi) or any other professional degree in the related subject with minimum three years teaching the subject/s, whether in service, practicing or retired at the time of appointment as Paper-setter.

4. Examiner – Answer Script Evaluation (Internal)

A person holding MA (Journalism and Mass Communication)/ M.A. (English)/ M.A. (Hindi) or any other professional degree in the allied subject and teaching the subject/s, whether in service, practicing or retired at the time of appointment as Examiner.