ORDINANCE FOR GRADUATE COURSE

BHASKAR INSTITUTE OF MASS COMMUNICATION AND JOURNALISM

1 A: Eligibility:

BA(Mass Communication and Journalism) - 10+02 in any discipline from recognized University Note - 5% marks relaxation for SC/ST candidates for eligibility.

B. Intake – 60 seats

Note : Reservation as per rule of the State Government/ University

2. Duration – Minimum 03 years (maximum 06 years for completion of course).

Criteria of Admission-

Admission to eligible candidate will be strictly on the basis of entrance test/ merit list.

Note –

- (a) 15% of the marks obtained in entrance test will be awarded as additional marks to all candidate who pass the qualifying examination from any of the Institution falling within the jurisdiction of Bundelkhand University.
- (b) For course where there is no entrance exam and admission is granted on the basis of merit of qualifying exam. 15% of the marks obtained in qualifying exam will be awarded as additional marks to all candidate who pass the qualifying exam from any of the Institution/College falling within the jurisdiction of Bundelkhand University.

4. Medium of Instruction and Examination – English and Hindi

5. Fee –

- (i) **Tuition and other Fee**: As prescribed by the University from time to time
- (ii) Refund of Fee -
 - (i) Request for refund of fee should be made to the Vice-Chancellor, Bundelkhand university within three weeks of deposition of the fees. An approval such a candidate shall be entitled for refund of fee 50% of the prescribed fee.
 - (ii) Request for the refund of fee shall not be considered under any circumstances, if made after three weeks from the date of deposition of admission fee by the candidate.

6. Examination –

(i) Attendance: Minimum attendance required to become eligible to appear in the examination fro each paper shall be 75% of all class lectures (Theory and Practical).

In case student is short of attendance due to illness, participation in sports, extra-curricular activities etc the following rules shall apply.

- (a) Shortage of upto 10% shall be condoned by the HOD on the specific recommendation of the calss teacher.
- (b) A shortage of upto 25% can be condoned by the Vice-Chancellor on the specific recommendation of the Head of the Department.

(ii) Process of Evaluation

a (i) Theory Papers:

Theory examination shall be conducted by the University as mentioned in the academic calendar of the department. The question paper will be set by the exsminers appointed by the Vice-Chancellor based on the recommendation of Board of Studies. The pattern of the question paper will be decided by the University. The weightage of theory examination will be 70%.

a (ii) Sessional Examination

The subject teacher shall conduct sessional examinations in each theory paper. The questions will be objective / short answer type. The weightage of this examination will be 30%. Sessional are to be conducted by consulting faculties, round the session by the consent of HOD. Two sessionals of 15% marks of the total marks in each paper are to be conducted. If any student does not appear in the sessional examination before the commencement of the semester/ annual examination, he/ she would not normally be allowed to appear in the semester/ annual examination, except on payment of the penalty as per University Rules for sessional examination.

(b) Practical Examination

Practical examination will be conducted by the examiners appointed by the Vice-Chancellor on the recommendations of the Course Committee/ Board of Studies. Each student has to present the practical records.

(iii) Qualifying marks and promotion:

The minimum passing marks shall be 40% in the aggregate. The minimum pall marks 40% have to be obtained in theory, sessional and practical, individually. On the basis of percentage of total marks secured in the aggregate of all years of duration by a candidate, he/ she shall be awarded a division, as detailed below:

- (i) Third Division : 40% or more but less than 50%.
- (ii) Second Division : 50% or more but less than 60%.
- (iii) First Division : 60% or more but less than 75%
- (iv) First Division with Distinction : 75% or more.

A candidate can be provisionally promoted to the next semester if he/ she fulfils the following condition, but he/ she will have to clear paper as back paper as per rules given below:-

If he/she has obtained 40% marks in the aggregate but has failed to secure 40% marks individually in theory, sessional & practical.

(iv) Declaration of results and award of degree:

After completion of the evaluation process, result will be declared by the university. Candidates declared successful may get the provisional degree from the Registrar/ Vice- Chancellor of the University after on e week of result. Original degree will be conferred at the time of convocation to be held annually as decided by the Vice-Chancellor.

(v) Back-paper and improvement:

In case, a candidate is able to clear at least 50% papers in annual examination, he/she will be promoted to next year on the condition that he/she has to clear remaining 50% or less paper as back paper, which shall be conducted along with the scheduled exam of back paper for all University students. Such candidate will be given maximum two attempts to clear these back papers. The University may also hold a special back paper exam for all papers after the declaration of final year result.

A candidate may be allowed one chance to improve his/his division maximum up to two papers in next subsequent examination of that course.

The improvement of percentage will be allowed in every year.

(vi) <u>Ex-Student</u>

In case a student fails in the examination as per relevant provision he/she will be allowed to reappear in subsequent examination as an ex-student, without attending classes. He/she shall be required to appear and clear all papers, practical, exam, etc. as per provision of the syllabus in that year.

NOTE:

If a candidate has availed of the chance of appearing in the back paper, he/she would not be allowed to improve his/her percentage.

(vii) <u>Scrutiny:</u>

Scrutiny facility will be given to the student in two papers on payment of prescribed fee as decided by the University from time to time.

Amendment:

Any ordinance, fee structure and eligibility is subject to amendment from time to time as may be decided by appropriate body of the University.

Course Structure of BA(MCJ) Details of Marks for each paper

Code No	Title of the Paper	theory	Sessional/ Internal Test	Practical/ Viva-voce	Total
BM-11	Introduction to Mass Communication	70	30		100
BM-12	Reporting & Editing - I	70	30		100
BM-13	Writing for Mass Media	70	30		100
BM-14	Indian Government and Politics and International Relations	70	30		100
BM-15	Computer Applications for Mass Media	70	30		100
PB-01	Practical			100	100

BA(MCJ) Ist Year

BA(MCJ) IInd Year

Code No	Title of the Paper	theory	Sessional/	Practical/	Total
			Internal Test	Viva-voce	
BM-16	Introduction to Audio-Visual Media	70	30		100
BM-17	Reporting and Editing - II	70	30		100
BM-18	Advertising	70	30		100
BM-19	Public Relations	70	30		100
BM-20	Economic Development and Planning in India	70	30		100
PB-02	Practical			100	100

BA(MCJ) IIIrd Year

Code No	Title of the Paper	theory	Sessional/ Internal Test	Practical/ Viva-voce	Total
BM-21	Reporting and Editing - III	70	30		100
BM-22	Photo-Journalism	70	30		100
BM-23	Design and Graphics	70	30		100
BM-24	Indian Constitution and Media Laws	70	30		100
BM-25	Development Communication	70	30		100
PB-03	Practical			100	100

ORDINANCE FOR POST-GRADUATE COURSE

BHASKAR INSTITUTE OF MASS COMMUNICATION AND JOURNALISM

1 A: Eligibility:

MA(Mass Communication and Journalism) - Graduate in any discipline from Recognized University.

Note - 5% marks relaxation for SC/ST candidates for eligibility.

B. Intake - 50 seats

Note : Reservation as per rule of the State Government/ University

2. Duration – Minimum 2 years (maximum 04 years for completion of course).

3. Criteria of Admission-

Admission to eligible candidate will be strictly on the basis of entrance test/ merit list.

- Note (a) 15% of the marks obtained in entrance test will be awarded as additional marks to all candidates who pass the qualifying examination from any of the Institution falling within the jurisdiction of Bundelkhand University.
 - (b) For course where there is no entrance exam and admission is granted on the basis of merit of qualifying exam. 15% of the marks obtained in qualifying exam will be awarded as additional marks to all candidate who pass the qualifying exam from any of the Institution/College falling within the jurisdiction of Bundelkhand University.

4. Medium of Instruction and Examination – English and Hindi

5. Fee –

(i) Tuition and other Fee:

As prescribed by the University from time to time

(ii) Refund of Fee -

- (a) Request for refund of fee should be made to the Vice-Chancellor, Bundelkhand University within three weeks of deposition of the fees. An approval such a candidate shall be entitled for refund of fee 50% of the prescribed fee.
- (b) Request for the refund of fee shall not be considered under any circumstances, if made after three weeks from the date of deposition of admission fee by the candidates.

6. Examination –

(i) Attendance: Minimum attendance required to become eligible to appear in the examination fro each paper shall be 75% of all class lectures (Theory and Practical).

In case student is short of attendance due to illness, participation in sports, extra-curricular activities etc the following rules shall apply.

(a) Shortage of upto 10% shall be condoned by the HOD on the specific recommendation of the class teacher.

(b) A shortage of upto 25% can be condoned by the Vice-Chancellor on the specific recommendation of the Head of the Department.

(ii) Process of Evaluation

- a. (i) Theory Papers:
 - Semester examination shall be conducted by the University as mentioned in the academic calendar of the department. The question paper will be set by the examiners appointed by the

Vice-Chancellor based on the recommendation of Board of Studies. The pattern of the question paper will be decided by the University. The weightage of theory examination will be 70%.

a. (ii) Sessional Examination

The subject teacher shall conduct sessional examinations in each theory paper. The questions will be objective /short answer type. The weightage of this examination will be 30%. Sessional are to be conducted by consulting faculties, round the session by the consent of HOD. Two sessionals of 15% marks of the total marks in each paper are to be conducted. If any student does not appear in the sessional examination before the commencement of the semester/ annual examination, he/ she would not normally be allowed to appear in the semester/ annual examination, except on payment of the penalty as per University Rules for sessional examination.

(b) Practical Examination

Practical examination will be conducted by the examiners appointed by the Vice-Chancellor on the recommendations of the Course Committee/ Board of Studies. Each student has to present the practical records.

(c) Practical / Summer Training

Every student should undergo practical/ summer training during the month of June to July students should submit a report sign by the supervisor from the Industry/ Institution in which he/she has undertaken the training.

(d) (i) Project work / dissertation

Each M.A. student will have to undertake a project work, under the guidance of his/her supervisor for a period of 4-6 months. The supervisors will be allotted by the H.O.D. to each of the students. The supervisors will be faculty members of the Department.

The students will have the option of undertaking the project work in the Department Laboratory itself or in other Institutions based on permission. If a student undertakes the project in an outside Institution the H.O.D. of the concerned external Institution will be allotting one of its faculty members/scientists as the supervisor to the student.

(ii) Submission of Dissertation

The student will be allowed to submit his/her thesis once the supervisor is satisfied with the progress and completion of the research work. The project work should be an original research. The students will have to submit his thesis in four copies for evaluation.

The thesis should include a certificate of original work carried out by the student duly signed by the candidate, supervisor and the H.O.D. of the Department where the work was carried out.

(iii) Evaluation of the Dissertation/Thesis

The students will have to defend his/her research work in front of an audience and Internal examiner with an external examiner appointed by the Vice-Chancellor who will do the assessment of the project work jointly if the examiners decide the performance of the student as well as in oral presentation is unsatisfactory, the student will have to conduct additional experiments suggested by the examiners, rewrite the Dissertation/Thesis and resubmit.

(e) Lab Production:

Students will publish each semester lab journal and documentary film production.

(f) <u>Education Tour</u>

As a part of the course all students of M.A. **(MCJ)** Final (IV) & P.G. Diploma Courses shall be required to attend the educational tour.

(iii) **Qualifying marks and promotion:**

The minimum passing marks shall be 40% in the aggregate of the maximum marks. The minimum pass marks shall be 40% have to be obtained in theory, sessional and practical and Seminar

individually. On the basis of percentage of total marks secured in the aggregate of all years of duration by a candidate, he/ she shall be awarded a division, as detailed below:

- (a) Third Division : 40% or more but less than 50%.
- (b) Second Division : 50% or more but less than 60%.
- (c) First Division : 60% or more but less than 75%
- (d) First Division with Distinction : 75% or more.

A candidate can be provisionally promoted to the next semester if he/ she fulfils the following condition, but he/ she will have to clear paper as back paper as per rules given below:-

If he/she has obtained 40% marks in the aggregate but has failed to secure 40% marks individually in theory, sessional & practical seminar , industrial visit and project work.

(iv) Declaration of results and award of degree:

After completion of the evaluation process, result will be declared by the University. Candidates declared successful may get the provisional degree from the Registrar/ Vice- Chancellor of the University after on e week of result. Original degree will be conferred at the time of convocation to be held annually as decided by the Vice-Chancellor.

(v) <u>Back-paper and improvement:</u>

In case, a candidate is able to clear at least 50% papers in annual examination, he/she will be promoted to next year on the condition that he/she has to clear remaining 50% or less paper as back paper, which shall be conducted along with the scheduled exam of back paper for all University students. Such candidate will be given maximum two attempts to clear these back papers. The University may also hold a special back paper exam for all papers after the declaration of final year result.

A candidate may be allowed one chance to improve his/his division maximum up to two papers in next subsequent examination of that course.

The improvement of percentage will be allowed both Previous & Final examinations.

Note:

- (a) If a candidate has availed of the chance of appearing in the Back Paper he/she would not be allowed to improve his/her percentage.
- (b) For improvement of percentage in semester examination a candidate either take one paper in each semester or two papers in any semester. The improvement of percentage of improvement can be done only at the end of academic year.

(vi) Ex-Student

In case a student fails in the examination as per relevant provision he/she will be allowed to reappear in subsequent examination as an ex-student, without attending classes. He/she shall be required to appear and clear all papers, practical, exam, etc. as per provision of the syllabus in that year.

The Marks obtained in the dissertation and practical would be carried over.

(viii) Scrutiny :

Scrutiny facility will be given to the student in two papers on payment of prescribed fee as described by the University time to time

Amendment :

Any ordinance, fee structure and eligibility is subject to amended time to time as may be decided by the appropriate body of the University.

Course Structure of MA(MCJ) Details of Marks fro each paper MA(MCJ) Ist Semester

Code No	Title of the Paper	theory	Sessional/	Practical/	Total		
			Internal Test	Viva-voce			
MM-11	Principles of Mass Communication	70	30		100		
MM-12	Development of Media	70	30		100		
MM-13	Print Media-I (Reporting & Editing)	70	30		100		
MM-14	Electronic Media -Radio & Television	70	30		100		
MM-15	Advertising and Public Relations	70	30		100		
PB-01	Practical			100	100		

MA(MCJ) IInd Semester

Code No	Title of the Paper	theory	Sessional/	Practical/	Total
			Internal Test	Viva-voce	
MM-16	Development Communication	70	30		100
MM-17	Communication Research	70	30		100
MM-18	Media Laws and Ethics	70	30		100
MM-19	International Communication	70	30		100
MM-20	Media Management	70	30		100
PB-02	Practical			100	100

MA(MCJ) IIIrd Semester

Code No	Title of the Paper	theory	Sessional/	Practical/	Total
			Internal Test	Viva-voce	
MM-21	Print Media-II	70	30		100
MM-22	Radio	70	30		100
MM-23	Television	70	30		100
MM-24	Advertising	70	30		100
MM-25	Public Relations and Corporate Communication	70	30		100
PB-03	Practical			100	100

MA(MCJ) IVth Semester

Code No	Title of the Paper	theory	Sessional/	Practical/	Total
			Internal Test	Viva-voce	
MM-26	New Media Applications	70	30		100
MM-27	Inter-cultural Communication	70	30		100
MM-27	Specialization	70	30		100
MM-28	Dissertation	70	30		100
MM-30	Attachment	70	30		100
PB-04	Practical			100	100

BHASKAR INSTITUTE OF MASS COMMUNICATION AND JOURNALISM

ORDINANCE FOR POST-GRADUATE DIPLOMA COURSE

1A: Eligibility:

- (i) PG Diploma in Journalism
- (ii) PG diploma in Electronic Media
- (iii) PG diploma in Photo Journalism
- (iv) PG Diploma in Print Media Production
- (v) PG Diploma in Event Management
- (vi) PG Diploma in Advert. Mangt. And Public Relation

Note - 5% marks relaxation for SC/ST candidates for eligibility.

POST GRADUATE DIPLOMA IN ELECTRONIC MEDIA

1 B. Intake – 40 seats for each course

Note: Reservation as per rule of the State Government/University

2. Duration – Minimum 01 years (maximum 02 years for completion of course).

3. Criteria of Admission-

Admission to eligible candidate will be strictly on the basis of entrance test/ merit list.

- **Note** (a) 15% of the marks obtained in entrance test will be awarded as additional marks to all candidate who pass the qualifying examination from any of the Institution falling within the jurisdiction of Bundelkhand University.
 - (b) For course where there is no entrance exam and admission is granted on the basis of merit of qualifying exam. 15% of the marks obtained in qualifying exam will be awarded as additional marks to all candidate who pass the qualifying exam from any of the Institution/College falling within the jurisdiction of Bundelkhand University.
- 4. Medium of Instruction and Examination English and Hindi

5. Fee –

(i) Tuition and other Fee:

As prescribed by the University from time to time

(ii) Refund of Fee -

- (a) Request for refund of fee should be made to the Vice-Chancellor, Bundelkhand university within three weeks of deposition of the fees. An approval such a candidate shall be entitled for refund of fee 50% of the prescribed fee.
- (b) Request for the refund of fee shall not be considered under any circumstances, if made after three weeks from the date of deposition of admission fee by the candidates.
- 6. Examination The One Year course is divided in tow semesters.
 - (i) Attendance: Minimum attendance required to become eligible to appear in the examination fro each paper shall be 75% of all class lectures (Theory and Practical).

In case student is short of attendance due to illness, participation in sports, extra-curricular activities etc the following rules shall apply.

(a) Shortage of upto 10% shall be condoned by the HOD on the specific recommendation of the calss teacher.

Graduate in any discipline from Recognized University.

(b) A shortage of upto 25% can be condoned by the Vice-Chancellor on the specific recommendation of the Head of the Department.

(ii) Process of Evaluation

a. (i) Theory Papers:

Semester examination shall be conducted by the University as mentioned in the academic calendar of the department. The question paper will be set by the examiners appointed by the Vice-Chancellor based on the recommendation of Board of Studies. The pattern of the question paper will be decided by the University. The weightage of theory examination will be 70%.

a. (ii) Sessional Examination

The subject teacher shall conduct sessional examinations in each theory paper. The questions will be objective / short answer type. The weightage of this examination will be 30%. Sessional are to be conducted by consulting faculties, round the session by the consent of HOD. Two sessionals of 15% marks of the total marks in each paper are to be conducted. If any student does not appear in the sessional examination before the commencement of the semester/ annual examination, he/ she would not normally be allowed to appear in the semester/ annual examination, except on payment of the penalty as per University Rules for sessional examination.

(b) Practical Examination

Practical examination will be conducted by the examiners appointed by the Vice-Chancellor on the recommendations of the Course Committee/ Board of Studies. Each student has to present the practical records.

(iii) Qualifying marks and promotion:

The minimum passing marks shall be 40% in the aggregate. The minimum pall marks 40% have to be obtained in theory, sessional and practical, individually. On the basis of percentage of total marks secured in the aggregate of all years of duration by a candidate, he/ she shall be awarded a division, as detailed below:

(a) Third Division :	40% or more but less than 50%.
(b) Second Division :	50% or more but less than 60%.
(c) First Division :	60% or more but less than 75%
(d) First Division with Distinction :	75% or more.

A candidate can be provisionally promoted to the next semester if he/ she fulfils the following condition, but he/ she will have to clear paper as back paper as per rules given below:-

If he/she has obtained 40% marks in the aggregate but has failed to secure 40% marks individually in theory, sessional & practical.

(iv) Declaration of results and award of degree:

After completion of the evaluation process, result will be declared by the university. Candidates declared successful may get the provisional degree from the Registrar/ Vice- Chancellor of the University after on e week of result. Original degree will be conferred at the time of convocation to be held annually as decided by the Vice-Chancellor.

(v) <u>Back-paper and improvement:</u>

In case, a candidate is able to clear at least 50% papers in annual examination, he/she will be promoted to next year on the condition that he/she has to clear remaining 50% or less paper as back paper, which shall be conducted along with the scheduled exam of back paper for all University students. Such candidate will be given maximum two attempts to clear these back papers. The University may also hold a special back paper exam for all papers after the declaration of final year result.

A candidate may be allowed one chance to improve his/his division maximum up to two papers in next subsequent examination of that course.

The improvement of percentage will be allowed both Previous & Final examinations.

(vii) <u>Ex-Student</u>

In case a student fails in the examination as per relevant provision he/she will be allowed to reappear in subsequent examination as an ex-student, without attending classes. He/she shall be required to appear and clear all papers, practical, exam, etc. as per provision of the syllabus in that year.

The Marks obtained in the dissertation and practical would be carried over.

NOTE:

- a). If a candidate has availed of the chance of appearing in the back paper, he/she would not be allowed to improve his/her percentage.
- b). For Improvement of percentage in semester examination, a candidate can take either one paper in each semester or two paper in any semester. The improvement of percentage can be done at the end of academic year.

(viii) Ex-Student

In case a student fails in the examination as per relevant provision he/she will be allowed to reappear in subsequent examination as an ex-student, without attending classes. He/she shall be required to appear & clear all papers exam, etc. as per provision of the syllabus in that year.

(ix) Scrutiny:

Scrutiny facility will be given to the student in two papers on payment of prescribed fee as decided by the University from time to time.

Amendment:

Any ordinance, fee structure and eligibility is subject to amendment from time to time as may be decided by appropriate body of the University.

Course Structure of PG Dip. in Electronic Media Details of Marks for each paper

PG Dip. in Electronic Media Ist Semester

Code No	Title of the Paper	theory	Sessional/ Internal Test	Practical/ Viva-voce	Total
MM-31	History of Media	70	30		100
MM-32	Theory of communication and Scripting	70	30		100
MM-33	Reporting and News Writing: Television and Radio	70	30		100
MM-34	Camera and Mike	70	30		100
MM-35	Sound and Lighting	70	30		100
	Practical/ Viva-voce			100	100

PG Dip. in Electronic Media IInd Semester

Code No	Title of the Paper	theory	Sessional/	Practical/	Total
			Internal Test	Viva-voce	
MM-36	Computer Graphics	70	30		100
MM-37	Video Productions and Video Editing	70	30		100
MM-38	Media Laws and Media Management,	70	30		100
MM-39	Media Research	70	30		100
MM-40	Dissertation/ Project	70	30		100
	Practical/ Viva-voce			100	100