

Gauhati University Centre for Distance and Online Education (GUCDOE)

Master of Arts in Mass Communication (MAMC)

Semester: I – Academic Guidelines

Academic Guidelines for Practical & Project Work

Paper Title: MMC 1054(C) – Practical & Project

Nature of Paper: Practical & Project-Based Total Marks: As per University Structure (Internal + Practical)

The paper MMC 1054(C) is designed to evaluate students' applied knowledge and practical competence in the fields of media and communication. Students are required to undertake a set of project-based assignments and practical tasks throughout the academic year. These tasks will be assessed through both internal and external evaluation mechanisms.

The following components are mandatory and will form the basis of the evaluation:

1. Photojournalism Practice

- Students must publish at least two original photographs in reputed publications (print or digital), such as *The Assam Tribune*, *Pratidin Time*, or equivalent.
- Each photograph carries 5 marks.
- If photographs are not published despite submission, the student may receive 2.5 marks per photograph upon submission of valid proof of submission (e.g., email screenshots or acknowledgement receipts).
- Total Marks: 10

2. Opinion Writing – Letters to the Editor

- Students must write and publish at least two Letters to the Editor (LTE) on contemporary issues reflecting public concern, societal values, or media ethics.
- Each published letter carries 5 marks.
- If not published despite submission, students may avail 2.5 marks per letter with proof of submission.
- Total Marks: 10

3. Feature/Article Writing

- Students are required to write and publish at least one feature or article on a relevant current topic related to media, culture, or public discourse.

- The article must be published in a reputed print or online platform.
- The published article carries 10 marks.
- No marks will be awarded without proof of publication.
- Total Marks: 10

4. Blog Writing

- Students must publish two blogs on recognised blogging platforms such as *Medium*, *WordPress*, *Blogger*, etc.
- Blogs should reflect original thought and analysis on contemporary topics in media, society, or communication.
- Each blog carries 5 marks.
- Total Marks: 10

5. Practical Portfolio

Each student must compile and submit a Practical Portfolio that documents all their practical achievements and academic activities undertaken during the semester. This portfolio will serve as a cumulative record and will be assessed as part of the internal evaluation.

- **The portfolio may include the following components:**
 - Published Photographs, Letters to the Editor, Articles, and Blogs
 - Records of participation in Cultural Activities, Public Relations & Event Management assignments
 - Samples or documentation of Audio-Visual Works (videos, podcasts, public service announcements, etc.)
 - Evidence of Participation in Social or Outreach Activities, such as community engagement, volunteering, or campaigns
 - Evidence of Participation in Lecture Sessions, Webinars, or Workshops related to journalism, media studies, or communication
 - Assignments Submitted during the Academic Session as part of coursework or internal evaluation
 - Any Other Creative or Academic Contribution relevant to the field of Mass Communication
- The Practical Portfolio will be assessed for completeness, relevance, creativity, and presentation as part of the internal assessment process.

Submission Requirements:

- All submissions must be compiled in Hard Copy Project File as directed. Each entry should be clearly labelled and include:
 - Title of the work
 - Date and platform of publication
 - Proof of submission/publication
 - Reflective note (where applicable)
- A declaration of originality must be included.
- Fabrication, plagiarism, or misrepresentation will result in disciplinary action and disqualification.

Total Practical & Project Marks Distribution (Indicative):

| Component | No. of Items | Marks per Item | Total Marks |
|--------------------------------|--------------|----------------|---------------------------------|
| Photojournalism | 2 | 5 | 10 |
| Letters to the Editor | 2 | 5 | 10 |
| Feature/Article Writing | 1 | 10 | 10 |
| Blog Writing | 2 | 5 | 10 |
| Practical Portfolio (internal) | — | — | Included in Internal Assessment |

Export to Sheets

(Final marks distribution may vary as per GUCDOE's internal guidelines)

Note to Students:

- Timely submission of all work is mandatory.
- Practical assessment will include both quality and quantity of submissions.
- Students are encouraged to maintain regular engagement with course coordinators for guidance and feedback.