

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

PRACTICAL MANUAL

Practical: Audio-Visual (MJML-121)

EXPERTS COMMITTEE		
Prof. B.P.Sanjay, Former VC, CUTN; PVC, Univ. of Hyderabad, Hyderabad	Prof. J.S. Yadav, Former Director, IIMC, New Delhi	Prof. B.K. Kuthiala, Former VC, MLCRPV, Bhopal
Prof. G. Ravindran, Head, Department of Communication, University of Madras, Chennai	Prof. Kiran Thakur, Former Head, Deptt. of Communication & Journalism, Savitribai Phule Pune University, Pune	Prof. Usha Raman, S. N. School of Arts & Communication, University of Hyderabad, Hyderabad
Mr. Shastri Ramachandran, Editor and Columnist, New Delhi	Prof. Iftexhar Ahmed, Director, MCRC, Jamia Milia Islamia, New Delhi	Prof. Jaishri Jethwaney, Former Head, ADPR, IIMC, New Delhi
Prof. Usha Rani, Former Head, Deptt. of Comm.& Journalism, Mysore University	Ms. Sevanti Ninan, Senior Journalist & Founder Editor, The Hoot, New Delhi	Ms. Pamela Philipose, Senior Journalist and Author, New Delhi
Ms. Mahalakshmi Jayaram. Senior Dy. Editor, The Hindu, Chennai	Prof. Biswajit Das, Director, CCMG, Jamia Milia Islamia, New Delhi	Prof. Gita Bamezai, Head Dept. of Comm. Research, IIMC New Delhi
Dr. Vipul Mudgal, Senior Journalist and Author, New Delhi	Prof. Madhu Parhar Director, STRIDE, IGNOU	Mr. K. Ravikanth Director, EMPC, IGNOU
Prof. Subhash Dhuliya Former Director, SOJNMS, IGNOU	Prof. Shambhu Nath Singh Former Director, SOJNMS, IGNOU	Prof. O. P. Dewal Professor, SOJNMS, IGNOU
Prof. Kiron Bansal Professor, SOJNMS, IGNOU	Prof. K.S. Arul Selvan Professor, SOJNMS, IGNOU	Dr. Ramesh Yadav Associate Professor, SOJNMS, IGNOU
Dr. Shikha Rai Associate Professor, SOJNMS, IGNOU	Dr. Amit Kumar Assistant Professor, SOJNMS, IGNOU	Ms. Padmini Jain Assistant Professor, SOJNMS, IGNOU

PROGRAMME COORDINATORS: Prof. Kiron Bansal, MA (JMC) & Dr. Shikha Rai (PGJMC)

COURSE COORDINATOR: Prof. O.P. Dewal

MANUAL PREPARATION: Prof O.P. Dewal, Professor, SOJNMS, IGNOU

PRINT PRODUCTION

Mr. Tilak Raj
Assistant Registrar
MPDD, IGNOU, New Delhi

Ms. Sumathy Nair
Assistant Registrar,
MPDD, IGNOU, New Delhi

© *Indira Gandhi National Open University, 2023*

ISBN : 978-93-90496-02-0

All right reserved. No part of this work may be reproduced in any form by mimeograph or any other means, without permission in writing from the Indira Gandhi National Open University.

Further information about the Indira Gandhi National Open University course may be obtained from the University's office at Maidan Garhi, New Delhi-110068

Printed and Published on behalf of the Indira Gandhi National Open University, New Delhi by Registrar, MPDD, IGNOU, New Delhi.

Printed at: Akashdeep Printers, 20-Ansari Raod, Daryaganj, New Delhi - 110002.

PRACTICAL MANUAL: AUDIO-VISUAL

1.0 The University and School

1.1 The University

1.2 The School

2.0 Programme Structure and Credit Points

2.1 Theory Courses

2.2 Practical Courses

2.3 Project Courses

3.0 The Context

4.0 Learning Outcomes

6.0 Content of the Practical Course

6.0 Delivery of the Practical Component

6.1 Gyan Darshan

6.2 Gyan Vani

6.3 Gyandhara

6.4 Swayam Prabha

6.5 eGyankosh

6.6 IGNOU e-Content Mobile App

6.7 Facebook

6.8 YouTube

6.9 WhatsApp

6.10 SWAYAM

6.11 e-mail

6.12 OER

6.13 Other Online Platforms

6.14 Study Centre

7.0 Duration of Practical Course

8.0 Resource Persons

8.1 Study Centre Coordinator

8.2 Academic Counsellors

8.3 Resource Persons from Headquarters

9.0 Production Portfolio

10.0 Evaluation of Practical Course

10.1 Term End Practical Examination

10.2 Overall Marks and Passing Criteria

11.0 References

Annexures:

Annexure 1 Award List for Practical Examination

Annexure 2 Title Page/ Slide of Production Portfolio

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 use of multiple media for teaching- learning; 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 a 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 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 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 who belong to the disadvantaged and unreached segments of the 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 audio-visual news programme production respectively.

This Practical Manual addresses the issues related to implementation of the MJML-121 (Audio-visual). 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:

- analyse the journalistic material available on radio and television;
- write journalistic content for radio and television;
- handle basic equipment required for audio-visual news production;
- produce basic news programmes for radio and television; and
- appreciate the concept of team work for a radio or television production.

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 Radio, Television 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. Aspects of Audio-visual Programme Production

Production and dissemination of any audio-visual programs is an integral part of mass media like radio and television. These programs could be made for the purpose of information, education or entertainment. As a student of mass communication you must know the process of program production which involves Pre-production, Production and Post production. The preparation made before the actual recording or shooting of a programme comes under the category of Pre production which involves conceptualization, research, collection of relevant material and script writing. During the actual production we record a radio programme or shoot a television programme whereas in post-production processes like editing, dubbing and mixing are

done in order to make a final master copy of the programme. To make it more effective, sound effects and background music are incorporated at the post production or editing stage. We will familiarize you with the sequence of events in the programme production process.

2. Programme Formats (Radio and TV)

In a creative context, radio or television programme format is basically how the content being presented in a particular shape or structure, which endows it with a definite narrative style. Radio and Television programmes have two main formats which are Spoken Word and Music. Within these two we have many varieties like talk, interview, discussion, feature, documentary, drama, quiz, classical, light and film music, musical feature so on and so forth. On the basis of importance, extensive public utility and special functionality, News is also considered to be a separate format which includes news bulletin, newsreel, news feature, reports and documentaries. Radio and Television formats are governed by the fundamental and inherent nature of these media, which every media student must learn.

3. Writing for Radio

Radio writing is different from any other kind of writing. It is also true that radio writing is more difficult and challenging than other kinds of writings. This is so because radio is an aural medium. Even if we know the fundamentals of appropriate language for radio, the creative challenges for writing still persist. The language for children's programme cannot be the same as that for a youth programme; and the language for rural programme will be entirely different than the language of any literary programme. The writing also varies according to the format. The craft of writing a talk will be entirely different from writing a radio play. Keeping all these things in mind, we shall try to learn some basic characteristics of radio writing.

Radio writing is different from writing for a magazine or a newspaper. While listening to a programme, it is not possible for a listener to go back and forth; therefore a radio broadcast has to be followed and understood by the listeners simultaneously in real time. That is why short sentences and simple language are essential for a radio script. For effective radio writing, the writer has to be mindful of the duration and format of the programme and also be aware of the target listener for whom the programme script is being written. The beginning of the programme should be very attractive and flow of language and content should be maintained till the end of the programme to sustain the interest of the listeners. Intelligent research about the subject is very important to make the programme rich in content.

4. Writing for Television

Television is essentially a visual medium and therefore you have to put words to support and supplement the visuals and not only to describe the obvious. Words sometimes provide additional meaning to the visuals but merely describing a visual, which can easily be seen, is not desirable. However when we produce news programs or other educational and informative programmes for television like panel discussions, interviews, features and

documentaries then of course the description and interpretation of opinion, views or information is very important. This practical component is there to hone your skills of writing for radio and television.

5. Presentation Techniques

Overall impact of a radio programme depends on the script, production quality and also the way of presentation. The same is true with Television. You may argue that presentation and packaging is a part of production quality that is subsumed into it. However, the selection of words for the script is as important as the rendering of it. Therefore, it is imperative that the producers of radio and TV programmes should learn about the presentation techniques equally well because that can make or mar the entire production.

A radio presenter does not have the visual support of facial expressions and body movements during communication, as listeners cannot see him/her, and therefore he or she has to put more efforts and creativity into the art of rendering the speech to make it memorable and impactful. On the other side television being a visual medium one has to think about the norms and practices to look visually impressive and appealing and at the same time communicate news and views with aplomb. All presenters should possess a pleasant voice, flawless pronunciation, command over the language, confidence and flow in speaking. It can be easily seen that a presenter's role becomes crucial in establishing and then maintaining a vibrant rapport with the unseen listener.

6. Recording Techniques for Radio

For a good quality recording, it is important to keep the level of desired signal sufficiently higher than the noise, thus it is essential to contain this unwanted signal called noise. Stray noise signals like blowing of horns, vehicle noises or other man-made noises can even be stronger than the desired voice at times. Hence it is not possible to record a serious conversation or music in an open environment. Under such circumstances the audio recordings are done at Studios. However there may be certain programmes, where the studio recordings may sound dull, or there may be situations where the participants can not be called in studios then OB recordings need to be done.

When you are recording radio program it is important to use the appropriate microphone and also to keep in mind to record a clean sound devoid of any disturbances. However at times the ambience noise is purposely kept to give a feeling of actuality. Now a days the recording gadgets like flash recorder or even your mobile phone are simple to handle and effective. Sometimes when you need a very professional recording then probably you have to use the high-end equipment which are normally available in a sound studio.

7. Recording Techniques for Television (Basics of Camera, Lighting and Shot Composition)

When you record a television program then basically you need to keep in mind two things; first that the object should be well lit and second you compose the shot properly. Of course the quality of camera and professional handling of camera with the knowledge of picture composition is equally

important. In producing meaningful, attractive and creative images, shot composition and camera angles will play an important role. You will be given some practical knowledge and understanding of all these aspects so that by utilizing it you can yourself record small visual sequences professionally.

8. Editing and Post Production (Radio)

Post-production, as we discussed earlier, refers to works carried out after the recording process is over. Post-production is essential to remove imperfections or defects contained in the recording either by oversight of the recordist or by performers / artistes. In spoken word programmes, for example, the speaker may have fumbled at places during his / her speech, made some wrong statement and corrected it during the later portion of the speech, or some unwanted sound disturbance may have occurred at some points when the recording is on. Naturally, you want to remove such unwanted portions in the recording so that the final programme comes out clean and flawless. Audio editing means removing unwanted portions in the recorded material, altering the sequence of wanted audio clips and reassemble the recorded segments. Balance the volumes of different speakers or similar pitfalls and disturbances are also taken care of at the post-production stage. Audio Mixing denotes to mixing all the audio tracks to make a final master copy of the programme. As a student of Media and mass communication you also need to know about the basics of audio editing softwares which you are going to learn through your practical lessons.

9. Editing and Post Production (Television)

There is a saying a the program can be made or marred at the editing table, denotes the importance of post-production. That means the post production plays an important role in giving the shape to a program. Proper editing, putting sound effects, special effects and background music provide a marked value addition, fill the gaps and make the programme smooth. Dubbing, mixing and special effects will polish the program and convert it into a finished product. As a TV journalist you need to know about the editing techniques and basic softwares which are deployed to achieve the desired impact.

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 flavor 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. The IGNOU eGyankosh (<http://egyankosh.ac.in/>) one of the world's largest repositories of educational resources in higher education-is available for the learners and teachers, and public at large for free. The eGyankosh currently houses the self-learning material of over 2500 courses and an equal number of video programmes of IGNOU. The IGNOU learners are encouraged to make use of these resources for their learning.

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. This can be accessed at [https://www.facebook.com/ OfficialPageIGNOU/](https://www.facebook.com/OfficialPageIGNOU/)

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 audio-visual 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. We have already created separate google classrooms for PGJMC and MAJMC learners. You may like to join these for better interaction and student support.

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 Counsellors

Academic Counsellors are experts in different areas of radio and television. They are experienced media professionals or teachers who have specialized in different fields of radio and television, like – anchoring, reporting, audio editing, video editing, writing for radio, writing for television, etc. 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: Audio-visual (MJML-121)' has two major components. First is related to radio and second is to television journalism. The details of Production Portfolio are given below.

S. No.	Item	Quantity	Marks
1	Write two Public Service Announcements (PSA) for Radio to aware general audience about any contemporary issue (like the outbreak of Corona virus or any other topical issue. (max. up to 150 words each)	2	5
2	Write the review of a film you saw recently or any other Indian classic of your choice. (400 to 600 words)	1	5
3	Write a piece about your favourite television news anchor giving reasons for your liking. (300 to 500 words)	1	5
4	Analyse any documentary OR a panel discussion which you might have heard or seen during this year on radio or television. Discuss its strengths and weaknesses. (400 to 600 words)	1	5
5	Record (V) a starting opening piece to camera (through mobile phone) for an informative TV News Feature about any contemporary issue like the importance of water conservation, education of the girl child, public health system etc. Give a lead/ title to the story. (up to 200 words/ 2 minutes)	1	5
6	Prepare a news bulletin for Radio (A) by using at least three sound bites to support news items. (approx. 600 words/ 5 to 6 minutes).	1	10
7	Make a story by using still photographs without any spoken words or commentary. You may use appropriate background music, if required. Also give a suitable title to your story. (2 to 3 minutes)	1	10
8	Conduct an interview (A/V) with any local politician/ sports person/ artist/ social worker/ academican for Radio or TV. (500 to 700 words/ 7 to 8 minutes)	1	10
9	Produce a standard finally edited news package for television (V) on any issue/ story of your choice, pertinent to your area (2 to 3 minutes)	1	15
	Total	10	70

Notes:

- i. Attach a hard copy (Script) of all the audio-visual exercises of the production portfolio, **written with your own handwriting**.
- ii. Production Portfolio can be prepared in **English or Hindi**.

- iii. Compile all the items in a folder and mention all your details (Name, Enrolment number, Programme Code, Course Code, Email id, Phone number and Address) on the front page.
- iv. One CD/DVD containing all the exercises 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 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 same 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.

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>

TITLE PAGE/ SLIDE FOR PRODUCTION PORTFOLIO

IGNOU MA (JMC)

Programme Code: MA (JMC)

Course Code: MJML-121

Name & Enrolment of the Learner:

Address:

Phone No.:

Email:

Study Centre Name/Code/Address:

Regional Centre:

Date:

Signature of the Learner