

# **Programme Guide**

## **B.A. (Journalism and Digital Media) (BAFJDM)**



**School of Journalism and New Media Studies  
Indira Gandhi National Open University  
Maidan Garhi, New Delhi- 110068 (India)**

**Dear Learner,**

Welcome to IGNOU, the People's University. Through the programme of B.A. in Journalism and Digital Media (BAFJDM), you have made a decision to become an active influence in the media communication process through technological interventions. BAFJDM programme provides you a comprehensive exposure to various aspects related to Journalism, Digital Media Communication and Technology to equip you with necessary knowledge, skills, attitudes and competencies.

You have also chosen to become an important entity of one of the largest Mega Universities in the world. As you are well aware, IGNOU offers Educational Programmes through Open and Distance Learning (ODL) mode. IGNOU will make all efforts to ensure that you become successful in all your learning efforts. We are sure that this programme will bring about a new orientation into your life.

This Programme Guide is designed to give you an overview of how Open and Distance learning operates and how this programme will be transacted. We, as distance teachers may be physically at a distance from you but as far as the teaching- learning activity is concerned we shall always be with you in the form of your study material – print or online and through other student support services. To start with, read this Programme Guide thoroughly, keep it handy and refer to it as and when you have any doubt about progressing further in this programme. This will facilitate your ease of use of programme related activities and help you participate better in your teaching learning transactions.

In the course of your journey, you will notice that an ODL university like IGNOU is a university with a difference. Unlike conventional Universities/Institutions where Teaching and learning takes place mostly through face to face mode, IGNOU adopts a blended approach to facilitate teaching-learning activities. You will find that the self-learning material which may be printed or in digital form is the main medium of instruction which is supplemented with audio and video, teleconferencing and interactive radio counselling sessions. Further, you will also benefit from contact sessions organised at the Study Centre. Besides these, the Tutor marked assignments submitted by you will be evaluated (the score of the assignments make up for 30 percent of the total marks you earn in a course). Thus, these multiple modes will provide you diverse opportunities for interaction as well as facilitate smooth progress through the programme.

The information presented in this Programme Guide, will help you in organising your study in a systematic manner with respect to various components and stages of the programme. This Programme Guide provides you important information about the programme as whole, viz., its objectives, structure, mode of delivery, programme schedule, counselling sessions, assignments, evaluation etc. It is expected that you will preserve this programme Guide till you complete the programme as this Guide will help you clarify your doubts at different stages during the course of your academic journey through this programme.

**Have a great learning experience !**

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## 1.0 THE UNIVERSITY

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Indira Gandhi National Open University (IGNOU) was established in September 1985 by an Act of Parliament with a view to democratise education so that it covers large segments of population, vocations and professions. The primary emphasis is on innovation, flexibility and cost effectiveness. Thus, it is a University with a difference.

**The major objectives of the University are to:**

- promote the educational well being of the community;
- democratise higher education by providing easy access to all those who desire to improve their qualifications, skills and competence by taking education to the doorsteps of people living even in remote areas;
- disseminate learning and knowledge through innovative multimedia teaching- learning system;
- provide high quality education at all levels; and
- coordinate and determine the standards of Distance Education and Open University Systems throughout the country.

**IGNOU offers various academic programmes** that lead to certificates, diplomas and degrees. It develops and produces courses for delivery through open learning and distance education modes. IGNOU is also actively involved in research, training and extension activities. It coordinates and monitors distance education systems and provides expertise to other Open and Distance Learning Institutions.

The salient features of distance education system are:

- Study according to your own pace and convenience;
- Study at your own chosen place;
- Flexibility in choosing courses and combination of courses for a wide range of disciplines/subjects;
- Use of modern and appropriate educational and communication technology.

The University strives to fulfil the above mandate by a diversity of means of distance and continuing education. It functions in cooperation with the existing universities and institutions of higher learning. It makes full use of the latest scientific knowledge and new educational technology to offer a high quality education which meets contemporary needs.

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### School of Journalism and New Media Studies (SOJNMS)

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#### Introduction

The School of Journalism & New Media Studies (SOJNMS) was established in 2007 in the University with the mandate to offer quality academic programmes, conduct research and training and organise seminars and workshops in varied aspects of media and communication. With the advent of communication revolution, scientific inquiry into various streams of journalism and communication, The School strives to expand the knowledge and take forward the education and training to diverse sections of the learners located in different parts of the country.

#### Vision

The School of Journalism and New Media Studies (SOJNMS) aspires to prepare a new

generation of Media and Communication and Journalism professionals, teachers and researchers with a holistic understanding of media as a tool of change for national and global understanding.

## **Mission**

The Mission of the SOJNMS is to offer innovative academic programmes in Journalism and Digital Media to set benchmarks in teaching and education at the national level. It aims to develop quality learning materials and prepare human resources equipped with knowledge, skills and critical thinking. It strives to promote excellence in research to contribute to the scholarship in the discipline.

In tune with the mission and vision of the University, the SOJNMS offers high quality innovative and need-based programmes at different levels at affordable costs. It reaches out to learners placed in remote and rural areas and those belonging to the disadvantaged and unreached segments of society to access learner-centric quality education, skill up-gradation and training.

The nation-wide network of regional centres and study centres is used for implementing the programmes. The SOJNMS strives to address the emergent needs of the discipline of Journalism & Mass Communication in India and aims to develop human resources through the medium of education.

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## **2.0 PROGRAMME**

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As per the industry reports, digital media have witnessed double-digit growth in the last five years, which is likely to continue for a few decades. These trends indicate the growing demands for digital media, online, internet, and communication technology professionals.

Over the past two decades, the massive expansion of IT and communication infrastructure has resulted in manifold growth in both areas, revolutionising information transmission, distribution, and consumption behaviour. This led to citizens' desire to access information from every possible source, furthering their socio-economic, political, and development-oriented initiatives and paving the way for the growth and development of journalism and mass communication as a profession.

In this digital metamorphosis, SOJNMS introduces a degree programme that explores the interdisciplinary perspectives of journalism and technology integration in a more significant interest of students' employability.

Primarily, the BA (Journalism and Digital Media) programme focuses on four core components - fundamental components of journalistic practices, core dimensions of the emerging digital media, the application of digital media in various media practices [including courses related to Creative Technologies, digital and interactive media and required programming], and online and digital research methods with particular reference to big data analytics. This program explores the skill sets that connect journalism media and communication technology. With potential employability in the digital media field, the program aims to provide the required skill sets for the students to explore better career opportunities.

### **Program Objectives:**

1. To acquire journalistic skills such as reporting, writing, editing and publishing techniques;

2. To describe the process involved in the specialised subject-based reporting;
3. To understand the concepts and characteristics of digital media platforms, including their growth, cross-national dynamics, relationship with other social institutions, merits and limitations of the platform and, specifically, the nature of the digital media audience;
4. To apply journalistic skills and digital media understanding in the new form of news gathering and presentation - digital journalism. Three specific sets of skills will be familiarised - forms, methods and techniques;
5. To explain the journalistic skills, digital media understanding and application side of digital journalism within the realm of a sound knowledge of the social and cultural dynamics; and
6. To acquire the knowledge and skills of research methods. Particularly in big data, data mining, and data analytics, including a sound understanding of statistics.

## **2.1 Relevance of Programme with IGNOU's Mission**

The BAFJDM will strengthen the Philosophy and Vision of the People's University through a provision of enabling all those learners who could not join such a programme in the conventional mode due to different reasons.

## **2.2 Prospective target group of learners**

Graduation of BAFJDM leads to further scope of masters degree in journalism or digital media or allied subjects. Parallel to that, learners can explore career opportunities in the media and communication fields.

## **2.3 Eligibility Criteria**

The eligibility criteria for joining the programme are as follows:

- 10+2 in any discipline.
- Age: no maximum age limit.

## **2.4 Medium of Instruction**

The Programme is offered through English medium. However, the University allows students to submit assignments, project works and take the examination in Hindi also.

## **2.5 Programme Duration**

The minimum duration of the Programme is 3/4 years. However, due to inherent flexibility offered by the University, it can be completed in 6/8 years.

## **2.6 Programme Fee**

The programme fee is Rs 10,600/- the University may revise the fee from time to time. Please check the advertisement or IGNOU website [www.ignou.ac.in](http://www.ignou.ac.in).)

## **2.7 Admission Cycle**

Admission in this programme is held every year in the January and July cycle.

## **2.8 Credit System**

IGNOU follows the Credit System for its academic programmes. Each credit amounts to 30 hours of study comprising different learning activities, including assignments and

listening/watching audios and videos. Thus a six credit course involves 180 hours of study. Knowing the number of credits for each course helps you to get an idea about the academic effort required for successfully completing a course.

The BAFJDM programme consists of 120/160 credits (30 study hours/credit), which have been equally distributed in **all courses**.

### 3.0 PROGRAMME STRUCTURE

Semester	Course Type	Course Title	Credits
Sem 1	DSC 1	Introduction to Journalism and Digital Media	6
Sem 1	Minor 1 (VOC)	Techniques of Reporting	4
Sem 1	SEC 1	University Basket	4
Sem 1	IDC 1	From University Basket	6
			20 Credits
Sem 2	DSC 2	Media and Information Literacy	6
Sem 2	Minor 2 (VOC)	News Writing and Editing	4
Sem 2	AEC 1	BEVAE-181 Environmental Studies	4
Sem 2	VAC 1	From the University Basket	6
	<b>Exit 1:</b>	<b>VOC (University Basket) Under Graduate Certificate (40+4 Credit)</b>	20 Credits
Sem 3	DSC 3	Types of Journalistic Writing	6
Sem 3	DSC 4	Media Ethics and Regulations	6
Sem 3	Minor 3 (DSC)	Digital Photography	4
Sem 3	AEC 2	English / Hindi / Urdu / Sanskrit Communication	4
			20 Credits
Sem 4	DSC 5	Audio Podcast	6
Sem 4	DSC 6	Persuasive Communication Strategies	6
Sem 4	Minor 4 (DSC)	Digital Media Literacy	4
Sem 4	SEC 2	Practical News Portal Creation and Production	4
	<b>Exit 2:</b>	<b>VOC (University Basket) Under Graduate Diploma (80+4 Credits)</b>	20 Credits
Sem 5	DSC 7	Data Journalism	6
Sem 5	DSC 8	Audio Visual Production	6

<b>Sem 5</b>	Minor 5 (DSC)	Health and Environmental Journalism	4
<b>Sem 5</b>	SEC 3	ICT for Development	4
			20 Credits
<b>Sem 6</b>	DSC 9	Digital Journalism and Research Tools	6
<b>Sem 6</b>	DSC 10	Social Media And Society	6
<b>Sem 6</b>	Minor 6 (VOC)	Marketing Communication	4
<b>Sem 6</b>	SEC 4	Project: Internship / Portfolio	4
	<b>Exit 3:</b>	<b>Under Graduate Degree with Major (120 Credits)</b>	20 Credits
<b>Sem 7</b>	DSC 11	Theorising Digital Communication	6
<b>Sem 7</b>	DSC 12	Data Science and Big Data	6
<b>Sem 7</b>	DSC 13	Data Analysis & Interpretations	4
<b>Sem 7</b>	Minor 7 (DSC)	Choose Any ONE Practical a. Data Mining through R b. Big Data Analytics	4
			20 Credits
<b>Sem 8</b>	DSC 14	Internet Research Methods	4
<b>Sem 8</b>	Minor 8 (VOC)	Digital Media Economics	4
<b>Sem 8</b>	CHOOSE A OR B		
<b>Sem 8</b> (Option A)	DSC 15	Statistical Applications	6
	DSC 16	Research Practical	6
		OR	
<b>Sem 8</b> (Option B)		Project / Dissertation	12
			20 Credits



# **Sem 1 :: Major 1: Introduction to Journalism and Digital Media**

## **Learning Outcomes:**

After completing this course, the learner will be able to:

- Understand the basic tenets of communication processes;
- Explain the growth and development of media and technology;
- Describe the fundamentals of journalism and its related operations; and
- Discuss the contemporary issues in the journalistic field.

## **Block 1 Introduction to Media and Communication**

Unit 1: Communication Process

Unit 2: Theories and Models of Communication

Unit 3: Emergence of Digital Media

Unit 4: Journalism, Digital Media and Society

## **Block 2: Understanding Journalism**

Unit 5: Journalism: Nature and Types

Unit 6: Technology, society and the Fourth Estate

Unit 7: Democracy and the Fourth Estate

Unit 8: Mobile Journalism

Unit 9: Tech Empowerment and Muzzled Press

Unit 10: Algorithms and AI for Journalism

## **Block 3: Digital Media and Society**

Unit 11: Digital Media and Communication

Unit 12: Theories of Digital Communication

Unit 13: Participatory Culture

Unit 14: Social Movements and Digital Media

## **Block 4: Contemporary Issues of Digital Media**

Unit 15: Internet and Marginalisation

Unit 16: Conceptual Framework of Digital Inequality

Unit 17: Global Communication Policies

Unit 18: Internet Governance

## **Sem 1 :: Minor 1: Techniques of Reporting**

### **Learning Outcomes:**

After completing this course, the learner will be able to:

- describe the concepts, principles and sources of news;
- explain different types of reporting techniques;
- undertake civic, crime, sports and legal reporting; and
- report social issues, health, education and lifestyle.

### **Block 1: Basics of News**

Unit 1: Understanding News

Unit 2: News Sources

Unit 3: Newsroom Set-up & Functioning of Print Media

### **Block 2: Reporting: Types and Tools**

Unit 4: News Reporting: Different Types

Unit 5: Research for Journalistic Writings

Unit 6: Interview: A Journalistic Tool

### **Block 3: Reporting Beats -1**

Unit 07: Civic Reporting

Unit 08: Reporting Social Issues

Unit 09: Reporting Lifestyle, Fashion & Films

Unit 11: Reporting Health & Education

### **Block 4: Reporting Beats -2**

Unit 10: Sports Reporting

Unit 12: Crime Reporting

Unit 13: Legal Reporting

Unit 14: Political Reporting

## **Sem 2 :: Major 2: Media and Information Literacy**

### **Learning Outcomes:**

After completing this course, the learner will be able to:

- Describe the role of media and information system in a democracy;
- Explain the need and significance of media literacy;
- understand the nuances of journalism and practices and
- Discuss the factors that determine the portrayal of various stakeholders in the news space.

### **Block 1: Understanding MIL**

Unit 1: Understanding Media and Information Literacy

Unit 2: MIL, Civic Participation and Right to Information

Unit 3: Interacting with Media and Other Content Providers

Unit 4: MIL, Teaching and Life-Learning

Unit 5: Communication and Information, Teaching and Learning

### **Block 2: MIL, Society and Ethics**

Unit 6: Learning Theories and MIL

Unit 7: Enabling Environment for MIL in Learning Spaces

Unit 8: Audience: National and Global Contexts

Unit 9: Technology, Media and Society

Unit 10: Freedom, Ethics and Social Accountability

### **Block 3: Journalism and Society**

Unit 11: What Makes News

Unit 12: The News Development Process

Unit 13: News Reporting and the Power of the Image

### **Block 4: Representation in Media**

Unit 14: Industry Codes on Diversity and Representation

Unit 15: Television, Films, Print Publishing

Unit 16: Representation and Music Videos

## **Sem 2 :: Minor 2: News Writing and Editing**

### **Learning Outcomes:**

After completing this course, the learner will be able to:

- Explain the basic principles of effective writing;
- Understand the fundamentals of news writing; and
- Enumerate the core concepts of news editing.

### **Block 1 Writing Skills**

Unit 1: Writing: Process and methods

Unit 2: Effective writing

Unit 3: Changing concepts of News?

### **Block 2 News Writing**

Unit 4: Writing a News Report

Unit 5: Types of Reporting

Unit 6: Writing Leads and Headlines

Unit 7: Sources, online research and maths for reporters

### **Block 3 Nuances of News Formats**

Unit 8: Digital Tools for Journalists

Unit 9: Story formats and storytelling

Unit 10: Multimedia journalism

Unit 11: Ethics in reporting

### **Block 4 Editing**

Unit 12: Editing

Unit 13: Newsroom operations

Unit 14: Organisational structures of news organisations

## **Sem 1 :: Skills 1: BEVAE 181 Environmental Studies**

### **Learning Outcomes:**

After completing this course, the learner will be able to:

- Describe the role of media and information system in a democracy;
- Explain the need and significance of media literacy;
- understand the nuances of journalism and practices and
- Discuss the factors that determine the portrayal of various stakeholders in the news space.

### **Block 1: An Introduction to Environment and Environmental Studies**

Unit 1: Our Environment

Unit 2: Ecosystem

Unit 3: Major Ecosystem

### **Block 2: Natural Resources**

Unit 4: Land and Water Resources

Unit 5: Forest Resources

Unit 6: Biodiversity: Value and Services

Unit 7: Energy Resources

### **Block 3: Environmental Issues and Concerns**

Unit 8: Biodiversity: Threats and Conservation

Unit 9: Environmental Pollution and Hazards

Unit 10: Waste Management

Unit 11: Global Environmental Issues

### **Block 4: Protecting Our Environment: Policies and Practices**

Unit 12: Environmental Legislation

Unit 13: Human Communities and Environment

Unit 14: Environmental Ethics

## **Sem 3 :: Major 3: Types of Journalistic Writings**

### **Learning Outcomes:**

After completing this course, the learner will be able to:

- Understand the techniques of long-form journalistic practices;
- Utilise the methods of journalism to report political systems; and
- Discuss the importance of development and policy issues within the journalistic perspectives.

### **Block 1: Feature Writing**

Unit 1: Introduction/ What is a feature

Unit 2: Differentiating between news and feature

Unit 3: Types of features: news and non-news

Unit 4: Subjects and their treatment

### **Block 2: Political Reporting**

Unit 5: Politics - The Study of State and Power

Unit 6: Representative Democracy and its limits

Unit 7: Participation and Dissent in Democracy

Unit 8: Political writing - reports, long-form, op-ed, editorial etc.

### **Block 3: Development Journalism**

Unit 9: Development Journalism: concept, evolution, historical perspective debates

Unit 10: Development coverage in India: Print, Electronics and New Media

Unit 11: Developing countries: Goals, characteristics

Unit 12: Writing for development communication

Unit 13: Solutions Journalism

### **Block 4: Public Policy and Media**

Unit 14: Introduction to Public Policy - definition, types, significance, scope

Unit 15: Models of Public Policy

Unit 16: Public Policy Formulation and Implementation in India

Unit 17: Impact of political ideology on public policy

## **Sem 3 :: Major 4: Media Ethics and Regulations**

### **Learning Outcomes:**

After completing this course, the learner will be able to:

- Learn about the need for ethics and regulations in media;
- Enumerate the laws used in journalism; and
- Acquire knowledge about codes for promotional media.

### **Block 1 Ethics and Regulations**

Unit 1: Indian Constitution

Unit 2: Fundamentals of Media Ethics

Unit 3: Self Regulations in Media

Unit 4: Digital Media Regulations

### **Block 2 Information Ethics and Laws**

Unit 5: RTI, Defamation and Libel

Unit 6: Copyright, IPR and Creative Commons

Unit 7: Digital Code of Ethics

Unit 8: Cyber Laws

### **Block 3 News Media Laws**

Unit 9: Indian Constitution and Media

Unit 10: Media Regulatory Provisions

Unit 11: Media Law Initiatives

Unit 12: Information Technology Act

### **Block 4 Business Media Regulations**

Unit 13: Persuasive Media Ethics and Codes

Unit 14: Advertising related Laws

Unit 15: Corporate Social Responsibility

## **Sem 3 :: Digital Photography**

### **Learning Outcomes:**

After completing this course, the learner will be able to:

- describe the types and functioning of still cameras;
- know about various tools of digital photography;
- understand the art and craft of digital photography; and
- explain the different types of photography.

### **Block 1: Tools of Digital Photography**

Unit 1: Introduction to Visual Communication

Unit 2: History of Photography

Unit 3: Camera: Types, Structure and Functions

Unit 4: Photography Lenses & Accessories

### **Block 2: Art of Digital Photography**

Unit 5: Elements of Photography Composition

Unit 6: Rules of Photography Composition

Unit 7: Lighting for Photography

### **Block 3: Techniques of Digital Photography**

Unit 8: Photography Techniques – I

Unit 9: Photography Techniques – II

Unit 10: Mobile Photography

Unit 11: Photo Editing

### **Block 4: Digital Photography: Applications**

Unit 12: Types of Photography – I

Unit 13: Types of Photography – II

Unit 14: Photojournalism



## **Sem 4 :: Audio Podcast**

### **Learning Outcomes:**

After completing this course, the learner will be able to:

- understand the process and importance of audio podcasting;
- describe the different processes of audio programme production;
- write scripts for various audio programme formats;
- explain the complete recording process; and
- understand the mixing and editing of audio programmes.

### **Block 1: Audio Programme Production Process**

Unit 1: Podcasting: An Introduction

Unit 2: Stages of Production

Unit 3: Audio Programme Formats

Unit 4: Presentation Techniques

### **Block 2: Writing and Production**

Unit 5: Spoken Word Programmes

Unit 6: News Podcast

Unit 7: Audio Feature and Documentary

Unit 8: Drama and Serials

### **Block 3: Recording**

Unit 09: Microphones and Audio Mixers

Unit 10: Studio Recording

Unit 11: Outdoor Recording

### **Block 4: Post Production**

Unit 12: Concepts of Editing and Audio Mixing

Unit 13: Editing Different Programmes

Unit 14: Digital Audio Editing – Tools & Techniques

## **Sem 4 :: Persuasive Communication Strategies**

### **Learning Outcomes:**

After completing this course, the learner will be able to:

- Assimilate and relate to the practice of persuasion that happens around them;
- Gain knowledge of the different methods of Advertising and Public Relations; and
- Practise online branding techniques in the real world.

### **Block 1 Integrated Communications**

Unit 1: Marketing Communications Mix

Unit 2: Integrated Communication Strategies

Unit 3: Market Segmentation

### **Block 2 Advertising**

Unit 4: Classification and Media of Advertising

Unit 5: Advertising Appeals and Applications

Unit 6: Ad Agency: Structure & Functions

Unit 7: Advertising Research & Evaluation

### **Block 3 Public Relations**

Unit 8: History and Evolution

Unit 9: Tools and Techniques

Unit 10: The Process of PR

Unit 11: Disaster management & Crisis communication

### **Block 4 Online Branding**

Unit 12: Brands and Social Media

Unit 13: Influencer Marketing and Blogging

Unit 14: Image and Issue Management in the Net Age

Unit 15: Perception Management

## **Sem 4 :: Digital Media Literacy**

### **Learning Outcomes:**

After completing this course, the learner will be able to:

- Describe the transition of communication patterns from mass media to digital media;
- Elaborate on the risks associated with the use of digital; and
- Understand the various methods of acquiring information through digital media.

### **Block 1: Media Transition**

Unit 1: Reading Media and Information Texts

Unit 2: The Medium and the Message: Print and Broadcast News

Unit 3: From Traditional Media to Digital Media Technologies

Unit 4: Uses of New Media Technologies in Society

### **Block 2: Internet Opportunities and Challenges**

Unit 5: Uses of Interactive Multimedia Tools

Unit 6: Young People in the Virtual World

Unit 7: Challenges and Risks in The Virtual World

Unit 8: Promotion of Alternative Media Through Digital Media

### **Block 3: Digital Information Processing**

Unit 9: Concepts and Applications of Information Literacy

Unit 10: Learning Environments and Information Literacy

Unit 11: Digital Information Processing

### **Block 4: Advertising Literacy**

Unit 12: Film Genres and Storytelling

Unit 13: Advertising, Revenue and Regulation

Unit 14: Public Service Announcements

Unit 15: Advertising: The Creative Process

Unit 16: Targeted Advertising and the Political Arena

## **Sem 4 :: Practical News Portal Creation and Production**

In this practical course, students will produce a standalone news website. Individual webpages will be created through Notepad or similar text editor software. Students will use their learning of HTML and CSS while creating their news portals. Students will use Text and pictures from the online resources of either creative commons or give adequate credit for their works.

## **Sem 5 :: Data Journalism**

### **Block 1 Introduction to Data Journalism**

Unit 1: Introduction to Data Journalism

Unit 2: History of Data Journalism

Unit 3: Ethical aspects of data journalism

### **Block 2 Data Journalism: Prerequisites**

Unit 4: Use of Internet and Data Journalism

Unit 5: Data Tabulation and fundamental concepts

Unit 6: Basic statistics for Data Journalism

Unit 7: Computer applications

### **Block 3 Data Journalism in Practice**

Unit 8: Story finding and data cleaning

Unit 9: Reporting data

Unit 10: Data Mashing

Unit 11: Data Scraping

### **Block 4: Interactive Data Journalism**

Unit 12: Data analysis and visualisation

Unit 13: Geographical data and data mapping

Unit 14: Case studies

## **Sem 5 :: Audio Visual Production**

### **Learning Outcomes:**

After completing this course, the learner will be able to:

- describe the different processes of audiovisual programme production;
- write scripts for various audiovisual programme formats;
- explain the use of graphics and animations in audiovisual content; and
- understand the concepts, principles and processes of video editing.

### **Block 1: Audio-Visual Journalism**

Unit 1: Audio-Visual Medium: An Introduction

Unit 2: AV News Production

Unit 3: Television Newsroom: Set-up and Functioning

Unit 4: Presentation Techniques

### **Block 2: Writing for AV**

Unit 5: Audiovisual Programme Formats

Unit 6: Writing for Audio Visual News

Unit 7: Writing for Other Programmes

### **Block 3: Recording**

Unit 8: Video Camera and Accessories

Unit 9: Shot Composition and Camera Movements

Unit 10: Lighting

### **Block 4: AV Production: Other Aspects**

Unit 11: Production Design

Unit 12: Production Management

Unit 13: Graphics and Animation

Unit 14: Editing

## **Sem 5 :: Health and Environmental Journalism**

### **Learning Outcomes:**

After completing this course, the learner will be able to:

- Understand the conceptual ideas of the health system;
- Utilise tools and techniques of journalistic practices for reporting health matters;
- Understand the significance of various interventions to protect the ecosystem; and
- Describe the role and responsibilities of the media system in dialogue on environmental issues.

### **Block 1: Public Health and Media**

Unit 1: Introduction to Human Health

Unit 2: Public Health Issues

Unit 3: Global and Indian Health laws

Unit 4: Role of Media in Public Health Care Campaigns

### **Block 2: Health Journalism**

Unit 5: Ethics and Values in Health Journalism

Unit 6: Research and Sources in Health Journalism

Unit 7: Roles & Responsibilities of a Health Journalist

Unit 8: SBCC, BCC and IEC

### **Block 3: Understanding Climate Crisis**

Unit 9: Introduction to climate change

Unit 10: Climate change at the global level

Unit 11: India's policy on climate change

Unit 12: Risk society and risk communication

### **Block 4: Media Coverage of Climate Crisis**

Unit 13: Mass media representations of climate change

Unit 14: Language of climate change communication

Unit 15: Economic and political drivers behind environmental stories

Unit 16: Community engagement and green media

## **Sem 5: ICT for Development**

### **Block 1: Internet of Social Scenario**

Unit 1: Information Society

Unit 2: Emerging Trends- Media Internet, Globalisation

Unit 3: ICTs and Women (issues of Access and Equity)

Unit 4: Open Source Movement

Unit 5: New Media and Ethical Issues

### **Block 2: Regulating Internet**

Unit 6: The Concept of Security in Cyberspace

Unit 7: Cyberspace and Cyber Crime

Unit 8: Cyber Law

### **Block 3: Digital Equality**

Unit 9: Building Knowledge Societies

Unit 10: Issues of Digital in Equality

Unit 11: Digital Media and Environment Sustainability

Unit 12: Implementation and ICT for Development

### **Block 4: Development and Digital Media**

Unit 13: ICT for Development in India

Unit 14: Digital Media and Social Development

Unit 15: Digital Media and Economic Development

Unit 16: Knowledge Society: Developing countries perspective



## **Sem 6 : Digital Journalism and Research Tools**

### **Learning Outcomes:**

After completing this course, the learner will be able to:

- Understand the basic concepts of the research process;
- Utilise the research process for the journalistic exercises; and
- Describe the idea of Big Data and its association with newsroom operations.

### **Block 1: Understanding Research Methods**

Unit 1: Social Science Research Methods for Journalists

Unit 2: Classification of Research Methods

Unit 3: Introduction to Quantitative Studies

Unit 4: Understanding Qualitative Research

### **Block 2: Data Collection Methods**

Unit 5: Managing Sources of Information

Unit 6: Data Collection Methods

Unit 7: Online Surveys

Unit 8: Online Interviews

### **Block 3: Data Handling**

Unit 9: Big Data: Meaning and Interpretation

Unit 10: Introduction to Data Mining

Unit 11: Tools for Data Mining

### **Block 4: Data Analysis**

Unit 12: Understanding Numbers

Unit 13: Spreadsheets for Journalists

Unit 14: Database Managers and Referencing Software

## **Sem 6 : Social Media and Society**

### **Learning Outcomes:**

After completing this course, the learner will be able to:

- Describe the growing importance of social media in the Indian context;
- Explain the influence of social media on the social institutions; and
- Enumerate the characteristics of social media audiences.

### **Block 1: Spectrum of Social Media**

Unit 1: Role & Functions of Social Media

Unit 2: Ownership & Technology of Social media

Unit 3: Social Media in Indian Scenario

### **Block 2: Sharing with Society**

Unit 4: Journalism and Social Media

Unit 5: Transmedia Storytelling

Unit 6: Theories of Social Media

Unit 7: Celebrities and Social Media

Unit 8: Crowdsourcing and News Sharing

### **Block 3: Social Media Audience**

Unit 9: Self and Social Media

Unit 10: Privacy and Ethics

Unit 11: Social Capital and Audience

Unit 12: Social Media and Contemporary Activism

### **Block 4: Applications of Social Media**

Unit 13: Social Media Marketing

Unit 14: Learning Through Social Media

Unit 15: Political Power of Social Media

Unit 16: Social Media Analytics

## **Sem 6 :: Marketing Communication**

### **Learning Outcomes:**

After completing this course, the learner will be able to:

- Outline the correlation between gender issues and media;
- Cultivate the practice of gender sensitivity in content creation; and
- Capture the changing perceptions of gender in the media.

### **Block 1: Fundamentals of Integrated Communication**

Unit 1: Understanding the Target Audience

Unit 2: Communication in Marketing

Unit 3: Marketing Communications Mix

Unit 4: Marketing Research and its Applications

### **Block 2: Marketing Communication Forms**

Unit 5: Advertising

Unit 6: Public Relations

Unit 7: Event Management

Unit 8: Cyber Marketing

### **Block 3: Integrated Marketing Communications**

Unit 09: Personal Selling

Unit 10: Sales Promotion

Unit 11: Direct Marketing

Unit 12: Packaging and Point of Purchase

### **Block 4: Social Sector Communication**

Unit 13: Social Marketing Communication

Unit 14: Advocacy, Communication and Social Mobilization

Unit 15: Grassroots Communication

Unit 16: Public Service Campaigns

## **Sem 6 :: Project: Internship / Portfolio**

In this project course, students will undergo a four week internship in any media related institution. Students are expected to learn the practical knowledge of media practices of using technological interventions in the media operations. Based on their learning, students need to develop a detailed internship report. Alternatively, a student can create a portfolio about a media related institution - its origin, development, operations, organisational structure, latest data related to its operations and its position in the respective field of operations.

The interpretation of Media and communication terms is subject to areas covered in the BAFJDM curriculum.

## **Sem 7 :: Theorising Digital Communication**

### **Learning Outcomes:**

After completing this course, the learner will be able to:

- Enumerate the dynamic communication processes of computer-mediated platforms;
- Critically evaluate the intricacies of human communication within cyberspace; and
- Discuss the changing dynamics of media participation in the digital world.

### **Block 1: Communication Patterns of Digital Media**

Unit 1: Multi-platform communications

Unit 2: Mediatisation

Unit 3: Computer-mediated communication

Unit 4: Network Society

Unit 5: Information Theory

### **Block 2: Critiques of Cyberspace**

Unit 6: Post-humanism and Cyborg Manifesto

Unit 7: Identities and communities online

Unit 8: Pop culture and online expression

Unit 9: Online communication and collaborations

### **Block 3: Analysis of Participation**

Unit 10: Mode of production in cyberspace

Unit 11: Ideology and digital communication

Unit 12: Semiotics and digital communication

Unit 13: Issues of Big Data

Unit 14: Political Economy of ICTs

## **Sem 7 : Data Science and Big Data**

### **Learning Outcomes:**

After completing this course, the learner will be able to:

- Understand the concepts of data science and big data;
- Describe the architecture and a programming technique R; and
- Explain the usage of R for the analysis of big data.

### **Block 1: Basics of Data Science**

Unit 1: Introduction to Data Science

Unit-2 Probability and Statistics for Data Science

Unit-3 Data Preparation for Analysis

Unit-4 Data Visualisation Techniques

### **Block-2 Big Data and its Management**

Unit-5 Big Data Architecture

Unit-6 Programming Using MapReduce

Unit-7 Other Big Data Architecture and Tools

Unit-8 NoSQL Database

### **Block-3 Big Data Analysis**

Unit-9 Mining Big Data

Unit-10 Mining Data Streams

Unit-11 Link Analysis

Unit-12 Web and Social Network Analysis

### **Block-4 Programming for Data Analysis**

Unit-13 Basic of R Programming

Unit-14 Data Interfacing and Visualisation in R

Unit-15 Data Analysis and R

Unit-16 Advanced Analysis using R

## **Sem 7 : Data Analysis and Interpretations**

### **Learning Outcomes:**

After completing this course, the learner will be able to:

- Understand the basics concepts related to mathematics and statistics;
- Use the various data collection tools; and
- Explain the tools of statistical analysis.

### **Block 1: Review of Mathematical and Statistical Concepts**

Unit 1: Mathematical Concepts

Unit 2: Statistical Concepts

Unit 3: Introduction to Statistical Software

### **Block 2: Data Collection and presentation of Data**

Unit 4: Data Collection: Methods and Sources

Unit 5: Tools of Data Collection

Unit 6: Data Presentation

### **Block 3: Analysis of Data**

Unit 7: Basics of Statistical Analysis

Unit 8: Univariate Data Analysis

Unit 9: Bivariate Data Analysis

Unit 10: Multivariate Data Analysis

Unit 11: Analysis of Qualitative Data

### **Block 4: Statistical Applications in Digital Media**

Unit 12: Construction of Composite Index in Social Science

Unit 13: Web Content Analysis

Unit 14: Social Media Measurements

## **Sem 7 :: Practical Work**

(Practical Portfolios - Choose any ONE course)

### **Course 1: Data Mining through R**

Whether normal web portals/websites/webpages or social media outlets, technological tools facilitate scraping or mining the data from these sources. Once data is identified as per the requirements/objectives/purposes, the identified data are extracted with the help of tools. Students will be introduced to two data mining Activities: 1] data scraping from a website and 2] data mining from a social media platform.

### **Course 2: Big Data Analytics**

It is a kind of practice-based research work. Students need to identify emerging trends in digital media, and with the help of data mining/text mining methods and tools, adequate data need to be collected. Analysis of data should be done through suitable data analysis software such as R or similar statistical software.



## **Sem 8 : Internet Research Methods**

### **Learning Outcomes:**

After completing this course, the learner will be able to:

- Explain the fundamental operations of a research process;
- Understand the various tools for data collection; and
- Employ digital tools for data collection and analysis.

### **Block 1 Communication Research**

Unit 1: Internet mediated research

Unit 2: Internet Research Traditions

Unit 3: Identification of Research Problems

Unit 4: Sources of Data

Unit 5: Online Sampling Methods

### **Block 2 Internet Research Methods – I**

Unit 6: Interview method

Unit 7: Online experiments

Unit 8: Visual Analysis

Unit 9: Social Network Analysis

### **Block 3 Internet Research Methods -II**

Unit 10: Web archiving

Unit 11: Textual Analysis

Unit 12: Ethnography

Unit 13: Narrative analysis

### **Block 4 Analysing and Interpreting Data**

Unit 14: Data analysis

Unit 15: Data interpretation

Unit 16: Report writing

Unit 17: Ethics in Internet Research

## **Sem 8 : Digital Media Economy**

### **Learning Outcomes:**

After completing this course, the learner will be able to:

- Describe the basic principles of economic processes;
- Understand the economic dimensions of digital media; and
- Explain the issues and challenges associated with digital media economics.

### **Block 1: Basics of Economics and Economy**

Unit 1: Economics as a Concept

Unit 2: Types of Markets

Unit 3: Supply, Demand and Pricing

### **Block 2: Dynamics of New Media Markets**

Unit 4: Introduction to New Media Economy

Unit 5: Characteristics of New Media Products

Unit 6: Metrics of New Media Economics

### **Block 3: Political Economy of Digital Media**

Unit 7: Business Models of Digital Media Corporates

Unit 8: Ownership Patterns

Unit 9: Digital Labour

Unit 10: Technology, Globalisation and Regulation

### **Block 4: Generating Revenue Streams**

Unit 11: Revenue Streams I: Models of Digital Media Corporates

Unit 12: Revenue Streams II: Digital Media Entrepreneurship

Unit 13: Case Studies on Digital Media Corporates

Unit 14: Case Studies: Social Media Influencers

## **Sem 8 : Statistical Applications**

### **Learning Outcomes:**

After completing this course, the learner will be able to:

- Understand the basics of statistical techniques;
- Describe the statistical outcomes from the social science perspective; and
- Utilise various statistical techniques for hypothesis testing.

### **Block 1: Statistics and Probability**

Unit 1: Descriptive statistics

Unit 2: Probability Concepts

Unit 3: Probability Distributions

### **Block 2: Statistical Inference**

Unit 4: Sampling Distributions

Unit 5: Estimation

Unit 6: Test of Significance

Unit 7: Applications of Chi-Square in Problems and Categorical Data

### **Block 3: Applied Statistical Methods**

Unit 8: Analysis of Variance: One Way Classification

Unit 9: Regression Analysis

Unit 10: Forecasting and Time Series Analysis

Unit 11: Statistical Quality Control

### **Block 4: Sampling**

Unit 12: Simple Random Sampling and Systematic Sampling

Unit 13: Stratified Sampling

Unit 14: Cluster Sampling and Multistage Sampling

## **Sem 8 :: Research Practical Work**

In this course, students need to develop a research proposal on any of the following options. Research proposal activities include the following - identification research topic, review of literature, fine-tuning research problems and exploring the suitable methodology.

**Option 1: Digital Media Research**

**Option 2: Communication Research**

**Option 3: Journalism Research**

**Option 4: Integrated Marketing Communication Research**

**Option 5: Audio-Visual Research**

**Option 6: Development Journalism Research**

## **Sem 8 :: Dissertation Research Project Work**

This course is a continuation of DSE 7 of Semester 8. Learners who have finalised the research proposal earlier need to continue to produce their dissertation. Students need to produce a full-fledged research dissertation using any of the media research methods. Typically, students will work on any one of the following areas.. With the help of a review of literature, students will need to identify a research problem and the same needs to be examined with a suitable data collection design.

**Option 1: Digital Media Research**

**Option 2: Communication Research**

**Option 3: Journalism Research**

**Option 4: Integrated Marketing Communication Research**

**Option 5: Audio-Visual Research**

**Option 6: Development Journalism Research**

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## 4. INSTRUCTIONAL SYSTEM

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The Open University System is more learner-oriented and the student is an active participant in the teaching-learning process.

The University follows a multiple-media approach for instruction. This approach comprises the following components:

- Self Instructional Printed/Digital Materials
- Audio and Video Materials
- Teleconferencing
- Gyan Darshan, Gyan Vani programmes and Gyandhara
- Interactive Radio Counselling
- Counselling Sessions
- Study Centres

### 4.1 Self Instructional Printed / Digital Material

The self instructional material is the main source of teaching input, or the ‘master medium’ for the programme. It is supplied to the students in the form of blocks. Each block consists of 3-6 Units. You may think of Unit as a lesson.

#### How to Study the Units

Each Unit begins with an introduction in which we tell you about the contents of the Unit. We also outline a list of objectives, which we expect you to achieve after working through the Unit. This is followed by the main body of the Unit which is divided into various sections and subsections. We end each Unit by summarising the contents of the whole Unit to enable you to recall the main points.

Self-check exercises have been given under the caption Check Your Progress Exercise at a few places in each Unit which invariably ends with possible answers to the questions set in these exercises. Glossary explains the terms used in a Unit. You may also consult a dictionary for the terms not covered in glossary or requiring further explanation.

Activities are included to check your application of the concepts that have been taught to you. You should go through the Units and jot down important points as you read in the space provided in the margin. Broad margins in the block are there for you to write your notes on. This will help you keep track of the concepts and assimilate what you have been reading in a Unit, and answer the self-check exercises and the assignment questions, and also easily identify the items to be clarified.

### 4.2 Audio-Video Material

In addition to the print material, audio and video are in general prepared for each course. The audio-video material is supplementary to print material and helps you to understand the subject better. The schedule of telecast is made available on the IGNOU website [www.ignou.ac.in](http://www.ignou.ac.in).

Students desirous of buying the audio video CDs/DVDs can procure them from: Marketing Unit, Electronic Media Production Centre, Indira Gandhi National Open University, Maidan Garhi, New Delhi-110068. Alternatively, you can also access them online at <http://egyankosh.ac.in/>

### 4.3 Teleconferencing

To reach out to students spread in different parts of the country, teleconferencing sessions are conducted via satellite using one-way video and two-way audio facility from Delhi. Teleconferencing is an effective means of interaction between the learners, experts and those concerned with the programme. It provides an interesting opportunity to you to interact with the faculty members located at the Headquarters and other experts/eminant scholars in the field. You can attend these sessions at scheduled time for drawing benefits of this facility. You can put your questions and queries to the experts through a telephone number/ email id/Online mode for details, you may visit <http://ignouonline.ac.in/gyandarshan>

### 4.4 Gyan Darshan, Gyan Vani and Gyandhara

**Gyan Darshan**, an exclusive educational channel of the country, is providing educational programmes on a variety of subjects for 24 hours a day. If you want to watch enriching educational programmes beamed through this channel, they are available on DTH platforms and cable TV networks. The Gyan Darshan weblink is <http://ignouonline.ac.in/gyandarshan>

**Gyan Vani** is a network of educational FM radio stations in the country. Gyan Vani radio station broadcasts over a radius of 70 kms and caters to the educational and developmental needs of the region. It is available at 105.6MHz and its weblink is <http://www.ignouonline.ac.in/gyandhara/>

**Gyan Dhara** is an internet audio counselling service afforded by IGNOU. Students can listen to the live discussion by the teachers and experts on the topic on the day and interact through telephone and chat mode.

You can put your questions and queries to the experts through a telephone number/ email id/ Online mode for details, you may visit <http://www.ignouonline.ac.in/gyandhara/>

The Broadcasts and telecasts are in English, Hindi and the specific regional language. For detailed programme schedule of programmes on Gyan Darshan and Gyan Vani you may click the link on IGNOU website at [www.ignou.ac.in](http://www.ignou.ac.in).

### 4.5 Interactive Radio Counselling

Interactive Radio Counselling (IRC) is provided to students enabling them to interact with experts and seek clarification on academic matters. Live counselling is conducted on radio by invited experts for an hour from different radio stations in the country. Students can ask questions from their homes through telephone number/ email id/Online mode for details, you may visit <http://www.ignouonline.ac.in/gyandhara/>

### 4.6 Counselling Sessions

In distance education, contact sessions between learners and their Counsellors are an important activity. The purpose of these sessions is to answer your questions and clarify your doubts which may not be possible through other means of communication. It is also intended to provide you an opportunity to meet your fellow learners. There are experienced Academic Counsellors at the

Study Centres to provide counselling and guidance to you in the courses that you have chosen for study. The counselling sessions for each of the courses will be held at suitable intervals throughout the academic session. **Attending counselling is not compulsory. However, they may be very useful in certain respects** such as to share your views on the subject with teachers and fellow participants, comprehend some of the complex ideas or difficult issues and get clarifications for many doubts which you would not otherwise try to raise.

Counselling sessions will be provided to you at the Study Centre assigned to you. You should note that the counselling sessions will be very different from the usual classroom teaching or lectures. Counsellors will not be delivering lectures or speeches. They will try to help you to overcome difficulties (academic as well as personal) which you face while studying for the BAFJDM. In these sessions, you must look into the subject based difficulties and any other issue arising out of such difficulties.

Before you go to attend the counselling sessions, please go through your study material and note down the points to be discussed. Unless you have gone through the units, there may not be much to discuss. Try to concentrate on the relevant and the most important issues. You may also establish personal contact with your fellow participants to get mutual help for academic purposes. Try to get the maximum possible guidance from your Counsellors.

**You will be informed about the detailed schedule of the counselling sessions by the Coordinator of your Study Centre.**

#### **4.7 Study Centre's**

To provide effective student support, we have set up Study Centres all over the country. You will be allotted one of these Study Centres taking into consideration your place of residence or work. However, each Study Centre can handle only a limited number of students and despite our best efforts, it may not always be possible to allot the Study Centre of your choice. The particulars regarding the Study Centre to which you are assigned will be communicated to you.

Each Study Centre has:

- A Coordinator who coordinates different activities at the centre;
- An Assistant Coordinator and other supporting staff appointed on a part time basis; and
- Counsellors to provide counselling and guidance to you in the course.

A Study Centre has following major functions:

**Tutorial/Counselling:** Tutorial/Counselling is an important aspect of the Open University System. Face-to-face contact-cum counselling for courses will be provided at the Study Centres.

**Evaluation of Assignments:** The evaluation of your assignments will be done by the counsellors of your Study Centre. The evaluated assignments amount to 30% of the total marks you score in any theory course of the programme. The evaluated assignments will be returned to you at the Study Centre. There is no re-evaluation of assignments.

**Library:** Each Study Centre will have a small library having relevant course materials, reference books suggested for supplementary reading.

**Information and Advice:** You will be given relevant information about the courses offered by the University.



**Interaction with fellow-students:** In the Study Centres you will have an opportunity to interact with fellow students. This may lead to the formation of self help groups.

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## 5.0 EVALUATION

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- (1) The evaluation comprises three aspects:
- (2) Self-evaluation - check your progress and activity exercises (non-credit) within the study material.

Continuous evaluation - one compulsory assignment for each course with a weightage of 30%.  
Term-End Examination (TEE) – one for each course with a weightage of 70%.

In order to successfully complete a course, the learner must obtain at least ‘40%’ in the assignment and ‘40%’ in the TEE separately in each course.

The grading system depending on the percentage of marks secured by the candidates in Assignments and TEE is as follows:

Division	Qualitative Level	Percentage Equivalent
Ist Division with Distt. (If applicable)	Excellent	80% and above
Ist Division	Very Good	60% to 79.9%
IInd Division	Good	50% to 59.9%
IIIrd Division	Satisfactory	40% to 49.9%
Failed	Unsatisfactory	Below 40%

**\*This programme followed by Numerical Marking System.**

A candidate of BAFJDM programme is required to secure a minimum of 40% Marks in assignments/term-end examination in each. However, you need an overall (combined) 40% to successfully complete a course.

Students who do not qualify in the term-end examination of a particular year are allowed to take up the term-end examinations in that same course in the next four years.

### 5.1 Assignments

Fresh assignments are uploaded on IGNOU website for each course annually. Assignments constitute the continuous evaluation component of a course and working on the assignments is compulsory. There is one assignment for each theory course. You will have to submit the assignments responses at the Study Centres. You will also have the option of submitting your assignment online. These will be evaluated by Academic Counsellors within a specified time to provide feedback to you.

You have to complete the assignments on time. You will not be allowed to appear for the term-end-examination for a course if you do not submit the specified assignments in time for

that course. If you appear in the term-end examination without submitting the assignments, then the result of the term-end examination is liable to be withheld /cancelled.

The main purpose of assignments is to test your comprehension of the learning material you receive from us and also to help you get through the courses by providing feedback to you. The information given in the self-learning material should be sufficient for answering the assignments. Please do not worry about the non-availability of extra reading material for working on the assignments. However, if you have easy access to other learning resources, you may make use of them. But the assignments are designed in such a way to help you concentrate mainly on the printed course material and make use of your personal experience.

For the BAFJDM programme, there are Tutor Marked Assignments (TMAs) which are evaluated by the counsellors. Some of the assignments are knowledge based and some are application based. Assignments which are knowledge based will require you to write essay type answers. For answering applied types of assignments, you should apply the knowledge you have gained through a Unit/Block/Course. **In either case, the answers should be your own. You must not reproduce text material verbatim or copy the information from other sources.** However, you can make use of the material and information you have at your disposal in an innovative way. You can pick up ideas from whatever sources you may have. However, plan and use them in your own words when you write the answers to the assignments.

The following norms have to be strictly practised when you work on assignments:

- The answer should be precise, well documented and relevant to the question.
- Keep the word-limit of the answer in mind. A slight variation in length does not matter, but your answer should not be too short or too lengthy. Avoid discussing minor issues at great length. By setting a word-limit for some assignments, we mean to convey that a reasonably adequate response can be presented within the suggested word-limit.
- Assignments are uploaded on IGNOU website (<https://webservices.ignou.ac.in/assignments/>).
- The assignment responses should be complete in all respects. Before submission, you should ensure that you have answered all the questions in all assignments as incomplete answers bring poor grades.
- You must submit your assignments according to the schedule indicated in the assignments. The University/Coordinator of the Study Centre has the right to reject the assignments received after the due date. In case you get the assignments and study material late, the assignment responses should be submitted within one month of the date of the receipt of study material and assignment or within the due date given in the schedule whichever is later.
- For your own record, retain a copy of all the answers to assignments which you submit to the Coordinator of your Study Centre. If you do not get back the evaluated assignments within a month of their submission, please try to get them from your Study Centre personally. This may help you to improve your answers for your future assignments.
- Maintain an account of all the corrected responses to assignments received by you after evaluation. This will help you to correspond with the University in case any problem arises in future.

- If you are unable to submit your assignments or are unable to score the minimum qualifying marks of 40, you have to download, attempt and submit the assignments meant for the next batch of students. Then you will have to submit it for subsequent sessions.
- In case you find that the score indicated in the assignment sheet of your assignments has not been correctly reflected in your grade card, you are advised to contact the Coordinator of your Study Centre with a request to forward correct authenticated award list (through respective Regional Centre) to the Registrar, Student Evaluation Division, IGNOU.
- Once you get the pass marks in an assignment you cannot re-submit it for improvement of marks. Assignments are not subject to re-evaluation except for factual errors, if any. The discrepancy noticed by you in the evaluated assignments should be brought to the notice of the Coordinator of your Study Centre.
- Do not enclose or express doubts for clarification, if any, along with the assignments.

### **Instruction for Students regarding assignments submission**

- Write your Enrolment Number, Name, Full Address, Signature and Date on the top of the right hand corner of the first page of your response sheet.
- Write the Programme Title, Course Code, Course Title, Assignment Code and Name of your Study Centre on the left hand of the first page of your response sheet. Course code and Assignment Code may be reproduced from the assignments.

The top of the first page of your response sheet for each assignment should thus look like the following:

PROGRAMME TITLE.....	ENROLMENT NO.....
PROGRAMME CODE.....	NAME.....
	ADDRESS.....
	.....
	.....
COURSE CODE.....	
COURSE TITLE.....	
ASSIGNMENT CODE.....	SIGNATURE .....
STUDY CENTRE.....	DATE.....

- Read the assignments carefully and follow specific instructions, if any, given along with the assignments.
- Go through the units on which the assignment is based, note the points relating to the question, rearrange those points in a logical order and work out a rough outline to your answer. Give adequate attention to the introduction and the conclusion. In the introduction, you should give a brief interpretation of the question and how you propose to develop the answer. The conclusion should summarise your response to the question. Make sure that the answer is logical and coherent. The answer should be divided into appropriate paragraphs. The answer should be relevant to the question given in the assignment. Make sure you have attempted all the main points of the question. Once you are satisfied with your answer, write down the final version neatly and underline the points you wish to emphasise.
- Use only A- 4 size paper for your response and tie all the pages carefully. Avoid using thin paper. Allow a 4 cm margin on the left side and at least a few lines between each answer.

This may facilitate the evaluator to write useful comments on the margin at appropriate places.

- Write the responses to assignments in your handwriting. Do not print or type the answers.
- Do not copy from the response sheet of other students. If copying is noticed, the assignment of such a student will be rejected.
- Answers to each assignment should be written on a separate set of papers.
- Write the question number and the question before writing the answer.
- The completed assignment should be sent only to the Coordinator of the Study Centre allotted to you. **Do not** send it to the SED, IGNOU, New Delhi.
- After submitting the assignment at the Study Centre, get the acknowledgement from the Coordinator on the prescribed assignment remittance-cum-acknowledgement card. You may also be asked to submit your assignments online, for which appropriate guidelines shall be provided.
- The University sends study materials and assignments, wherever prescribed to the students by registered post and if a student does not receive the same for any reason whatsoever, the University shall not be held responsible for that.

## 5.2 Term-End Examination

As stated earlier, Term-End Examination is another component of the evaluation system. For BAFJDM programmes the Term-end examination (TEE) carries 70% weightage in the final result (30% weightage is for assignments).

Term-end examinations are held twice in a year (June and December). You can appear for the Term End Examination after one year of study. Assignment and Projects can be submitted after completion of six months and before one year.

Dates and the venue of the examination will be intimated to you in time by the Registrar, Student Evaluation Division of the University.

To be eligible to appear at the Term-end Examination, you are required to fulfil the following conditions:

- All the required assignments have been submitted within the due dates.
- The fees have been fully paid.
- The examination form has been submitted in time (which is explained later).

**Examination date sheet** schedule which indicates the date and time of examination for each course is made available at IGNOU website [www.ignou.ac.in](http://www.ignou.ac.in) well in advance. Please download hall tickets from IGNOU website to appear in the examinations.

It is a prerequisite for you to submit the Examination Form for taking examinations in any course. The Examination Form is to be submitted online. The link for online submission of examination form shall be available on the University website.

The Schedule of submission of exam form is available at IGNOU website.

Control number will be given on submission of the examination form. The hall ticket will be uploaded on IGNOU website seven days before the commencement of examination. The University I-card and the valid Hall Ticket is required for appearing in the examination.

Your Study Centre is normally your examination centre, though the University may conduct the examination at any other centre. Change of examination centre is permissible in exceptional cases for which you have to make a request to: Registrar, SED, IGNOU, New Delhi-110068, at least one month before the commencement of the examination. The request received at the Headquarters thereafter will not be entertained. It is your responsibility to check whether you are registered for a particular course and whether you are eligible to appear for that examination or not. If you neglect this and take the examination without being eligible for it, your result will be cancelled.

The Regional Centre and Study Centre is the contact point for you. The University cannot send communication to all the students individually. All the important communication would be sent to the Coordinators of the Study Centres and Regional Directors and uploaded on the University website.

The Coordinator will display a copy of such important circulars/notifications on the notice board of the Study Centre for the benefit of all the students. You are, therefore, advised to keep in touch with your Coordinator so that you get information in advance about assignments, submission of examination forms, and date sheets.

While communicating with the University regarding examination, please clearly write the name of the programme, enrolment number and your complete address. In the absence of such details, your problem may not be attended to. The University normally may require 45 days to intimate the result of a particular term-end examination. Once you receive your results and if you find that you have passed in that course, you need not appear for that course again.

Students may appear for one or more theory courses at a time. If you are unable to clear all the theory courses in the first attempt or do not wish to appear in all the subjects at a time, you can clear them in the subsequent examinations. You are free to appear for as many courses as you like at a time. **However, you must clear all the courses within 6 years of your admission.**

#### **Re-evaluation of Term end Examination:**

After the declaration of result. If the students are not satisfied with marks awarded. They can request the University to re-evaluate their Answer scripts on payment of Rs. 750/- per course. The request for re-evaluation by the student must be made online in the re-evaluation portal within one month from the date of declaration of the result.

#### **Obtaining Photocopy of Answer Scripts:**

After the declaration of result, if the students are not satisfied with the marks awarded, they can request the University for obtaining Photocopy of Answer Scripts on payment of Rs. 100/- per course. The request for Obtaining Photocopy of Answer Scripts must be made online in the re-evaluation portal within 45 days from the date of declaration of result.

## **Duplicate Statement of Marks/ Grade Card:**

The learner can apply for obtaining duplicate Statement of Marks / Grade Card in case of loss /misplacement /damage by paying a sum of Rs. 200/- by way of a demand draft drawn in favour of IGNOU and payable at New Delhi. Format is available in the Annexure.

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## **6.0 OTHER USEFUL INFORMATION**

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You may find the following information useful for the programme.

### **6.1 Reservation**

The University provides reservation of seats for Scheduled Castes, Scheduled Tribes, War Widows, wards of Ex-Servicemen of Military/Paramilitary Forces and Physically Handicapped candidates as per the Government of India rules.

### **6.2 Scholarships and Reimbursement of Fee**

Reserved categories viz., Scheduled Castes, Scheduled Tribes and Physically Handicapped Students have to pay the fee at the time of admission to the University along with other students. Students belonging to these reserved categories (admitted to IGNOU) are eligible for Government of India scholarships. They may access the National Scholarship Portal or E-district portal of the concerned state.

### **6.3 Your account on the Student Portal**

Once your admission is confirmed, please visit <https://ignou.samarth.edu.in>, click New Registration, and create your own Student Account. After registering your account you will be able to avail various services offered by the University in one place. You can also download your Student Identity Card from your login.

### **6.4 Change or Correction of Address /Study Centre/Regional Centre**

You can submit your request for change/correction of address, change of Study Centre or Change of Regional Centre through your Student Account login. This process is completely paperless, and you can submit your request without visiting any office of the University.

### **6.5 Some Useful Hints**

- Please read the Programme Guide thoroughly and keep it handy. It contains most of the information you are likely to need during your perusal of the BAFJDM programme.
- Please keep a record of all the information/letters/communication received from and sent to the University.
- Do write to us if you face any problem while working through the programme. Please write briefly and neatly for a quick redressal of your problem.
- In the case of change of address inform the relevant authorities well in advance.
- To get the best out of the programme, maintain a time-table for yourself and stick to it. Make the time-table realistic taking into account some unforeseen situations, such as illness, official work, social obligations etc.
- Be regular in your work and devote at least two hours of study every day.
- Use the prescribed forms appended in Annexure for different purposes to facilitate prompt action.

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## 7.0 SOME ESSENTIAL FORMS FOR YOUR USE

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In this Section we are enclosing the sample of some forms which are useful to you. Whenever you have to correspond with the University, please get the photocopy of the relevant form, fill it carefully and send it as per instructions therein. The detailed instructions for all these forms are provided in this programme guide in different sections. Here is the link to important forms: <http://ignou.ac.in/ignou/studentzone>

The following forms are available on this link:

1. Application form for Issue of Provisional Certificate
2. Obtaining Photocopy of the Answer Script – online submission
3. Early Declaration of Result of Term-End-Examination
4. Re-Evaluation of Answer Script – online submission
5. Application Form for Issue of Official Transcript
6. Obtaining Duplicate Grade Card/Marksheet
7. Non-Receipt of Study Material & Assignments
8. Application Form for Issue of Migration Certificate
9. Improvement in Division/Class

### **Whom to Contact for What?**

- For identity card, fee receipt, change of address, bonafide certificates, migration certificate, scholarship forms, non-receipt of study material and assignments contact the concerned Regional Centre.
- For assignments, you can download the same from IGNOU website: [www.ignou.ac.in](http://www.ignou.ac.in) or go to link <https://webservices.ignou.ac.in/assignments/>
- For non-reflection of assignment grades/marks in your grade card, contact the Regional Director of the concerned Regional Centre and Assistant Registrar (Assignments), Student Evaluation Division (SED), Block -3, Room No. 7, IGNOU, Maidan Garhi, New Delhi-110068, (email: [assignments@ignou.ac.in](mailto:assignments@ignou.ac.in); Phone: Extn.1312/1319/1307).
- For queries relating to examinations, date sheets, hall ticket, contact AR, Exam-II. For result, early declaration of results, reevaluation, transcripts, grade card, provisional certificate you can contact Dy. Registrar(Examination-III) , SED, Block-12, Room No. 1, IGNOU, Maidan Garhi, New Delhi-110068 (Phone:/ Extn. 2201, 2208).
- For Original Diploma/Verification of Diploma, Convocation, contact the AR (Exam-I) SED, IGNOU, Block-9, Maidan Garhi, New Delhi-110068.
- For student grievances there is an online portal where you can voice your concern (link: <http://igram.ignou.ac.in/>) or contact the Student Grievances Cell, SED, Block-6, Room No. 14, IGNOU, Maidan Garhi, New Delhi -110068
- For the Schedules of counselling, feedback on assignment responses contact the Coordinator/ Programme In-charge of the concerned Programme Study Centre.

### **List of LSCs Activated for B.A. in Journalism and Digital Media (BAFJDM) Programme**

**For the study centre's please go through the following link:**

<https://ignouadmission.samarth.edu.in/index.php/site/programme-detail?id=80f90eb3a3fe6579bdb98c304b8a1432a884397b6091da937320bb1da71d8bdb1830>

**Admission website:** <https://ignouadmission.samarth.edu.in>

**IGNOU Website:** [www.ignou.ac.in](http://www.ignou.ac.in)