

GAUHATI UNIVERSITY
CENTRE FOR DISTANCE AND ONLINE EDUCATION(GUCDOE)
Guwahati-781014,
Assam

Paper—MMC 1054(C)---Practical & Project

MAMC Semester-I

**General Guidelines for Submission of Project & Portfolio for the Paper-
MMC 1054(C):Practical & Project**

The learners getting enrolled into the Master of Arts (M.A.) in Mass Communication (MAMC) Programme under the Gauhati University Centre For Distance and Online Education(GUCDOE),Guwahati-781014,Assam, are required to prepare a Project & Portfolio for the Paper—MMC1054(C):Practical & Project in the Semester-I(First Semester),upon which there will be a Written Practical and a Viva-Voce after the end semester theory examinations. The learners have to submit Projects & Portfolios as part of their Practical for the Paper-MMC 1054: Practical & Project. The Project & Portfolio will carry 60 Marks and the Written Practical and Comprehensive Viva-Voce will be of 40 Marks in aggregate. The Detailed Guidelines for Project Submission and for the Submission of the Portfolio have been quoted underneath----

A) Guidelines for the Submission of Projects & Portfolios----- The learners can prepare a Project on a Media-Related Topic or any other Socially Relevant Topic as part of their Practical & have to submit Portfolio for the Paper-MMC 1054. The Practical Portion will be connected to the Syllabus. The following guidelines have to be followed while preparing and Submitting the Project & the Portfolio----

- The Project has to be prepared on the basis of the expertise gathered by the learners on the broad themes or the study areas of Traditional Folk Media; Reporting, Editing, Community Media, Opinion Writing & Photojournalism; Technical Operations or any other topic related to the broad area of Mass Communication and Journalism or any other socially relevant theme. (Refer to Syllabus).
- The Medium of the Project has to be English or Assamese mandatorily and no other language will be accepted under any circumstance.
- The Project can be based on the knowledge gathered by the learners on the practical aspects of Traditional Folk Media, Reporting & Editing, Opinion Writing & Photojournalism, Technical Operations etc. The Project can be also upon the

Technical Know-How. However, it should be aided by a good script and a good note.

- Also the Project can be on the basics of Public-Relations, Event Management and Corporate Communication and in such cases, the work has to be authenticated with relevant certificates or written works by the Concerned Authority.
- The Project can be an Audio-Visual(AV) Project, Audio Project or Published Articles.
- The AV Project can be a Documentary, Short Film, Ad-Film, Advertising Spots and Jingles for TV, News Video, Videos on PR Related activities & Event Management accompanied with Relevant Certificates or Written Works by the Concerned Authority. Apart from that any other format of AV Production such as a Talk show, Interview, Panel Discussion, Drama, Reality Show etc. also can be accepted as the Project. The language of the AV Project will have to be compulsorily English or Assamese. In case of a program, it can be of 5 minutes duration and in case of a documentary or short film, it has to be of 7-10 minutes duration.
- The AV Project if broadcast in a TV Channel, then the candidate will have to submit the CDs/DVDs along with the Shooting Scripts, Screenplay and Synopsis, the Broadcast Certificate from the concerned TV Channel, Acknowledgement page and the Cover page. But if not broadcast then the AV project will have to be signed by a person(Guide) related to the field of TV or Film/Documentary making such as a senior Film/Documentary maker or a Senior TV Programme Producer or a Media Educator/Mass Communication Teacher from a reputed college or university or institute.
- In case of AV or Audio Productions, only one production is sufficient unlike the printed articles or features which should be minimum 3(Three) and maximum 5(Five) articles.
- The printed projects can be Letters to the Editor, Articles, Features or any other written stuff such as Blog Write-Ups etc. Also Published Photo-Features or Picture Stories can be submitted. Apart from that, Published Photographs with suitable Captions and Catchlines can also be submitted. Also Articles or Features or Similar Write-Ups getting highlighted in the e-news portals, e-newspapers, e-magazines etc. can also be submitted.
- The Learners will have to submit the Portfolio which is inclusive of any Written Material, AV, Audio as well as Event Management. The Published Materials will consist of 10 Marks each and the Submitted Materials with the Screenshot of the Sent Item, if not published, will consist of 5 Marks each. The Written Materials should be Maximum Five(5) and Minimum Three(3) items. In case of AV, Audio or Event Management or any other PR related activity, the work has to be authenticated with relevant certificates or written work by the concerned authority.

- In case of Audio Productions, the candidate will have to produce a Feature (Audio Feature/Radio Feature), Advertising Spots and Jingles for Radio and any other radio programme or Audio format will be accepted such as Drama, Talk, Interview, Panel Discussion etc. The language of the Audio Project will have to be compulsorily English or Assamese and no other language will be accepted under any circumstance. In case of Audio Production, the duration can be upto 7 minutes.
- If the Audio Production has been broadcast in a Radio Station, then the candidate will have to bring the Broadcast Certificate from that station and will have to submit the CDs along with the Scripts, Broadcast Certificate, Acknowledgement page and the Cover page.
- If the Audio Feature has not been broadcast, then it will have to be signed by a person related to the field of Radio such as a senior Programme Producer or a Programme Executive of a Reputed Radio Station or by a Media Educator/Mass Communication Teacher from a reputed college or university or institute and will have to submit the CDs along with the Scripts, Acknowledgement Page and the Cover Page.
- In case of Audio Productions, only one production is sufficient which should be minimum of 7 minutes duration.
- The Project can be Printed Articles also as already stated. It is mention worthy that in case of Printed Articles/Features, minimum 3(Three) and maximum 5(Five) publications have to be submitted. Along with the copies of the printed articles signed and sealed by the editor or executive editor of the newspaper or magazine house, a certificate of publication also has to be submitted from the editor or the executive editor of the respective newspaper or magazine house where it was published. It is to be noted that the article or features will have to be published compulsorily in an established newspaper or magazine having the RNI registration number and the language of the articles or features will have to be either English or Assamese. Apart from that the candidate will have to submit a brief synopsis of each of the published article or feature apart from the cover page and the acknowledgement pages. All the articles/features published must be within the stipulated time frame of the MA program. A copy of each has to be submitted to the GUCDOE MAMC Programme Coordinator.
- A Learner has to submit 2(Two) copies of the Project & Portfolio to GUCDOE and one copy will have to be kept with him/her which will have to be brought on the day of the Viva Voce, the date of which will be notified later on and will be available on the GUCDOE official website as well as on the notice board of GUCDOE.

- The Project will carry 60 Marks and the Comprehensive Viva-Voce will be of 20 Marks and another 20 marks will be Written Practical Examination to be held on the day of the Viva-Voce.
- Project (AV project/ Audio Project/Articles/Feature) should be arranged as below:-
 - a. Title Page/Cover Page Mentioning the title of the Project; Name, Roll No, Session of the Learner, Name & Designation of the Guide etc.
 - b. Certificate of Originality from the Guide.
 - c) Broadcast Certificate in case of AV/Audio Projects broadcast in a TV or Radio Station and a certificate of publication in case of Print Media Articles/Features from the editor or executive editor of the respective Print Media House.
 - Acknowledgement.
 - Text.
 - Reference/Bibliography (if any).
 - Annexure (if any).
- The detailed contents to be covered in the Practical Paper have been provided along with these Guidelines.
- To sum up, the Portfolio will comprise of stuff such as Letters to the Editor, Blog Write-Ups, Traditional Folk Media Performance, Articles, Features, Photographs with suitable Captions and Catchlines, Picture Stories, Photo Features and Overall Performance in the diverse relevant domains of Mass Communication and Journalism, as part of the Practical.

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Guwahati-781014, Assam

Paper—MMC 2054(C)---Practical & Internship/Project

MAMC Semester-II

General Guidelines for Submission of Project or Internship Report & Portfolio for the Paper-MMC 2054(C):Practical & Internship/Project

The learners getting enrolled into the Master of Arts (M.A.) in Mass Communication (MAMC) Programme under the Gauhati University Centre For Distance and Online Education(GUCDOE),Guwahati-781014,Assam, are required to prepare a Project or are required to undergo Internship as part of their Practical Assignment for the Paper—MMC2054(C):Practical & Internship/Project in the Semester-II(Second Semester),upon which there will be a Viva-Voce after the end semester theory examinations. The learners have to submit either Projects or Internship Reports & Portfolios as part of their Practical for the Paper-MMC 2054: Practical & Internship/Project. The Project/Internship Report & Portfolio will carry 60 Marks and the Practical and Comprehensive Viva-Voce will be of 40 Marks in aggregate. The Detailed Guidelines for Project Submission and for the Submission of the Internship Report & Portfolio have been quoted underneath----

A) Guidelines for the Submission of Projects----- The learners can prepare a Project on a Media-Related Topic or any other Socially Relevant Topic as part of their Practical for the Paper-MMC 2054. The following guidelines have to be followed while preparing and Submitting the Project----

- The Project has to be prepared on the basis of the expertise gathered by the learners on the broad themes or the study areas of Electronic Media; Reporting, Editing, Community media, Opinion Writing & Photojournalism; Advertising and Public Relations or any other topic related to the broad area of Mass Communication and Journalism or any other socially relevant theme. (Refer to Syllbus).
- The Medium of the Project has to be English or Assamese mandatorily and no other language will be accepted under any circumstance.
- The Project can be based on the knowledge gathered by the learners on the practical aspects of Radio and TV Production and Reporting Including Field Reporting.

- The Project can be also upon the Art of Ad-Making and Technical Know-How. However, it should be aided by a good script and a good note.
- Also the Project can be on the basics of Public-Relations, Event Management and Corporate Communication.
- The Project can be an Audio-Visual(AV) Project, Audio Project or Published Articles.
- The AV Project can be a Documentary, Short Film, Ad-Film, Advertising Spots and Jingles for TV, News Video, Videos on PR Related activities. Apart from that any other format of AV Production such as a Talk show, Interview, Panel Discussion, Drama, Reality Show etc. also can be accepted. The language of the AV Project will have to be compulsorily English or Assamese. In case of a program, it can be 5 minutes duration and in case of a documentary or short film, it has to be 7-10 minutes.
- The AV Project if broadcast in a TV Channel then the candidate will have to submit the CDs/DVDs along with the Shooting Scripts, Screenplay and Synopsis, the Broadcast Certificate from the concerned TV Channel, Acknowledgement page and the Cover page. But if not broadcast then the AV project will have to be signed by a person(Guide) related to the field of TV or Film/Documentary making such as a senior Film/Documentary maker or a Senior TV Programme Producer or a Media Educator/Mass Communication Teacher from a reputed college or university or institute.
- In case of AV Productions, only one production is sufficient unlike the printed articles or features which should be minimum 3 and maximum 5 articles.
- The printed projects can be Letters to the Editor, Articles, Features or any other written stuff such as Blog Write-Ups etc. Also Published Photo-Features or Picture Stories can be submitted.
- In case of Audio Productions, the candidate will have to produce a Feature (Audio Feature/Radio Feature), Advertising Spots and Jingles for Radio and any other radio programme or Audio format will be accepted such as Drama, Talk, Interview, Panel Discussion etc. The language of the Audio Project will have to be compulsorily English or Assamese and no other language will be accepted under any circumstance. In case of Audio Production, the duration can be upto 7 minutes.
- If the Audio Production has been broadcast in a Radio Station, then the candidate will have to bring the Broadcast Certificate from that station and will have to submit the CDs along with the Scripts, Broadcast Certificate, Acknowledgement page and the Cover page.

- If the Audio Feature has not been broadcast, then it will have to be signed by a person related to the field of Radio such as a senior Programme Producer or a Programme Executive of a Reputed Radio Station or by a Media Educator/Mass Communication Teacher from a reputed college or university or institute and will have to submit the CDs along with the Scripts, Acknowledgement Page and the Cover Page.
- In case of Audio Productions, only one production is sufficient which should be minimum of 7 minutes duration.
- The Project can be Printed Articles also. It is mention worthy that in case of Printed Articles/Features, minimum 3 publications have to be submitted. Along with the copies of the printed articles signed and sealed by the editor or executive editor of the newspaper or magazine house, a certificate of publication also has to be submitted from the editor or the executive editor of the respective newspaper or magazine house where it was published. It is to be noted that the article or features will have to be published compulsorily in an established newspaper or magazine having the RNI registration number and the language of the articles or features will have to be either English or Assamese. Apart from that the candidate will have to submit a brief synopsis of each of the published article or feature apart from the cover page and the acknowledgement pages. All the articles/features published must be within the stipulated time frame of the MA program. A copy of each has to be submitted to the GUCDOE MAMC Programme Coordinator.
- A Learner has to submit 2(Two) copies of the Project to GUCDOE and one copy will have to be kept with him/her which will have to be brought on the day of the Viva Voce, the date of which will be notified later on and will be available on the GUCDOE official website as well as on the notice board of GUCDOE.
- The Project will carry 60 Marks and the Comprehensive Viva-Voce will be of 20 Marks and another 20 marks will be written practical examination to be held on the day of the Viva-Voce.
- Project (AV project/ Audio Project/Articles/Feature) should be arranged as below:-
 - a. Title Page/Cover Page Mentioning the title of the Project; Name, Roll No, Session of the Learner, Name & Designation of the Guide etc.
 - b. Certificate of Originality from the Guide.
 - c) Broadcast Certificate in case of AV/Audio Projects broadcast in a TV or Radio Station and a certificate of publication in case of Print Media Articles/Features from the editor or executive editor of the respective Print Media House.
 - Acknowledgement.

- Text.
- Reference/Bibliography (if any).
- Annexure (if any).
- The detailed contents to be covered in the Practical Paper have been provided along with these Guidelines.

B) Guidelines for the Submission of Internship Reports and Portfolios----- In lieu of preparing Projects, the learners can undergo Internship Trainings as part of their Practical for the Paper-MMC 2054. A learner can be sent to different Media Houses, Ad-Agencies, PR Firms and other organizations having Media-Cells or PR Set-Ups. On the basis of the experiences gathered during the Internship Programmes, the learners can submit Portfolios and also Confidential Reports will be sent by the respective organizations in which the learners will be doing their Internships as part of their Practical for the Paper-MMC 2054. The following guidelines have to be followed in the entire process of Learners' Internships and their subsequent submission of Portfolios and Confidential Reports from the Respective Organizations-

- Learners willing to undergo Internships as part of their Practical for the Paper-MMC 2054, will have to select organizations on the basis of their areas of interest for acquiring practical knowledge and experiences on the diverse aspects of Mass Communication and Journalism.
- A Formal Forwarding Letter Will be given from the Programme Coordinator of the MAMC Programme under GUCDOE, Guwahat-14, Addressing To The Head of the Concerned Organization, to which a Learner will be sent for Internship, Officially from GUCDOE as part of the Practical for the Paper-MMC 2054.
- The Learners can choose any two out of the following types of organizations for their Internship---
 - 1) A well established and well reputed Mainstream Mass Media Outlet.
 - 2) The Mass-Media Outlet can be a Daily Newspaper House, a Weekly or a Fortnightly Magazine House.
 - 3) The Mass Media Outlet can also be a Radio Station or a TV Station too.
 - 4) The Radio Station can be a Public Service Broadcaster such as the All India Radio, a Commercial FM Service or a Community Radio Station etc.
 - 5) The TV Station can be a Public Service Broadcaster such as the Doordarshan, a Private Satellite Channel or a Community TV Station etc.
 - 6) A local Cable TV Channel having News Room Service and the other Programme Production Units equipped with the technical infrastructures.

- 7) Any local or regional print media publication house equipped with the infrastructures of news production, printing, packaging, distribution and advertisement layout designing and related aspects.
 - 8) Reputed Public Relations Firms.
 - 9) Reputed Advertising Agencies.
 - 10) Government PR Departments such as the Directorate of Information and Public Relations(DIPR), Press Information Bureau(PIB) etc.
 - 11) News Agencies such as the Press Trust of India(PTI), United News of India(UNI) etc.
 - 12) A Learner may do the Internship in a Regional, National or International News Agencies, News Outlets, Ad Agencies or PR Firms.
 - 13) Public Sector Undertakings(PSUs) having the Set-Up for Public Relations and Corporate Communications such the NTPC, OIL, NRL etc.
 - 14) Government Departments and Organizations with Public Relations(PR) Set-Up and Media Cells such as the Railways, BSNL etc.
 - 15) Political Parties and allied wings with Media-Cells and PR Cells.
 - 16) Reputed and Established Online Media Outlets such e-newspapers, e-magazines, e-news portals etc.
 - 17) Other government media related organizations such as the CBFC, RNI etc.
- A Confidential Report will be sent to the Programme Coordinator, MAMC Programme, GUCDOE, from the Head of the Organization in which a Learner will be undergoing his/her Internship Training, on the basis of his/her performance during the Internship Period and on the basis of that Confidential Report, the Marking will be done.
 - The Learners will have to Submit a Portfolio to GUCDOE, prepared on the basis of their Internship Experiences and also on the basis of their knowledge accumulated on the diverse practical aspects of Mass Communication and Journalism. The Portfolio may consist of the stuff like Letters to the Editors, Blog Write-Ups, Articles/Features, Photographs and Overall Performances.
 - A Viva-Voce will be conducted at GUCDOE Headquarter on the Confidential Report/Internship Report from the concerned organization in which a Learner will be sent for Internship and the Internship Portfolio to be submitted by a Learner after the Internship.

- The Internship Report & Portfolio will carry 60 Marks and the Comprehensive Viva-Voce will be of 20 Marks and 20 marks will be from the feedback letter which can be obtained from the GUCDOE MAMC Programme Coordinator.
- The detailed contents to be covered in the Practical Paper have been provided along with these Guidelines.

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.