

CIRCULAR:

Attention of the Principals of affiliated colleges in the faculty of Arts and the Director, Institute of Distance Education is hereby invited to the Ordinance, Regulations and Syllabi relating to the Master of Communication and Journalism (M.C.J.) Degree Course vide Pamphlet No.347 and to this office Circular No.UG 236 of 2003 dated 7<sup>th</sup> June, 2003 and they are hereby informed that the recommendation made by the Ad-hoc Committee to advise the Academic Council on all matter relating to the courses of study and examination in the Master of Communication and Journalism Degree Course (M.C.J.) at its meeting held on 3<sup>rd</sup> March 2004 has been accepted by the Academic Council at its meeting held on 2<sup>nd</sup> April, 2004 vide item No.4.42 and subsequently approved by the Management Council at its meeting held on 17<sup>th</sup> April, 2004, vide item No.20.

They are hereby informed that in exercise of the powers conferred upon Management Council under sub-Section (i) of Section 54 of the Maharashtra Universities Act, 1994, the Management Council has made the Ordinances 5220, 5221 and 5222 relating to the Master of Communication and Journalism (M.C.J.) degree course.

They are also informed that in exercise of the powers conferred on the Management Council under Section 55 (i) of the Maharashtra Universities Act, 1994 the Management Council has approved the Regulations 4338, 4339, 4341, 4342, 4343 and 4345 relating to the Master of Communication and Journalism (M.C.J.) degree course.

The Ordinances 5220, 5221, 5222 and Regulations 4338, 4339, 4341, 4342, 4343, 4345 relating to the Master of Communication and Journalism (M.C.J.) degree course has been amended to read as under :-

O.5220: TITLE: The degree shall be titled as Master of Communications and Journalism (M.C.J.).

OBJECTIVES

- 1) To prepare students to become professional content developers across a) media b) Language c) subjects/issues.
- 2) To develop critical thinking, creativity and personal integrity.
- 3) To train students to become competent professionals with a vision and

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understanding of public affairs, philosophy and functioning of legislative bodies and public institutions.

- 4) To give the students adequate grounding in theories and philosophies of the profession so that they will be equipped to act as mature and perceptive teachers of Journalism and communication.

O.5221 : ELIGIBILITY:

- a) A candidate for being eligible for consideration to join the Post-Graduate Degree Course in Master of Communication and Journalism shall have passed the Graduation examination in any Faculty or equivalent thereto.
- b) Candidates found thus eligible shall take a written test of 100 marks. This test shall put to test their ability to think and write fast, their awareness of current affairs and language skills. The test shall be in English.
- c) An interview of the students shall be conducted. The interview shall determine the level of interest of the students in the course, their ability to communicate. Their earnestness in approaching the course and their ultimate goal in taking the course. The interview shall have 100 marks.
- d) Students are required to score 100 marks from the total of 200 to be ultimately eligible for admission to the course. Students shall be judged on five parameters - Word length, Quality of presentation, language, historical perspective and quality of reasoning.
- e) Students shall be judged solely on marks obtained. A list of students passing the test and interview shall be put up according to merit. The reservation policy will be followed strictly. There will be a separate merit list of category candidates.
- f) If a student has appeared for the Bachelor's degree examination and is awaiting results such a student may apply to the course. However admission will be provisional till such a student clears the Bachelor's degree examination even though the student may have achieved the necessary marks in the departmental internal test and interview.

O.5222:DURATION:

The course shall be the full-time course. The course shall be covered in IV Semesters. Semesters I, II and III shall consist of seven papers. Semester IV will have only one paper. The course shall facilitate students

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from other disciplines to opt for any one subject/semester and gain a certificate on successful completion of the course (e.g. one is doing M.A. in Political Science may take a course in Investigative Journalism or Writing Skills for the Media.)

R.4338 : Number of students : A batch shall consist of not more than 30 students.

R.4339 : The course shall consist of 21 papers and dissertation. The papers comprise 60 per cent term work that will include projects, presentations, extensive fieldwork, Research, Seminars and such other assignments that are given from time to time by the faculty and HOD. The HOD shall assess the term work along with the faculty concerned with the particular paper.

R.4341 : SCHEME OF EXAMINATIONS

- i) The examination shall be conducted at the end of each semester.
- ii) Paper shall carry 100 marks except the one paper in Semester IV that carries 200 marks. The evaluation of the performance of students in the papers shall be on the basis of both term work (60 per cent) and theory examination (40 per cent). Term work shall be on the basis of assignments, projects, presentations, group discussions, seminar attendance, field visits, etc.
- iii) The theory examination shall be held at the end of each semester and shall be of 2 hours duration.

R.4342: Thus the scheme of papers shall be as follows :

FIRST YEAR

SEMESTER I

- 1) Introduction to Mass Communication
- 2) History Milestones and Media History
- 3) Ethics and the Constitution
- 4) Current Affairs
- 5) Reporting
- 6) Language, editing and graphic communication
- 7) Introduction to Public Relations and Advertising

SEMESTER II

- 1) Electronic Journalism
- 2) Film Appreciation
- 3) Writing for the Media
- 4) Emerging Technologies in Media
- 5) Metropolitan Journalism
- 6) Business, Finance and Industrial reporting
- 7) Media planning, implementation and evaluation

SECOND YEAR

SEMESTER III

- 1) Issues, ideas and challenges of the 21<sup>st</sup> Century
- 2) Research methods in Mass Communication
- 3) Sociology of Mass Communication
- 4) Media Management and Production
- 5) Media Laws
- 6) Fundamentals of Marketing and HR Management
- 7) Investigative Journalism

SEMESTER IV

- 1) Dissertation and Viva Voice.

R.4343: STANDARD OF PASSING

- 1) To pass in the individual subjects of Semesters I to III a candidate must obtain a minimum of 50 per cent of the marks in both the term work as well as the theory papers. This means that out of the 60 marks for term work the candidate must get 30 and in the theory examination of 40 marks the candidate must get 20 marks to pass.
- 2) To pass in dissertation and viva voce in Semester IV the student must obtain a minimum of 50 per cent (100 marks) of the full 200 marks.
- 3) Class will be awarded at the end of the Semester IV examination only.
- 4) A candidate shall be awarded class only when he/she secures the required minimum marks (as per clause(I)) in all the 7 papers of one semester.
- 5) A candidate shall be placed in the SECOND CLASS, if he/she secures 50% or more of total marks of all four semesters taken together.

6) A candidate shall be placed in the FIRST CLASS, if he/she secures 60% or more of the total marks of all four semesters taken together.

7) A candidate shall be placed in the FIRST CLASS with DISTINCTION, if he/she secures 70% or more of the total marks of all four semesters taken together.

8) A candidate shall be required to pass all the four Semester Examination (as per above mentioned clauses) to qualify for the award of the degree of the Master of Communication and Journalism (M.C.J.).

9) A student already pursuing a Master's Programme and opting for one/more subject/s in any one/more semesters will be given a Certificate on successful completion of that course provided he/she fulfills the criteria laid down in the above mentioned relevant clauses.

10) A student who has satisfactorily kept terms for Semester I of the course will be permitted to keep terms for Semester II notwithstanding that he/she may not have appeared for the Semester I examination/failed thereat.

However, no student will be allowed to appear for the Semester II examination unless he/she has passed the Semester I examination previously.

11) A student who has satisfactorily kept terms for Semester II of the course will be permitted to keep terms for Semester III notwithstanding that he/she may not have appeared for the Semester II examination/failed thereat.

However, no student will be allowed to appear for the Semester III examination unless he/she has passed the Semester I and Semester II examinations previously.

12) A student who has satisfactorily kept terms for Semester III of the course will be permitted to keep terms for Semester IV notwithstanding that he/she may not have appeared for the Semester III examination/failed thereat.

However, no student will be allowed to appear for the Semester IV examination unless he/she has passed the Semester I, Semester II and Semester III examinations previously.

**R.4345:** The fees for the course shall be as follows :

Tuition Fees (per year)

Rs. 30 000.00

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|                                    |              |
|------------------------------------|--------------|
| Library Fees (per year)            | Rs. 1 000.00 |
| Industrial Visit (per year)        | Rs. 500.00   |
| Computer practical fees (per year) | Rs. 1 000.00 |

Further that the aforesaid Ordinances and Regulations will be brought into force with effect from academic year 2004-2005.

Mumbai 400 032,  
10th May, 2004.

  
for REGISTRAR.

To,

The Principals of affiliated Colleges in the faculty of Arts and the  
Director, Institute of Distance Education

A.C. 4.42/02.04.2004  
M.C. 20/17.04.2004.

No.UG/ 177-A of 2004

10th May, 2004.

Copy forwarded with Compliments to for information:-

- 1) The Dean, Faculty of Arts. .
- 2) The Chairman, ad-hoc Committee.

  
for REGISTRAR.

Copy to :

The Director, Board of College and University Development, the Controller of Examinations/the Deputy Registrar (Eligibility & Migration Section), the Director of Students Welfare, the Personal Assistants to the Vice-Chancellor, the Pro-Vice-Chancellor, the Registrar and the Assistant Registrar, Administrative sub-centre, Ratnagiri, for informations.

The Controller of Examinations (10 copies), F. & A. O., (Accounts Section) Fort, (2 copies), Record Section (5 copies), Publication Section (5 copies), D.R., (Enrollment, Eligibility & Migration Section - 3 copies), D.R., (Statistical Unit) (2 copies), D. R., (Accounts Section), Vidyanaagari, (2 copies), D. R. (Affiliation Section) (2 copies), Director (U.C.C. I.D.E. Bldg., Vidyanaagari Campus) (2 copies), Deputy Registrar, A. A. Unit (2 copies) He is requested to treat this as Action taken report on the concerned resolution adopted by the Academic Council/Management Council, referred to in the above Circular and that no separate A.T.R. will be sent in this connection. A. R., CONCOL (2 copies), BUCIU (1 copy), Dy. Accl. (Unit V) (1 copy), In-charge, Central Computing Facility (1 copy), Receptionist (1 copy), Telephone Operator (1 copy), Secretary, MUASA (1 copy), Superintendent, P.G. Section (2 copies)

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