



RASTRASANT TUKDOJI MAHARAJ NAGPUR UNIVERSITY NAGPUR
SPECIAL NOTE FOR INFORMATION

- (1) Notwithstanding anything to the contrary, it is notified for general information and guidance of all concerned that a person, who has passed the qualifying examination and is eligible for admission only to the corresponding next higher examination as an ex-student or an external candidate, shall be examined in accordance with the syllabus of such next higher examination in force at the time of such examination in such subjects papers or combination of papers in which students from University Departments or Colleges are to be examined by the University.
- (2) Be it known to all the students desirous to take examination's for which this prospectus has been prescribed should, if found necessary for any other information regarding examinations etc., refer the University Ordinance Booklet the various conditions/ provisions pertaining to examination as prescribed in the following Ordinances.

Ordinance No. 1	:	Enrolment of Students.
Ordinance No. 2	:	Admission of students
Ordinance No. 4	:	National Cadet Corps
Ordinance No. 6	:	Examination in General (relevant extracts)
Ordinance No. 18/2001	:	An Ordinance to provide grace marks for passing in Head of passing and Improvement of Division (Higher Class) and getting Distinction in the subject and condonation of deficiency of marks in a subjects in all the faculties prescribed by the Statute No 18, Ordinance 2001.
Ordinance No. 9	:	Conduct of Examinations (relevant extract)
Ordinance No. 10	:	Providing for Exemptions and Compartments.
Ordinance No. 19	:	Admission of Candidates to Degrees.
Ordinance No. 109	:	Recording of a change of names of a University students in the records of the University.
Ordinance No. 6 of 2008	:	Improvement of Divisions/Grade
Ordinance No. 19/2001	:	An Ordinance for Central Assessment Programme, Scheme of Evaluation and Moderation of answerbooks and preparation of results of the examinations, conducted by the University, Ordinance 2001.



RASTRASANT TUKDOJI MAHARAJ NAGPUR UNIVERSITY NAGPUR

Direction 06 of 2015

**Direction issued under section 14(8) of the M.U.ACT. 1994
Relating to award of Bachelor of Arts in Mass Communication
(Three Year) in the faculty of Social Science**

Where as the Maharashtra University Act XXV of 1994 has come in to force with effect from 22nd July 1994 and has been amended from time to time.

AND

Where as the Department of Higher & Technical Education Government of Maharashtra Permitted Bachelor of Arts in Mass Communication under the faculty of Social science to be started by affiliated college of University vide its order 14-06-2014.

AND

Where as the Board of Studies in Mass Communication has accepted the syllabus for Bachelor of Arts in Mass Communication in the faculty of Social Science in its meeting dated 14-08-2014, 24-12-2014, 12-01-2015 and 13-02-2015

AND

Where as the syllabus for Bachelor of Arts in Mass Communication in the faculty of Social Science is placed before emergent meeting of Board of Studies, Mass Communication faculty of Social science on 13-03-2015

AND

Where as the Board of Studies in Mass Communication has accepted the syllabus for Bachelor of Arts in Mass Communication in the faculty of Social Science prepared by Experts nominated by Hon'ble Vice-Chancellor and Ad-hoc Board of Studies in Mass Communication in its meeting dated 13-02-2015

AND

Where as the syllabus for Bachelor of Arts in Mass Communication in the faculty of Social Science is placed before the faculty of social science on 13-03-2015

AND

Where as syllabus along with draft direction for Bachelor of Arts in Mass Communication has approved by the Academic Council in its meeting held on -----

AND

Where as the Hon'ble Vice-Chancellor has accepted the syllabus along with the direction on behalf of the Academic Council and Management Council on dated 15th May,2015 under Section 14(7) of M.U. Act 1994.

AND

Where as expedient to provide an ordinance for the purpose of prescribing examination leading to the Bachelor of Arts in Mass Communication in the faculty of Social Science.

AND

Where as an ordinance is not in existence and operation as of Now

AND

Now, therefore I **Sidharthvinayak .P. Kane** Vice-Chancellor of Rastrasant Tukdoji Maharaj Nagpur University, Nagpur in exercise of powers vested in me under section 14(8) of the M.U. Act 1994 do hereby issue the following Direction:

1. The following shall be the examination leading to the Degree of (Bachelor of Arts in Mass Communication).
 - i) Part I examination of Bachelor of Arts in Mass Communication
 - ii) Part II examination of Bachelor of Arts in Mass Communication
 - iii) Part III examination of Bachelor of Arts in Mass Communication
2. The duration of each of the above courses shall be of one academic year with an Examination at the end of each Academic year.
3. The examination specified in Paragraph I shall be held twice in a year at such places and on such dates as may be appointed by the University.
4. Subjects to compliance with the provisions of this ordinance and of other ordinances in force from time to time, an applicant for admission to the
 - A) Part I Examination of Bachelor of Arts in Mass Communication shall have passed.
 - i) The 12th Standard Examination of the Maharashtra State Board of Secondary/ Higher Secondary Education or examination recognized as equivalent there to with English as one of the subject passing and in such subject and with such standards of attainment as may be prescribed; OR
 - ii) The XII Standard Examination of Maharashtra State Board of Secondary and Higher Secondary Education in Vocational Stream with one Language only;
 - B) Part II Examination of Bachelor of Arts in Mass Communication of the University
 - C) In case of the Final Examination of Bachelor of Arts in Mass Communication shall have passed the Part II Examination of Bachelor of Arts in Mass Communication of the University.

Provided that an applicant seeking admission to any of the above examination shall have passed the qualifying Examination not less than one academic year previously.
5. Without prejudice to the other provisions of Ordinance No.6 relating to the examination in General the provisions of Paragraphs 5,7,8,10,26 and 31 of the said ordinance shall apply to every Collegiate candidate.
6. The Fees for the examination shall be prescribed by the University from time to time and whenever any change is made in the fees prescribed for any particular examination that shall be notified through a notification for information of the examinees concerned. The fee structure for B.A. Mass Communication will be as per the notification no. RTMNU/TUTION FEES/14/531 dated 31st December 2014 and as applied to the course of Bachelor of Business Communication.
7. The subjects of examination shall be as specified in Appendix A, B and C.
8. The scope of the subject shall be as indicated in the syllabus.
9. The maximum marks allotted to each paper, subject practical and the minimum marks which an examinee must obtain in order to pass Part I, shall be as indicated in Appendices A,B,C respectively.
10. There shall be no classification of examinees successful at the Bachelor of Arts in Mass Communication Part I & Part II.
11. Examinees who are successful at the B.A. in Mass Communication Examination obtaining 60% or more marks in the aggregate shall be placed in the First Division, those obtaining

- less than 60% but not less than 50% of such marks shall be placed in the Second Division and all other successful examinees will be placed in the Third Division.
12. Examinees who is successful at each of the B.A. in Mass Communication appearing in all subjects at one and the same time and obtain not less than 75% of the marks prescribed in a subject, shall be declared to have passed examination with Distinction in the subject.
 13. Provisions of Direction No.9 of 2002 relating to the Condonation of Deficiency of Marks for Passing an Examination and of Ordinance No 10 relating to Exemptions and Compartments shall apply to the examinations under this Ordinance.
 14. An-ex student at an Examination under this Ordinance shall be eligible for readmission to a subsequent Examination on payment of a fresh and such other fees as may be prescribed in this behalf.
 15. As soon as possible after the examination. But not later than 30th June next following year in case of examination held in March/April and February next following in the case of examination held in October/ November, the Board of Examination shall publish a list of successful examinees at the B.A. in Mass Communication. Part – I, Part – II and Final Examination.
 16. The names of examinees passing the Examination, as a whole in the minimum prescribed period and obtaining the prescribed number of places in the First or second Division shall be arranged in the Order of Merit as provided in Examination in General Ordinance No.6. Provided that the Merit lists shall only be published for Summer Examination.
 17. Notwithstanding anything to the contrary in this Ordinance. No person shall be admitted to an examination under this Ordinance. If he has already passed that examination or an equivalent examination of any other statutory University.
 18. Examinees successful at the B.A. in Mass Communication Part – I Examination and the B.A. in Mass Communication Part – II and Part – III Examination shall be entitled to receive a Mark sheet in the prescribed form signed by the Controller of Examination. Examinee successful at the B.A. in Mass Communication Final Examination shall on payment of the prescribed fees shall receive a Degree in the prescribed form signed by the Vice Chancellor.
 19. An unsuccessful examinee at any of the above examination shall carry college assessment Marks (sessional Marks) of the theory/ practical examination to the successive attempt at the examination.
 20. The medium of instruction shall be English/ Hindi/ Marathi. Intake Capacity in Part I of B.A. in Mass Communication shall be 60.

Now, therefore I **Sidharthvinayak .P. Kane** Vice-Chancellor of Rashtrasant Tukdoji Maharaj Nagpur University, Nagpur in exercise of powers vested in me under section 14(8) of the M.U. Act 1994 do hereby issue the Direction.

This direction shall come into force from the academic session 2015 – 16 and shall remain in force till the relevant ordinance with the provisions of the Maharashtra University Act 1994.

NAGPUR
Dated : 15th May,2015

Sidharthvinayak .P. Kane
Vice-Chancellor

APPENDIX-A

**Scheme of Marks for Three Year Degree of Bachelor of Arts (Mass Communication)
First Year of B.A. (Mass Communication)**

Sr. No.	Paper	Name of Subjects	Subject Type	Maximum Marks	Minimum Marks For Passing
1	Paper-I	Compulsory English (As per Syllabus of B.A. Part I)	TH	100	40
2	Paper-II	Principles Of Communication	TH	100	40
3	Paper-III	Communication Skills	TH	100	40
4	Paper-IV	New Media Technology	TH	100	40
5	Paper-V	History of Mass Media	TH	100	40
6	Practical A	1. Practical-PR 2..Lab Journal	PR Int. Work	50 50	20 20

APPENDIX-B

Second Year of B.A. (Mass Communication)

Sr. No.	Paper	Name of Subjects	Subject Type	Maximum Marks	Minimum Marks For Passing
1	Paper-I	Marathi / Hindi / Supplementary English (As per Syllabus of B.A. Part I)	TH	100	40
2	Paper-II	Print & Reporting	TH	100	40
3	Paper-III	Electronic Media & Cyber Journalism	TH	100	40
4	Paper-IV	Editing	TH	100	40
5	Paper-V	Media Management	TH	100	40
6	Paper-VI	Environmental Studies	TH	-	-
7	Practical B	1. Reporting & Editing 2. Internship	PR Int. Work	50 50	20 20

APPENDIX-C

**Final Year of B.A.
(Mass Communication)**

Sr. No.	Paper	Name of Subjects	Subject Type	Maximum Marks	Minimum Marks For Passing
1	Paper-I	Communication Research	TH	100	40
2	Paper-II	Media Laws & Ethics	TH	100	40
3	Paper-III	Development Communication	TH	100	40
4	Paper-IV	Public Relations & Event Management	TH	100	40
5	Paper-V	Advertising	TH	100	40
6	Practical C	Advertising	PR	50	20
7	Practical D	Research Project	PR	50	20

RASHTRASANT TUKDOJI MAHARAJ NAGPUR UNIVERSITY, NAGPUR.

ORDINANCE NO. 02 of 2012

Examination in Environmental studies leading to Bachelor Degree, Ordinance, 2012

Whereas it is expedient to frame an Ordinance relating to Examination in Environmental Studies leading to Bachelor Degree level, herein after appearing, the Management Council is hereby pleased to make the following Ordinance.

1. This Ordinance may be called “Examination in Environmental Studies leading to Bachelor Degree, Ordinance, 2012.”
2. This Ordinance shall come into force from the Academic session 2012-13
3. In this Ordinance and in other ordinances relating to the examination, unless there is anything repugnant in the subject or context:-

- (i) “Academic session” means a session commencing on such date and ending with such date of the year following as may be appointed by the Management Council.
- (ii) “Admission to an examination” means the issuance of an admission card to a candidate in token of his having complied with all the conditions laid down in the relevant ordinance, by a competent officer of the University.
- (iii) “Applicant” means a person who has submitted an application to the University in the form prescribed for admission to an examination.
- (iv) “Candidate” means a person who has been admitted to an examination by the University.
- (v) “Regular Candidate” means an applicant who has applied for admission to a University examination through an affiliated college, Department or institute in which he/she has prosecuting a regular course of study.
- (vi) “Examinee” means a person who present him If / herself for an examination to which he/she has been admitted.
- (vii) “Examination” means an examination prescribed by the University under the relevant Ordinance.
- (viii) “External Candidate” means a candidate who is allowed to take a University examination in accordance with the provision of Original Ordinance No. 151.
- (ix) “Non-Collegiate Candidate” means a candidate who is not a collegiate candidate.
- (x) An “Ex-student” is a person who having once been admitted to an examination of this University, is again required to take the same examination by reason of his failure or absence thereat and shall include a student who may have joined a college, department or institute again in the same class.

(xi) “Bachelor Degree Examination” means a examination leading to Bachelor Degree of the University.

(xii) “Previous Year” means a year following by final year of Bachelor Degree.

4. Save as otherwise specifically provided, the conditions prescribed for admission to the examination under this Ordinance shall apply to all persons who wish to take the examination to the degrees of the University mentioned in pass 5 below.

5. The conditions prescribed for admission to examination under this Ordinance shall apply to following degrees of the University:-

- 1) Bachelor of Arts
- 2) Bachelor of Performing Arts
- 3) Bachelor of Fine Arts
- 4) Bachelor of Mass Communication
- 5) Bachelor of Social Work
- 6) Bachelor of Commerce
- 7) Bachelor of Business Administration
- 8) Bachelor of Science
- 9) Bachelor of Computer Science
- 10) Bachelor of Computer Applications
- 11) Bachelor of Pharmacy
- 12) Bachelor of Science (Home Science)
- 13) Bachelor of Technology (Cosmetics)
- 14) Bachelor of Engineering
- 15) Bachelor of Engineering (Part Time) (Civil)
- 16) Bachelor of Textile
- 17) Bachelor of Technology (Chemical Technology)
- 18) Bachelor of Technology (Chemical Engg.)
- 19) Bachelor of Architecture and
- 20) Bachelor of Laws (Five Year Course)

6. i) Environmental studies shall be a compulsory subject for a previous year examination of the following Bachelor Degrees of the University.

- 1) Bachelor of Arts
- 2) Bachelor of Performing Arts
- 3) Bachelor of Fine Arts
- 4) Bachelor of Mass Communication
- 5) Bachelor of Social Work
- 6) Bachelor of Commerce

- 7) Bachelor of Business Administration
- 8) Bachelor of Science
- 9) Bachelor of Computer Science
- 10) Bachelor of Computer Application
- 11) Bachelor of Pharmacy
- 12) Bachelor of Science (Home Science)
- 13) Bachelor of Technology (Cosmetics)
- 14) Bachelor of Engineering (Part Time) (Civil)

ii) Environmental Studies shall be compulsory subjects for IIIrd & IVth Semester of the following Bachelor Degrees of the University.

- 1) Bachelor of Engineering
- 2) Bachelor of Textile
- 3) Bachelor of Technology (Chemical Technology)
- 4) Bachelor of Technology (Chemical Engineering)
- 5) Bachelor of Architecture, and

iii) Environmental Studies shall be a compulsory subject for 2nd year of the Degree of B.A. in Mass Communication. As per ordinance no. 2 of 2012.

7. Valuation of the answer books relating to this subject shall be done at College/Department/Institute level only. Remuneration for valuation of answer books shall not be paid by the University. Provided that prescribed evaluation fee for evaluation of each answer Book/s of an external examinee/s appeared from the examination centre shall be paid to each examination centre.

8. It shall be obligatory on the part of the College/Department/Institute to submit Candidate wise following information to the University on or before the date as may be prescribed by the University:-

Sr. No	Grade/ Category	Marks secured
1	"O"	Above 75
2	"A"	61 to 75
3	"B"	51 to 60
4	"C"	40 to 50
5	"Fail"	Below 40

9. For the purpose of teaching, learning and examination, the Committee consisting of three teachers shall be appointed by the Principal/Head of the Department/Head of the Institution under his/her Chairmanship/ Chairpersonship. While appointing three teachers on the said committee, the Principle shall take care that the teachers to be appointed on the committee, if necessary, shall be from different faculty.

10. i) Duration of theory examination of this subject shall be three hour.

ii) For all Bachelor Degree examinations, common question paper of 100 marks shall be provided by the University.

iii) Distribution of these 100 marks shall be as following:-

a) Part-A, short Answer Pattern	-	25 Marks
b) Part-B, Essay type with inbuilt choice	-	50 Marks
c) Part-C, Essay on field Work	-	25 Marks

11. Medium of instruction shall be English or Marathi or Hindi. Question paper shall be supplied in English only however the examinees have a option to write answers in either English or Marathi or Hindi.

12. Examination for the subject Environmental Studies shall be compulsory for external candidate appearing as a fresh candidate at winter and/or summer examination.

13. For teaching of the subject, there shall be at least two hour per week. For teaching the subject to the regular candidate, a full time approved teacher of the University and or a person having Postgraduate Degree in any faculty with second class shall be considered eligible.

14. For teaching of the subject, additional fee to be charged to the regular candidate shall be as prescribed by the University.

15. Every College/University Teaching Department shall charge additional fee of Rs.100/-to every student of the subject Environmental Studies. Out of this Rs.100/-, the College/University Teaching Department shall have to pay Rs.25/- to the University as an examination fee of each candidate for the subject Environmental Studies.

16. The Grade secured by an examinee in the examination of this subject shall not be considered for provision under the facility of A.T.K.T. in next higher class.

17. The Provisions of Ordinance No. 18/2001 shall not applicable for securing a grade or higher grade in the examination of subject.

18. Result of the Final Year Degree of an examinee shall not be declared unless he/she secures any of the grades in the examination of subject.

19. Certificate shall be issued, to the successful examinees in the subject Environmental Studies, after the examination.

**SYLLABUS OF BACHELOR OF ARTS (MASS COMMUNICATION)
THREE YEAR DEGREE COURSE-ANNUAL PATTERN**

B.A. (MASS COMMUNICAION) PART-I

Paper-I: Compulsory English

(As per Syllabus of B.A. Part I)

(Marks: 100)

Paper-II: Principles of Communication

(Marks: 100)

1. Fundamental of Communication:

Meaning of communication, features, importance, patterns, and techniques of communication formal/informal, verbal/written, downward & upward. Barriers of communication, Essentials of communication, 7 C's of communication, factor affecting process of communication.

2. Process of Communication:

Transmission of ideas, facts & figures from one person to another, elements of communication process (message, sender, encoding, channels, receiver, decoding, acting & feedback).

3. Forms of Communication:

Intrapersonal communication, interpersonal communication, group communication (Public, crowd, small group), mass communication, non-verbal communication, body language.

4. Listening skills:

Listening, type of listening, barriers to listening, effective listening skills.

5. Reading skills:

Model of reading to learning, reading tactics and strategies, reading purpose-kinds of purposes and associated apprehension, reading for meaning, reading outcomes.

PRACTICALS:

P-1.2

- a) Writing an application, business letter, memo and personal resume
- b) Develop an awareness of Reading to learning procedure
- c) State reading purpose & comprehension
- d) Listening exercise-listening to news on Radio & TV
- e) Conversation & lecture.

Suggested reading:

- a) Business Communication- K.K. Sinha (Galgotia Publishing Company)
- b) Communication- Asha Kaul (Prentice Hall India)
- c) Communication- C.S. Rayadu (Himalaya Publication)

Paper-III: Communication Skills

(Marks: 100)

UNIT I: Essentials of Grammar

- Parts of Speech
- Punctuation
- Vocabulary Building
- Phonetics
- Types of Correspondence
- Receipt and Dispatch of Mail
- Filing Systems
- Classification of Mail
- Role & Function of Correspondence
- MIS
- Managing Computer

UNIT II: Letter & Resume Writing

- Types of Letter-Formal/informal
- Importance and Function
- Drafting the Application
- Elements of Structure
- Preparing the Resume
- Do's & Don'ts of Resume
- Helpful Hint

UNIT III: Presentation Skills

- Importance of Presentation Skills
- Capturing Data
- Voice & Picture Integration
- Guidelines to make Presentation Interesting
- Body Language
- Voice Modulation
- Audience Awareness
- Presentation Plan
- Visual Aids
- Forms of Layout
- Styles of Presentation.

UNIT IV: Interview Preparation

- Types of Interview
- Preparing for the Interviews
- Attending the Interviews
- Interviews Process
- Employers Expectations
- General Etiquette
- Dressing Sense
- Posture & Gestures

UNIT V: Group Discussion & Presentation

- Definition
- Process
- Guidelines
- Helpful Expressions
- Evaluation

(Note: Every student shall be given 15 minutes of presentation times & 45 minutes of discussion on his/her presentation.)

The student will be evaluated on the basis of:

- His/her presentation style
- Feedback of Faculty & Students
- General etiquette
- Proficiency in Letter Drafting/ Interview Presentation

The Paper at least 3 tests will be taken. Best 2 & 3 shall account for final grades (70% Test & 30% Presentation)

Reference Books:

1. Business Communication-K.K. Sinha.
2. Business Communication-Pal & Korlahalli
3. Basic Grammar- Wren & Martin

Paper-IV: New Media Technology

Unit 1: Introduction to Computer - Types of Computers-Classification of computers- Overview of information Technology-Scope-Binary System- standard system- Hexadecimal Systems.

Unit 2: Computer Hardware-CPU-Memory Storage capacity-Primary and secondary Memory (RAM, ROM) - Microprocessors-Input and output device.

Unit 3: Storage and Database-Storage Fundamental Diskettes-Hard disks-Optical disks- Memory cards-Magnetic tape-Software-Operating System, MS-DOS,MS-Windows, Linux.

Unit 4: Multimedia-Goals of Multimedia-Application of Multimedia-Compression, Decompression-File formats-Text-Designing the text-Elements of text, graphics, image and colors.

Unit 5: Introducing to HTML-XML, Networking- Internet- Web page designing- Web hosting.

Suggested Reading:

1. Mass communication Perspective Uma Narula
2. Globalization Albrowm & King E
3. Technology & Communication Behavior Belmont C A Wadsworth
4. Computers & Communication in the information Age—Masco, V.
5. Personal Computer Book Robin Brad Beer
6. PC XT User's Handbook

Paper-V: History of Mass Media

(Marks: 100)

Unit 1: Print Media, electronic media and society- social function of media, fourth estate-communication model: Berlo's SMCR model, Shannon and Weaver's mathematical model, Lasswell's formula, Newcomb's ABX model.

Unit 2: Printing revolution: Origin of types; the Gutenberg era; the first books. First international newspaper-mainly UK, US scenes; the Indian scenes: *Bengal Gazette, India Gazette, Madras Courier, and Bombay Herald*- James Hicky, Pre-independence Indian Press-Select Indian newspapers- Pioneers of Indian Journalism-Government and the press-news agencies-Radio, TV, commercial broadcasting.

Unit 3: Press freedom: The first press ordinance; liberators of the Indian press; censorship-Vernacular Journalism- Pre - mutiny era- post-mutiny period-political journalism; Independence struggle. Press regulator: Commissions

Unit 4: Post Independence Era – various Regulation, Commissions, Constitutional Body.

Unit 5: Economics of print and electronic media - Foreign equity in Indian media (including print media) and Press Commissions on Indian newspaper management structure.

Suggested Reading:

1. History of Indian Journalism: J. Natarajan, Publications Division, New Delhi.
2. Journalism In Modern India: Edited by Roland E. Wolseley, Asia Publishing Houses, Bombay-Calcutta
3. Handbook of Journalism and Mass Communication: Vir Bala Aggarwal and V.S. Gupta, concept publishing, New Delhi.
4. Broadcasting In India: P.C. Chatterjee, Sage Publications.
5. Mass Communication in India: Keval J. Kumar, Jaico Publishing House.

PRACTICAL A: 1. Introduction to PR

Public Relations Practical:

1. Students should be able to plan, execute & evaluate at least one PR Campaign during the period. **(Marks: 30)**
2. Designing & Develop a lab journal of minimum 4 pages using Quark Express, Pagemaker, In Design and Other Softwares. **(Marks: 30)**
3. Viva-Voce **(Marks: 40)**

(Total Marks: 100)

B.A. (MASS COMMUNICAION) PART-II

Paper-I: Marathi /Hindi/Supplementary English

(As per Syllabus of B.A. Part I)

(Marks: 100)

Paper-II Print & Reporting

(Marks: 100)

1. Journalism

Concept, Dimension, Growth, Importance, Requirements, Ideals, Nature, Objectives, Purpose & Functions.

What is News?

Definitions: Nature of News, Qualities of News, News Values, Hard & Soft News.

Orientation & Perceptive, Objectivity & fairness, News as a process, Verification, special interest. Why is News Important-Difference between News & Information-Journalism & Communication-stories of High Interest, Celebrity journalism, Trends in modern journalism, Influence of TV channels on serious news reporting in print media-Sensationalism & Entertainment.

2. News Media Operations:

How news media functions? Three Modes of Daily Journalism, National media-How it nationalises the news? Agenda setting function of the National media, New categories of News, Approaches of Journalism, Press Organizations. News Agency Journalism: History, Functioning & role of PTI and UNI, International News Agencies, Feature Syndicates.

Gathering The News: Reporting & Reporters-Training & Qualifications to be a reporter-Where reporter works, Reporting for Newspaper-Reporting the expected and unexpected-Made news-What reporters do-Reporting skills- A nose for News. Observation (Listening & Seeing), Talking notes, finding, checking, verifying, analyzing & interpreting information-Interviewing-Asking questions-Types of interviews-Interview techniques.

3. Skills for Writing News:

The basic formula-The Inverted Pyramid: advantages & disadvantages. Writing the Lead-Kinds of Leads-The summary Lead-Thinking through the Lead-Finding the appropriate verb-No news Lead-Organizing the facts-Time elements-Variations on the summary Lead-Some other aspects of the Lead-Datelines, Credit Line, Bylines-Checklist for the standard of the news story.

4. Types of Reporting:

Objective, Interpretative, Investigative, Legal, Developmental, Political, Sports, Crime, Economic & Commercial, Technical & Science Reporting & the rest. Writing the Story: Single-Incident Story-Attribution-Identification-Time and Timeliness-The Stylebook. Extracting Stories from outside copies: Citizens, Press release, Institutional sources, Ministries & Govt. Departments, etc.

5. Writing For Magazines:

News-Angles-Structure & Organization-Suspended Interest-Stories-The feature touch writing feature-keeping it simple-involving the reader-Holding something back-playing with words, Allusions, Creative Leads. Other approaches, Questions, The imperative-Direct address. Articles, Editorial, Middle, Profiles, Letters to The Editor, Book Review, Film Review, Sports Review.

Paper-III: Electronic Media & Cyber Journalism

(Marks: 100)

Objective:

Media Technology is both evolutionary and revolutionary. With newer technology innovations replacing the old technologies, the Mass Communication scenario is changing at a very fast pace. This course intends to acquaint the students with the contemporary media technology.

Contents:

1. The conventional media scenario (Radio, TV & Newspaper).
News Information Communication Technologies: Need and Cultural contexts.
2. IT & Information Management.
3. Moving on Digital Era:
 - What is Digitalization?
 - Internet <E-Commerce, Broadcasting, Cable TV, Video Technology
 - Impact of TV
 - Digital Media & Entertainment Technology
 - Telecommunication Revolution
 - New Technological Devices
 - New Communication Revolution
4. Globalization Process: Cultural Globalization Perspective, Impact of Globalization.
5. Cyber Journalism:
What is Cyber Space? What is information Super Highway? Internet and Information Revolution, Fundamentals of Cyber Media, Comparison of Cyber Media with Print, TV, Radio medium, Advantages & Disadvantages of Cyber Journalism.

SUGGESTED READINGS:

1. News Writing-George Hough (Indian edition by Kanishka Publishers, No. 4697/5-21A. Anasari Road, Daryaganj, New Delhi-110 002. Ph. 3270497, 3288285. Fax no. 3288285).
2. The Professional Journalism-M.V. Kamath
3. The Journalist's Handbook-M.V. Kamath
4. Mass Communication Perspective- Uma Narula
5. Globalization Albrown & King E
6. Technology & Communication Behavior Belmont C A Wadsworth
7. Cyberspace and Media- Sudhir Pachauri
8. Fundamentals of Information Technology- Deepak Bharihoke

Paper-IV : Editing

(Marks: 100)

1. Introduction:

Meaning Concept, Objectives & Scope of Editing, Basic Editorial Set-up of A Dally:
Position of Editor (Chief editor, Editor-in Chief. Executive editor, Resident editor, Managing-editor, Assistant editor(s)-their functions, Editorial writers, their functions, Importance & Significance of the Editorial Page. Editorial Set-up of a Magazine:

2. Into The Newsroom:

Role of the News Editor, His Responsibility for Organization and Selection of News. Their Editing and Treatment. Editing Desk vs Reporting –Section: Chief Sub-Editor, Sub-Editor and their functions; their Relationship with:

- (a) The News Bureau & its Chief
- (b) Chief Reporter & other Reporter, correspondents, Stringers, Freelancers.
- (c) The Photo Section: Chief Photographer & other Photographers.
- (d) Cartoonist & illustrators

3. Working of the News Room:

Co-ordination Process:

- a) Co-ordination of the News Room with the Press and its various sections.
viz -Composing, proof-Reading, Processing, Make-Up, Dark-Room, Printing and their functions.
- b) With the Advertisement Department.
- c) With The Circulation And Promotion.

Sources From Where Copy Comes:

News Agencies and syndicates (PTI & UNI); Internal Sources Reporter; Approaches to Different Types of Copies.

News Evolution:

What makes News, basic criteria for testing copy. Perspective of Democracies & Importance of Developmental News & news on special target group, area; News Treatment as in Index of identity with target audience.

4. Editing Process:

An Overview; Facts of Editing, What comprises Editing, Principles of Editing, Judging the News, Editing Tools, Symbols, Correctness of Spelling, Grammar, Idioms, Usage, Consistency; Authentication of Data, When & Where Necessary. What Editing does for Copy: Performing make-up Operation, Regularizing it the style of the Newspaper. Adjusting Story Length to The Space Requirements, Detecting & Correcting Error of Facts & Simplifying Language. Clarifying & Amplifying Language, Verifying names, Watch for redundancies. Making Stories Objective, Fair & Legally Safe. Restructuring/ Rewriting The Story (if necessary), Altering a Story's tone when necessary. Correcting Copy for good taste, Improving the Lead, Interpretative & Investigative approach, it's Importance in Developing countries. Treatment of mofussil & Developmental News, Editing of Wire News, Press Releases, Feature. Articles & Developing Stories; Reading Proofs.

Writing The Headline:

Purpose of headlines. Headline defined, the head schedule, Basic Skill for successful heading writings. Evolution of headline typography. Counting the head, heading to count, Head writing by computers, Headline Styles, Polishing the Headline.

Newspaper Make-Up :

The Front page, Inside Page Make-Up, Using Sketches, using boxes, Graphics, cartoons & Picture, Caption writing & Styles, Refers, Influence of Computer-Based Technology on Composing Editing & Production Approaches & Style; The Future Using Photographs: Pix have a purpose, Picture Pages, cropping

5. Planning of Pages:

Organized, Purposeful Flow of material to Press, Tentative earmarking of Matter for each page & the manner of their treatment Heading of Supplement & Magazine Space. **Front Page Editions :**

Its Importance as the face of a daily Newspaper, Logic of Gradation and Treatment and Positioning of Items; Balancing News and Make-Up Requirement, "Late News" "Stop Press", Exigencies In the Production of a Newspaper, Value of Teamwork. Editorial Page: Its importance, Types of Editorials.

Morning and Dak Editions:

Types of Editions, readership Survey, The decline in Readership. Emerging Trends in newspaper Presentation, What lies ahead?

SUGGESTED READING:

1. News Editing- Bruce II. Westley
2. Outline of Editing-M.K. Joseph
3. The Journalist's Handbook-M.V. Kamath
4. Advanced Editing -Adrash Kumar Varma
5. The Making of An Editor-Rahul Mudgal

Paper V : Media Management

(Marks: 100)

Unit 1: An overview of newspaper organizations-Form of ownership-Basic Principles of Management-Functions and responsibilities of Management-Account-Human Resources -Organizational structure –Registrar of Newspaper of India. Newspaper income and expenditure: Advertising-Type of Advertising-Advertising agencies –Circulation-Audit Bureau of circulation-other incomes.

Unit 2: Expenditure: Newsprint, Newsprint policy, machinery and Human resources, other expenses, infrastructure and government. Editorial policy-National Readership Survey (NRS), Indian Readership Surveys (IRS)-Space buying and selling, reach, cost per thousand (CPT) copies.

Unit 3: Newspaper as a product-Advertorials, Sponsorship-freebies-Analysis advertising and circulation data, etc.

Unit 4: Radio and FM ownership pattern, television ownership, pattern-management-function-account-cost centre-income and expenses-licensing authorities.

Unit 5: Principle of media management and their significance-media as an industry, profession-ownership pattern of mass media in India-sole proprietorship-partnership-private limited companies-public limited companies, trusts, co-operatives, religious institutions (societies)and franchisees,(chain) –hierarchy, functions and organizational structure and different department-DAVP, INS, ABC and etc. Changing roles of editorial staff and other media persons.

SUGGESTED READING:

1. The Indian Media Business, Vanita Kohli
2. Newspaper Management in India, Gulab Kothari, Intercultural Open Universality, The Netherlands
3. Electronic Media Management, peter K Prigle/ Michael F Starr/ William E McCavitt, Focal Press, Boston.
4. History of Indian Journalism: J. Nataranjan, Publications Divison, New Delhi.
5. Journalism In Modern India: Edited by Ronald E. Wolseley, Asia Publishing House, Bombay-Calcutta.
6. Handbook of Journalism And Mass Communication: Vir Bala Aggarwal and V.S. Gupta, Concept Publishing, New Delhi.

7. Broadcasting in India: P.C. Chatterjee, Saga Publications.
8. Blue Ocean Strategy: Professor Kim and Affiliate Professor Mauborgne, Harvard Business School Press, United State, ISBN 1591396190.
9. The Growth of Public Opinion in the Madras Presidency: D Sadasivan, University of Madras.

Paper VI : ENVIRONMENTAL STUDIES

PART-A

SHORT ANSWER PATTERN

1. **The Multidisciplinary nature of environmental studies**
 - Definition, scope and importance.
 - Need for public awareness.

(2 lecture hours)

2. **Social Issue and the Environment**
 - From Unsustainable to sustainable development
 - Urban problem related to energy
 - Water conservation, rain water harvesting, watershed management
 - Resettlement and rehabilitation of people, its problem and concerns. Case studies.
 - Environmental ethics: Issues and possible solutions.
 - Climate change, global warming, acid rain, ozone layer depletion, nuclear accidents and holocaust. Case studies.
 - Wasteland reclamation
 - Consumerism and waste products
 - Environment Protection Act
 - Air (Prevention and Control of Pollution) Act
 - Water (prevention and control of pollution) Act
 - Wildlife Protection Act
 - Forest Conservation Act
 - Issue involved in enforcement of environment legislation.
 - Public awareness.

(7 lecture hours)

3. **Human Population and the Environment**
 - Population growth, variation among nations.
 - Population explosion – Family Welfare Programme
 - Environment and human health
 - Human Rights
 - value Education
 - HIV/AIDS
 - Women and child Welfare
 - Role of Information Technology in Environment and human health.
 - Case Studies

(6 lecture hours)

PART-B
ESSAY TYPE WITH INBUILT CHOICE

4. Natural resources:

Renewable and non-renewable resources:

Natural resources and associated problem.

- Forest resource: Use and over exploitation, deforestation, case studies. Timber extraction, mining, dams and their effects on forests and tribal people.
- Water resources: Use and over-utilization of surface and ground water, floods, drought, conflicts over water, dams-benefit and problems.
- Mineral resource: Use and exploitation, environmental effects of extracting and using mineral resources, case studies
- Food resources: World food problems, changes caused by agriculture and overgrazing, effects of modern agriculture, fertilizer-pesticide problems, water logging, salinity, case studies.
- Energy resources: Growing energy needs, renewable and non renewable energy sources, use of alternate energy, case studies.
- Land resources: land as resources, land degradation, man induced landslides, soil erosion and desertification.
- Role of an individual in conservation of natural resources.
- Equitable use of resources for sustainable lifestyles.

(8 lecture hours)

5. Ecosystem

- Concept of an ecosystem
- Structure and function of an ecosystem
- Producers, consumers and decomposers.
- Energy flow in the ecosystem
- Ecological succession
- Food chains, food webs and ecological pyramids.
- Introduction, types, characteristic feature, structure and function of the following ecosystem:-
 - Forest ecosystem
 - Grassland ecosystem
 - Desert ecosystem
 - Aquatic ecosystem (ponds, streams, lakes, river, oceans, estuaries)

(6 lecture hours)

6. Biodiversity and its conservation

- Introduction- Definition: genetic, species and ecosystem diversity.
- Biogeographically classification of India
- Value of biodiversity: consumptive use, productive use, social, ethical, aesthetic and option value.
- Biodiversity at global, national and local levels
- India as mega-diversity nation
- Hot-spots of biodiversity
- Threats to biodiversity: habitat loss, poaching of wildlife, man-wildlife conflicts.
- Endangered and endemic species of India.
- Conservation of biodiversity: in-situ and ex-situ conservations of biodiversity.

(8 lecture hours)

7. Environmental Pollution

- **Definition, Causes, effects and control measure of:-**
Air Pollution, Water Pollution, Soil Pollution, Marine Pollution, Noise Pollution, Thermal Pollution, Nuclear Hazards
- **Solid Waste Management: Causes, effects and control measures of:-**
Role of an individual in prevention of Pollution, Pollution case studies, Disaster management: floods, earthquake, cyclone and landslides.

(8 lecture hours)

PART-C ESSAY ON FIELD WORK

8. Field work

- Visit to a local area to document environmental assets-
river/forest/grassland/hill/mountain
- Visit to a local polluted site-Urban/Rural/Industrial/Agricultural
- Study of common plants, insects, birds.
- Study of simple ecosystem-pond, river, hill slopes, etc.

(5 lecture hours)

Notes:

- 1) Contents of the syllabus mentioned under paras 1 to 8 shall be for teaching for the examination based on Annual Pattern
- 2) Contents of the syllabus mentioned under paras 1 to 4 shall be for teaching to the semester commencing first, and
- 3) Contents of the syllabus mentioned under paras 5 to 8 shall be for teaching to the semester commencing later.

LIST OF REFERENCES:-

- 1) Agarwal, K.C, 2001, Environmental Biology, Nidi Publ. Ltd., Bikaner.
- 2) Bharucha Erach, The Biodiversity of India, Mapin Publishing Pvt. Ltd, Ahmednagar-380 013, India, Email: mapin@icenet.net (R)
- 3) Brunner R.C., 1989, Hazardous Waste Incineration, McGraw Hill Inc. 480p.
- 4) Clark R.S., Marin Pollution, Clanderson Press Oxford (TB)
- 5) Cunningham, W.P. Cooper, T.H. Gorhani, E & Hepworth, M.T., 2001, environmental Encyclopedia, Jaico Publ. House, Mumbai, 1196p
- 6) De A.K., Environmental Chemistry, Wiley Eastern Ltd.
- 7) Down to Earth, Centre for Science and environment (R)
- 8) Gleick, H.P. 1993, water in Crisis, Pacific institute for studies in de., environment & security. Stockholm env. Institute, Oxford Univ. Press 473p.
- 9) Hawkins R.E., Encyclopedia of Indian Natural History, Bombay Natural History Society, Mumbai
- 10) Heywood, V.H. & Watson, R.T. 1995, Global Biodiversity Assessment, Cambridge Univ. Press 1140p.
- 11) Jadhav, H & Bhosale, V.M. 1995, Environmental Protection and Laws, Himalaya Pub. House, Delhi. 284p.
- 12) Mokinney, M.L & Schoch, R.M. 1996, Environmental Science Systems & Solutions, Web Enhanced Edition. 639p.
- 13) Mhaskar A.K., Matter Hazardous, Techno-Science Publication Co. (TB)
- 14) Miller T.G. Jr., Environmental Science, Wadsworth Publishing Co. (TB)
- 15) Odum, E.P., 1971, Fundamental of Ecology, W.B. Saunders Co., USA., 574p.
- 16) Rao M.N. & Datta A.K., 1987, Waste Water Treatment, Oxford & IBH publ. Co. Pvt Ltd. 345p.

- 17) Sharma B.K., 2001, Environmental Chemistry, Goel Publ. House, Meerut.
- 18) Survey of the Environment, The Hindu (M)
- 19) Townsend C., Harper J., and Michel Begon, Essentials of Ecology, Blackwell Science (TB)
- 20) Dr. Deshpande A.P., Dr. Chudiwale A.D., Dr. Joshi P.P & Dr. Lad A.B.: Environmental Studies, Pimpalpure & Company Pub., Nagpur.
- 21) Dr. Vittal Gharpure: Paryavaranshatra, Pimplapure and Company publishers, Nagpur.
- 22) Trivedi R.K., Handbook of Environmental Laws, Rules, Guidelines, Compliances and Standards, Vol. I and II, Enviro Media (R)
- 23) Trivedi R.K. and P.K. Goel, Introduction to Air Pollution, Techno Science Publications (TB)
- 24) Wagner K.D., 1998, Environmental Management, W.B. Saunders Co., Philadelphia, USA 499p.
(M) Magazine
(R) Reference
(TB) Textbook
- 25) Environmental Studies: R. Rajgopalan, Oxford Uni. Press, New Delhi, 2005
- 26) Environmental Chemistry and Pollution by Dr. N. W. Ingole, D.M. Dharmadhikari, Dr. S.J. Patil, Dasganu Prakashan, Nagpur.

PRACTICAL-B: Reporting & Editing

1. Writing and editing of 05 different news items on the topic Social, Political, Educational, Cultural, Agriculture, Law, Sports, business, Science & Technology, Crime & submission of file. **(30 Marks)**
 2. Internship of 2 weeks to any media organization and submission of report. **(30 Marks)**
 3. Viva-voce on component 1 and 2. **(40 Marks)**
- (Total Marks: 100)**

Note for Internship

After the end Exam of Second year the student will go for internship for 2 weeks. Each student must submit the report after completion. The organization can be Newspaper, Radio station, TV station, NGO, PR organization and Adverting agency.

B.A. (MASS COMMUNICAION) PART-III

Paper I : Communication Research

(Marks: 100)

Unit 1: Research

Overview of the field including the variety of theories and approaches.

Definitions, Methods, Selection & Formulations of Research Problem, Hypothesis, Sampling, Research Designs , Processing & Analysis of Data, statistical analysis, Finding , Report Writing.

Unit 2: Structure of Communication Research

Unit 3: Diversities of Communication Research, Political and Social including the different facets of Political Communication.

Unit 4: Political rhetoric and political debate and the extent or limitations of communication research.

Unit 5: International Perspectives of Communication research and contributions in the field such as in Europe, Americas and Asia.

Survey:

Meaning, Concept, Utility, Planning, Organizing & Conducting, survey, Public Opinion Survey, Readership Survey.

Tools of Data Collection:

Questionnaire, Schedule, interview, case study, observation, content analysis etc.

Media Research:

Measuring Impact, Evolution, Monitoring and Feedback.

Market Research:

Principles of Market Research, Theories of segmentation & Positioning, Pre- Testing, post-Testing.

SUGGESTED READINGS:

1. Social Research- S.R. Vajpayee
2. Doing Your Research Project- Judith Bell
3. Research Methodology Techniques-Method & C R Kothari
4. Research Methodology in Social Science - Sandhu & Singh
5. Research in Mass Media S R Sharma & Anil Chaturvedi
6. Research- How to plan, speak & Write about it Macro Clifford Hawkings & Sorgi.
7. Lynda lee kaid, handbook of political communication research
8. Erik bucy and lace holbert, sourcebook for political communications research, routledge 2009
9. John reinard, introduction to communication research (amazon.com)

Paper-II: Media Laws & Ethics

(Marks: 100)

Unit 1: A comparative introduction to media laws and ethics- where media laws and the issue of ethics are derived in constitutional societies.

Unit 2: Basic structure of Indian Constitution. Preamble/ Fundamental rights, duties, Parliament, state legislature. Human Rights – introduction. Human Right Commission.

Unit 3: Media Laws and Privileges within the Constitution of India and other derived sources.

Unit 4: Trial by The Media and the issue of Ethics-the codified rules of conduct including the right to privacy and the perennial conflict between authorities and media houses on the right to hold on to sources.

Unit 5: Media and National Security Laws including the undefined and yet to be fully regular cyber space.

SUGGESTED READING:

1. Bakshi. P.M.. The constitution of India, 2009 edition.
2. Arun Bhatia, media and communication ethics, Akansha 2005.
3. A.G. Noorani, constitutional questions and citizen's right, Oxford university press 2006.
4. Enkat Iyer, Mass Media Laws and Regulation in India, India research press 2000.
5. P.P. Singh etal, media ethics and laws Anmol publication 1998.

Paper-III : Development Communication

(Marks: 100)

Unit 1: Definition, nature and scope of Development Journalism-Development Communication, Concept of Communication.

Unit 2: Origin and theories of Development-Third World Countries

Unit 3: Theories of Development Journalism-Development Reporting-Experiments, problem and criticism of development Journalism.

Unit 4: Development Journalism and the Indian Press-Role of Regional Press-Positive media-noteworthy initiatives.

Unit 5: Example of Development Reporting-Finding Story ideas-Constraints in Development Reporting-Do'es and Don'ts in Development Reporting.

SUGGESTED READINGS:

1. Grassroots, Various Issues, Ajit Bhattacharjea (1999-2002), Press Institute of India, New Delhi.
2. Communication and Development: The Challenge of the Twenty First Century, V.S. Gupta (2000), Concept Publishing Company, New Delhi.
3. Communication and Development and Civil Society, V.S. Gupta (2003), Concept Publishing Company, New Delhi.

Paper-IV : Public Relations and Event Management

(Marks: 100)

1. Introduction to PR
Define, Scope, Nature, Charactericts
History of PR in India, World
PR as an Industry, PR as Consultancy
PR as a Tool of Marketing Media Products

2. Role of Public Relation in Corporate Image Building
 Functions of Public Relations
 PR as distinguished from Marketing, Sales Promotion & Advertising
 PR Techniques

3. Relationship & Duties of the PR Practitioners-Value of IPR Code & the International Codes of Conduct
 Functions of PR Department & Manager-Advantages & Disadvantages.
 PR Consulting-its advantages & disadvantages
 PR Programme Planning, PR for an exhibition
 Evaluating results of PR work
 The News Release-Seven points formula & its importance.

4. Writing Techniques, press Event & Organizing them
 Internal PR- Media & Techniques
 Employee Relations
 Exhibition PR & its planning
 Uses & kinds of Exhibition in PR
 Role of Photography in PR
 Importance of Marketing Research for the PR practitioner
 PR in developing countries.

5. Publicity inputs or visible aids for promoting an event
 Print & Display material
 Stand Design
 Trade Fair: Uses & Abuses
 Gauging Cost Effectiveness

PRACTICALS FOR PUBLIC RELATION

Visit to any PR agency, Consultancy, Government PR Departments and to submit a report on the visit.

Reference Books:

1. Effective Public Relations-Scott M. Cutlip, Allen H. Center, Glen M. Broom, Delhi: Person Education, 2006.
2. Practical Public Relations: Sam Black
3. Public Relations in India: J.M. Kaul
4. Handbook of public Relations: Stephenson

Paper-V: Advertising

(Marks: 100)

1. Introduction to Advertising :

- (a) Definition
- (b) Origin & Development
- (c) Growth of advertising in India
- (d) Scope (Effects on Economy/Industry)
- (e) Facets of Advertising (As an act commerce, as hidden persuader)

2. Purpose of Advertising:

- (a) Need for advertising
- (b) Functions of advertising
- (c) Benefits of advertising: To Seller, Buyer & Media

3. Types of Advertising:

- (a) Commercial & Non-Commercial
- (b) Product & Consumer
- (c) Classification & Display
- (d) Retail & Wholesale
- (e) Regional, National & Co-operative
- (f) Govt. Advertising
- (g) Comparative advertising

4. Advertising as a Communication Tool:

- (a) Communication Process & Advertising
- (b) Communication Principles, Theories applied to advertising.

Advertising as a PR Tools:

- (a) Relationship of Advertising & Public Relations
- (b) Corporate/ Institutional Advertising

Advertising Theories :

- (a) Unique Selling Proposition
- (b) Brand Image
- (c) Relevance to Indian Advertising.

5. Role & Effect of Advertising:

- (a) Negative & Positive Effects
- (b) Advertising & Society
- (c) Advertising & Development
- (d) Role of Advertising in National Economy
- (e) Social/ Public Advertising

SUGGESTED READING:

1. Indian Broad Casting: H.R. Luthra (Publication Division)
2. Television Techniques Hoyland Beltinger (Harper & Brothers)
3. Advertising Made Simple Frank Jefkins (Rupa & Co.)
4. Ogilvy Advertising David Ogilvy (Pan Books)
5. Advertising Management Aaker, Myers & Batra

Paper-VI :

1. Practical C: Advertising

Students are required to submit (any 8 topics) which includes tender notice, employment adds, classifieds, matrimonial, product adds, corporate adds, institutional adds, government adds, International adds and advertorials.

(Marks: 30)

Viva-Voce

(Marks: 20)

2. Practical D: Research Project

Every Student will be assigned a project and it will be pursued by him/ her under the supervision of an internal supervisor. The Project Report (in 2 copies) along with one CD will be submitted by the student at least two weeks prior to the date of the commencement of the Term-End Examination for the Final Year. The Project Report shall carry 50 marks and shall be evaluated by an External Examiner.

(Marks: 30)

Viva-Voce

(Marks: 20)

(Total Marks 100)
