

**GAUHATI UNIVERSITY**  
**CENTRE FOR DISTANCE AND ONLINE EDUCATION (GUCDOE)**

**Programme Project Report (PPR)**

**PPR ID :** GU/GUCDOE/PPR/7 (Total no. pages : 8 )

**Programme:** Master of Arts (M.A.) in Mass Communication(MAMC)  
(Choice Based Credit System)(CBCS)

**Total Semester: 4**

**Total Credit: 96**

**1. Programme Mission and Objectives:**

The Primary Mission/Objective of this Proposed MAMC(CBCS)Programme is to plan for an all-round development of the media students that would comprise imbibing correct media education principles, inculcating modern media perspectives, understanding professional ethics and determining the pathway for media growth. Keeping all this in mind, the syllabus here has been designed keeping room for further modifications in order to adapt to the changing dynamics of the media world.

**Objectives of the Programme (MAMC):**

This Proposed MAMC programme is designed to:

- Introduce various aspects of Mass Communication.
- Acquaint and train the learners on different uses of Media Strategies.
- Develop the skills of the learners on handling of different Mass Communication Tools.

**2. Relevance of the programme with HEI's mission and goals:**

Gauhati University was established in the year 1948 with a mission to set the standard for the production and dissemination of knowledge as well as to become an effective instrument of change in the society. The concept of media as an industry evoked the need

  
27-5-2025  
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of quality Media /Journalism education over the years. Though perceived as a relatively contemporary phenomenon, it was an out of box foresight that led to the introduction of

Media Education in Gauhati University in the year 1967 by means of the establishment of the Department of Communication and Journalism, Gauhati University, more than five decades ago, marking the beginning of Media Education in India's North East. Emerged under the charismatic leadership of Professor V Venkatrao and Professor Deba Prashad Baruah who played pivotal roles in setting up Media Education under the Department of Political Science initially, the centre metamorphosed into a full-fledged Department of Communication and Journalism of the Gauhati University, offering Post Graduate Diploma Courses in Communication and Journalism later in the year 1983. A decade later, in year 1994, the Bachelor of Communication and Journalism(BCJ) was launched and it was in the year 2005, that Post Graduate(PG) Degree Programme(MAMC)in Mass Communication was started as per the UGC guidelines.

Keeping in view the motto of "*Quality Higher Education For All*", the Master of Arts(M.A.) in Mass Communication (MAMC) Programme to be offered through the ODL mode of Gauhati University, is highly relevant to the HEI's mission and goals as it aims to provide quality higher education in Mass Communication and Journalism to the Learners. **The Gauhati University Centre for Distance and Online Education (GUCDOE)** is proposing to offer the **Two Years Full Time Master Degree Programme in Mass Communication (MAMC)**, Comprising of Four Semesters and Each Semester Comprising of Five Papers. Each Semester Comprises of Four Theory Papers and One Practical Paper. This programme (MAMC) has been designed to give the ODL learners of the university (Gauhati University), both theoretical understanding as well as practical knowledge on the various aspects of Mass Communication and Journalism. Quality Media Education to be provided to those aspiring candidates who are deprived of higher education in the conventional mode owing to diverse factors. Moreover, to keep the quality intact, the Curriculum and Syllabus of this Proposed MAMC Programme under GUCDOE, have been designed at par with the Conventional Mode of the university, keeping in mind the specific needs and acceptability of the learners in the ODL mode and in keeping with the aims and objectives of the Parent Department, i.e. (Department of Communication and Journalism, Gauhati University).

**3. Nature and Target group of Learners:** The target group includes those who are:-

- (1) deprived of admission in the parent Department of regular mode of the university due to limited intake capacity.
- (2) employed in various organizations who desire to pursue higher education as a passion or as a means for moving up the promotional ladder.
- (3) drop outs primarily due to social , financial and economic compulsions as well as demographic factors.
- (4) job seekers.
- (5) lifelong learners.
- 6) already working in diverse fields of Mass Communication and Journalism, but without a formal qualification in the field of Mass Communication and Journalism.
- 7) aged people, who somehow could not acquire the PG Degree in the subject during the youths of their careers.

Gauhati University also has a provision to offer Master Degree Programmes through ODL mode with CBCS curriculum. The curriculum is designed to enable learners to fulfill their aims and objectives in a manner they deem fit and proper. The curriculum is designed by a committee comprising of experts from the Department of the HEI, external experts and teachers of GUCDOE, keeping in view the needs of the diverse class of learners.

**4. Appropriateness of the programme to be conducted in the ODL mode for acquiring specific skills and competence-**

MA in Mass Communication(MAMC) programme to be offered through ODL Mode of Gauhati University, will have certain **Learning Outcomes**. After the completion of this **MAMC Programme**, the Learners will be able to—

- Discuss the various Theoretical and Practical aspects of Mass Communication.
- Enumerate the existing and emerging trends of Journalism and Mass Communication.
- Explain the methods of appropriate use of Mass Communication Tools.
- Inherit the ethical values related to the Mass Media.
- Develop their skills on ICT and Educational Media.
- Encourage Media Entrepreneurship.

## 5. **Instructional Design:**

- a) **Curriculum Design:** The curriculum in CBCS mode is adopted from the parent department of HEI keeping the ODL at par with the regular mode
- b) **Detailed Syllabus:** File containing detailed syllabus is attached as *Enclosure-I*
- c) **Duration of the Programme:** Minimum 2 years. However, the learners are required to complete the programme within 4 (four) years from the date of admission.
- d) **Instructional Delivery Mechanism:** The programme will be delivered in four (4) Semesters having Five (5) Course/Papers in each Semester. The learners will be provided with the printed/online Self Learning Materials(SLMs) which cover almost all the contents in the syllabus. Counselling classes will be held in headquarter(GUCDOE) and various affiliated study centres. Telephonic Counselling and providing online learning resources will also be a part of the instructional delivery mechanism. The progress of the learners will be evaluated through Home Assignment/ Internal Assessment and Term End/Semester End Examinations. SLM covering Syllabus is attached as *Enclosure-III*
- e) **Faculty:**
  - 1. **Dr. Chandan Kumar Goswami, Head of the Department of Communication and Journalism, Gauhati University & Programme Coordinator, MAMC, GUCDOE, Guwahati-14.**
  - 2. **Mr. Alakesh Das(M.A.; UGC NET Qualified in Mass Communication and Journalism), Assistant Professor (Full Time), Mass Communication & Journalism, GUCDOE, Guwahati-14**
  - 3. **Mr. Arup Jyoti Das (M.A.; UGC NET, DCA), Assistant Professor (Full Time), Mass Communication & Journalism, GUCDOE, Guwahati-14.**
- f) **Media:** Print Media, ICT based content, content delivered through e-learning portal.
- g) **Student Support Services:** In order to successfully execute the programme, the Centre/Institute has a wide range of support services. The various support services are listed as below-

- i) **Network of Study Centres:** To assist its learner, GUCDOE has established 120 study centres throughout the State of Assam but within the territorial jurisdiction of Gauhati University.
- ii) **Library** with around 7 thousand collections of materials which include Books, Journals, Magazines, Dissertations, CD and DVDs.
- iii) **E- Learning Portal:** [www.bodhidroom.net](http://www.bodhidroom.net) the first of its kind in the entire North Eastern region of India, which provides the following services to the students:
- Online enrolment of students.
  - Independent Discussion Forum for every course.
  - Independent News Forum for every course.
  - Online interaction facility with faculty members.
  - Online interaction between the students making the scope of collaborative learning.
  - Interaction through chatting of all users of all courses who are online.
  - Separate Chat Room for individual course.
  - **Message My Teacher:** When a learner logged on to Bodhidroom, after enrolling himself/herself to a course, he/she will see the names of the virtual class teachers. Learners can directly send offline messages to the teachers. When the teacher counsellor is logged on, he will receive an alert of incoming messages. Then the teacher counsellor can reply to the message.
  - Online Study Material
  - Old Examination Question Papers
- iv) **Dynamic Website** <http://gucdoe.in> : GUCDOE has its own dynamic website where one can get all the information regarding GUCDOE, its programme, up-coming events, examination results etc.
- v) **Computerised admission process with provision of online admissions:** The whole system of admissions and examinations are managed using professional software which gives instant online access to learners. It can be accessed through <http://gucdoe.in> .

- vi) **Flexible Walk in Group Counselling (FWGC):** Regular group and individual counselling will be held in the GUCDOE (headquarter) complex as well as in the parent department during all working days. Learners may walk-in to the designated GUCDOE counselling room and meet their teachers/counsellors to clarify their doubts.
- vii) **PERSONAL CONTACT PROGRAMME (PCP)** In addition to the Study Materials/Self Learning Materials(SLMs), useful Personal Contact Programmes(PCPs) will be held at various affiliated study centres, which will enable the students to clarify their confusions and ease their difficulty while going through it. Qualified faculty members of affiliated study centres will help out the attending students by providing necessary tips and guidelines during the interactive sessions. These sessions are also meant to give the students a chance to meet the teachers personally and discuss their problems.
- viii) **Community FM Radio:** Gauhati University has its own Community Radio Station(CRS) named as “Radio Luit 90.8 FM” and operates daily from 8AM to 8PM. The Community Radio Station(CRS) shall be extensively used to broadcast Radio Talks on various courses daily. The broadcast contents are designed as per the requirements by teaching staff of both the ODL Institute as well as the parent departments. Experts are outsourced if the situation arises. Radio Luit, 90.8 FM has recently started a Facebook Live page with an objective to reach those learners who fall beyond its Radius/Territorial Jurisdiction. More so, Radio Luit, 90.8 FM, the Community Radio Station of Gauhati University, has corroborated to be a pretty significant platform for the students of Mass Communication and Journalism, under GUCDOE, in terms of acquiring Practical Knowledge about Radio Broadcasting.

## 6. Procedure for Admissions, Curriculum Transaction and Evaluation-

- **Admission-** The admission process shall start as per the UGC-DEB guidelines. A learner can take admission only through online mode. The minimum eligibility criterion for getting enrolled into the M.A. in Mass Communication(MAMC)Programme is any Graduate from any recognized Indian or

Foreign University. The proposed fees, for admission is Rs 10,000.00 (Ten Thousand only) per year. Financial Assistance is provided to the candidates belonging to the SC/ST and OBC category in the form of scholarship. A Few Learners belonging to the economically deprived section as well as the physically challenged category are provided free ship on the recommendation of the Hon'ble Vice Chancellor.

- **Curriculum Transaction-** The curriculum shall be transacted throughout the year as per the *Activity Planner* which is enclosed as an Enclosure II.
- **Evaluation-** Each Theory Course/Paper shall carry 80% Weightage for the Term-End Examinations and 20% for Internal Evaluation in the form of Home Assignments/Internal Examinations. In order to pass/clear a course/paper in a subject, a candidate must secure minimum 35% marks in each course/paper. A candidate must secure 40% marks to pass practical papers. However, a candidate must secure over all 45% to clear a semester. In case of Practical Papers, the Viva-Voce Examinations will be conducted after the End Semester Theory Examinations. All examinations are conducted by the Controller of Examinations as per Examination Rules and Regulations of the Gauhati University.

7. **Library Resource:** The University has a State of the Art Central Library with rich collections of materials which include Books, Journals, Magazines, Theses, Dissertations CD and DVDs, and it is accessible to the ODL learners as well. Moreover, the GUCDOE has its own Library where various Books, Dissertations etc. related to Mass Communication are available.

Gauhati University being a member of UGC-Infonet Digital Library Consortium (<http://www.inflibnet.ac.in/econ/index.php>) which provides current as well as archival access to more than 5000 core and peer-reviewed journals and nine bibliographic databases from 23 publishers and aggregators in different disciplines. The ODL learners can access the e-resources of UGC-Infonet Digital Library Consortium from the Gauhati University campus.

8. **Estimated cost of the Programme:** Total estimated cost of the programme is approximately Rs. 52.5 Lakhs which includes preparation and printing of SLMs, remuneration of the resource persons, establishment cost and overheads. The estimate is evaluated considering the unit expenses of Rs.2.5 Lakhs per paper /1000 students for the entire duration of two years.

## 9. **Quality assurance Mechanism and Expected Programme outcome:**

- **Quality assurance Mechanism:** The institute/centre has a *Centre for Internal Quality Assurance (CIQA)* constituted by the statutory body as per UGC ODL Regulation 2020. The Internal Quality Assurance Cell shall review the relevance and standard of the programme from time to time and make necessary changes in the syllabus and contents of the programme. The HEI shall continuously monitor the effectiveness of the program through *CIQA* and other statutory bodies.
- **Expected Programme outcome:** The expected programme outcome is reflected in the Course Benchmark Statement, which is stated as below-

**Course Benchmark Statement:** Master's Degree in the Mass Communication shall be awarded to those learners who demonstrate:

- Theoretical and Practical Foundations of Mass Communication as a subject.
- Conceptual and analytical abilities pertaining to diverse areas of Mass Communication and Journalism.
- Essential knowledge, proficiency and behavior essential for the field of Mass Communication and Journalism.
- Ability for further study and research in Mass Communication and other related domains.
- Professional competency in the relevant field.