



Department of Mass Communication

Veer Bahadur Singh Purvanchal University, Jaunpur, U.P.

(Ordinance & Syllabus)

The Department of Mass Communication was established in 1998 with mission to impart education in the professional field of media. The aim was to enrich the students about media and its applications in today's fast paced world. Department is running M.A in Mass Communication. The department offers Ph.D. programme covers researches on science communication, web journalism, public relations and advertising areas etc.

Vision of the department-

The ongoing structural reforms, brought about by new socio-economic policy, has placed media at the centre stage in information sharing processes intermingled with the fast-improving technologies, keeping this in view, the course seeks to prepare and shape who can contribute significantly in this field.

Mission of the Department

The M.A M. C. programme aims at providing the media world with highly trained and motivated professionals with high journalistic approach, capable to maintain and develop the new skills in communication technology as well as equipping the students with professional proficiency in the field of Mass Communication with special emphasis on Electronic, Print and digital Media.

Programme Objectives

- Providing education and training in professional journalism and mass communication
- Foster talented people, provide human resources for development,
- Culture-sensitive, optional, evidence-based participation relevant areas
- Practice at different levels. To help students develop matching knowledge, skills, attitudes, and values
- Practice of professional journalism and mass communication. Stimulate and promote the integration of journalism and mass media theory and practice

- Communication profession; Promote and provide interdisciplinary collaboration for better understanding
- Journalism and media issues such as fake news, paid news, and media
- Advocacy, social issues, social development issues and necessary services.

Programme Outcomes

- This program aims to develop students' ability to express and communicate ideas.
- Discussion, historical insights, creative insights. Students will be able to understand complex relationships between
- Communication / media theory and various personal, social, and professional theories
- Practice method exercises. Students understand the basics, processes, and practices of writing for and.
- Demonstrate writing skills in one or more professions through the media
- An application for writing media. Students can use digital media, television, and Film studies, video, and audio production, printed matter, radio and television journalism,
- Photography, public relations, popular culture research. Students can devise, design, and produce one or more works
- Learn how to act as an individual and as a team member to support the whole thing.
- Students leave the MAMC program as ethical and critical lifelong learners, Problem solvers, innovative and effective creators, and communicators in all media Intellectual people independent of the form of seeing life in a historical context.
- Comprehensive multicultural perspective and critical understanding of power of society.

Ordinance:

The following ordinances have been framed for admission, examination and course structure (as mentioned in the syllabus) of MA Mass Communication :

1. The course will be called Master of Arts Mass Communication and the degree will be awarded in the same name.
2. MA Mass Communication is Two-Year (Four semester) full time Course.
3. The candidates seeking admission to the course shall apply on a prescribed application form obtainable from the University.

Eligibility Conditions:

1. Only those students will be eligible to appear in the entrance test who have secured at least 45% marks at the undergraduate level from any discipline from a recognized university.
2. Those who have appeared in the final examination of graduate degree may also apply for entrance test. If they qualify the test, their admission will be provisional, subject to submission of the final result within six months from the date of their admission in this course.
3. In entrance test 75 objective type questions (1 mark each) with multiple choice will be asked. Short listed candidates will have to appear for group discussion and interview before the admission committee of the department. The final list of selected candidates will be based on the performance in all three phases of the entrance test.
4. The number of seats is 30. However this can be altered under special circumstances with proper approval of the university authority.

Teaching:

The faculty of the Department is primarily responsible for organizing lecture work for course. The instructions related to tutorials are provided by the respective teachers under the overall guidance of the Department. There shall be 90 instructional days excluding examination in a semester.

Assessment of Student's Performance and Scheme of Examination:

1. Hindi and English shall be the medium of instruction and examination.
2. Examination shall be conducted at the end of each Semester as per the Academic Calendar notified by the University.
3. The system of Evaluation shall be as follows:
 - 3.1 Assessment of students' performance shall be based on the 75: 25 criteria. 75 marks shall be for the end point examination and 25 marks shall be for internal assessment.
 - 3.2 For Practical Examination 75 marks will be based on practical report and 25 marks will be based on viva-voce.
 - 3.3 Assessment of the Dissertation/Survey/Field Study/Field work in both the semesters of a year shall be done on the basis of the joint reports (50+50+100 marks). The assessment will be conducted by the University appointed External Examiner and Internal supervisor. There will be 08 credits for this course. No Internal Assessment will be conducted for this course.

Pass Percentage and Promotion Criteria:

Minimum marks of passing the examination in each semester shall be 36% in each paper and 40 % in aggregate for a semester. However, a candidate who has secured the minimum marks to pass in each paper but has not secured the minimum marks to pass in aggregate may reappear in any of the paper/s of his choice in the concerned semester in order to be able to secure the minimum marks prescribed to pass the semester in aggregate. No student would be allowed to avail more than 3 chances to pass any paper inclusive of the first attempt.

Semester to Semester Progression:

Students shall be required to fulfil the Part to Part Promotion Criteria. Within the same Part, students shall be allowed to be promoted from a Semester to the next Semester, provided she/he has passed at least half of the courses of the current semester.

Conversion of Marks into Grades:

As per University rules

Grade Points:

Grade points shall be determined as per the Grade point table as per University Examination rule.

CGPA Calculation:

As per University Examination rule.

Division of Degree into Classes and Degree award.:

After successful completion of MA Mass Communication Part I students will be awarded Bachelor (Research in Faculty). After successful completion of MA Part II students will be awarded Master in Faculty.

Attendance Requirement:

No student shall be considered to have pursued a regular course of study unless he/she is certified by the Head of the Department of Mass Communication to have attended 75% of the total number of lectures, tutorials and seminars conducted in each semester, during his/her course of study.

Guidelines for the Award of Internal Assessment Marks for M.A. Mass Communication (Semester Wise)

The Internal assessment for every paper shall be based on the following criteria:

Criteria of Assessment	Assignment/ Class test 1	Assignment/ Class test 2	Attendance	Total Internal Assessment Marks
For 100 marks papers (Core and Elective)	10	10	5	25
For 100 marks paper (Minor Electives/ Practical/ Survey/ Field Work/ Dissertation/ Internship)	10	10	5	25