

# **FACULTY OF JOURNALISM AND MASS COMMUNICATION**



**SWAMI VIVEKANAND SUBHARTI UNIVERSITY  
MEERUT 250005 (U.P.) INDIA**

**ORDINANCE NO. V (6A)**

**BACHELOR OF JOURNALISM  
AND MASS COMMUNICATION  
(B.J.M.C.) COURSE**

## Ordinance No. V (6A)

### Ordinance Relating to Bachelor of Journalism and Mass Communication (B.J.M.C.) Course

#### Chapter-1

##### General

1. This ordinance may be called the “Ordinance Relating to Bachelor of Journalism and Mass Communication (B.J.M.C.) Course”
2. It shall come into force with immediate effect.
3. This supersedes the previous Ordinance relating to Bachelor of Journalism and Mass Communication (B.J.M.C.) Course [V-(6A)]

#### Chapter-2

##### Eligibility for Admission

3. (i) For admission in B.J.M.C. course, an applicant should have passed the Intermediate (10+2) examination in any discipline from a recognized board/university.  
(ii) There shall be relaxation of 5% marks for SC/ST categories candidates.

#### Chapter-3

##### Teaching Course

4. The course will be of three year duration, spread over six semesters.
5. The academic calendar shall be as follows:-

1 <sup>st</sup> , 3 <sup>rd</sup> & 5 <sup>th</sup> Semester	Session 1 <sup>st</sup> Aug. to 15 <sup>th</sup> Dec.	Exam -1 <sup>st</sup> to 15 <sup>th</sup> Dec.
2 <sup>nd</sup> , 4 <sup>th</sup> & 6 <sup>th</sup> Semester	Session 1 <sup>st</sup> Jan to 31 <sup>st</sup> May.	Exam - 1 <sup>st</sup> to 15 <sup>th</sup> June.

6. The course structure shall be as given below:-

<b>Semester I</b>	<b>Credit</b>
1. Introduction To Communication	5
2. Reporting and Editing	5
3. Writing for Media	4
4. Design and Graphics	4
5. Design and Graphics Lab-I	2
6. Communication Lab	2
<b>Semester II</b>	<b>Credit</b>
1. Contemporary Socio Economic and Political Science	4
2. Brief History of Journalism and Broadcasting	5
3. Media Laws and Ethics	5
4. Photo Journalism-T	4
5. Design and Graphics Lab-II	2
6. Photo Journalism-P	2
Note: Internship-Print Media (6 week)	

### **Semester III**

- |  |   |
|--|---|
| 1. Development Communication                   | 5 |
| 2. Introduction to Television/Radio Journalism | 5 |
| 3. Public Relations and Advertisement          | 4 |
| 4. Advanced Reporting and Editing-T            | 4 |
| 5. Radio-P                                     | 2 |
| 6. Ad/Pr-P                                     | 2 |

Note: Summer Training Report Submission

### **Semester IV**

- |  |   |
|--|---|
| 1. New Media                                   | 5 |
| 2. TV Production-T                             | 5 |
| 3. Camera, Lights & Sound                      | 4 |
| 4. Advanced Public Relations and Advertisement | 4 |
| 5. TV Production-P                             | 2 |
| 6. New Media-P                                 | 2 |

Note: Internship-Electronic Media

### **Semester V**

- |                              |   |
|------------------------------|---|
| 1. Media Management-T        | 4 |
| 2. Communication Research    | 4 |
| 3. Environment Communication | 4 |
| 4. Media Management-P        | 2 |
| 5. Communication Research-P  | 2 |

Note: Internship Training Report Submission

### **Semester VI**

- |  |    |
|--|----|
| 1. Communication in contemporary world | 4  |
| 2. Contemporary Issues                 | 5  |
| 3. Comprehensive Viva                  | 12 |
| 4. Final Project                       | 4  |

### **Chapter - 4** **Attendance**

7. The students are expected to attend all the classes and should not have less than 75 % attendance in theory as well as in practical classes, wherever held, to become eligible to appear for the university examination. Short fall in attendance can, however be condoned in deserving cases to the extent of 10% by the Principal. If the short fall is more than 10% but not more than 15%, the Principal may recommend deserving cases to the Vice Chancellor for condonation. The order of the Vice Chancellor in this regard shall be final.

**Chapter - 5**  
**Examination**

8. The examination in each semester shall be conducted in two parts:

**A. Internal assessment** will be of **30 marks** as under:-

- a. Midterm written test / practical including in-between snap tests if any, shall carry **20 marks** independently in each subject.
- b. A maximum of **10 marks** in each subject shall be awarded for attending classes (theory / practical) as per the following norms:

85% or more attendance	-	10 Marks
80% or more but less than 85% attendance	-	9 Marks
75% or more but less than 80% attendance	-	8 Marks
70% or more but less than 75% attendance	-	7 Marks
65% or more but less than 70% attendance	-	5 Marks
60% or more but less than 65% attendance	-	3 Marks
51% or more but less than 60% attendance	-	2 Marks
50% attendance	-	1 Mark
Less than 50% attendance	-	0 Mark

**B. University Examination** carrying 70 marks.

9. The entire course has to be completed within a maximum of six years from the date of original admission in the course.

**Chapter - 6**  
**Paper setting, Evaluation & Results**

10. The work of setting the End semester examination papers, conduct of the End semester and Annual examinations, Evaluation and declaration of results shall be as per the laid down Examination policies / latest University Notifications.

**Chapter – 7**  
**Power to Modify**

11. In the event of any emergent situation, if any deviation is considered necessary, the Vice Chancellor is authorised to modify the Ordinance. Subject to subsequent ratification by the Executive Council.

**ORDINANCE NO. V (7A)**

**POST GRADUATE DIPLOMA IN  
JOURNALISM AND  
MASS COMMUNICATION  
(P.G.D.J.M.C.) COURSE**

## **Ordinance No. V (7A)**

### **Ordinance Relating to “Post Graduate Diploma in Journalism and mass communication (P.G.D.J.M.C.) Course”**

#### **Chapter-1**

##### **General**

1. This ordinance may be called the “Ordinance Relating to Post Graduate Diploma Course in Journalism and Mass Communication (P.G.D.J.M.C.)”.
2. It shall come into force with immediate effect.
3. This supersedes the previous Ordinance relating to Post Graduate Diploma Course in Journalism and Mass Communication (P.G.D.J.M.C.) Course [V-(7A)].

#### **Chapter-2**

##### **Eligibility for Admission**

4. For admission in P.G.D.J.M.C. course, an applicant should have a bachelor degree in any discipline from a recognized University.

#### **Chapter-3**

##### **Teaching Course**

5. P.G.D.J.M.C. Course is of one year duration divided into two semesters.
6. The academic calendar shall be as follows:-

1 <sup>st</sup> Semester	Session 1 <sup>st</sup> Aug. to 15 <sup>th</sup> Dec.	Exam -1 <sup>st</sup> to 15 <sup>th</sup> Dec.
2 <sup>nd</sup> Semester	Session 1 <sup>st</sup> Jan to 31 <sup>st</sup> May.	Exam – 1 <sup>st</sup> to 15 <sup>th</sup> June.
7. The course structure shall be as given below:-

<b>Semester 1</b>	<b>Papers</b>	<b>Maximum Marks</b>
	1 Communication	100
	2 Mass Communication	100
	3 Print Media	100

Semester 2	Papers	Maximum Marks
	1 Electronic Media	100
	2 Advertising, and Public Relations	100
	3 Reporting, Writing & Editing	100
	4 Practical	100

#### Chapter – 4

##### Attendance

8. The students are expected to attend all the classes and should not have less than 75 % attendance in theory as well as in practical classes, wherever held, to become eligible to appear for the university examination. Short fall in attendance can, however be condoned in deserving cases to the extent of 10% by the Principal. If the short fall is more than 10% but not more than 15%, the Principal may recommend deserving cases to the Vice Chancellor for condonation. The order of the Vice Chancellor in this regard shall be final.

#### Chapter-5

##### Examination

9. The examination in each semester shall be conducted in two parts:

**A. Internal assessment** will be of **30 marks** as under:-

- c. Midterm written test / practical including in-between snap tests if any, shall carry **20 marks** independently in each subject.
- d. A maximum of **10 marks** in each subject shall be awarded for attending classes (theory / practical) as per the following norms:

85% or more attendance	-	10 Marks
80% or more but less than 85% attendance	-	9 Marks
75% or more but less than 80% attendance	-	8 Marks
70% or more but less than 75% attendance	-	7 Marks
65% or more but less than 70% attendance	-	5 Marks
60% or more but less than 65% attendance	-	3 Marks
51% or more but less than 60% attendance	-	2 Marks
50% attendance	-	1 Mark
Less than 50% attendance	-	0 Mark

**B. University examination** carrying 70 marks.



10. The entire course has to be completed within a maximum of three years from the date of original admission in the course.

**Chapter – 6**

**Paper setting, Evaluation & Results**

11. The work of setting the End semester examination papers, conduct of the End semester and Annual examinations, Evaluation and declaration of results shall be as per the laid down Examination policies / latest University Notifications.

**Chapter – 7**

**Power to Modify**

12. In the event of any emergent situation, if any deviation is considered necessary, the Vice Chancellor is authorised to modify the Ordinance. Subject to subsequent ratification by the Executive Council.

**ORDINANCE NO (33A)**

**MASTER OF JOURNALISM  
AND MASS COMMUNICATION  
(M.J.M.C.) COURSE**

# **Ordinance No (33A)**

## **Ordinance Relating to Master of Journalism and Mass Communication (M.J.M.C.) Course**

### **Chapter-1**

#### **General**

1. This ordinance may be called “Ordinance relating to Master of Journalism and Mass Communication (M.J.M.C.) Course”
2. It shall come into force with immediate effect.
3. This supersedes the previous Ordinance relating to Master of Journalism and Mass Communication (M.J.M.C.) Course [V-(33A)].

### **Chapter-2**

#### **Eligibility for Admission**

4. For admission in M.J.M.C. course, an applicant should have graduate in any stream from a recognized University.

### **Chapter-3**

#### **Teaching Course**

5. The course will be of two year duration, divided into four semesters.
6. The academic calendar shall be as follows:-

1 <sup>st</sup> & 3 <sup>rd</sup> Semester	Session 1 <sup>st</sup> Aug. to 15 <sup>th</sup> Dec.	Exam -1 <sup>st</sup> to 15 <sup>th</sup> Dec.
2 <sup>nd</sup> & 4 <sup>th</sup> Semester	Session 1 <sup>st</sup> Jan to 31 <sup>st</sup> May.	Exam - 1 <sup>st</sup> to 15 <sup>th</sup> June.

7. The course structure shall be as given below:-

<b>First Semester</b>	<b>Credit</b>
1. Principles of Mass Communication	4
2. Development of Media	5
3. Print Media (Reporting and Editing)	4

4. Electronic Media (Radio and Television)	4
5. Advertising	5
6. Print Media Lab	2
7. Advertising Lab	2

### **Second Semester**

1. Development Communication	5
2. Communication Research	4
3. Media Law and Ethics	4
4. International Communication	5
5. Media Management	4
6. Communication Research Lab	2
7. Media Management	2

### **Third Semester**

1. Radio	4
2. Television	4
3. Public Relations/Corporate Communication	4
4. Radio Lab	2
5. TV Production Lab	2

### **Fourth Semester**

1. New Media Applications	4
2. Inter-cultural Communication	5
3. Specialization	4
4. Dissertation	12
5. Attachment (with Media - 4 week)	

## **Chapter 4**

### **Attendance**

8. The students are expected to attend all the classes and should not have less than 75% attendance in theory as well as in practical classes, wherever held, to become eligible to appear for the university examination.

Short fall in attendance can, however be condoned in deserving cases to the extent of 10% by the Principal. If the short fall is more than 10% but not more than 15%, the Principal may recommend deserving cases to the cases to the Vice Chancellor for condonation. The order of the Vice Chancellor in this regard shall be final.

## Chapter 5

### Examination

9. The examination in each semester shall be conducted in two parts:

**B. Internal assessment** will be of **30 marks** as under:-

- e. Midterm written test / practical including in-between snap tests if any, shall carry **20 marks** independently in each subject.
- f. A maximum of **10 marks** in each subject shall be awarded for attending classes (theory / practical) as per the following norms:

85% or more attendance	-	10 Marks
80% or more but less than 85% attendance	-	9 Marks
75% or more but less than 80% attendance	-	8 Marks
70% or more but less than 75% attendance	-	7 Marks
65% or more but less than 70% attendance	-	5 Marks
60% or more but less than 65% attendance	-	3 Marks
51% or more but less than 60% attendance	-	2 Marks
50% attendance	-	1 Mark
Less than 50% attendance	-	0 Mark

**B. University Examination** carrying 70 marks.

10. The entire course has to be completed within a maximum of four years from the date of original admission in the course.

## Chapter - 6

### Paper setting, Evaluation & Results

11. The work of setting the End semester examination papers, conduct of the End semester and Annual examinations, Evaluation and declaration of results shall be as per the laid down Examination policies / latest University Notifications.

## **Chapter – 7**

### **Power to Modify**

- 12.** In the event of any emergent situation, if any deviation is considered necessary, the Vice Chancellor is authorised to modify the Ordinance. Subject to subsequent ratification by the Executive Council.