



Programme Project Report –PPR

(Approval of the School Board and Academic Council)

Name of the School: School of Journalism and New Media Studies (SOJNMS)

Name of the Programme: MA in Journalism and Digital Media

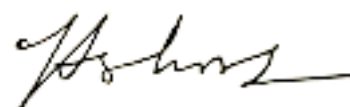
S.No.	Parameters	Details
a.	Programme's Mission & Objective	<p>The proposed MA in Journalism and Digital Media will address the ongoing information revolution and provides educational opportunities for learners to make a career in the field of digital media.</p> <p>This programme is aimed to give a broad knowledge of digital media, provide a critical view of the emerging social media sector, give glimpses of India's experiences with the Internet, facilitate learners to acquire skills in online and digital productions, and train the learners to retrieve, analyse and interpret the digital data. Besides these skills and competencies pertinent to digital media and journalism, researching digital media and journalism would be another significant focus of this programme in its second-year course structure.</p>
b.	Relevance of Programme with IGNOU's Mission & Goals	<p>In 2022, India is the second country in the world with the highest number of internet users China is at the top and the USA is in third position. Nearly 800 million internet users are in India, out of which 500 million are having Facebook account holders. And there are 940 million mobile users in India - already telecom operators started to offer competitive data plans that eventually narrow the digital divide between haves and have-nots. The current developments of 5G services will enable a vast number of young users to access high-bandwidth digital content.</p> <p>Almost all media segments are having its online unit which required trained digital media professionals. Hence the School proposed a dedicated MA in Journalism and Digital Media.</p>

		<p>IGNOU's new vision to make it a virtual university is matching with the core theme of this programme.</p> <p>The proposed programme strengthens the University's mandate of using advanced technology for its pedagogical process.</p>
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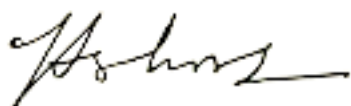
c.	<p>Nature of prospective target group of learners:</p> <ol style="list-style-type: none"> Specify the target group: Needs of the target group: (Annex Report of Exploratory Expert Committee Meeting and Need Assessment Study) 	<p>Prospective target group:</p> <ul style="list-style-type: none"> Fresh graduates Working media professionals Communication students <p>Age: No maximum age limit; Gender: Open to all Area: Both urban and rural areas Social status: Programme relevant to all the sections</p>
d.	<p>Appropriateness of program to be conducted in Open & Distance Learning (ODL) mode to acquire specific skills & competence: Specify the expected learning outcomes in terms of:</p> <ol style="list-style-type: none"> 	<p>In tune with the IGNOU's mandate of using advanced technology for its pedagogical process, this programme will utilise all available digital and online technologies for its learning process - print/digital material, audio, video lessons, online counselling, and project work which are admissible under the ODL framework. The online and digital-mediated learning process will be given top priority for this programme.</p>
e.	<p>Instructional Design:</p>	
	<ol style="list-style-type: none"> Curriculum design (Outcome of Expert Committee meeting; Programme Structure: specify the theory, practical, fieldwork, project, etc. components): 	<p>The programme structure specifically focuses on two major components – Journalistic practices and holistic learning on digital media - professional skills to use ICT for media practices (digital journalism - theory and practical courses), and academic orientation on the emerging new media arena - sociological approaches and understanding of digital media as well as research skills on this emerging field.</p>
	<ol style="list-style-type: none"> Total Credit Hours 	<p>Total credits: 72 Total Hours: 2160 hours</p>
	<ol style="list-style-type: none"> Detailed Syllabi: 	<p>Detailed curriculum design placed with this form</p>
	<ol style="list-style-type: none"> Duration of the Programme (Minimum & Maximum): 	<p>Minimum: Two Years and Maximum: Four Years</p>
	<ol style="list-style-type: none"> Medium of instruction 	<p>English</p>

	6. Type of Programme (General/Professional):	General
	7. Faculty and Support Staff:	SOJNMS has 7 core faculty members comprising - Professor (3), Associate Professor (2), and Assistant Professor (2) and along with the sanctioned administrative staff.
	8. Instructional design & delivery mechanism (Media to be used – print, audio, video, online computer-aided, web-based, etc. (Course wise)):	The programme will be delivered through multiple media resources including Self Instructional Materials, audio-video programmes, teleconferencing, Interactive Radio Counselling and Digital mode of counselling etc. to address the varied learning needs of the learners.
	9. Student Support Service System (specify the provisions to be made at HQs, Regional Centres, Learners Support Centres and Web-based, etc.)	Student support service shall be provided at the Headquarters, Regional Centers and activated Learner Study Centers. The network of all service divisions such as RSD, SRD, SED, EMPC, and COE will be used for the effective delivery of PGDDM. The programme will be offered in Operational RCs and LSCs and where other programmes of SOJNMS are operational (PGJMC and MAJMC).
f.	Procedure for admissions, curriculum transaction and evaluation:	As per the University norms
	1. Define the admission policy (including web-based tools to be adopted):	This programme will follow the University system of online admission, and it will be offered in both January and July cycles.
	2. Eligibility criteria:	Bachelors Degree
	3. Fee Structure:	Rs.10,000/-
	4. Financial assistance to learners(if any)	As per the University norms
	5. Activity planner of all academic activities of the academic session:	MA in Journalism and Digital Media will follow the University academic calendar for admission in January and July sessions and similarly for June and December examination patterns.
	6. Policy for Evaluation of learner progress along with methods and tools	The evaluation policy will be as given below: 1. Theory courses: Term End Examination (70%) and Continuous Assessment (30%) 2. Practical & Project Courses: 100 marks
g.	Requirement- of laboratory support and library resources:	NA

h.	Cost estimate of the Program and the provisions:	
	1. Programme Development	50% of courses of this programme are already developed under the MAJMC programme. The remaining 50% of the contents need to be developed, and a budget of 10 lakhs may be approved.
	2. Delivery	
	3. Maintenance	
	Quality assurance mechanism and expected program outcomes*:	Quality assurance will be ensured at all stages of design, development, delivery and evaluation to achieve the programme outcomes.
	1. Define the review mechanism of the Programme for enhancing the standards of curriculum, and instructional design relevant to professional requirements:	As per the University norms
	2. Define Programme benchmark statements	The programme benchmark shall be defined as per the provision laid by the University and IQAC.
	3. The mechanism for monitoring the effectiveness of the programme:	A mechanism for monitoring the effectiveness of MA in Journalism and Digital Media shall be evolved in which the feedback of the learners and all stakeholders will be obtained in the light of ODL regulations and directions of the statutory bodies of the University.



Name & Signature of Programme Coordinator



Name & Signature of the Director of the School of Studies with Seal.