

**PROGRAMME PROJECT REPORT FOR M.A PROGRAMME IN MASS COMMUNICATION &
JOURNALISM**

CENTRE FOR OPEN AND DISTANCE LEARNING

TEZPUR UNIVERSITY

Name of the Programme	:	M.A. in Mass Communication
Academic Unit	:	Department of Mass Communication & Journalism, Tezpur University
Mode of teaching	:	Open and Distance Mode
Prospective Group	:	Graduate students
Effective Session	:	July, 2018
Programme Code	:	MMC
Programme Credit	:	64 Credits
Duration	:	Min 4 semester, Max 8 semester

OVERVIEW

This programme is designed to familiarize the learners with both theoretical and practical aspects of Mass Communication, acquaint them with Ethics/New Media/communication Research etc and enable them to put communication practice within the socio-cultural realm by sensitizing them to use media for overall development.

MISSION AND OBJECTIVE OF THE PROGRAMME

MISSION

- To contribute to the development of human resource on significant emerging areas of media and communication
- To enhance the skills and knowledge development in the scenario of knowledge based society
- To expand the access and opportunities for meaningful engagement with media and society

OBJECTIVE

1. To improve quality training and understanding of communication and media
2. To put communication practices within the realm of Indian and Northeast Indian social and cultural context.

TARGET GROUPS

- The M.A programme will benefit the stakeholders' already in job for their capacity building and also help those who are outside the fringe of formal higher education for reasons beyond their control. The course has been designed with technology mediated teaching-learning mitigating the distance apparent in open and distance mode of education.

PROGRAMME OUTCOME

- Addressing needs of media boom in regional as well as national context
- Generate media professionals with qualities of social consciousness and cultural sensitivity
- Supports University's Mandate of Regional Development

INSTRUCTIONAL DESIGN:

Curriculum Design

The programme is designed to be offered as a two year programme. The total period is divided into 4 semesters where the learners have to earn 16 credits in each semester with a total of 64 credits in two years. For the benefit of the learners maximum period of 8 semesters (4 years) is given to complete the programme. The programme is based on the concept of blended learning where both online and face-to-face teaching-learning methods in the form of interactive sessions have been implemented. Twelve (12) hours' face-to-face counselling will be provided to the learners in this programme. The learners may have weekly online interactive sessions with instructors as and when required. The learners may be exposed to audio-visual aids, such as films and dramatized versions of classics and other technological advantages for better understanding of the topic discussed.

Module of the programme

With the help of a group of experts a learner friendly module has been prepared to introduce the learners to the variegated field of Mass Communication and Journalism. Each course is divided into 14 units with an introduction of the course and clearly stating the objective of that particular area on offer. The objective such a module is to bring better clarity on each topic discussed in a particular unit.

ADMISSION, CURRICULUM TRANSACTION, EVALUATION ETC.

Eligibility

Minimum eligibility criterion for enrolment in the programme is graduation in any discipline. Admission will be conducted twice in an academic year, i.e. January and June. Online admission procedure will be put in place.