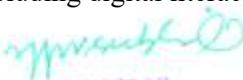


PROGRAMME PROJECT REPORT(PPR)
MASTER OF ARTS (M.A) MASS COMMUNICATION AND JOURNALISM

- (a) Programme Objectives and Outcomes:** The program aims to impart the basic knowledge of Mass Communication & Journalism and related areas of studies. To develop the learner into competent and wife Media & Entertainment Industry ready professionals. To empower learners through communication, professional and life skills. To impart Information Communication Technologies (ICTs) skills including digital and media literacy and competencies. To imbibe the culture of research, novation entrepreneurship and incubation. To inculcate professional ethics, and values of Indian and global culture. To prepare socially responsible media academicians, researchers, and professionals with gal vision. The learners who complete two years of the programme in M.A. MCJ would earn a master's The Naming outcome is that a student may acquire fundamental knowledge of Mass Communication & Journalism and related study area. Shall acquire the knowledge related to media and shall be competent enough to undertake professional jobs as per demands and requirements of the M&E Industry Shall empower themselves by communication, professional and life skills. Shall be to enhance the ability of leadership. Shall become socially responsible citizens with global vision and shall be equipped with ICTs competencies including digital literacy.
- (b) Relevance of the program with HEI'S Mission and Goals:** The ODL programmes are designed to equip students with the knowledge, skills, and competencies they need to be successful in their chosen areas. By providing opportunities for professional advancement, the courses assist the YVU in achieving its goal of producing graduates with a diverse set of abilities who are prepared for the demands of the workforce.
- (c) Nature of Target Group Learners:** The target group of learners for this program is Teachers with Jon qualification and others who are not able to join the informal education system due to several reasons. Besides these fresh graduates are not able to join in regular mode due to various reasons.
- (d) Appropriateness of the Programme with Quality Assurance for Acquiring Specific Skills:** The programme is designed by eminent experts in the subjects on par with formal education. The PPR is designed appropriately for the development of the professional and occupational standards of the teaching community and to develop skills and competencies among various field experts. The programme is prepared for changing needs of society with high quality and structure.
- (e) Programme Content Designing and Developing:** The M.A. Mass Communication and Journalism curriculum has been prepared by the Board of Studies committee appointed by the University. The PPR is designed for the requirement of the changing society and duly approved by the Core Board of Studies constituted by the University. The design is made in such a way as to change whenever required and demanded. The SLM is also prepared by the subject experts. The program is designed to be in the Choice Based Credit System (CBCS) within the framework of NEP-2020. The duration of the program consists of two academic years with four semesters, consisting of 90 instructional days in 16 weeks for reaching and another additional 6 weeks utilized for the conduct of examination and evaluation purposes. The medium of instruction is Telugu only.
- (f) Cost Estimates for the Development of The Programme:** The Programme fee for 1 year is Rs. 5,000/- and in 2 years 4.000, The university will pay the remuneration to course writers and counsellors as per university norms. Processing, Print Materials and Examination fees as prescribed by the University. It will be revised periodically to attract the counsellors. This institution is providing high-quality programmes at minimum cost. The other ODL's course fee is higher than our institution.
- (g) Admission, Delivery and Evaluation Norms:** The admission is made through a notification. Admission will be given to any candidate who passed graduation. Admission will be given to all eligible candidates. The curriculum transaction is made through SLM, face-to-face contact programme classes and Telephonic counselling extra. The institution will be supplied well-prepared Study Learning Material as per content to all admitted candidates. The contact programme classes will be organized. The performance of the students in each semester shall be evaluated paper-wise through Internal Assessment and University Exam for 25 and 75 marks, respectively. The setting of Question papers shall be done by external examiners from the panels recommended by the list of panels of paper setters. The answer sheets of the students relating to university end examinations are evaluated by external examiners. To declare a pass, a candidate has to pass all the papers. In each paper, the candidate has to secure 40% of marks in the University end examinations, 30 out of 75 marks. After adding the internal marks (maximum 25 marks] to external marks [maximum 75 marks], the marks secured by a student from a maximum of 100 will be converted into a letter grade. The grade points are the numerical equivalent of a letter grade assigned to a student on the 10 points scale.
- (h) Library Resources:** The institution has established a good computer lab and library. The learners can utilize them during working hours.
- (i) Learning Outcomes:** The learners who complete two years of the programme in M.A. MCJ will earn a master's degree. The learning outcomes are that a student may acquire fundamental knowledge of Mass Communication & Journalism and related study area. Shall acquire knowledge related to media and its impact. Shall be competent enough to undertake a professional job as per the demands and requirements of the M & E Industry. Shall empower themselves through communication, professional and life skills. Shall be able to enhance the ability of leadership. Shall become socially responsible citizens with a global vision and be equipped with ICTs competencies, including digital literacy.


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