



आईएफटीएम विश्वविद्यालय, मुरादाबाद, उत्तर प्रदेश
IFTM University, Moradabad, Uttar Pradesh
NAAC ACCREDITED

Academic Ordinance
for
Master of Arts Journalism & Mass
Communication (MAJMC) Programme
(w.e.f Session 2021-22)

(Amended with NEP as per UGC Guidelines
&
Approved by the Academic Council in the Meeting held on 25th September 2021)

IFTM UNIVERSITY

(Established under U.P. Govt. Act No.24 of 2010 and approved under section 22 of UGC Act 1956)

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REGULATIONS

1- Short Title and Commencement

These regulations shall be called as The Regulations for the Master of Journalism & Mass Communication (MA JMC) Degree Program (CBCS) of the IFTM University, Moradabad, latest revised from the Academic Year 2021-22. The regulations framed are subject to modifications from time to time by IFTM University, Moradabad.

2- Minimum qualification for admission

Candidate must have Graduate in any discipline from any Board/University with 45% (40% for SC/ST) marks. Admission in Master of Journalism & Mass Communication (MA JMC) programme will be based on Merit/ Entrance examination. Only primary mode of evaluation (CGPA or percentage) as mentioned in the qualifying degree certificate/mark sheet will be considered while verifying eligibility. Conversion from CGPA to percentage or vice versa given by individual Institute/University will not be allowed.

Foreign National candidates, who apply through Ministry of Human Resource Development, Government of India, are eligible to apply provided that they possess the same minimum qualification.

3- Duration of the program

The course of study for Master of Journalism & Mass Communication (MA JMC) shall extend over a period of four semesters (two academic years) for students. The curricula and syllabi for the program shall be prescribed from time to time by IFTM University, Moradabad.

4- Medium of instruction and examinations

Medium of instruction and examination shall be in Hindi or in English.

5- Working days in each semester

Each semester shall consist of not less than 90 working days. The odd semesters shall be conducted from the month of June/July to November/December and the even semesters shall be conducted from December/January to May/June in every calendar year.

6- Attendance and progress

A candidate is required to put in at least 75% attendance to appear in End-Semester/ Annual

examination. However, the same can be condoned to 15% on medical grounds or for other genuine reasons beyond the control of students.

7- Program/Course credit structure

As per the philosophy of CBCS, certain quantum of academic work viz. theory classes, practical classes, project report, internship etc. are measured in terms of credits. On satisfactory completion of the courses, a candidate earns credits. The amount of credit associated with a course is dependent upon the number of hours of instruction per week in that course. Similarly, the credit associated with any of the other academic, co/extra-curricular activities is dependent upon the quantum of work expected to be put in for each of these activities per week.

7A. Credits and Grade System

(a) All programmes shall have credits associated with them as per their Lecture/Tutorial/Practical (LTP) structure and shall be determined as follows:

- One lecture hour per week per semester shall be assigned one credit.
- One practical hour per week shall be assigned half credit.

However, the credits associated with every programmes will be a whole number, i.e., wherever the sum comes out to be in half credit on calculation following the aforesaid process, the half shall be rounded to the next whole number.

(b) The letter grades based upon the overall marks obtained in a subject will be as follows:

S.No.	Marks	Letter Grade	Grade Point
1.	≥ 90	A+	10
2.	80-89	A	9
3.	70-79	B+	8
4.	60-69	B	7
5.	50-59	C+	6
6.	40-49	C	5
7.	35-39	D	4
8.	30-34	E	2
9.	< 30	F	0

'E' & 'F' Grade will be treated as Carry Over Paper.

In addition to the above grades, there shall be two more letter grades 'I' and 'AB' which shall stand for Incomplete and Absent Grades, respectively.

(c) Semester Grade Point Average (SGPA)

The SGPA is a weighted average of the grade points earned by a student in all the papers credited and described his/her academic performance in a semester. If the grade points associated with the letter grades awarded to a student are $g_1, g_2, g_3, \dots, g_k$, etc. and the corresponding credits are $c_1, c_2, c_3, \dots, c_k$, the SGPA is given by :

$$SGPA = \frac{c_1g_1 + c_2g_2 + c_3g_3 + \dots + c_kg_k}{c_1 + c_2 + c_3 + \dots + c_k}$$

Where, k is the number of papers for which the candidate remains registered during the semester.

(d) Cumulative Grade Point Average (CGPA)

The Cumulative Grade Point Average (CGPA) indicates the overall academic performance of a student in all the papers registered in that particular academic year. It is computed in the same manner as the SGPA, considering all the papers (say, n), and is given by:

$$CGPA = \frac{\sum_{i=1}^n c_i g_i}{\sum_{i=1}^n c_i}$$

(e) Final CGPA

It is the weighted average of the CGPA of all years of study.

(f) Percentage equivalence of CGPA/Final CGPA

The conversion of CGPA/Final CGPA to exact percentage of marks does not have perfect rationale. However, its equivalent at best can be arrived at by multiplying by 10.00.

7B. Change of Grade already awarded

Letter Grade 'E' will be changed into Letter Grade 'D' up to a maximum of 03 papers at the time of promotion to the next academic year provided he/she can be declared to have passed the academic year without any carry over paper, by changing the Grade.

8- Academic work

A regular record of attendance both in Theory and Practical shall be maintained by the teaching staff of respective courses.

9- Course of study

The course of study for Bachelor of Arts in Journalism (BAJ) shall include Semester-Wise Theory & Sessional. The number of hours to be devoted to each theory, tutorial and practical course in any semester shall not be less than 40 sessions.

Master of Journalism & Mass Communication (MA JMC)

Semester -1 (Total Theory Papers- 6)

Semester- 2 (Total Theory Papers- 6)

Semester- 3 (Total Theory Papers- 4, Practical Papers- 2)

Semester- 4 (Total Theory Papers- 4, Practical Papers- 2)

Study and Evaluation Scheme Programme: Master of Arts (Journalism and Mass communication) MA JMC - 2 Years PG Programme

S. N.	Paper Code	Title of the Course	Hours per Week			Credits	Evaluation Scheme		
			L	T	P		Internal	External	Total
SEMESTER –I									
1.	MAJCC101	Principles of Journalism & Communication	3	1	--	04	30	70	100
2.	MAJCC102	History of Mass Media	3	1	--	04	30	70	100
3.	MAJCC103	Print Media: Reporting and Editing	3	1	--	04	30	70	100
4.	MAJCC104	Advertising: Concepts & Principles	3	1	--	04	30	70	100
5.	MAJCC105	Public Relations & Corporate Communication	3	1	--	04	30	70	100
Select any one (Elective Course) of the following-									
6.	MAJEC104	Culture and Media	3	1	--	04	30	70	100
7.	MAJEC105	Media Marketing	3	1	--	04	30	70	100
8.	MAJEC106	Graphics & Design	3	1	--	04	30	70	100
9.	MAJEC107	Indian Governance	3	1	--	04	30	70	100
10.	MAJEC108	Personality Development & Media	3	1	--	04	30	70	100
11.	MAJEC109	Indian Society	3	1	--	04	30	70	100
12.	MAJEC110	Functional Hindi	3	1	--	04	30	70	100
13.	MAJEC111	Traditional Media	3	1	--	04	30	70	100
14.	MAJEC112	Indian Economics	3	1	--	04	30	70	100
Total Number of Credits for Semester –I						24			
SEMESTER –II									
15.	MAJCC201	Electronic Media : Radio & TV	3	1	--	04	30	70	100
16.	MAJCC202	Development Communication	3	1	--	04	30	70	100

17.	MAJCC203	New Media : Tools & Techniques	4	--	--	04	30	70	100
18.	MAJCC204	Photo Journalism	3	1	--	04	30	70	100
19.	MAJCC205	Event Management	3	1	--	04	30	70	100
Select any one (Elective Course) of the following-									
20.	MAJEC204	Media Management	3	1	--	04	30	70	100
21.	MAJEC205	Media Economics	3	1	--	04	30	70	100
22.	MAJEC206	International Communication	3	1	--	04	30	70	100
23.	MAJEC207	Digital Media & Health	3	1	--	04	30	70	100
24.	MAJEC208	Global Politics	3	1	--	04	30	70	100
25.	MAJEC209	Value Oriented Media Education	3	1	--	04	30	70	100
26.	MAJEC210	Tribal Society	3	1	--	04	30	70	100
27.	MAJEC211	Digital Journalism	3	1	--	04	30	70	100
28.	MAJEC212	Science & Media	3	1	--	04	30	70	100
Total Number of Credits for Semester –II						24			
Total Number of Credits for First Year						48			
SEMESTER –III									
29.	MAJCC301	Communication Research	3	1	--	04	30	70	100
30.	MAJCC302	Specialized Journalism	3	1	--	04	30	70	100
31.	MAJCC351	Professional Project / Specialization (Print Media)	--	--	4	04	30	70	100
32.	MAJCC352	Industrial Training Report	--	--	4	04	100	--	100
Select any one (Elective Course) of the following-									
33.	MAJEC303	Computer Applications in Mass Media	3	1	--	04	30	70	100
34.	MAJEC304	Media & Human Rights	3	1	--	04	30	70	100
35.	MAJEC305	Digital Photography and Video Production	3	1	--	04	30	70	100
36.	MAJEC306	Media Writing	3	1	--	04	30	70	100
37.	MAJEC307	Art of Communication	3	1	--	04	30	70	100
38.	MAJEC308	International Cultural Communication	3	1	--	04	30	70	100
Select any one (Open Elective) of the following-									
39.	MAJOE301	Disaster Management	3	1	--	04	30	70	100
40.	MAJOE302	Environmental Communication	3	1	--	04	30	70	100
41.	MAJOE303	Global Journalism	3	1	--	04	30	70	100
42.	MAJOE304	Any other MOOCs Course	3	1	--				
43.	MAJOE305	Social Studies	3	1	--	04	30	70	100
44.	MAJOE306	Media and Audience Study	3	1	--	04	30	70	100
45.	MAJOE307	Entertainment Business	3	1	--	04	30	70	100
Total Number of Credits for Semester –III						24			

SEMESTER –IV									
46.	MAJCC401	Media Laws & Ethics	3	1	--	04	30	70	100
47.	MAJCC402	Film Appreciation	3	1	--	04	30	70	100
48.	MAJCC451	Professional Project / Specialization (Electronic Media)	--	--	4	04	30	70	100
49.	MAJRC452	Dissertation	--	--	4	04	30	70	100
Select any one (Elective Course) of the following-									
50	MAJEC403	Sports Journalism	3	1	--	04	30	70	100
51.	MAJEC404	Business Journalism	3	1	--	04	30	70	100
52.	MAJEC405	Digital Journalism across Media	3	1	--	04	30	70	100
53.	MAJEC406	Sports Reporting	3	1	--	04	30	70	100
54.	MAJEC407	Gender Sensitization and Human Rights	3	1	--	04	30	70	100
Select any one (Open Elective) of the following-									
55.	MAJOE401	Media and Politics	3	1	--	04	30	70	100
56.	MAJOE402	Communication Skills and Content Writing	3	1	--	04	30	70	100
57.	MAJOE403	Broadcasting	3	1	--	04	30	70	100
58.	MAJOE404	Advanced Mobile Communication Technology	3	1	--	04	30	70	100
59.	MAJOE405	AV Programme Presentation	3	1	--	04	30	70	100
Total Number of Credits for Semester –IV						24			
Total Number of Credits for Second Year						48			
Total Number of Credits for First Year						48			
Total Number of Credits for Second Year						48			
TOTAL DEGREE CREDITS						96			

#CC- Core Course, EC- Elective Course, OE- Open Elective, RC- Research Course

**The Specialization groups offered by the school may be subject to change as per the requirement of the program and availability of the resources*

10- Examinations/Assessments

10A- Internal/ Sessional Examination

- (a) The minimum Grade required to pass in each Theory & Practical paper is 'GRADE D'.
- (b) A candidate, in order to pass must satisfy the requirement of Minimum CGPA of 4.50 in a particular academic year inclusive of both semesters of that academic year subject to conditions of clause 10D.

- (c) In case of audit/qualifying paper the minimum Grade required to pass is Grade D. However, the Grade obtained in audit paper shall not be included in SGPA.

10B- End-Semester Examination

There will be two End Semester Examinations in all theory and project subjects viz. Odd (I, III) Semester Examination and Even (II, IV) Semester Examination in an academic year.

10C- Carry Forward of Marks

In case, if a student gets the back in a course/paper, the sessional marks of the subject concerned will be carried forward in the total of marks when he re-appears for the examination of the course in which he has got the back.

10D- Heads of Passing

- (a) The minimum passing marks in each theory subject (including Internal/ Sessional marks) will be 35%.
- (b) The minimum passing marks in each comprehensive viva/project will be 50 %.
- (c) A student, in order to pass must satisfy the following:
Minimum 45% marks in aggregate of a particular academic year inclusive of both semesters of that academic year subject to the conditions of the clause 7B.

10E- Carry Over System

Maximum number of carry over papers (Theory/viva/project) permissible for promotion to next year will be 05.

10F- Promotion

- (d) A candidate satisfying all the requirements under clause 10A shall be promoted to the next academic year of study.
- (e) A candidate shall be eligible for provisional promotion with carryover (PCP status) to the next academic year of study provided he/she fails to satisfy the requirements of clause 10A(a) in not more than permissible carry over paper as mentioned in clause 10D.
- (f) If a candidate satisfies the requirement of clause 10A (a) but fails to satisfy the requirement of 10 A(b) he/she shall be eligible for provisional promotion with carryover (PCP-A {aggregate} status). He/she may choose up to a maximum of any 04 theory papers of that particular academic year as per his/her choice to pass the examination of that.

10G- Ex-studentship

A candidate opting for ex-studentship shall be required to appear in all the theory/practical/viva

papers in the end semester examinations of both semesters/ annual examination of the same academic year However, the sessional marks of theory & practical both shall remain the same as those secured earlier.

11- Evaluation of Performance

- (a) **Programmes:** Evaluation of performance of the students in a programme shall be a continuous process based on their performance in the class test, quizzes, assignments and the end semester examinations.

Theory papers in semester system (Maximum Marks: 100)

The evaluation will be done through two class test and one end semester examination.

This will be in addition to quizzes, assignments, attendance, etc. Each class test will carry a weightage of 10 marks, and the end semester examination will carry a weightage of 75 marks. The remaining 10 marks will be awarded on the basis of attendance and performance in quizzes and assignments.

- (b) **Summer Training, Project Report, Seminar etc.**

Summer Training, Project Report, Seminar, and other learning oriented activities shall have associated maximum marks and credits, as stated in the syllabus.

	Evaluation Scheme		
	Internal	External	Total
Theory	30	70	100
Practical/ Project/ Dissertation	30	70	100

Question paper pattern for End-semester Examinations

II. Long Answers (Answer 1 out of 2) = 5 x 14 = 70
Total Marks = 70

Question paper pattern for Internal/ Sessional Examinations

Long Answers (Answer 2 out of 3) = 2 x 5 = 10 (each mid-sem)
Total Marks = 30

12- Award of Division

- (a) The division shall be awarded on the basis of final year result.
- (b) If a student passes all examinations and secure minimum Final CGPA 4.50 to 5.99, he/she shall be eligible for the award of SECOND DIVISION.

- (c) If a student passes all examinations and secure minimum Final CGPA 6.00 to 7.49, he/she shall be eligible for the award of FIRST DIVISION.
- (d) If a student passes all examinations in first attempt without change of Grade and secures minimum Final CGPA 7.50 & above, he/she shall be eligible for the award of FIRST DIVISION WITH HONOURS.

13- Scrutiny and Re-evaluation

- (a) Scrutiny shall be allowed in only theory papers, in which Re-totaling of the marks awarded will be done and only unchecked answers (if any) will be evaluated.
- (b) Re-evaluation of theory/practical papers is not permitted.

14- Unfair Means

Cases of unfair means shall be dealt as per the rules of the University.

15- Result

- (a) The result of a candidate shall be declared on the basis of the performance of both semesters of the same academic year.
- (b) Result of the final year shall be declared on the basis of working out Final CGPA which is the weighted average of CGPA of all years of the study.

16- Improvement

There shall be no provision of Improvement examination in all the courses running in the University.

17- Grade Card

- (a) A copy of the Grade Card shall be issued to each student at the end of each academic year. The duplicate copy, if required can be obtained on payment of prescribed fee.
- (b) The Grade Report Card of a student may be withheld if he/she has not paid his/her dues or if there is a case of indiscipline pending against him/her or for any other such reasons.

18- Re-Admission

A candidate may be allowed for re-admission provided he/she satisfies one of the following conditions:

- (a) A candidate is declared fail.
- (b) A candidate promoted with carry over papers and opts for re-admission.

19- Duration for completion of the program of study

The duration for the completion of the program shall be fixed as double the actual duration of the program and the students have to pass within the said period, otherwise they have to get fresh Registration.