

# **PROGRAMME GUIDE**

## **M.A. in Journalism and Electronic Media (MAJEM)**



**School of Journalism and New Media Studies**

**Indira Gandhi National Open University**

Maidan Garhi, New Delhi-110068

Dear Learner,

Welcome to the academic programme- MA in Journalism and Electronic Media. By enrolling in this programme you have become a student of IGNOU, one of the largest mega Universities in the world. IGNOU offers educational programmes through Open and Distance Learning (ODL) mode. It is quite likely that you are getting this first ever experience as a distance learner. 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 material and through other student support services.

To start with, read this 'Programme Guide' thoroughly, keep it handy and refer it as and when you get any doubt about progressing further in this programme. By following this Programme Guide you will be able to manage your programme related activities very easily.

In the course of your journey, you will notice that 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 multi-media approach to facilitate teaching-learning activities. You will find that the printed self-learning material is the main medium of instruction which is supplemented with audio and video programmes, teleconferencing and interactive radio counseling sessions. Further, you will also benefit from counseling sessions organised by the Study Centre. Besides these, the assignments submitted by you will be evaluated and you will receive feedback from the evaluators. 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 and systematising your study in respect of 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 it will help you clarify your doubts at different stages during the course of your academic journey through this programme.

With Best Wishes,

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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 multi-media 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 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 the contemporary needs.

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## **2.0 ABOUT THE PROGRAMME**

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MA in Journalism and Electronic Media (MAJEM) programme provides you a comprehensive exposure to various aspects related to journalism and electronic media. Basics of mass communication, television and online journalism, audio programme production for online platforms and radio broadcasting, audio-visual programme production, and communication research have been included in this programme to equip you with necessary knowledge, skills, attitudes and competencies.

### **2.1 Rationale for the Programme**

Audio and video (audio-visual) content is used extensively for online media platforms as well as for traditional television and radio broadcasting. There is always a demand for professionals who can produce interesting and meaningful audio and audio-visual content in different genres like news and current affairs, entertainment, infotainment, education, edutainment, etc. M.A. in Journalism and Electronic Media will help you to learn and upgrade your skills in journalism, audio and audio-visual programme production. It is also an opportunity for working professionals to enhance and update their knowledge and to obtain a formal degree for it.

### **2.2 Objectives**

The objectives of the programme are as follows:

- To impart the necessary knowledge and skills for print, television, radio and online journalism
- To equip learners with the required knowledge and skills to produce audio programmes for radio broadcasting or podcasting
- To provide knowledge and skills about digital photography and videography
- To expose the learners to different aspects of audio-visual programme production
- To introduce communication research to learners
- To acquaint the learners with the interrelationships between media and society

### **2.3 Target Groups**

The programme will be useful for those who intend to make a full time career in the radio, television, photography, online media, communication research and media academic. It will be equally relevant for those who are already employed in any of these areas and would like to upgrade their skills and knowledge. The programme thus will be aimed at the following target learners:

- who want to work in print, radio, television, online media, communication research, and media academics;
- who wish to join the field of photography;

- who are already working in media organisations and want to upgrade their knowledge; and
- those interested in knowledge enrichment.

## 2.4 Eligibility Criteria

The eligibility criteria for joining the programme are as follows:

- Bachelor's degree in any discipline.
- Age: no maximum age limit.

## 2.5 Medium of Instruction

The Programme is offered through English medium. **However, University allows students to submit assignments, production portfolio (practical), project work in Hindi also. Students can also give exam in Hindi.**

## 2.6 Programme Duration

The minimum duration of the Programme is 2 years. However, due to inherent flexibility offered by the University, it can be completed maximum in 4 years.

## 2.7 Programme Fee

The programme fee is Rs 25,000/- and is payable in two instalments of Rs 12,500 per year. (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).)

## 2.8 Programme Framework

The MAJEM is modular in nature in which to earn 80 credits, you will have to complete 40 credits each year. There is a provision for **lateral exit** for those of you who do not wish to continue after one year and such students shall be awarded **Post Graduate Diploma in Journalism & Mass Communication**. Credit transfer will be allowed to those who have completed similar courses from other recognised institutions, as per University norms.

## 2.9 Programme Delivery

The programme will be delivered through multiple delivery sources to provide more choices to suit the varied learning needs. While digital/printed Self Learning Materials (SLMs) will be the mainstay; multiple media components such as radio, television, teleconferencing, radio counseling, will constitute the learning package.

## 2.10 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 4 credit course involves 120 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 MAJEM programme consists of 80 credits.

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## 3.0 PROGRAMME STRUCTURE

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The programme structure of MA in Journalism and Electronic Media (MAJEM) is as given below:

### First Year

S.No.	Course Code	Course Title	Credits
1	MJM-120	Introduction to Journalism & Mass Communication	6
2	MJM-021	Reporting Techniques	4
3	MJM-022	Writing and Editing for Print Media	4
4	MJM-023	Broadcast and Online Journalism	4
5	MJM-124	Media and Society	6
6	MJM-025	Media Ethics and Laws	4
7 & 8	Choose <b>any two</b> : 1. MJML-220 Practical: Print* 2. MJML-221 Practical: Audiovisual* 3. MJML-023 Practical : Digital Media*		6 + 6 = 12
		<b>Total Credits</b>	<b>40 Credits</b>

### Second Year

S.No.	Course Code	Course Title	Credits
09	MNM-002	Audio Production	4
10	MJM-028	Digital Media	4
11	MJM-031	Communication Research Methods	4

12	Choose <b>any one</b> :  1. MJML-222 Practical: Research Methodology* 2. MJMT-021 Internship*		6
13	MNM-003	Digital Photography and Videography	4
14	MNM-004	Audiovisual Production	4
15	MNMP-101*	Project Work (Electronic Media)	8
16	Choose <b>any one</b> : 1. MJMP-120 Major Project Work (Dissertation)* 2. MJMP-022 Research Portfolio*		6
	Total Credits		40 Credits
Grand Total			80 Credits

The detailed content of each course is given below:

### **YEAR - I**

#### **MJM-120: INTRODUCTION TO JOURNALISM & MASS COMMUNICATION**

##### **Block 1 Introduction to Communication**

Unit 1: Communication: Concept & Process

Unit 2: Models of Communication

Unit 3: Theories of Mass Communication

Unit 4: Communication Research

##### **Block 2: Evolution of Mass Media**

Unit 5: History of Journalism & Mass Communication

Unit 6: Print Media in India

Unit 7: Language Journalism in India

Unit 8: Development of Radio

Unit 9: Development of Television

Unit 10: Emergence of Digital Media



### **Block 3: Ownership & Organisational Structures of Mass Media**

Unit 11: Ownership Patterns of Media

Unit 12: Feature and News Agencies

Unit 13: Government Media Organizations

Unit 14: Educational Media

Unit 15: Indian Film Industry

### **Block 4: Integrated Marketing Communication**

Unit 16: Advertising

Unit 17: Public Relations & Corporate Communication

Unit 18: Event Management

Unit 19: Marketing Communications Mix

## **MJM-021 : REPORTING TECHNIQUES**

### **Block 1: News Concepts**

Unit 1: News: Definitions, Concepts and Principles

Unit 2: News Sources

Unit 3: News Room Set-up & Functions: Print & Online media

Unit 4: News Room Set-up & Functions: Electronic Media

### **Block 2: Reporting Techniques**

Unit 5: Types of News Reporting

Unit 6: Research for Journalistic Writings

Unit 7: Interviews: Tools and Techniques

Unit 8: Understanding Data Journalism

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

Unit 9: Political Reporting

Unit 10: Crime Reporting

Unit 11: Sports Reporting

Unit 12: Legal Reporting

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

Unit 13: Civic Reporting

Unit 14: Reporting Social Issues

Unit 15: Reporting Health & Education

Unit 16: Reporting Lifestyle, Fashion & Films

## **MJM-022 WRITING & EDITING FOR PRINT MEDIA**

### **Block 1: Writing Skills**

Unit 1: Basics of Writing

Unit 2: Writing Effectively

Unit 3: Writing for Print Media

Unit 4: Translation

### **Block 2: Analytical Writing**

Unit 5: Feature Writing

Unit 6: Opinion Writing

Unit 7: Editorial Writing

Unit 8: Writing for Magazines

### **Block 3: Editing**

Unit 9: Headline and Lead Writing

Unit 10: Principles of Editing

Unit 11: Photo Journalism

### **Block 4: Layout & Designing**

Unit 12: Page Layout

Unit 13: Principles of Page design

Unit 14: Typography and Image

Unit 15: Infographics

## **MJM-023 BROADCAST & ONLINE JOURNALISM**

### **Block 1: Radio Journalism**

Unit 1: Radio: A Sound Medium

Unit 2: Writing for Radio

Unit 3: News Gathering Process for Radio

Unit 4: News Production

Unit 5: Presentation Techniques

**Block 2: Television Journalism**

Unit 6: Television: An Audio- Visual Medium

Unit 7: Writing for Television

Unit 8: Television News

Unit 9: Content Production for Television

Unit 10: Presentation Techniques

**Block 3: Online Journalism**

Unit 11: Basics Elements of Online Journalism

Unit 12: Writing for Online Media

Unit 13: Online Newsroom Setup

Unit 14: Content Production: Online Media

Unit 15: Production of News Website

**MJM-124: MEDIA & SOCIETY****Block 1: Mass Media & Society**

Unit 1: Understanding Media and Society

Unit 2: Media Audiences

Unit 3: Media Literacy

Unit 4: Mass Media Policies

**Block 2: Media & Development**

Unit 5: Development: Concept & Theories

Unit 6: Development Communication

Unit 7: Social & Behavioural Change Communication

Unit 8: SBCC: Case Studies

**Block 3: Media & Contemporary Issues-1**

Unit 9: Media and Health Issues

Unit 10: Education and Media

Unit 11: Gender and Media

Unit 12: Media and Environment

Unit 13: Media and Human Rights

## **Block 4: Media & Contemporary Issues -2**

Unit 14: International and Intercultural Communication

Unit 15: Technological Revolution

Unit 16: Globalization & Media

Unit 17: Alternative Media

## **MJM-025 MEDIA ETHICS & LAWS**

### **Block 1: Media Ethics**

Unit 1: Principles of Media Ethics

Unit 2: News Media and Ethical Concerns

Unit 3: Media Ethics and Self Regulation

Unit 4: New Media and Ethical Issues

### **Block 2: Media Laws**

Unit 5: Indian Constitution

Unit 6: Media Laws and Constitutional Framework

Unit 7: Media Laws and Regulatory Framework

Unit 8: Initiatives in Media Laws

### **Block 3: Laws on Information**

Unit 9: Intellectual Property Rights

Unit10: Copyright Law

Unit 11: Cyber Law

Unit 12: Right to Information

## **Block 4: Advertising & PR Ethics and Laws**

Unit 13: Advertising Ethics & Laws

Unit 14: PR Ethics & Laws

Unit 15: Case Studies

## **YEAR-11**

## **MNM-002 AUDIO PRODUCTION**

### **Block 1: Production Process**

Unit 1: Concept of Audience

Unit 2: Programme Formats

Unit 3: Stages of Production

Unit 4: Audio Programmes through Different Platforms

**Block 2: Specialized Writing and Production for Radio**

Unit 5: Spoken Word Programmes –I

Unit 6: Spoken Word Programmes –II

Unit 7: Drama and Serials

Unit 8: News and News Reels

**Block 3: Recording**

Unit 9: Sound Broadcasting Chain

Unit 10: Microphones, Speakers and Mixers

Unit 11: Studio Recording Techniques

Unit 12: Outdoor Recording Techniques

Unit 13: Stereo & Multichannel Recording

**Block 4: Editing and Mixing**

Unit 14: Concepts of Editing and Audio Mixing

Unit 15: Digital Audio Editing -I

Unit 16: Digital Audio Editing –II

**MJM-028 DIGITAL MEDIA**

**Block 1: New Media and Society**

Unit 1: Internet as a Medium

Unit 2: Digital Media & Society

Unit 3: Issues of Access and Participation

Unit 4: Policy Frameworks and Regulations

**Block 2: Social Media in Indian Scenario**

Unit 5: Spectrum of Social Media

Unit 6: Online News Sharing

Unit 7: Social Media Audience

Unit 8: Applications of Social Media

**Block 3: India's Experience with the Internet**

Unit 9: Internet and Marginalised Sections

Unit 10: Participatory Online Media

Unit 11: Online Activism

Unit 12: Democracy and Digital Media

**Block 4: ICT for Development**

Unit 13: ICT for Education

Unit 14: Health and ICT

Unit 15: E-governance

Unit 16: Entrepreneurship and Digital Media

**MJM-031 COMMUNICATION RESEARCH METHODS**

**Block 1: Communication Research**

Unit 1: Research: Concept, Nature & Scope

Unit 2: Classification of Research

Unit 3: Defining & Formulating Research Problems

Unit 4: Sampling Methods

Unit 5: Review of Literature

**Block 2: Research Methods -Quantitative**

Unit 6: Data Collection Sources

Unit 7: Survey Method

Unit 8: Content Analysis

Unit 9: Experimental Method

**Block 3: Research Methods --Qualitative**

Unit 10: Interviews Techniques

Unit 11: Case Study

Unit 12: Observation Method

Unit 13: Semiotics

### **Block 4: Analysis & Interpretation**

Unit 14: Basic Statistical Analysis

Unit 15: Data Analysis

Unit 16: Report Writing

## **MNM-003 DIGITAL PHOTOGRAPHY & VIDEOGRAPHY**

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

Unit 1: History of Photography

Unit 2: Camera: Types, Structure and Functions

Unit 3: Lighting Techniques-I

Unit 4: Lenses and Other Accessories

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

Unit 5: Introduction to Visual Communication

Unit 6: Photographic Composition

Unit 7: Photography Techniques

Unit 8: Photo Editing

Unit 9: Types of Photography

### **Block 3: Recording Moving Images**

Unit 10: Video Camera: Structure, Types and Functioning

Unit 11: Lighting Techniques-II

Unit 12: Shot Sizes & Camera Angles

Unit 13: Camera Movements

Unit 14: Video Recording Techniques

## **MNM-004 AUDIOVISUAL PRODUCTION**

### **Block 1: Production Process**

Unit 1: Stages of Production

Unit 2: Studio: Structure and Functioning

Unit 3: Art of Direction

Unit 4: Production Design

Unit 5: Production Management

**Block 2: Writing for Audiovisual Programmes**

Unit 6: Audiovisual Programme Formats

Unit 7: Writing for Screen

Unit 8: Writing for Documentaries

Unit 9: Writing for Entertainment Programmes

**Block 3: Editing and Graphics**

Unit 10: Video Editing: An Introduction

Unit 11: Principles of Video Editing

Unit 12: Editing Techniques

Unit 13: Graphics and Animation

Unit 14: Audiovisual Content through Different Platforms

**MJML-220 PRACTICAL: PRINT**

You may refer to the Practical Manual of MJML-220 for detailed information on this course. *Practical Manual is available only in digital form on eGyankosh.*

**MJML-221 PRACTICAL: AUDIOVISUAL**

You may refer to the Practical Manual of MJML-221 for detailed information on this course. *Practical Manual is available only in digital form on eGyankosh.*

**MJML-023 PRACTICAL: Digital Media**

You may refer to the Practical Manual of MJML-023 for detailed information on this course. *Practical Manual is available only in digital form on eGyankosh.*

**MJML-222 PRACTICAL (RESEARCH METHODOLOGY)**

You may refer to the Practical Manual of MJML-222 for detailed information on this course. *Practical Manual is available only in digital form on eGyankosh.*

**MJMT-021 Internship**

You may refer to the Internship Manual of MJML-021 for detailed information on this course. *Internship Manual is available only in digital form on eGyankosh.*

**MNMP-001 PROJECT WORK (Electronic Media)**

You may refer to the Project Work Handbook of MNMP-001 for detailed information on this course. *Project Manual is available only in digital form on eGyankosh.*

**MJMP-120 MAJOR PROJECT WORK (DISSERTATION)**



You may refer to the Project Work Handbook of MJMP-120 for detailed information on this course. *Project Manual is available only in digital form on eGyankosh.*

### **MJMP-022 Research Portfolio**

You may refer to the Project Work Handbook of MJMP-022 for detailed information on this course. *Project Manual is available only in digital form on eGyankosh.*

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## **4.0 INSTRUCTIONAL SYSTEM**

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The methodology of instruction in this University is different from that in the conventional universities. 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 Digital/Printed Materials
- Audio and Video Materials
- Teleconferencing
- Gyan Darshan and Gyan Vani programmes
- Interactive Radio Counselling
- Counselling Sessions
- Study Centres

### **4.1 Self Instructional Digital/Printed Materials**

The digital/printed materials are the main study materials for the programme. It is supplied to the students in the form of courses and blocks. Each block consists of 4-5 units. You may think of unit as a lesson.

#### **How to Study the Units**

While going through the syllabi, you will note that each theory course of the programme has been divided into four blocks. Each block has a number of units (lessons), these units have a certain thematic unity.

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 sub-sections. We end each unit by summarising its 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 at a few places in each Unit which invariably ends with possible answers to the questions set in these exercises.

You should go through the Units and jot down important points as you read at the space provided in the margin. Broad margins in the block are provided there for you to write your notes on. This will help you keep track of 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 digital/print material, audio and video programmes are in general prepared for each course. The audio-video material is supplementary to text material and helps you to understand the subject better. Video programmes are telecast on Gyan Darshan Channel, the schedule of telecast is made available on the IGNOU website.

Audio-video materials are also made available at the Study Centres and you can watch these programmes during counselling sessions. 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.

## **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 interesting opportunity to you to interact with the faculty members located at headquarters and other experts/eminent scholars in the field. You can attend these sessions through internet also. You can put your questions and queries to the experts through the telephone.

## **4.4 Gyan Darshan and Gyan Vani**

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 station in the country. Gyan Vani radio station broadcasts over a radius of 70 kms and cater 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/>

The broadcasts 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 counseling 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 telephones by availing the facility of toll-free telephone number 1600112345 provided from select cities.

## **4.6 Gyandhara**

Gyandhara is an internet audio counseling service offered by IGNOU. Students can listen to the live discussions by the teachers and experts on the topic of the day and interact with them

through telephone, email and also chat mode. When live sessions are not on, Gyanvani Delhi is made available on this platform. The Gyandhara streaming is available for internet users anywhere in the world. Important events broadcast by GV Delhi are also relayed by all GV stations using the Gyandhara feed. You can access Gyandhara using the link <http://www.ignouonline.ac.in/gyandhara/>

#### **4.7 eGyanKosh**

eGyanKosh is a National Digital Repository to store, index, preserve, distribute and share the digital learning resources developed by the Open and Distance Learning Institutions in the country. Items in eGyanKosh are protected by copyright, with all rights reserved by IGNOU, unless otherwise indicated.

#### **4.8 Swayam Prabha**

IGNOU is the national coordinator for five channels of Swayam Prabha, the DTH channel initiative of Government of India. IGNOU has been coordinating with INFLIBNET, MHRD and for production of videos, scheduling and management of these channels.

#### **4.9 Counselling Sessions**

In distance education, contact sessions between learners and their counsellors are an important activity. The purpose of such a contact is to answer some of your questions and clarify your doubts which may not be possible through any other means of communication. It is also intended to provide you an opportunity to meet your fellow students. 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 sessions is not compulsory. However, the sessions 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 or it may be through online mode. 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 MAJEM programme. 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. The detailed schedule of the counselling sessions will be intimated to you by the Coordinator of your Study Centre.

#### **4.10 Study Centres**

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 Open University System. 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.

**Library:** Each Study Centre will have a 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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The evaluation consists of two aspects:

1. Continuous evaluation through assignments
2. Term-end examination

In the final result, all the assignments of a theory course carry 30% weightage while 70% weightage is given to term-end examination. You are required to secure a minimum of 40% in both continuous evaluation as well as the term-end examination of courses. 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 within the maximum duration of the programme.

### 5.1 Assignments

Assignments constitute the continuous evaluation component of a course and working on the assignments is compulsory. Assignments for MAJEM are uploaded on the University website. There are a total of 11 Assignments for the theory courses. You will have to submit the assignments responses at the Study Centres. These will be evaluated by Academic Counsellors.

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 term-end examination without submitting the assignments, then the result of term-end examination is liable to be 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 digital/printed course 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 books, you may make use of them. But the assignments are designed in such a way to help you concentrate mainly on the digital/printed course material and make use of your personal experience.

For MAJEM programme of 80 credits there are a total of 11 Tutor Marked Assignments (TMAs) which are evaluated by the counsellors. Some of the assignments are knowledge based and some are of application based. Assignments which are knowledge based will require you to write essay type answers. For answering applied type 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 practiced 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 marks.
- 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.
- For your own record, **retain a copy of all the answers to assignments** which you submit to the Coordinator of your Study Centre.
- 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 40%, you have to collect/download, attempt and submit the assignments meant for the next batch of students.

- 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/grade in an assignment you cannot re-submit it for improvement of marks/grade. 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.

### **Specific Instruction for Assignments**

- Write your Enrolment Number, Name, Full Address, Signature and Date on the top of 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 emphasize.
- 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 student will be rejected.
- Answer 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.
- In case you have requested for a change of Study Centre, you should submit your assignments **only to the original Study Centre that has been allotted to you by the University.**

## 5.2 Term-end Examination

As stated earlier, Term-End Examination is another component of the evaluation system. For MAJEM programme 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 communicated through IGNOU website.

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 has 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 ticket from IGNOU website to appear in the examinations.

It is pre-requisite for you to submit the Examination Form for taking examination 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 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.

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 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 and IGNOU website so that you get information in advance about assignments, submission of examination forms, date sheet.

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 course 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 three 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 (fee may be revised by the university). 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 (fee may be revised by the university). The request for Obtaining Photocopy of Answer Scripts must be made online in the revaluation 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/- (fee may be revised by the university) 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 as per the Government of India rules.

## **6.2 Scholarships**

Students are advised to see Common Prospectus for information related to scholarships.

## **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 MAJEM 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.

## **6.6 Some Essential Forms For Your Use**

In this section we are providing some important links that are useful for you to download the relevant forms. While filling the form for various services, you are advised to read the instructions carefully.

- For Fresh Admission, Term End Examination, Re-Evaluation, Degree/Diploma (Convocation), and Alumni registration – Online Submission (Visit IGNOU website <http://www.ignou.ac.in/> → Register Online)
- For other forms - <http://www.ignou.ac.in/ignou/studentzone/forms/1>
- For many other services and issues please go through the Common Prospectus carefully. Digital Common Prospectus is available on IGNOU website (<http://www.ignou.ac.in/>)

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

- For identity card, fee receipt, change of address, bonafide certificates, migration certificate, scholarship forms, non-receipt of study material 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, re-evaluation, transcripts, grade card, provisional certificate you can contact Dy. Registrar(Examination-III) , SED, Block12, 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, Block6, Room No. 14, IGNOU, Maidan Garhi, New Delhi -110068
- For the Schedules of counseling, feedback on assignment responses contact the Coordinator/ Programme In-charge of the concerned Programme Study Centre.

## 6.8 List of RCs and LSCs Activated for MAJEM Programme

The admission process is completely online. When you fill the online admission form for this programme, you will get the names of the active Regional Centres there itself. After selecting the preferred Regional Centre, you will see the names of the Study Centres activated for this programme under that particular selected Regional Centre. The address, contact details and other information about the study centres can be obtained from the websites of the respective regional centres.