



GONDWANA UNIVERSITY GADCHIROLI

Ordinance No. 45 of 2017

EXAMINATIONS LEADING TO THE DEGREE OF MASTER OF MASS COMMUNICATION IN THE FACULTY OF SOCIAL SCIENCES WITH SEMESTER PATTERN ORDINANCE, 2017.

Whereas, it is expedient to provide an ordinance in respect of Examination leading to the Degree of **Master of Mass Communication** in the faculty of Social Sciences with semester pattern for the purposes hereinafter appearing, the Management council is hereby pleased to make the following ordinance :

1. This ordinance may be called “ EXAMINATIONS LEADING TO THE DEGREE OF MASS COMMUNICATION in the faculty of Social Sciences with semester pattern, ordinance, 2016.”
2. This ordinance shall come into force with effect from the date of its making by the Management council.
3. The duration of the Master of Mass Communication Degree course shall be a of Two academic years. The course Degree shall be conducted through "Semester System" and there shall be in all four semesters.
4. Subject to his compliance with the provisions of this ordinance and any other ordinances in force from time to time an applicant for admission to :-
 - a) Master of Mass Communication degree course shall possess a Bachelor's degree of any statutory university or any other degree recognized as equivalent thereto with minimum 45% marks or equivalent grade.
5. (i) The admission to the course shall be through written Entrance Test of 100 marks to be conducted by
Department/Institution or by the university in centralized manner.
(ii) The intake capacity for this course should not exceed 30 students Teacher student ratio shall be 1:15.
(iii) The reservation policy of the university & Govt. of Maharashtra shall be applicable.
(iv) The course fee shall be Rs. 15000/- per year..
- 6 Minimum Standard of Instructions :

There shall be minimum standard of instructions, as per UGC guide lines and requirement of professional course of Mass Communication as follows. The colleges/institutions not fulfilling the requirement shall not be allowed to conduct this course. The medium of instruction shall be English, Marathi and Hindi and the examination paper shall be set in all the three languages in single question paper.

- 1) In the Department/Institution/college, where Master of Communication course is being conducted, there shall be atleast 3 full time teachers appointed as per existing qualifications and recruitment conditions, laid down by the university/UGC.
 - 2) There shall be separate computer lab with atleast 10 computers, having LAN and broadband internet connection. It shall also consist of laser printer, scanner and photocopier.
 - 3) Every department/college/institution shall purchase atleast four digital video camera, one still digital camera, large screen TV, DVD Player, LCD/digital projector.
 - 4) There shall be a library of media books, journals, magazines, newspapers, DVD & CDs. There will be initial invest in the tune of minimum Rs. 50000/- for library. Every year college/department shall have to purchase books of minimum Rs. 40000/-
 - 5) There shall be one librarian (Part time/full time) 2 non-teaching staff. Out of which one shall be a DTP operator.
7. A candidate for passing degree of Master of Mass Communication shall have to obtain minimum 40% marks in each theory paper out of marks prescribed for the examination and 40% marks in "Practical examination of each semester. The candidate failing in Theory, examination but passing in practical examination conducted by the university, shall be exempted from appearing for practical examination. No candidate shall be allowed to appear for examination unless he/she fulfills 75% attendance.
8. A candidate allied in the first semester, is allowed to appear for the second semester but to get admission in the third semester he/she must pass the first semester. Likewise to get admission in the fourth semester he/she must pass the second semester.
- 9 1) Each candidate shall be assigned a teaching faculty member for guidance and supervision of the dissertation, in the area of his/her interest in consultation with the guide, at the beginning of the 3rd semester of the Master of Mass Communication course. Such dissertation shall be submitted by the candidate with the signature of the guide within one month after the date of the last theory paper of the Theory examination of 4th semester.
- 9 2) Necessary certificate, stating therein that the dissertation entitled is based on the research conducted by the candidate, within the stipulated period and found satisfactory, should be signed by the guide. The candidate should also sign an undertaking that the dissertation is the outcome of his own research work and is based on his/her studies/research. If the dissertation found copying partially from some other work, his /her entire performance of the 4th semester shall be treated as cancelled and he/she will have to reappear for the entire examination of the 4th semester. If it is noticed that the dissertation is plagiarism, the university will take necessary action.

- 9 3) The dissertation submitted by the candidate shall be examined by a panel of examiners consisting of one Internal guide and one External appointed by the University. The dissertation shall carry total 120 marks and shall be treated as a separate head of passing out of which 50% minimum marks are required for passing. After having secured required number of marks in the dissertation, the candidates shall be eligible to appear for Viva-voce examination which will form as a part of examination. Maximum 80 marks shall be prescribed for viva-voce out of which a candidate is expected to secure atleast 50% marks for passing. Written part of dissertation and viva-voce are to be treated as two independent heads of passing. The viva-voce examination shall be conducted by panel of examiners appointed by the University.
10. The students of Master of Mass communication(MMC) part – I will be given the option whether they want to take the degree of BCM after, completing the first year of MMC (two years integrated course) or they want to continue M.M.C. part – II If they opt for latter option, the last batch of old course (M.M.C. – II part) will be continued in the session of 2012-13. The failed students will have three chances for reappearing the examination.
11. The course content and scheme of examination shall be of 4 semesters as stated in Appendix – A appended with this ordinance.

(Statement of object and reasons)

The Vice-chancellor of the university had issued Direction No. 144 of 2012 on 27/6/2012 in respect of Direction governing the examinations leading to the award of the Degree of Master of Art (Mass communication) in the faculty of Art & social science with semester pattern from the year 2012-13. under provision of section 14 (8) of the Maharashtra university Act, 1994.

The subject matter of the Direction is required to be regulated by an ordinance as provided under the Act.

In view of the above, the existing Direction is required to be converted into an ordinance as provided under the Act, hence this Draft ordinance is prepared for consideration of the Academic council and the Management council

ANNEXURE- A
M.A. (Mass Communication)
SCHEME OF TEACHING AND EXAMINATION
With effect from 2012-13

SEMESTER- I

S.N.	Paper SEM I	Subject Code	Teaching Scheme (Hrs/ Wk)			Credits	Examinatin Scheme					
							Max Marks			Min Marks		
			Th	Pr	Total		ESE	Internal	Total Marks	ESE	Internal	Total Marks
1	I	IPMC T- 1	4		4	4	80	20	100	32	08	40
2	II	IDM T - 2	4		4	4	80	20	100	32	08	40
3	III	IPM – IT-3	4		4	4	80	20	100	32	08	40
4	IV	IEM- I T- 4	4		4	4	80	20	100	32	08	40
5	Pract	IP P - I		12	12	6	E-60 I-60	30	150	48	12	60
TOTAL			16	12	28	22	440	110	550	176	44	220

Subject Code : 1 = Semester- I, T- I = Theory I, P - I = Practical I , PMC= Principles of Mass Communication, DM = Development of Media, PM-I = Print Media – I (Reporting & Editing) , EM – I = Electronic Media – I (Radio& Television). Eg: IPMCT-I = Semester- I Principles of Mass Communication Theory – I.ESE = End Semester Exam. E= External Examiner, I = Internal Examiner

SEMESTER- II

S.N.	Paper SEM I	Subject Code	Teaching Scheme (Hrs/ Wk)			Credits	Examinatin Scheme					
							Max Marks			Min Marks		
			Th	Pr	Total		ESE	Internal	Total Marks	ESE	Internal	Total Marks
1	I	2DC T- I	4		4	4	80	20	100	32	08	40
2	II	2CR T-2	4		4	4	80	20	100	32	08	40
3	III	2MMML T- 3	4		4	4	80	20	100	32	08	40
4	IV	2ICT -4	4		4	4	80	20	100	32	08	40
5	Pract	2 PP - 1		12	12	6	E-60 I-60	30	150	48	12	60
TOTAL			16	12	28	22	440	110	550	176	44	220

Subject Code : 2 Semester – II , T- I = Theory I, P- I = Practical I, DC = Development Communication, CR= Communication Research,MMML = Media Management & media Laws, IC = International Communicatin.
Eg. 2MMML T – 3 Semester – II Media Management & Media Laws Theory – 3
ESE = End Semester Exam. E= External Examiner, I = Internal Examiner

SEMESTER- III

S.N.	Paper SEM I	Subject Code	Teaching Scheme (Hrs/ Wk)			Credits	Examinatin Scheme					
							Max Marks			Min Marks		
			Th	Pr	Total		ESE	Internal	Total Marks	ESE	Internal	Total Marks
1	I	3PM – II T-I	4		4	4	80	20	100	32	08	40
2	II	3EM –II T-2	4		4	4	80	20	100	32	08	40
3	III	3AD T-3	4		4	4	80	20	100	32	08	40
4	IV	3PRCC T-4	4		4	4	80	20	100	32	08	40
5	Pract	3PP- I		12	12	6	E-60 I-60	30	150	48	12	60
TOTAL			16	12	28	22	440	110	550	176	44	220

Subject Code : 3 = Semester – III , T- I = Theory I, P – I = Practical I, PM- II = Print Media – II (Reporting & Editing) , EM – II =Electronic Media – II (Radio & Television), AD= Advertising, PRCC = Public Relations & Corporate Communications. Eg: 3 AD T- 3 = Semester – II Advertising Theory – 3.

ESE = End Semester Exam. E= External Examiner, I = Internal Examiner

SEMESTER-IV

S.N.	Paper SEM I	Subject Code	Teaching Scheme (Hrs/ Wk)			Credits	Examinatin Scheme					
							Max Marks			Min Marks		
			Th	Pr	Total		ESE	Internal	Total Marks	ESE	Internal	Total Marks
1	I	4NMA T- II	4		4	4	80	20	100	32	08	40
2	II	4ICCT - 2	4		4	4	80	20	100	32	08	40
3	Pract	4 PP – I		12	12	6	E-60 I-60	30	150	48	12	60
4	Project	4 PRO		4	4	4	80	20	100	32	08	40
5	Internship	4INT		4	4	4	-	100	100	-	40	40
TOTAL			8	20	28	22	440	110	550	152	68	220

Subject Code : 4 Semester – IV , T-I P-I = Practical I, NMA = New Media Applicaitons, ICC= Inter- Cultural Communication, Project (Specialisation), Internship = and Visit to Media Centre.

ESE = End Semester Exam. E= External Examiner, I = Internal Examiner