

DEPARTMENT OF MASS COMMUNICATION AND JOURNALISM



- **NEW MEDIA**
- **RADIO AND TELEVISION JOURNALISM**
- **ADVERTISING AND CORPORATE COMMUNICATION**

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Bengaluru City University

THE DEPARTMENT OF COMMUNICATION (FACULTY OF ARTS) RULES AND REGULATIONS FOR THE TWO-YEAR M.A IN MASS COMMUNICATION AND JOURNALISM COURSE UNDER CBCS SEMESTER SCHEME WITH EFFECT FROM 2019-2021

GENERAL OBJECTIVE OF THE COURSE

Mass media teaching institutions have been facing challenges of late with fast-changing technical developments. They have been forced to reinvent themselves frequently due to the advent of new challenges. With the dawn of breaking news culture and 24x7 channels and fast expanding digital media, the ecosystem of mass media has changed tremendously. One of the famous quotes is: "Challenges are what make life interesting. Overcoming them is what makes them meaningful." Bengaluru City University (BCU) wants to make life of students meaningful and has taken challenges as opportunities and has geared itself up to cater to the changing media scenario by offering niche courses. Students have been looking at employability factor while choosing courses in mass media. Courses in mass media have been witnessing frequent changes to meet the requirements of the industry. The Department of Mass Communication and Journalism in Bengaluru City University has taken upon itself the onerous task of formulating the curriculum, which is relevant not only for today but also in the years to come. A lot of effort has gone into the preparation of syllabus and many experts and a large number of books have been consulted before putting in place the syllabus, which will be cut above many others offering mass media courses.

OBJECTIVES

- To mould students to cope with challenges in mass media and society.
- To train students with special focus on New Media, Radio and Television and Advertising and Corporate Communications.
- To educate students in specialized areas such as research, data journalism, multimedia communication, creative solution design, use of social media in different platforms, digital marketing, economics of broadcasting, advertising and corporate communication.
- To enlighten students on the impact of mass media on culture and society, ethical and legal aspects of journalism.

- To equip students to do multi-tasking and adapt themselves to changes happening in multimedia.

VISION

- To offer the best theory and practical experience to students in the credit-based system.
- To extend state-of-the-art facilities to students.
- To update constantly to the changing scenario by keeping eyes wide open and having ears to the ground.
- To make students industry-ready and employable in media organizations.
- To ensure talented and fully-trained budding journalists leave the campus.
- Visit to media house to get the first-hand knowledge of functioning of media

Facilities

- The department is equipped with most modern computers with high-speed internet connectivity.
- Smart Classroom Board is available for teaching advanced subjects.
- The department has state-of-the-art broadcasting facility.
- The department has full-fledged web radio facility.
- All major newspapers and leading magazines are available to students.
- Bengaluru City Campus has a well-stacked library.
- Bengaluru City University Campus is located in the Central Business District and easily accessible by bus and metro. All-important facilities and offices are located close by. The department is housed in a heritage building with refurbished facilities.

II. Eligibility for Admission

- i. Candidates should have passed any bachelor's degree examination of Bengaluru City University or any other recognized university with at least 50 percent marks (aggregate of all subjects, including languages) or equivalent grade as per the Bengaluru City University rules.
- ii. The Department shall admit a maximum of 60 students. Besides, 10 seats will be filled-up under payment quota.
- iii. In case of SC/ST/CAT-I categories, the minimum percentage of marks will be as per prevailing rules of the University and the government.

III. Admission procedure

- i. Admission to M.A in Mass Communication and Journalism Course shall be made in order of merit of the candidates, subject to the statutory provision of reservation based on the following criteria.
- ii. Half of the percentage of average marks obtained by the candidates in all the examinations of three years' bachelor's degree course, including languages.
- iii. An entrance test will be conducted for 50 marks subject to the decision of the Bengaluru City University.
- iv. Entrance exam shall be designed to test aptitude, general knowledge and language skills.
- v. Any candidate found to have given false information at the time of admission regarding eligibility shall forfeit the admission even after getting admitted to the course.

IV. Duration of the Course

- i. The Bengaluru City University follows the CBCS Pattern as per the University Grants Commission (UGC) regulation and the course of study for M.A degree students shall be of four semesters (two years) and shall consist of:
 - Theory and Practical papers
 - One Soft-core Paper
 - One Open Elective Paper
 - Media visit
 - Project/Dissertation/Documentary/Short films
 - Internship

- ii. The course commencement, programme, examination, scheme of instruction, terms and vacations shall be as prescribed by the Bengaluru City University from time to time.

V. Course of Study and Schemes of Instructions

- i. While strictly adhering to University Grants Commission regulations, the course has been designed to ensure smooth transition from common subjects in the first two semesters. Foundation courses offered in I and II semesters will broad base the employment opportunities for students.
- ii. The III and IV Semesters will have three specializations, namely: New Media, Radio and Television and Advertising and Corporate Communication. The specialisation in the III and IV semesters would enable students to acquire new skills to fit into particular sector. Data Journalism, which is touted to be the future of journalism, is offered to all the three streams.
- iii. Degree will be awarded as M.A in Mass Communication and Journalism and the specialization will find a mention in the marks card.
- iv. Students will be offered courses in English
- v. However, students will have the option to write examinations in Kannada

VI. Examination

- i. There shall be an examination at the end of each semester with a maximum of 70 marks for theory and 30 marks for practical paper. The marks for papers are either 35 or 70. Depending on the credits.
- ii. Every theory paper and practical paper shall have internal assessment with either 15 or 30 marks. The award of internal assessment is based on two class tests, attendance, and attitude and in-time completion of assignments during semesters.
- iii. The internal assessment marks once awarded for any paper shall be retained and considered as final even if the student reappears for that paper in subsequent attempts.
- iv. After the successful completion of the course, the student will be awarded a post-graduate degree in M.A in Mass Communication and Journalism.

VII. Attendance, Progress and Conduct

- i. Students have to compulsorily attend classes, seminars, practical classes and other academic activities conducted and prescribed by the Department.
- ii. Students shall be considered to have required attendance if they are present for 75% of the classes conducted in each paper.
- iii. Students who do not satisfy the attendance requirements will not be permitted to appear for the university examination.

VIII. Procedure for Awarding Internal Marks

- i. Internal assessment marks shall be based on pre-determined transparent system. It would involve testing the students' grasping power and understanding of the subject with periodic written tests and assignments. Their attendance in each subject and attending seminars will also be taken into consideration. The practical knowledge of the students will also be assessed. In-time completion of assignments and submission of records will also be of importance. The weightage assigned to various components for internal evaluation is as follows.

Components of awarding internal assessments marks

1. Assignments:	05
2. Seminar:	05
3. Attendance:	05
4. Two Test:	15
Total	30

(Awarding Marks for Attendance (out of 5) Attendance below 60%= 0 marks, 61 % to 75% = 3 marks, 76 % to 90% = 4 marks and above 91%= 5 marks).

IX. Grading

Grading System of the course is based on a 10-point scale used to evaluate the performance

Letter Grade		Grade Point
O	Outstanding	10
A+	Excellent	9
A	Very Good	8
B+	Good	7
B	Above Average	6
C	Average	5
P	Pass	4
F	Fail	0
AB	Absent	0

The overall grade for a programme for certification shall be based on CGPA with a 10-point scale given below:

Sl. No.	Equivalent percentage	Grade points	Grade	Grade Description
1	90.00-100	9.00-10	O	Outstanding
2	80.00-89.99	8.00-8.99	A++	Excellent
3	70.00-79.99	7.00-7.99	A+	Exceptional
4	60.00-69.99	6.00-6.99	A	Very Good
5	55.00-59.99	5.50-5.99	B+	Good
6	50.00-54.99	5.00-5.49	B	Fair
7	45.00-49.99	4.50-4.99	C+	Average
8	40.01-44.99	4.01-4.49	C	Below Average
9	40	4.00	D	Pass
10	<40	00.00	F	Fail

- i. The course is evaluated by assigning a Letter Grade (A, B, C, D or E). A separate minimum of C grade is required for a pass for both internal and external evaluation.
- ii. A student who fails to secure a minimum grade for pass in a course will be permitted to write the examination along with the next batch.
- iii. Semester Grade Point Average (SGPA) of a student in that semester is calculated after successful completion of a semester, using the formula given below.
- iv. For the successful completion of semester, a student should pass all courses and score a minimum SGPA of 2.0. However, a student is permitted to move to the next semester irrespective of her/his SGPA. The SGPA of the student in that semester is calculated using the below formula

$$\frac{\{(SGPA)1*S1+(SGPA)2*S2+(SGPA)3*S3+(SGPA)4*S4\}}{(S1+S2+S3+S4)}$$

Where S1, S2, S3 and S4 are the total credits in semester I, semester II, semester III and semester IV.

X. Practicals/Lab Journals

- i. Students of II and III semester of M.A in Mass Communication and Journalism have to compulsorily contribute to the production of Lab-Journal/E-paper/documentary/short film.
- ii. Lecturer teaching the subject shall be the Editor/In-charge with the Chairman of the Department as Editor-in-chief. Students shall submit Practical Journal to the in-charge teacher concerned. The in-charge teacher shall forward the Journal to the Chairman for approval.

- iii. The editor concerned of the issue will guide and supervises the work of students and ensure that the deadlines set by the Department are adhered to.
- iv. All students shall actively associate themselves in publishing the Lab Journal. It is mandatory on the part of each student to bring out at least one edition of the Lab Journal. Four students shall be in-charge of one issue.
- v. The results of those students who do not bring out the Lab Journal as student editors during their respective semesters will not be announced.

XI. Minimum requirement for pass

- i. A student shall be declared to have passed M.A in Mass Communication and Journalism examination in each semester if he/she obtained not less than 35% of marks in each of the theory papers, including the internal assessment marks and 40% in the aggregate of all the papers, including internal assessment marks.
- ii. A student who falls short of 40% marks in aggregate even when he/she has secured 35% marks in all the papers and wants to improve his/her results may select any paper/papers to appear once again to improve semester performance within a period of one year.
- iii. A student could continue his/her studies in the next semester irrespective of the number of papers in which he/she has passed in the previous semester exams provided he/she has satisfied attendance requirements in the previous semester.
- iv. A student shall compulsorily appear for practical examination conducted by the Department and shall pass in respective practical exam. If the student secures less than the pass marks, he/she has to reappear for the practical exam in subsequent academic year.

XII. Dissertation/ Documentary/Project and Defence

- i. Every student of M.A in Mass Communication and Journalism shall produce a dissertation/television programme/project work in the IV semester by following guidelines as prescribed by the Department. It will carry 50 marks internal assessment.
- ii. Every final semester student of M.A in Mass Communication and Journalism shall compulsorily attend for defence conducted by the Department. The defence will have 50 marks.
- iii. Every student will have to appear for the defence to be conducted by Internal and External Examiners.

XIII. Media Visit

Students shall compulsorily visit a media organization at the end of the III Semester

XIV. Internship

Internship will be an icing on the cake for media students. Most professional courses have internship as part of the course as it would help students to tune in themselves to the working atmosphere of the media organisation. Internship with a reputable media/channel/advertising agency/public relation department etc., will help a student to get an insight into actual functioning of the media organisation. It would offer a chance to work in leading media organisations and interact with leaders in the industry. The students will have to undergo compulsorily an Internship at a media organisation or related bodies for four weeks at the end of the IV semester. Every student should submit his/her report on the internship, which has to be duly attested by a responsible person in the organisation where he/she undergoes internship. The report, which should also contain the proof of the assignments performed by students at the organisation, should be submitted to the Head of the Department along with internship completion certificate for announcement of IV semester result and awarding of the degree.

XV. Classification of successful candidates and declaration of results

Successful candidates in the annual examination shall be classified as follows:

FIRST CLASS: Those who obtain 60 percent and above of the aggregate marks in all the semester exams put together.

SECOND CLASS: Those who obtain 50 percent and above but less than 60 percent of the aggregate marks in all semester exams put together.

PASS CLASS: Those who obtain 40 percent and above but less than 50 percent of the aggregate marks in all the semester exams put together.

Final Examination Question Paper Format

..... Semester M.A. Degree Examination ...Month.....Year
(CBCS)

Mass communication and Journalism
Title of the Paper: MCJ:

Time: 3 Hours

Max Marks: 70

Answer any seven questions, including question no. 9 which is compulsory.

- 6x10=60
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-
-
-
-
-
-
- Write shorts notes: 2.5x4=10
 - a.....
 - b.....
 - c.....
 - d.....

Contact

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