

Programme Guide

Bachelor of Arts in Journalism and Mass Communication



Krishna Kanta Handiqui State Open University

The University deserves the right to change the rules and procedures described in this Programme Guide. Please check from time to time with the University Website for updates.

Recognition of Degrees/Diplomas/Certificates provided by Krishna Kanta Handiqui State Open University:

- Established under the provision of the 'Krishna Kanta Handiqui State Open University Act' 2005 of the State Legislature of Assam.
- The University has been recognised and its academic programmes have been approved by the UGC, New Delhi vide letter no. F.9-13/2008(CPP-I), dated March 18, 2009.
- The Government of Assam has recognised all degree, diploma and certificate programmes of the University for job and higher study vide letter no. AHE/228/2007/330, dated May 08, 2009.
- The UGC through its Public Notice vide F. No. 1-9 2018 (DEB-I) dated 23rd February, 2018 has asked for recognising and treating the Degrees/Diplomas/Certificates awarded through distance mode at par with the corresponding awards of Degrees/Diplomas/Certificates obtained through the formal system of education. URL: https://www.ugc.ac.in/pdfnews/5628873_UGC-Public-Notice---treating-all-degrees.pdf

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1. MESSAGE FROM THE DEAN (ACADEMIC)

Dear Learner,

Greetings from the Establishment of the Dean (Academic) at Krishna Kanta Handiqui State Open University.

I heartily welcome you as a learner of the BA Programme in Journalism and Mass Communication of this prestigious state open university and I hope that you will be happy to explore the varied and up-to-date curriculum of this Programme which are compatible with the 21st century employment market. KKHSOU has been a choice-based educational destination for many who were deprived or denied or conditionally forced to remain away from their dream of education. While imparting need-based education to the fresh learners, our University also holds the promise of fulfilling the educational dreams of the socially backward, underprivileged and marginalised people of our society.

Friend, I am happy to inform you that we at KKHSOU provide diverse tracks to fulfil your learning needs. Our university is currently offering programmes in four different levels i.e. Master's Degree, Bachelors' Degree, Diploma and Certificates under six different Schools of Studies namely, S. K. Bhuyan School of Social Sciences, Padmanath Gohain Baruah School of Humanities, Maniram Dewan School of Management, Bhupen Hazarika School of Mass Communication, Guru Prasad Das School of Vocational Studies and Hiranya Kr. Bhuyan School of Science and Technology. We are having subjects right from Literature to Journalism, from Yoga to Commerce and Management. Once a learner is awarded a Degree or Certificate by KKHSOU in any of the programmes, he/she becomes eligible for employment in any government or private sector work market. Therefore, start your educational journey with confidence and hard work so that you can shine in life.

I am happy to share the fact that we are loved and embraced by a large number of learners spread across the state and beyond. During your journey in our university, you will be supported by a host of Learner Support Services about which you learn in this Programme Guide. Therefore, I urge you to make full utilisation of the resources and facilities provided by our university. Besides, our faculty members shall be always ready to assist you in advancing your knowledge, developing your creativity and discovering solutions to the pressing academic questions you might face.

I know that we have challenges to meet. However, I also assure you that through our dedication, determination and teamwork, we shall be able to overcome all problems on our way.

I wish you all the very best for your bright future.

Dean Academic
KKHSOU

2. STUDYING AT KKHSOU USING THE DISTANCE LEARNING MODE

Krishna Kanta Handiqui State Open University (KKHSOU) welcomes you to its vast community of aspiring learners. It is important to advance and upgrade your education for a productive and healthy living in contemporary society. Hence, it is important that you choose the right university to suit your learning needs. KKHSOU shall assist you in all the aspects of your educational journey.

You will note that KKHSOU is the 14th State Open University of India with a learner-base of 3,00,000 until 2019. This University has adopted the Open and Distance Learning (ODL) mode to facilitate the implementation of its different academic programmes with a view to providing timely opportunities for lifelong learning. Our flexible academic programmes shall suit the needs of all our learners as well as working individuals who are unable to study full time on-campus five-six days a week, despite having a desire for an accredited qualification and personal development.

While studying at KKHSOU, you will be supported by a meticulously prepared Self-Learning Materials (or SLMs) that are well designed and expertly written; an all-inclusive university website; an e-SLM portal and a host of other learner support services such as face-to-face counselling sessions in the University Study Centres, which act as the mirror of the University.

The SLMs in a particular programme are specially prepared by a group of experts who include the faculty members from KKHSOU as well as those drawn from different Universities and educational institutions located across the state as well as the country. The preparation and production of the SLMs of a particular department are co-ordinated by the faculty members of the concerned department following a careful scrutiny of the contents and language by experts in the field. Besides, efforts to make audio and audio-visual contents based on the syllabus are also made in the Multimedia Production Unit of the University in consultation with the course writers, editors and in-house faculty members. Such audio-visual materials are reviewed by the faculty members, media experts and the concerned authority, before they are uploaded in the University's YouTube page.

We hope that you will make full use of the resources provided by the University during your academic journey. However, you should also know that your achievement in the programme of enrolment will also depend on your performance in both the continuous assessments through assignment and the Semester-end examination. Studying in an ODL Institution for an award of degree or qualification demands great commitment on your part as a learner. Although KKHSOU provides you with a flexible way of learning, you are required to complete all the assignments in due course within a stipulated period and take the examinations according to the schedule specified. In general, besides attending the face-to-face counselling sessions and tutorials at your study centre where you have enrolled, you should be able to allocate at least 2-3 hours a day for studying your courses.

With this introductory information, you should start your programme at KKHSOU and we hope that by availing all the support services of the university, you will succeed in your educational venture. We assure you that the University fraternity shall always stand by you to help you with all your academic requirements.

3. HOW TO SUCCEED AS A DISTANCE LEARNER IN THE ODL SYSTEM

The Open and Distance Learning (or ODL) is a system of education in which education is imparted to the learners from a distance. The two basic elements in ODL are:

- a. The physical distance between the educators and the learners;
- b. The changed role of the educators who meets the learners only for selected tasks such as counselling during contact sessions, conducting tutorials and helping the learners with field-based projects and collaborating with the learners to solve their problems.

In the conventional face-to-face mode of education, the teaching-learning contents are communicated directly by the teachers/educator mainly through the lecture method. In distance education however, this interpersonal communication is replaced by print, telephonic and electronic communication, broadcasting of educational programmes, online communication and others need-based methods. Hence, the philosophy of ODL is based on the idea of the ‘teacher in print’ that means the teachers are very much present in the SLMs, directly teaching each learner through printed words.

In your case, the benefit of ODL is that it provides access to education that you would not have gained otherwise. ODL allows you to study when and where it suits you and enables you to continue learning while also fulfilling your commitments to the family, work and community. You may be pursuing higher education for various reasons such as—you might be interested in changing your career or you might simply want to expand your knowledge base for personal enrichment. Whatever may be the reason, unlike in the conventional system, ODL provides you with flexitime learning experience while catering to your learning needs. It is important for you to bear in mind that in ODL, you are not pursuing your studies alone on your journey.

We encourage you to make full use of the facilities provided by the University during your study at KKHSOU. You should always make an attempt to regularly attend the counselling sessions at the study centre where you have enrolled, form study groups with your programme-mates, check for the latest academic updates in the University website: www.kkhsou.in, participate in academic discussion with your fellow learners as well as your teachers through Facebook or WhatsApp groups, contact your tutors at the study centres or the teachers at the University headquarters. Further, your tutors in the study centers shall be there to help you understand the course materials, clarify the concepts you find difficult and collaborate with you to enhance your learning experience.

Feel free to learn and enjoy learning towards successful completion of the Programme.

4. INTRODUCING THE BA PROGRAMME IN JOURNALISM AND MASS COMMUNICATION

B.A. Programme in Journalism and Mass Communication (Major) is being offered by the Department of Mass Communication under the Bhupen Hazarika School of Mass Communication, Krishna Kanta Handiqui State Open University (KKHSOU). This programme has been thoroughly revised in accordance with the UGC Regulations on Open and Distance Learning, 2017. Syllabi of this Programme have been finalized after a series of deliberations and discussions with academic experts in the respective field from Universities of repute, viz., Rajiv Gandhi University, Mizoram University, Gauhati University and Tezpur University. The quality of Curriculum and Syllabi of this programme has been so designed to accommodate the recent developments in the field of higher education in general and the subject in particular. The main mission of this department is to impart blended learning to the learners and keep them abreast of the present media scenario and to contribute to the accomplishment of University's mission of providing quality education beyond barriers.

This programme will be of interest to academicians, practitioners, professionals, researchers, learners and general readers who are interested in understanding the dynamics of mass communication. The major highlight of the programme is to show the relevance and significance of dynamics of communication in every walk of human life. This Programme focuses on every aspect of mass communication like print media, electronic media, advertising, public relations, etc.

4.1 Aims of the Programme:

The BA Programme in Journalism and Mass Communication aims at

- a. Encouraging critical thinking, research aptitude, ethics and social responsibility related to media
- b. Instilling knowledge and fundamentals of communication in the learners
- c. Developing written and spoken communication skills essential for media platforms
- d. Inculcating critical thinking and analytical approach

4.2 Objectives of the Programme:

As you successfully complete this Programme, you will be able:

- a. To equip the learners with potential skills in order to enable them to enter the competitive markets in journalism and mass communication.
- b. To create an awareness among the learners about the world of mass communication and journalism.
- c. To bring about a holistic development in the overall wellbeing of the learners.
- d. To equip the learners with the emerging concepts of science communication, media management, film studies and communication research.
- e. To make the learners understand crucial terms and concepts underlying the process of media creation.
- f. To enable the learners to discuss media-related news in terms of its cultural, social, ethical, political and economic significance.
- g. To bring to light how communication research has impacted the role and significance of mass communication

- h. To allow the learners to understand the principles of journalism and mass communication in the context of issues that are familiar to them.
- i. To focus on the importance and challenge of maintaining accuracy and honesty in the media thereby encouraging the learners to think about ethics and values.

4.3 Target Group:

The BA Programme in Journalism and Mass Communication has been designed for

- a. People who are desirous of pursuing career in any field of media and want to hone the skills and traits required for the same.
- b. Those who are already working in the media sector and still want to learn more or to earn a degree in journalism and mass communication.
- c. People willing to earn for a living and to learn at the same time.
- d. Learners especially women who could not complete their higher education in the conventional mode owing to certain family problems.
- e. Employed/self-employed persons with a penchant for higher education and learning skills.
- f. People who would like to hone their professional skills.
- g. People living in rural and remote area and other disadvantageous conditions but desirous of higher education in Journalism and Mass Communication.

4.4 Duration:

The minimum duration of the BA Programme in Journalism and Mass Communication is three years. Each year, the new academic session starts in the month of July-August. You are allowed to take a maximum of eight years which means that you will get additional five years along with your year of enrolment to complete this Programme. This is possible mainly because the mandate of KKHSOU is to provide 'flexitime' learning opportunity to all learners.

4.5 Career Prospects:

After successfully completing the BA Programme in Journalism and Mass Communication, you will be able to

- pursue career in journalism (in print or electronic media) as reporter, correspondent, columnist, editor, and so on
- enter the field of production, in both radio and television
- find a career in advertising, public relations or social media
- enter the area of communication research and media studies
- learn further to be a photographer
- explore the field of film-making as a film reviewer or pursue further studies in film-making

4.6 Study Hours:

The BA Programme in Journalism and Mass Communication consists of 56 credits, which means each of the total 14 courses/papers is of 4 credits. In the ODL system, a credit is often the measure of workload in terms of a student's learning efforts. One credit is equivalent to

30 study hours. Usually, a credit is calculated on the basis of the time spent for studying and doing practical works. Thus, a credit collectively refers to different aspects of study, such as

- Studying the SLMs
- Working on the assignments
- Doing the practical works
- Going through the texts and other Further Reading materials
- Listening and watching audio and audio-visual programmes
- Attending academic counselling sessions at the respective study centres and so on.

In one Semester comprising 4 Credits, you will need to devote about 120 hours to finish the course contents. However, as the 'flexi-time' option is available, you may yourself decide on the time to be devoted to the Programme. However, if you devote around 2-3 hours of meaningful and effective study every day, you will comfortably complete the programme in the stipulated time.

5. PROGRAMME STRUCTURE:

The BA Programme in Journalism and Mass Communication comprises 6 Semesters with a total of 14 courses/papers. Each course will carry 100 marks out of which 20 marks will be reserved for Home Assignments. All courses are compulsory.

The following are the Semester wise courses of the BA Programme in Journalism and Mass Communication:

Semester	Title of the Courses	Brief Description	Recommended Readings
Semester 1	Course 1: Introduction to Mass Communication	This course shall introduce the learners to the world of communication and the concept of mass communication. The course also provides a theoretical understanding of the mass media, its relationship with the society and human beings and the way mass media behave in the present context	<ul style="list-style-type: none"> • V. B. Agarwala & V. S. Gupta: <i>Handbook of Journalism and Mass Communication</i>. • Keval J. Kumar: <i>Mass Communication in India</i>. • John Fiske: <i>Introduction to Communication Studies</i>. • Ronald B. Adler & George R. Rodman. <i>Understanding Human Communication</i>.
Semester 2	Course 1: Journalism	In this Course, the learners are able to delve into the field of journalism and various concepts related to it. This course provide an understanding of the requirements for good journalists, their functions, composition of news and news writing.	<ul style="list-style-type: none"> • M. V. Kamath. <i>Journalist's Handbook</i> • V. B. Agarwala & V. S. Gupta: <i>Handbook of Journalism and Mass Communication</i>. • VirBala Agarwala. <i>Essentials of Practical Journalism</i>.
Semester 3	Course 1: History of the Media	In this Course, the learners shall be taken through the history of mass communication, discussing each media form and its development. The course provides information regarding the role of media in Indian freedom struggle, rise of media in Assam, language press and its role, the press organisations of the country, along with some instructions for practical work such as visiting a radio station, practising photography, and so on.	<ul style="list-style-type: none"> • M. V. Chalapathi Rao. <i>The Press in India</i>. • Keval J. Kumar: <i>Mass Communication in India</i>. • Naomi Rosenblum. <i>A World History of Photography</i>. • Edward C. Pease & Everette E. Dennis. <i>Radio- The Forgotten Medium</i>. • Sevanti Ninan. <i>Through the Magic Window: Television and Change in India</i>.
	Course 2: Traditional Media	This course intends to provide an overview of the traditional folk media, its basic features, and its relevance in the society. The traditional forms of communication constitute a potential source for conveying messages for economic and social development. The technological	<ul style="list-style-type: none"> • K. Madhusudhan: <i>Traditional Media and Development Communication</i>. • Shyam Parmar. <i>Traditional Folk Media in India</i>. • H. K. Ranganath. <i>Folk Media and Communication</i>.

		implications of the traditional folk media have also been discussed in this course.	<ul style="list-style-type: none"> Wimal Dissanayake. <i>Development Communication</i>.
Semester 4	Course 1: Media Laws and Ethics	This course shall introduce the learner to the idea that in law, a 'right' is the legal or moral entitlement to do or refrain from doing something, or to obtain or refrain from obtaining an action, thing or recognition in civil society. Rights serve as rules of interaction between people, and, as such, they place constraints and obligations upon the actions of individuals or groups. On the other hand, Ethics are norms for conduct that distinguish between an acceptable and unacceptable behaviour. Ethics and standards of journalism comprise of the principles of ethics and of good practice as applicable to the specific challenges faced all time by the professional journalists.	<ul style="list-style-type: none"> J. Herbert Altschull. <i>Agents of Power</i>. Durga Das Basu. <i>Law of the Press in India</i>. Ajay Dash. <i>Freedom of Press</i>. Mark Feckler. <i>Press, Media and Telecommunications Law</i>.
	Course 2: Indian Constitution	This course aims at providing a base for understanding the political system of the country and its Constitution to be able to communicate through media in a more effective way. For a successful mass communicator, it is important to have a thorough knowledge of the Constitution of the country and its political system. The Constitution provides for the freedom of press, and an independent and powerful media is the foundation of a democracy, especially for one like India with diverse voices.	<ul style="list-style-type: none"> Brij Kishore Sharma: <i>Introduction to the constitution of India</i>. Dr. Kripesh Ch. Paul: <i>Political Science - Theory & Constitution</i>. Dr. J. N. Pandey: <i>Constitutional Law of India</i>.
Semester 5	Course 1: Electronic Media-Radio	This course will introduce the learner to the concept of audio media, primarily radio. Various concepts, themes and sub-themes have been discussed in a detailed and simple, comprehensive language so that the learner do not find any difficulty in understanding them. We expect the learner to gain a thorough and comprehensive idea about radio after going through this course. Radio plays a significant role as a medium of instruction and entertainment and its importance cannot be undermined especially in a country like India.	<ul style="list-style-type: none"> VirBala Agarwala & V S Gupta: <i>Handbook of Journalism and Mass Communication</i>. U. L. Baruah: <i>This is All India Radio</i>. J. David: <i>Radio Broadcasting Journalism</i>. S. C. Bhatt. <i>Broadcast Journalism: Basic Principles</i>.
	Course 2: Electronic Media (Pass Course)*	This course has been designed to gain a thorough and comprehensive idea about radio. Radio plays a significant role as a medium of instruction and entertainment and its importance cannot be undermined especially in a country like India. Therefore, it is essential to understand this medium thoroughly so that tomorrow when you become mass communicators, you can employ the right broadcast strategies and techniques for effectively communicating with your listeners. This course will introduce you to the concept of audio media, primarily radio. Various concepts, themes and sub-themes have been discussed in a detailed and simple, comprehensive language so that you do not find any difficulty in understanding them.	<ul style="list-style-type: none"> V. B. Agarwala & V. S. Gupta. <i>Handbook of Journalism and Mass Communication</i>. U. L. Baruah: <i>This is All India Radio</i>. J. David: <i>Radio Broadcasting Journalism</i>. George A. Hough: <i>Beginning Theory: News Writing</i> Keval J. Kumar. <i>Mass Communication in India</i>.
	Course 3: Advertising	Advertising is the promotion of goods, services, or ideas, through paid announcements. Advertising aims to persuade or inform the general public and can be used to induce purchase, increase brand awareness, or enhance product differentiation. An advertisement has two main components: the message , and the medium by which it is transmitted. Advertising	<ul style="list-style-type: none"> A. Bajpaye. <i>Advertising Management</i>. O. Gupta. <i>Advertising in India</i>. CBM Riel & C. J. Fomburn. <i>Essentials of Corporate Communication</i>. J. V. Vilanilam & A.K. Varghese. <i>Advertising Basics</i>.

		forms just one part of an organization's total marketing strategy. This course shall introduce the learner to the various aspects of the discipline. Here, we shall be discussing the nature, scope and concept of Advertising along with the duties, functions and responsibilities of an advertising agency.	
	Course 4: New Media and Computer Application	This course shall introduce the learner to the concept of new media, digital media and online journalism with special emphasis on the evolution of computers and its impact on the society. With the advent of computers and particularly with the emergence of the new media, media and journalism has undergone great transformation. And as a student of Mass Communication, this knowledge is extremely important for the learner.	<ul style="list-style-type: none"> • Marshall McLuhan. <i>Understanding Media: The Extension of Man</i> • Eugenia Siapera. <i>Understanding New Media</i> • V. Rajaraman. <i>Fundamentals of Computers</i> • Biswanath Chakravarty. <i>Digital Colour Printing Technology</i>
	Course 5: Writing for the Media	An adequate knowledge of English is a boon for a media professional. The objective of this course on " <i>Writing For The Media</i> " is to equip the learners with the essential knowledge and information with regard to the use of English as a communicative media. The units in this course are so divided as to allow the learners to acquire the necessary skills for using English for media communication.	<ul style="list-style-type: none"> • S. Anker. <i>Real Writing</i>. • H. Abbott. <i>Porter Narrative</i>. • D. Crystal. <i>The Cambridge Encyclopaedia of Language</i>. • VS Gupta. <i>Handbook of Reporting and Communication Skills</i>. • Manohar Puri. <i>Art of Journalism</i>.
Semester 6	Course 1: Advertising and Public Relations (Pass Course)*	In this Course, we shall study that an advertisement has two main components: the message, and the medium by which it is transmitted. Advertising forms just one part of an organization's total marketing strategy. On the other hand, 'Public Relations', commonly known as PR is an emerging discipline and its role in society is a constantly evolving one. In the multifaceted marketing scenario, the importance of public relations is increasing day by day. At the same time, the profession is continually facing new challenges for developing modes of communication in the new media era in an increasingly complex and diverse society.	<ul style="list-style-type: none"> • Bajpaye. <i>Advertising Management</i>. • O. Gupta. <i>Advertising in India</i>. • CBM Riel & C. J. Fomburn. <i>Essentials of Corporate Communication</i>. • J. V. Vilanilam & A.K. Varghese. <i>Advertising Basics</i>. • S. Harrison. <i>Public Relations an Introduction</i>.
	Course 2: Electronic Media-Television	In this course, we have tried to bring to you a basic idea of the audio-visual medium, i.e., television, the characteristics and features of audio-visual media along with its reach and impact on the masses and the society. This course will also focus on the advantages and disadvantages of audio-visual media over other forms of audio media, Public and Private Broadcasting, growth of private television channels and so on.	<ul style="list-style-type: none"> • K. M. Shrivastava. <i>Broadcast Journalism in 21st Century</i>. • ShipraKundra. <i>Basic Audio Visual Media</i>. • M. V. Kamath. <i>Journalist's Handbook</i> • V. B. Agarwala & V. S. Gupta: <i>Handbook of Journalism and Mass Communication</i>. • VirBala Agarwala. <i>Essentials of Practical Journalism</i>.
	Course 3: Public Relations	This course provides an overview of 'Public Relations', commonly known as PR which is an emerging discipline and its role in society is a constantly evolving one. In the multifaceted marketing scenario, the importance of public relations is increasing day by day. At the same time, the profession is continually facing new challenges for developing modes of communication in the new media era in an increasingly complex and diverse society.	<ul style="list-style-type: none"> • S. Harrison. <i>Public Relations an Introduction</i>. • Averill Gordon. <i>Public Relations</i>. • Iqbal S. Sachdeva. <i>Public Relations: Principles and Practices</i>. • Philip Lesly. <i>Handbook of Public Relations and Communications</i>.
	Course 4: English for Media Studies	This course has been designed to acquaint the learners with different items connected with Media studies. The objective is to equip the learners with the essential knowledge and information regarding the use of English as a communicative medium. The units are so	<ul style="list-style-type: none"> • VirBala Agarwal. <i>Essentials of practical journalism</i>. • Suhas Chakravarty. <i>News Reporting and Editing; an Overview</i>. • P. K. De Sarkar. <i>Higher English Grammar and Composition</i>.

		divided as to give the learners a wide spectrum of items connected with media studies in an exhaustive manner.	
	Course 5: Project/ Production & Viva Voce	The objective of the project/dissertation is to help the learners acquire ability to apply multidisciplinary concepts, tools and techniques to address communication and media related problems and/or to evolve new and innovative theoretical framework.	<ul style="list-style-type: none"> • Ram Ahuja. <i>Research Methods</i>. • C R Kothari. <i>Research Methodology</i>. • Ranjit Kumar. <i>Research Methodology</i>.

[**Note:** The syllabus of each course shall be intimated to the learners through the SLMs provided to them on the date of admission to each Semester.

*These papers are meant for the students of pass course in Journalism and Mass Communication only]

6. LEARNER SUPPORT SERVICES (LSS)

Learner Support Services (LSS) constitute the most important component of the ODL system around the globe in the 21st century. KKHSOU also provides some need based support services, which are as the following:

6.1 Face-to-face Counselling

KKHSOU provides face-to-face contact sessions between the learners and counsellors/tutors at the study centres to clarify their doubts and answer to their academic queries related to their programme of enrolment. This is called ‘Academic Counselling’, which is normally held on weekends or on Sundays at the KKHSOU Study Centres. You can contact your study centre for the schedule of such counselling programme and seek Academic Counselling for your courses.

Attending the counselling sessions is not compulsory. We however, advise you to attend them as far as possible, because such counselling sessions are very useful for:

- Sharing views and ideas with your counsellors and fellow learners.
- Understanding the complex and difficult issues/topics/ideas discussed in your SLMs.
- Getting clarification on many of your doubts, which you could not have solved yourself.

Note that Counselling is not lecturing, though a counselling session may include a short lecture to trigger a fruitful discussion. In fact, the counselling session is a group activity session, where you participate in discussions, share your views and/or listen to audio/visual programmes and do all other sorts of activities to comprehend your units. Therefore, it is important that you regularly come to the counselling sessions thoroughly prepared, after reading the relevant Blocks and units.

Your Study Centre will inform you about the schedule of counselling sessions. You should contact the Study Centre co-ordinator for the counselling schedule just after you enrol in our University. If your problems are not solved and if the counsellors refuse to hold counselling at the centre, you may immediately inform the university Headquarters. You may also contact the faculty members of JMC at KKHSOU through the E-mail ids provided at the end of this Guide. They will personally extend their support and advise as and when necessary.

6.2 ICT-Based Support Services

The following are some of the ICT-based support services of KKHSOU.

- a. **KKHSOU Website:** The University website www.kkhsou.in serves as a single window for obtaining all necessary information regarding the University. The website also includes the customised study centre search facility based on its location or programme on offer.
- b. **Community Radio Service (CR):** “Jnan Taranga” (90.4 MHz) the Community Radio is an important platform for the broadcast of educational programmes, which include debates, discussions and talk shows. The e-Radio can also be accessed through the URL: <http://jnantaranga.kkhsou.in/iradio/>
- c. **Ekalavya:** KKHSOU with the help of Prasar Bharati has launched a special educational programme named ‘Ekalavya’ which is aired every Saturday from 8.00 PM to 8.30 PM through All India Radio, Guwahati and Dibrugarh.
- d. **Akashvani Phone-in Programme:** KKHSOU offers one hour live phone-in programme through AIR, Guwahati and Dibrugarh where officers and experts from the University clarify queries put across to them over telephone. This phone-in programme is aired every Thursday from 9.15 AM to 10.15AM.
- e. **e-SLM:** This serves as the digital repository where e-study materials are uploaded for the benefit of the learners. E-SLMs can be accessed through: eslm.kkhsou.in.
- f. **KKHSOU Central Library:** The University Library provides access to Online Public Access Catalogues (OPAC), subscribed journals and databases and a huge number of important books in different disciplines. It also provides access to various online directories including Directory of Open Access Journals (DOAJ) and Open Access Journals Search Engine (OAJSE), which can be used to browse and search thousands of Open Access Journals from across the world.
- g. **KKHSOU Digital Library:** This acts as the resource centre for the University. The Digital Library at Krishna Kanta Handiqui State Open University is an online locus for collecting, preserving and disseminating the institute’s output to the Global community. URL: <http://dlkkhsou.inflibnet.ac.in/>
- h. **KKHSOU Mobile APP:** The KKHSOU mobile App, which can be downloaded from Google play store, works as miniature version of the University website.
- i. **KKHSOU YouTube Videos:** Most of the audio-visual educational programmes of KKHSOU can be accessed through <https://www.youtube.com/user/kkhsou>.

7. COURSE ASSESSMENT

Assessment in a course is based on two components—(a) “tutor-marked assignments” (TMAs) and (b) Semester-end examination. You are expected to learn and fully utilise the course materials provided in the form of Self Learning Materials (SLM), and read some of the books from the Further reading list provided at the end of each unit. You are strongly

advised to read extra materials related to this course and discuss topics of interest with your course-mates. Important information regarding Course Assessment shall be made available in the University Website from time to time. Some of you learn best on your own but many of you learn through discussions with your friends and course mates. Opinions and insights you gather while discussing with your course mates are as valuable as those you can acquire from reading and attending the counselling sessions.

When you submit your assignments, you should not present the work of others as your own work. This includes submitting an assignment or part of an assignment, which has been written jointly with other persons or has been copied in its entirety or in part from the works of other persons without proper acknowledgement. Such actions or attempts are considered academic dishonesty (plagiarism). If you violate this norm, you will be liable to disciplinary action as may be specified by the University.

7.1 Tutor-Marked Assignments (TMAs)

Each course of BA Programme in Journalism and Mass Communication has one set of Assignments of 50 marks. Assignments are compulsory and are supposed to be TMAs (Tutor Marked Assignments). The assignment carries 20% weightage in the final result. You must submit the assignment responses at your study centres as per the date specified.

Please note that assignment is an important component of your study. The purpose of assignments is to help you get through the courses. Your counsellor or evaluator will write comments on your assignment to facilitate your learning. The assignments, being a process of formative evaluation, will help you to understand how you are progressing in your studies. All the assignments submitted earlier will be carried forward. This is applicable, only if you extend your study to the subsequent Semester.

Note: Several ill practices have been reported to the University Headquarters regarding submission of assignments written by others or copying and submission of the same answers by several learners. After detection of such anomalies, KKHSOU reserves the right to penalise such learners. It should always be kept in mind that by adopting unfair practices, the learner is not cheating others except himself or herself.

The following are some important guidelines for writing your assignment responses:

- Make sure that you have answered all the questions of an assignment before you send them to the study center. Incomplete assignments shall bring you poor grades, or non-submission of assignments in time may lead to withholding of results.
- Answer the questions of the assignment as directed after a careful study of the Units available in the SLMs.
- You should not send printed articles as your answers for assignments, nor should you reproduce the text of the SLMs verbatim. Write assignments in your own words and in your own handwriting. However, don't forget to put your signature at the end. Typed assignment responses are never allowed.
- Ensure that you keep a copy of the assignment responses with yourself. You might need them in case you have to re-submit the assignment responses due to some unforeseen circumstances.
- While submitting the assignment, don't forget to collect the receipt. You may also get the receipt signature from the study centre on the assignment copy kept with you.

- Be precise in your response. Keep the word limit of the assignments in mind.

7.2 Practical Components/Projects:

I. OBJECTIVE:

The objective of the project/dissertation is to help the learners acquire ability to apply multidisciplinary concepts, tools and techniques to address communication and media related problems and/or to evolve new and innovative theoretical framework.

II. TIME SCHEDULE FOR THE PROJECT:

The project is of three months duration and it is **mandatory** to submit either of the reports at least one month prior to the completion of the programme.

III. TYPES OF PROJECT:

The dissertation may be undertaken (not limited to) on any one of the following areas:

- The project should be done in core specialisation area of respective course only.
- It can be related to any field of Communication- impact of media, relationship between media and audience, mass media research, etc.
- Journalism, its related fields, any media related issues, or media related organisations.
- Any area of Public Relations/Web Journalism/Advertising/Media Management/Online media/Science Communication/Media Sociology/ Event Management/ Film Making/ Political Science/English literature etc.
- Evolution of any new conceptual / theoretical framework.
- Field study (empirical study).
- The project can be based on primary or secondary data.

IV. PROJECT PROPOSAL (SYNOPSIS) Submission, Changes and Acceptance of Project Proposal (synopsis):

a. Learners are advised to send their project synopsis and name and address of the project guide to their respective Coordinators at the KKHSOU Study Centres. The synopsis should include the following-

- Title of the study
- Objectives and importance (significance) of the Study
- Research methodology opted for the study (stating nature, sources, collection of data, research tools and techniques to be used, sampling procedure).
- Limitations and scope of the study

b. If the learner wants to undertake a new project by changing his/her earlier project proposal, he/she will have to justify his/her new choice. Without valid ground and certification from his/her guide, no change in project proposal will be entertained.

c. In any case, major changes in project proposal will not be allowed after submitting the second review of the proposal. The second review will be considered as final.

d. It is necessary that the learners finalize their project proposal well ahead of time.

- e. It is to be noted that changes in project proposal will not be entertained in the last month of the programme.
- f. In order to complete the project in due time, a learner should devote at least 60 days for his/her project. Their time should be judiciously divided into various phases like field study & interview, data collection, data tabulation, data interpretation and data analysis.

V. PROJECT GUIDE

- The University will provide a database for selection of project guide/supervisor. If the learner wants to select a guide from a different discipline, prior approval from the University is a must.
- A faculty who is presently engaged with the Bhupen Hazarika School of Mass Communication of KKHSOU or those who are engaged with the study centres (preferably Mass Communication department) of the designated colleges under KKHSOU.
- Faculties in the departments of Mass Communication and Journalism in colleges/institutions affiliated to any Indian University and having minimum five years of teaching experience.
- Any academicians who is associated with any research organisation and having a minimum of 5 years of research experience.

VI. PROJECT REPORT:

- Each Project Report must adequately explain the research methodology adopted and the directions for future research.
- The report should not be less than 30 pages and not more than 150 pages.
- The report will be subject to plagiarism check
- The Project Report should also contain the following:
 - Copy of the approved Project Proforma.
 - Certificate of originality of the work duly signed by the learner and project guide.
 - Resume of the guide should be attached along with the project report.

VII. PROJECT PROFORMA

The Project Report should be typed in Ariel, font 11, double line space, with 1.5 inches of margin in left side and 1 inch margin in the right side of each page. The upper and lower margins should not be less than 1 inch each. Project report should be printed on one side only and should be hard bound.

The project report or dissertation should include the following items -

- a. Cover page
- b. Certificate from the supervisor/guide
- c. Acknowledgement
- d. Abstract
- e. Contents (a brief outline of the different chapters including a list of tables/list of figures (if need be)

A brief overview of how a chapterisation should be conceptualized is given below-

- a. Introduction
 - Background of the study
 - Objectives of the study
 - Rationale for the research
 - Hypothesis to be tested/research questions
 - Review of past literature
- b. Research Methodology
 - Area/Place of research
 - Sample size
 - Sampling method
 - Nature of research
 - Tools of research
- c. Details about the different aspects of the research study
- d. Data analysis and interpretation
- e. Limitations and scope of the study
- f. Bibliography
- g. Annexure (pictures, paper clippings, questionnaires, etc.)

AUDIO-VISUAL REPORT:

In case of audio-visual project, the learner is expected to prepare and submit an audio-visual clip on any topic (preferably related to the area of media and communication) in the form of CD or DVD (in MPEG, MP4, m4v, DAT or VOB formats). The learner will have to shoot the video using a handy cam/camera and edit it properly before submitting it. It is imperative for the learner to prepare a proper script along with the CDs/DVDs. At the time of submission, the learner must keep in mind to submit three CDs/DVDs, one for the Study Centre, one for the University and one for the learner himself/herself. At the top right corner of the first page of the report “COPY FOR THE UNIVERSITY” should be neatly written or typed.

VIII. SUBMISSION OF DISSERTATION/AUDIO VISUAL PRODUCTION

Learners should prepare three copies of the dissertation/CD or DVD whereby one copy will be for the University, one for the Study Centre and one for the learner him/herself. They should bring all the copies during the Viva-Voce which will be intimated to the learners beforehand. On the top right corner of the first page of the report “COPY FOR THE UNIVERSITY” should be neatly written/typed.

IX. VIVA-VOCE

After the submission of the dissertation/audio-visual reports, viva voce will be conducted in the presence of both an Internal and External Evaluator at designated study centres or at the University headquarter.

Learners should keep their copies of project report/dissertation for future reference. The University may ask the learners to present a brief overview of their project work even after

the submission of the project anytime within commencement of the programme. Therefore, the learners should preserve their copies till the final result is declared.

X. MARKS DISTRIBUTION

A total of 100 marks have been allocated for evaluating the project report/dissertation/ audio-visual CD or DVD. Marks have been divided on the basis of the following parameters –

Parameters	Marks allocated
Layout	10
Originality/innovative concept	10
Methodology	10
Language	20
Findings	30
Viva-voce	20
Total	100 marks

7.3 Semester-end Examination:

KKHSOU conducts Term-end examination twice a year normally in February-March and July-August at the end of the each Semester. You become eligible to sit for the Semester-End Examination for BA Journalism and Mass Communication Programme only after the completion of the minimum duration for each Semester. To appear for the Semester-end Examination you should have:

- Submitted all the assignments in the prescribed format and within time.
- Submitted filled in Examination Form on time as specified by the Controller of Examination.

The final examination shall be conducted at the designated examination centre. The examination will be a proctored examination of three-hour duration for full paper and 2 hours for half paper. The final examination contributes 80% of the total course marks. The overall assessment is done as per the following:

Assignments: 20%

Semester-end Examination: 80%

Total marks: 100%

Note: The term end exam shall cover all the units in all 4 courses in one Semester. However, in some programmes there is a provision of half paper with 2 credits. The format of examination paper and sample exam paper are made available through the URL: <http://learnerportal.kkhsou.in/>. You may also access the tentative academic calendar through the University website. Besides, all learners may maintain a learning diary regarding important dates such as—date of enrolment, date of submission of assignment, form fill up dates, Semester-end examination dates etc. for their own convenience.

8. FACULTY MEMBERS IN DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION

1.



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QR Code for University Website