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THE PEOPLE'S
UNIVERSITY

MA (Journalism & Mass Communication) (MAJMC)
&
Post Graduate Diploma in Journalism & Mass
Communication (PGJMC)

PRACTICAL MANUAL

Practical: Print & Online (MJML-120)

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THE PEOPLE'S
UNIVERSITY

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

PRACTICAL MANUAL: PRINT & ONLINE

1.0 THE UNIVERSITY AND SCHOOL

1.1   The University

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 and can be called in true sense 'The People's University'.

The major objectives of the University are:

   • To promote the educational well-being of the community;

   • To 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;

   • To disseminate knowledge through innovative multiple media teaching-learning system; and

   • To provide high quality education at all levels.

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; and

   • 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 high quality education which meets the contemporary needs.

1.2 The School

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 organize seminars and workshops in varied aspects of media and communication. The School strives to expand the knowledge and take forward the education and training to diverse section of the learners located in different parts of the country.

Vision

The School of Journalism & New Media Studies (SOJNMS) aspires to prepare a new generation of media and communication professionals, teachers and researchers with a holistic understanding of media as a tool of change for national development and global understanding.

Mission

The Mission of the SOJNMS is to offer innovative academic programmes in Journalism & Mass Communication to set benchmarks in teaching-learning education at the national level. It aims to develop quality learning materials and prepare human resource 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 cost. 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 resource through the medium of education.

2.0 PROGRAMME STRUCTURE AND CREDIT POINTS

Credit is a notional representation of a fixed amount of student's study hours devoted to various aspects of study, such as studying the material, writing assignments, attending counselling and teleconferencing sessions, gathering information from audio and video components, going through practical work etc. One credit is equivalent to 30 study hours. PGJMC and MAJMC programmes constitute 36 credits and 72 credits respectively which have been distributed in theory and practical courses. MAJMC also has one project.

2.1 Theory Courses

The MAJMC* has 12 theory courses of 48 credits spread over both the years. You can find the details of theory courses as follows:

First year of MAJMC is also considered as an independent programme called PGJMC.

(I Year)

Course MJM - 020 (Introduction to Journalism & Mass Communication)	:	4 Credits
Course MJM - 021 (Reporting Techniques)	:	4 Credits
Course MJM - 022 (Writing & Editing For Print Media)	:	4 Credits
Course MJM - 023 (Broadcast & Online Journalism)	:	4 Credits
Course MJM - 024 (Media & Society)	:	4 Credits
Course MJM - 025 (Media Ethics & Laws)	:	4 Credits

(II Year)

Course MJM - 026 (Print Media)	:	4 Credits
Course MJM - 027 (Electronic Media)	:	4 Credits
Course MJM - 028 (Digital Media)	:	4 Credits
Course MJM - 029 (Advertising & Public Relations)	:	4 Credits
Course MJM - 030 (Media & Communication Theories)	:	4 Credits
Course MJM - 031 (Communication Research Methods)	:	4 Credits

2.2 Practical Courses

The MAJMC has three practical courses of 12 credits spread over I and II year. The details of practical courses are as follows:

I Year

Course MJML - 120 (Practical: Print & Online)	:	6 Credits
Course MJML - 121 (Practical: Audiovisual)	:	6 Credits

II Year

Course MJML - 122 (Practical: Research Methodology)	:	6 Credits

The students of PGJMC need to complete only two practical courses (MJML 120 & MJML 121) placed in the I year.

2.3 Project Courses

Apart from theory and practical courses, MAJMC has also one project course of 6 credits. This project course (MJMP 120) is placed in II year.

3.0 THE CONTEXT

The Revised Post Graduate Diploma in Journalism & Mass Communication (PGJMC) and the first year of Master of Arts (Journalism & Mass Communication) (MAJMC) consist of 6 theory and 2 practical courses. Both the programmes are on offer since January 2020. The theory courses provide the necessary theoretical background about Journalism & Mass Communication whereas the practical courses are aimed at enabling the students to apply knowledge gained from the theory courses for skill development and professional competency. There are two practical courses MJML-120 and MJML-121 pertaining to print and online journalism and audiovisual news programme production respectively.

This Practical Manual addresses the issues related to implementation of the MJML-120 (Print and Online). It includes details of different practical components based on the content presented in theory courses and detailed guidelines for completing this practical course.

The Objectives of this Practical Manual are to:

- discuss the different practical components covered in this practical course ;

- describe the delivery mechanism of this practical course;

- describe the distribution of credit points in practical activities;

- explain the role of study centres in practical course ; and

- describe the evaluation procedure to be adopted in practical examination.

4.0 LEARNING OUTCOMES

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

- analyze the journalistic material available on print and online platforms;

- write journalistic content for print media;

- design pages for lab journal;

- produce content for online news media; and

- design basic news website and manage its content.

5.0 CONTENT OF THE PRACTICAL COURSE

It is expected that by the time practicals are conducted, you would have gone through the theory courses and developed a good understanding of the theoretical concepts for application in the practical activities. This practical course covers almost all the activities of Print and Online media that may be required for journalism students in the early stages of their career. All these areas have been discussed in detail in the text material of theory courses. This course mainly covers the following topics:

1. **News report writing:** Writing news reports is the core task of journalism, both in print and online media. This topic has also been discussed in the print study material of this programme in detail. All the students of journalism need to have the skill of report writing. On the basis of nature of the medium, online differs from print. Therefore, there are many differences in report writing for both of them, although there are many similarities too. You need to be proficient in writing news reports for both these mediums. If you will have the skills of writing a good report, you will also be able to edit these reports properly.

2. **Feature writing:** Feature is a very popular format of print and online journalism. The art of writing effective features may play an important role in making you successful in this field.

3. **Headlines writing:** The headlines present the gist of the content inside and also attract readers. Whether it is a news report or feature or article or interview or any format, the headlines play important role. A good headline can increase the readership of any item whether it is a newspaper or a news website. But the trend of sensational and misleading headlines is also in full swing which is clearly against the journalistic ethics. Journalism students must learn the art of writing good headlines.

4. **Interview Techniques:** Interview is a very useful tool for journalists. Taking a good interview is an art. A skilled interviewer can bring out information from his/her interviewee that is useful and interesting to his/her readers. After taking an interview, writing it properly is also an important journalistic skill. Good interviewing skills are very useful for journalism students.

5. **Creating and using infographics:** Infographics is a visual depiction of information that is used to present information in an interesting and easy to understand way to the readers. It has a special role in the presentation of data-based news stories. Infographics are increasingly used in modern journalism. Hence, the skills to create and use infographics properly are necessary for media students.

6. **Photojournalism:** Photographs are used extensively both in print and online journalism. Photojournalism covers three key activities - taking pictures that have news value, selecting the appropriate pictures for the stories and writing the suitable captions.

7. **Editorial & Opinion writing:** These works are usually done by senior journalists but journalism students must know about them.

8. **Page Designing:** The skill of designing and preparing pages is a must for journalism students. It increases their chances of getting a job in newspapers.

9. **Creating a news website - various steps and different methods (through HTML, CMS and alternative methods):** Developing a professional news website is a technical task that requires certain technical expertise. There are separate experts to do this work, but for

the learners who see their future in online journalism, basic knowledge of website development is a must. This helps them to understand the functioning of this medium and as a result, they can perform better as online journalists.

10.   **Content Creation for New Websites (writing for online news, using audio, using video, using photographs, Flash, podcasting, streaming, search engine optimization, etc.):** News websites have many features that make them different from newspapers. Hypertextuality, interactivity, immediacy, and multimediality are the key features of online media. When we prepare material for an online news medium, we should have the skills to take advantage of all these features. For example, appropriate video or audio can be integrated with text news content, suitable hyperlinks can be added to the content, etc. In this digital age, the skills of producing good content for online news media are essential for the students of journalism.

6.0 DELIVERY OF THE PRACTICAL COMPONENT

The practical components will be delivered through various technological interventions such as Radio (Gyanvani), Television (Gyan Darshan), Internet Radio (Gyandhara), webcast of Gyan Darshan and other online platforms. Practical related lectures will be provided to you in synchronous and asynchronous modes. You'll be informed about the schedule of practical lectures through above mentioned technologies well in advance through email, SMS or other online tools. Following platforms will be used to deliver this practical course:

6.1 Gyan Darshan

Gyan Darshan (GD) channel is a major milestone in the field of Educational Television in India. It is a joint venture of the Ministry of Human Resource Development (MHRD), Ministry of Information & Broadcasting (I&B Ministry), Prasar Bharati and IGNOU serving as the nodal agency. Launched in the year 2000, GD is a 24-hour educational channel which offers the best of educational programmes covering a variety of subjects and catering to a wide range of viewers. These include pre-school, primary, secondary and higher secondary students, college/university students, youth seeking career opportunities, homemakers and working professionals. The software is pooled from various educational Institutions and Development Organisations. GD also conducts live interactive sessions every day to build interactivity in the Open and Distance Learning (ODL) system. Teachers/ Resource persons and IGNOU Regional Centre functionaries interact with students on academic and administrative matters. Induction Programmes for new students and convocations for graduating students are also conducted live through Teleconferencing every year.

Gyan Darshan is also available on webcast, thus extending the reach of IGNOU programmes to audiences world over. As Gyan Darshan Channel is a must carry channel as per the Government of India Gazette notification, a number of private DTH/Cable Operators carries Gyan Darshan in their Bouquets. Gyan Darshan is now part of Swayam Prabha and can be watched on MHRD Channel no.25.

The platform of Gyan Darshan will be used to deliver this practical course. Live and recorded programmes related to the various components and issues of this practical course will be provided to you through this television channel. The schedule of programmes will be sent to you well in advance so that you can watch them. Gyan Darshan is freely available on following DTH platforms/cable networks:

S.N.	DTH/Cable TV	Channel Number
1	Tata Sky	755
2	Airtel	442
3	DD free dish	MHRD Channel No. 25
4	Sun Direct	596
5	Den	526
6	In Digital	297
7	Hathway	473
8	Dish TV	991

You can also watch the webcast of Gyan Darshan on http://www.ignouonline.ac.in/gyandarshan/

6.2 Gyan Vani

Gyan Vani (GV) FM Radio was conceived in 2001 as a network of educational FM Radio Channels operating from various cities in the country. With an aim to enhance and supplement the teaching-learning process, each GV Station has a range of about 60 kms and covers an entire city/town including the adjoining rural areas. Gyan Vani serves as an ideal medium for niche audience, addressing the local, educational, developmental and socio-cultural requirements of the people. The flavour of the channel is by and large local and the medium is English, Hindi or language of the region. The overall content pertains to Primary and Secondary Education, Adult Education, Technical and Vocational Education, Higher Education, Distance Education and Extension Education etc. Interactive Radio Counseling (IRC) facility is being provided by GV Stations to enable students to interact with the faculty, academic counselors and student support staff. The live phone-in programmes are popular components of the network. The programmes broadcast through each stations include both pre-recorded and live content.

There are many components in this practical course that can be delivered through audio programmes. Gyan Vani radio platform will be used to deliver those components to you. Both live and recorded programmes will be used in this. Schedule of these programmes will be sent to you in advance by email, SMS or other online means so that you can benefit from listening to them. You can listen to Gyan Vani FM radio station at 105.6 MHz. The programmes of this educational radio station can also be accessed online at http://www.ignouonline.ac.in/gyandhara/

6.3 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. Like Gyan Vani, this Internet radio will also be used in the delivery of this practical course. It can be accessed from anywhere on this link - http://www.ignouonline.ac.in/gyandhara/

6.4   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.

6.5   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. You can find digital text material as well as videos here. Content related to this practical course will also be made available on this platform. This digital repository can be accessed at this link - http://egyankosh.ac.in/

6.6   IGNOU e-Content Mobile App

IGNOU-e-Content Mobile App is an official mobile app of Indira Gandhi National Open University (IGNOU). This app is an ICT initiative of IGNOU to provide Digital Learning Environment to IGNOU learners and extending Technology Enhanced Learner Support Services to them. The aim of this initiative is to disseminate the digitised course material to IGNOU learners. IGNOU learners can use this app to access their course material through their hand held devices such as Mobile Phones and Tablets.

6.7 Facebook

Facebook is being used to provide academic support to students. This social media platform is used for live lectures as well as for sharing educational content in various formats. Please stay connected with the official Facebook pages of IGNOU, your Regional Center and School of Journalism and New Media Studies (SOJNMS) for academic and administrative support.

6.8 YouTube

YouTube is an effective platform for knowledge sharing in video format. You can find many IGNOU lectures on YouTube. We will use this platform to provide you video lectures relevant to this practical course.

6.9 WhatsApp

WhatsApp groups may also be used to connect with you and provide you with useful study material and information related to this practical course.

6.10 SWAYAM

SWAYAM is a programme initiated by Government of India and designed to achieve the three cardinal principles of Education Policy viz., access, equity and quality. The objective of this effort is to take the best teaching learning resources to all, including the most disadvantaged. SWAYAM seeks to bridge the digital divide for students who have hitherto remained untouched by the digital revolution and have not been able to join the mainstream of the knowledge economy. This is done through a platform that facilitates hosting of all the courses, taught in classrooms from Class 9 till post-graduation to be accessed by anyone, anywhere at any time. All the courses are interactive, prepared by the best teachers in the country and are available, free of cost to any learner. You can find content on SWAYAM relevant to this practical course. Those materials can also be used to enhance your knowledge about print and online media.

6.11 e-mail

Email is the basic but effective method of internet based communication. We'll use group email to provide you with educational material or administrative information related to this course.

6.12 OER

Open Educational Resources (OER) are educational resources that are freely available for use and share. Apart from IGNOU's own study material, we can also share with you some relevant open educational resources. These resources will be useful for you to successfully complete this practical course.

6.13 Other Online Platforms

Other online platforms will also be used to deliver different components of this practical course, for example - Google Classroom. In future, more online tools may also be used to provide better academic support to the learners.

6.14 Study Centre

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;

- Other supporting staff appointed on a part time basis; and

- Counsellors to provide counselling and guidance to you.

A Study Centre has following major functions in the context of practical course:

- Evaluation of Production Portfolio and Viva Voce : The evaluation of your Production Portfolio and Viva Voce will be conducted generally at the Study Centres.

- Interaction with fellow-students: In the Study Centres you will have an opportunity to interact with fellow students.

7.0 DURATION OF PRACTICAL COURSE

You can complete the PGJMC and MAJMC programme maximum in three and four years respectively. You need to complete your practical courses successfully within the above mentioned time frame. As far as minimum time is concerned, you can appear in the term end examination of MJML-120 only after one year of your registration. For example – If you have taken admission in January 2023 admission cycle, then you can appear in December 2023 Term End Examination, not before that. Similarly, if you have taken admission in July 2023 admission cycle, then you can appear in June 2024 Term End Examination, not earlier than that.

8.0 RESOURCE PERSONS

Resource persons are the driving force behind the fruitful completion of the practical activities of MAJMC/PGJMC. They represent the ideas and the objectives with which the programme has been developed and carry out the programme in letter and spirit. The following resource persons will be available for this course:

8.1 Study Centre Coordinator

The study centre coordinator will be the link between the centre and the students. S/he will keep a close liaison with the Regional Centres and inform you about the date/time/venue of the practical examination. S/he will also coordinate with the external experts invited for the viva voce. S/he will be assisted by Academic Counsellors who are experienced media professionals/teachers. The following are the roles and responsibilities of the Study Centre Coordinators :

- S/he will receive the students, brief them and facilitate.

- S/he will receive the Production Portfolio prepared by the students.

- S/he will arrange the evaluation of Production Portfolio prepared by the students and facilitate the conduct of viva voce.

- S/he will prepare and furnish the consolidated Award List in respect of all candidates to the Registrar, Student Evaluation Division, IGNOU, Maidan Garhi, New Delhi – 110068.

8.2 Academic Counselors

Academic Counsellors are experts in different areas of print and online media. They are experienced media professionals or teachers who have specialised in different fields of print and online media. They will provide necessary guidance to students to complete the practical courses properly. They will also evaluate the practical assignments submitted by the students.

8.3 Resource Persons from Headquarters

Faculty members of School of Journalism and New Media Studies and other subject experts will deliver lectures on different topics of this course through teleconferencing (Gyan Darshan), interactive radio counseling (Gyan Vani and Gyandhara) and other online platforms. The schedule of these sessions will be communicated to you through email, SMS or other online tools. You can also get the monthly schedule of teleconferencing (TC) and interactive radio counseling (IRC) from IGNOU's website. These sessions will be interactive and you can ask your subject related questions and queries.

9.0 PRODUCTION PORTFOLIO

All the learners will produce a Production Portfolio which will be evaluated in term end practical examination. The production portfolio of 'Practical: Print & Online (MJML-120)' has two major components. First is related to print media and second is to online journalism. The details of Production Portfolio are given below.

Write or prepare following items for your Production Portfolio of 'Practical: Print & Online (MJML-120)':

S.N.	Item	Quantity	Marks
1.	Political news report (300 to 500 words)	1	3
2	Legal/Court news report (300 to 500 words)	1	3
3	Sports news report (300 to 500 words)	1	3
4	News report on health issues (300 to 500 words)	1	3
5	News report on educational issues (300 to 500 words)	1	3
6	News report on local governance issues (300 to 500 words)	1	3
7	Crime news report (300 to 500 words)	1	3
8	Business news report (300 to 500 words)	1	3
9	News report on lifestyle/fashion/films (300 to 500 words)	1	3
10	Feature on any issue of your choice (700 to 1000 words)	1	5
11	Conduct and write an interview with any local politician/sports person/artist/social worker/academician for a newspaper. (500 to 700 words)	1	5
12	Click and print two photographs having news value. Write their captions too. Use any type of camera including mobile phones. Provide soft copies in a CD/DVD.	2	3

13	Data-based news report (300 to 500 words) (Use any data set provided by the government or well-known international or national organizations. Also include minimum one data visualization in this report.)	1	5
14	Design and print the front page of a lab journal (Tabloid size). (Provide Soft copy in a CD/DVD)	1	10
15	Design five pages (one home page and four other pages) of a news website. Four other pages may be based on sports, national, international, entertainment, business, city, opinion, etc. The learners may use the above-mentioned content (Item No. -1 to 13) in web pages. Enclose the printouts of your web pages and also provide soft copy in a CD/DVD.	5	15
	Total Marks		70

Notes:

i.   All news reports, feature and interview of the production portfolio will be **written by hand**.

ii.   Production Portfolio can be prepared in **English or Hindi.**

iii.   Data visualizations (for item no. 13) will be generated with the help of computer and their printouts should be attached with the handwritten data-based news report.

iv.   Compile all the items in a folder and mention your details (Name, Enrolment number, Programme Code, Course Code, Email id, Phone number and Address) on the front page.

v.   One CD/DVD/Pen Drive containing soft copies of photographs, front page of the lab journal and five web pages must be submitted with the production portfolio. Attach it properly with portfolio and don't forget to mention your details on it.

vi.   Learners are advised to make their own Production Portfolios and not copy them from anywhere. Production Portfolios may be rejected if evidence of copying or other malpractices is found.

10.0 EVALUATION OF PRACTICAL COURSE

There will be a term end examination for this practical course. Learners have to fill the examination form to appear in the term end examination of this course. like any other course of this programme, but the nature of the term end examination of this practical course will be different.

10.1 Term End Practical Examination

The term end practical examination for this practical course will have the following two components:

1. Evaluation of Production Portfolio (70 Marks)

2. Viva-voce (30 Marks)

1. Evaluation of Production Portfolio (70 marks): All the learners need to produce a Production Portfolio according to the instructions given in section 9.0 of this manual. On the day of Term End Practical Examination, this Production Portfolio will be evaluated by the external examiner.

ii. Viva-Voce (30 marks): The Viva-Voce will also be organised on the day of Term End Practical Examination. All learners will have to compulsorily appear in viva-voce and will be evaluated by the external examiner. During the viva-voce, the examiner will ask questions related to the production portfolio and try to find out specifically how the learners created it. Appropriate action will be taken if any unethical activity is detected.

10.2 Overall Marks and Passing Criteria

The maximum marks of this practical course will be 100. Minimum 40% will be required to complete this practical course successfully.

11.0 REFERENCES

About Swayam. (n.d.). Retrieved January 3, 2020, from https://swayam.gov.in/about

Electronic Media Production Centre (EMPC). (2020). Retrieved January 3, 2020, from IGNOU: http://www.ignou.ac.in/ignou/aboutignou/icc/empc/gyandarshan

Indira Gandhi National Open University

**MA (Journalism & Mass Communication) (MAJMC) / Post Graduate
Diploma in Journalism & Mass Communication (PGJMC)**

Award List for Term-End Practical Examination

Programme Code..Course Code..

Study Centre with code..

Regional Centre with code ....

Please arrange Enrolment numbers in ascending order and write complete and correct enrolment number.

S.N.	Enrolment No.	Name of the Student	Marks in Practical TEE (MM = 100)		
			(a) Production Portfolio (70)	(b) Viva-Voce (30)	Total (a+b)

Name of the External Examiner ....

Signature of the External Examiner ....

Date...Place...

Name of practical centre coordinator..

Signature of practical centre coordinator..

The award list is to be sent to:

The Registrar, SED, IGNOU, Maidan Garhi, New Delhi -110068

TITLE PAGE/ SLIDE FOR PRODUCTION PORTFOLIO
IGNOU MAJMC/PGJMC

Programme Code:

Course Code: MJML-120

Name & Enrolment of the Learner:

Address:

Phone No.:

Email:

Study Centre Name and Code:

Regional Centre Name and Code:

Date: Signature of the Learner