



**TECNIA INSTITUTE OF ADVANCED STUDIES**

**NAAC ACCREDITED GRADE "A" INSTITUTE**

Approved by AICTE, Ministry of Education, Govt. of India, Affiliated to GGSIP University  
Recognized Under Sec. 2(f) of UGC Act 1956

**INSTITUTIONAL AREA MADHUBAN CHOWK, ROHINI, DELHI 110085**

Tel: 91-11-27555121-24, E-Mail : [directortias@tecnia.in](mailto:directortias@tecnia.in), Website: [www.tiaspg.tecnia.in](http://www.tiaspg.tecnia.in)



## **DEPARTMENT OF JOURNALISM & MASS COMMUNICATION**

**PROGRAMME : BA(JMC)**



## **GUIDELINES**

**BA(JMC) - 352**

**FINAL PROJECT &  
COMPREHENSIVE VIVA**

*for the*

**ACADEMIC SESSION :**

**2018-19**



**GUIDELINES FOR FINAL PROJECT AND COMPREHENSIVE VIVA**  
**BA (JMC)-352**

**1.00 GGSIPU- ORDINANCE**

**GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI**  
**BACHELOR OF JOURNALISM AND MASS COMMUNICATION**

**SIXTH SEMESTER**  
**FINAL PROJECT AND COMPREHENSIVE VIVA**

<b>COURSE CODE: BA (JMC) 352</b>	<b>L: 0</b>	<b>T/P: 0</b>	<b>CREDITS: 16</b>
<b>External Evaluation: 50 Marks</b>	<b>Internal Evaluation: 50 Marks</b>		<b>Total Marks: 100</b>

Each student will be assigned the Final Project at the end of the Fifth Semester. The Final Project will be pursued by her/him under the supervision of internal supervisor(s) in the Sixth Semester. Each student will make his/her final project on any one of the disciplines, i.e., Print Media/ Electronic Media (Radio & TV)/ New Media/ Integrated Marketing (Ad, PR & Event)/ Research on the subject/theme approved by the Director/ Principal of the Institute/HoD in the Fifth Semester. The Project Report (in duplicate) both hard & soft copy along with the end product will be submitted by the student at least four weeks prior to the date of commencement of the End-Term Examination of the Sixth Semester. The student will present her/his final product along with a multi-media presentation. The Comprehensive Viva Voce based on the courses of the entire programme and future projections of Media and Entertainment industry. It will be conducted by a Board of Examiners comprising of the Director/Principal or his/her nominee and two External Experts, out of which one should preferably be from the Corporate World i.e. Media Organisation operating in the country. The quorum shall be deemed to have met if 2 out of 3 members are present.

The Project Report, final product and comprehensive viva carries 100 marks, which will be evaluated by External and Internal Examiners separately for 50 marks each. The External Examiner will be appointed by the Competent Authority.

**\*\*Scheme of Examination & Syllabi of Bachelor of Journalism (Mass Communication) for First to Sixth Semester (w.e.f. Academic Session 2019-2020 onwards), Guru Gobind Singh Indraprastha University, New Delhi.**

**2.0 GUIDELINES FOR FINAL PROJECT**

**2.1 SCOPE OF THE FINAL PROJECT**

The final project study is to be based on the functional areas that the students have learnt in BJMC 1<sup>st</sup>, 2<sup>nd</sup>, 3<sup>rd</sup>, 4<sup>th</sup> and 5<sup>th</sup> semesters. Students shall be working in the following areas:

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### 2.1.1 Research (A report of around 30 pages)

2.1.2	Print Media	I) Tabloid	II) News Editing	III) News Paper Analysis	IV) Book Review
2.1.3	Electronic Media	I) News Package	II) Mobile Film Making (1 Minute)	III) Radio Chat Show	IV) Photo Feature
2.1.4	Integrated Marketing (Advertising / PR/ Event)	I) Ad Campaign / II) PR Campaign / III) Plan and Organized an Event			
2.1.5	4. New Media	I) Blog / Vlog	II) Website (10 Pages)	III) Promote Your Blog/ Vlog on SM Platforms	IV) SMM Strategy for Your Website Promotion
2.1.6	5. Media Research	I) Case Study		II) Content Analysis	

Each student shall focus in one area out of above mentioned nine areas with involvement in other areas as well. However, all the five areas shall be based on a single theme/ topic. Further, there may be individual students, who will be presenting their topic in the form of final project.

The student has to make a file for all these activities and include all the above said things. Each student individually is required to carry out the work and submit the one copy of hard bound final project reports; two spirals bound copies of the final project report and multimedia presentation of the complete project.

**At the commencement of project study, each student has to quantify his/her area and respective contents in a team in consultation with his/her guide and submit the same in the form of proposed work.**

## 2.2 OBJECTIVES

- 2.2.1 To work & gain knowledge of real time media skills.
- 2.2.2 To explore the various functional areas and analyse how theoretical concepts taught are applied in real life situations.
- 2.2.3 To analyze best practices, system, processes and procedures of each field of media industry.
- 2.2.4 To develop skills in report writing through the production of TV and Radio programs, advertisement production, tabloid, run media research and PR campaign and presentation and draw lessons vis-à-vis media industry.

## Section-A

### 3.0 GUIDELINES FOR WRITING FINAL PROJECT

The Guidelines for carrying out the Final Project is given in the following paragraphs. Each student is to compile his/her study in following manner:

#### 3.1 Chapter-I: Introduction

##### 3.1.1 Introduction:

It should include a brief Introduction and concept of the selected topic/theme, rationale for choosing the topic under study, implementation strategy of concept in your present study.

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**3.1.2 Objectives of Study:** It should be pragmatic and consistent with the title of the study and achievable during the course of study within the prescribed schedule.

**3.1.3 Scope of Study:** The scope of the study refers to the parameters in which the study will be operating in. This also reminds a researcher that his method of investigation should be centered to achieve the objective within the provided scope. The scope of study should clearly mention the activities that are actually performed in the study. It should include the period of study, the functional area and volume of work carried out in the study.

## Chapter-II:

### 3.2 Functional Area-(To work upon any one of the following area)

#### 3.2.1 Print Media

The print media is composed of newspaper Community newsletters wire services, magazine and other publications. Within these Publications there are two main division of labor: Reporting and Editing. Reporters are the newspaper writers who investigate newsworthy events and interesting stories. Editors the sign storage to reporters edits story content and decide which stories to print.

**I) Tabloid:** Student should make a 11x17 inch sized four pages tabloid (Tabloid may include news story based on already prepared press releases, advertisement on 1/4<sup>th</sup> of the page, reports, articles based on your theme). Attach a hard copy with the Final Project Report.

**II) News Editing:** Student has to edit an Un-edited News Story, which has provided by the guide.

**III) Analyze two newspapers article/story** on the basis of Content, Language, Design & Layout, Font Type, Font Size, Editorial & oped page also & they mention also the Dates & Name of the Newspapers.

**IV) Write a book review** on the following point to ponder: title, author, place, publisher, publication date, edition, pages, special features (maps, etc.), price, ISBN. Your conclusion should summarize, perhaps include a final assessment. Do not introduce new material at this point.

#### 3.2.2 Electronic Media

##### i) TV News Package

Student has to produce a 1 minute 20 seconds TV News Package using best suitable to your topic/theme. Procedure – Collect material, write script, make budget, and select production team; execution of production work, preparation of final product on Google drive with aspects of Preproduction, Production and Postproduction. Typed script should be included in the final project report and Google drive link should be attached with the final project report.

##### ii) Mobile Film Making (1 Minute)

Students are supposed to make a 1 minute Mobile film. For Mobile produce jingle based advertisements, Write script and produce online advertisement. Include written scripts in Final Project Report and present it on Google drive.



### iii) Radio Chat Show

Student has to produce a 5 minute audio program using anyone of the following method best suitable to your topic/theme. Procedure – Collect material, write script, make budget, select of production team, and execution of production work, preparation of final product on Google Drive with aspects of Preproduction, Production and Postproduction. Typed script should be included in the final project report and Google drive link should be attached with the final project report.

### iv) Photo Feature

Student has to produce 10 to 12 images – Select your best images with caption, no less than 10 and no more than 12, including the required variety of photos. You will edit your work to from 10 to 12 images. ONLY your best work to tell a feature visually.

Save your entire photo shoot as you might need to reference it later for different photos during the editing process.

## 3.2.3 Integrated Marketing (Advertising / PR/ Event)

Organise an **ad campaign** to popularise product/service selected in your topic/theme considering the points – Objectives of the campaign, budgeting, conduct product/service research, Select target audience and its profile, Create advertisement of the product/service. Generate a Media schedule in written format and include it in final project report.

For **PR campaign** student finalize the strategy for PR campaign in written format, make the budget, execution of PR campaign, prepare Press Release in Hindi & English, Minute-to-minute Program, power point presentations & advertisement. All items should be written format and must include in Final Project Report.

**Highlighting your topic/theme, Plan and Organized an Event with dummy model** make the budget, execution of event; prepare Press Release, Minute-to-minute Program, power point presentations etc. All items should be written format and must include model presentation in Final Project Report.

## 3.2.4 New Media

**I) Blog/Vlog:** Design your own blog on any topic related to Journalism & Mass Communication. Take hard copy of each page of blog/script and include in final project report and **Blog/Vlog** link should be attached with the final project report.

**II) Website:** Prepare a Website containing all the above items showing convergence of media. Take hard copy of each page of website and include in final project report.

**III)** Create an account on at least 5 social media platforms and **promote** your blog/vlog on any **social media platforms**.

**IV)** Create a multi-media presentation on **Social Media Marketing Strategy** for promotion of website for an organisation/product.

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### 3.2.5 Media Research

Student has to conduct a media research on the selected topic/theme considering all aspects of media research i.e. Introduction, objectives, review of literature, research design, sampling design, sample size, sample location, data type, research tool used, analytical tools, interpretation, result and conclusion, bibliography and annexure.

### 3. Chapter-III:

#### Final Product

At the end of the project give outcome and conclusion of the whole project and on the basis of conclusion give your suggestions.

- References /Bibliography
- Acknowledgement
- Appendices

3.1 The student submits the project report & both hard and soft copy along with final product. The student shall present his/her final product along with a multimedia presentation.

## Section-B

### 4.0 FORMATS FOR FINAL PROJECT REPORT

The final report is comprised of the following:

- Cover Page
- Certificates
- Acknowledgements
- Executive Summary
- Contents
- Body of the Final Project Report (**As per Section C**)
- References/ Bibliography
- Appendices –
  - Annexure
  - List of attachments

#### 4.1 Cover Page

The format of the Cover page is attached as **TIAS/BAJMC/2018-19/D11/53/580/189/341 (A)**

#### 4.2 Certificates

The format of the certificate (from Students & Faculty Guides) is attached as **TIAS/BAJMC/2018-19/D11/53/580/189/341**

#### 4.3 Acknowledgements

In the "Acknowledgements" page, the student recognizes his indebtedness for guidance and assistance to the adviser and other members of the faculty. Courtesy demands that he also recognizes specific contributions by other persons or institutions such as libraries and research foundations.

#### 4.4 Executive Summary

An Executive summary is a brief or condensed summary of the work assigned and performed for higher-level management positions. It should be about 3-4 pages in length. It is comprised of problem definition, work assigned, methodology adopted for the performance of work assigned, findings, limitations, directions for future development, if any.

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#### 4.5 Contents

The format of Contents is as follows

#### CONTENTS

S No	Topic	Page No
1	Certificate	-
2	Acknowledgement	
3	Executive Summary	-
4.	Chapter I: Introduction	-
6.	Chapter II: Functional Area	-
5.	Chapter III: Final Product	
6.	References/ Bibliography	
7.	Appendices	
	- Annexure	
	- List of attachments	

#### 4.6 References/Bibliography

Examples are given below:

- India today, "The Melt down: End of good times", Oct 27, 2008.
- James M, Kaplan; and et.al., "Managing it in a Down Turn: Beyond Cost Cutting", *Indian Management*, vol.47 issue 11, Nov 08.
- "How to Save Your Job in Recession", *Harward Business Review*, September 08.
- <http://www.ibm.com/in> ( Date of visit with complete address)

#### 4.7 Appendices

The appendices are to be attached at the end of the report and to be numbered as Appendix-A, Appendix-B etc. right justified at the top of the page. Below the word Appendix write in parenthesis "Refer Para No\_\_". The para number is to be the number in the body of text where the reference of appendix is given. An appendix may have annexure (s). If there are annexure, there are to be attached immediately after the said appendix. The annexure are to be numbered as Annexure-I, Annexure-II etc.

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#### 4.8 List of attachments

The format is as follows:

##### LIST OF ATTACHMENTS

Table No	Title	Page No
1		
2		

Section-C

#### 5.0 SPECIFICATIONS FOR BODY OF THE FINAL PROJECT REPORT

Following aspects must be adhered to as given in while compiling the body of report

- (a) **Page Size:** Good quality white A4 size executive bond paper should be used for typing and duplication.
- (b) **Chapter/Para Numbering:** The chapters are to be numbered as Chapter-1, Chapter-2 etc. The heading/title of the chapter is to appear below the chapter number in uppercase. Paragraphs are to be numbered as 1,2,3 etc in every chapter separately. Sub-paras are to be numbered as 1.1, 1.2, 1.3---, 2.1, 2.2, 2.3-----etc. Sub-sub paras are to be numbered as 1.11, 1.12, 1.13, 2.11, 2.12, 2.13 etc.
- (c) **Page Specifications**
  - (i) Left Margin : 1.25 inch
  - (ii) Right Margin : 1.25 inch
  - (iii) Top Margin : 1 inch
  - (iv) Bottom Margin : 1 inch
- (d) **Page Numbers:** All text pages starting from Body of the Project Report as well as program source code listings should be numbered at the **bottom center** of the pages.
- (e) **Normal Body Text**
  - (i) **Font Size:** 12, Times New Roman, 1.5 Spacing, Single Side Writing.
  - (ii) **Paragraphs Heading Font Size:** 12, Times New Roman, Underlined
  - (iii) **Page/Title Font Size:** 14
- (f) **Binding & Color Code of the Report**
  - (i) Hard Bound Report
  - (ii) Background of the cover page –Navy Blue
  - (iii) Color of Letters: Silver

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TIAS/BAJMC/2018-19/D11/53/580/189/341/C

*FINAL PROJECT AND COMPREHENSIVE VIVA ON*

**TITLE OF PROJECT REPORT**

*Submitted in partial fulfillment of the requirements  
for the award of the degree of*

**BACHELOR OF ARTS JOURNALISM AND MASS COMMUNICATION**  
to

**Guru Gobind Singh Indraprastha University, Delhi**

*Under the Guidance of*  
Dr./Mr./Ms  
Faculty Guide

*Submitted by*  
Name of Student  
BA(JMC)-VI Sem, Shift:  
Enrollment No.:



Session: 2018-19



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**To Whom It May Concern**

I \_\_\_\_\_, Enrolment No. \_\_\_\_\_ from BAJMC-VI Sem of the Tecnia Institute of Advanced Studies, Delhi hereby declare that the *FINAL PROJECT AND COMPREHENSIVE VIVA* , BA(JMC - 352) entitled \_\_\_\_\_ at \_\_\_\_\_ is an original work and the same has not been submitted to any other Institute for the award of any other degree. A presentation of the Final Project and comprehensive viva Report was made on \_\_\_\_\_ and the suggestions as approved by the faculty were duly incorporated.

Date:

Signature of the Student


Certified that Final Project and comprehensive viva submitted in partial fulfillment of Bachelor of Art Journalism and Mass Communication (BJMC) to be awarded by G.G.S.I.P. University, Delhi by \_\_\_\_\_, Enrolment No. \_\_\_\_\_ has been completed under my guidance and is Satisfactory.

Date:

Signature of the Guide

Name of the Guide:

Designation:

  
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## *Scheme of Evaluation*

S.NO.	DETAILS	MARKS	External
1	External Examination- Evaluation-Viva- Voce; Project Report	50	As per Univ. Notifications
2	Internal Examination- Evaluation	50	As per Schedule given below

SCHEDULE	PARTICULARS
Schedule	Particulars
15/02/2019	Briefing session, Allocation of guides
18/02/2019	Commencement of Project report work
25/02/2019	First Report to the respective guides.(Chapter-I, Introduction)
16/03/2019	Second Progress report to the respective guides. (Chapter-II Chapter III
23/03/2019	Spiral report submission
30/03/2019	A power point presentation & Defending of work
04/04/2019	Final submission of one hard bound, one spiral bound and Softcopy duly completed in all respects.

Prepared By

Checked By

Verified By

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**Form No. TIAS/BAJMC/2018-19/D11/53/580/189/341/M**

**NOTICE (Briefing Session)**

**Date: 11/02/2019**

All the students of BA(J&MC)-VI Sem. Shift- I & II are required to attend the briefing session on Final Project, BA(J&MC)-352 and collect the guidelines for FP on \_\_\_\_\_ at \_\_\_\_\_ in Room No \_\_\_\_.

The session resource persons will be \_\_\_\_\_. All the faculty members of the department are required to be present during the session.

**HoDs**

**Dept. of JMC**

Cc: Notice Board

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Form No. TIAS/BAJMC/2018-19/D11/53/580/189/341/E

**NOTICE (Briefing Session)**

**Date: 11/02/2019**

All the students of BA(J&MC)-VI Sem. Shift- I are required to attend the briefing session on Final Project, BA(J&MC)-352 and collect the guidelines for FP on \_\_\_\_\_ at \_\_\_\_\_ in Room No \_\_\_\_\_.

The session resource persons will be \_\_\_\_\_. All the faculty members of the department are required to be present during the session.

**HoDs**

**Dept. of JMC**

Cc: Notice Board

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Form No. TIAS/BAJMC/2018-19/D11/53/580/189/341

**NOTICE**

**Internal Evaluation**

**Date:**

Students of BJ(MC)-VI Sem, shift-I/II are hereby informed that Internal evaluation of Final Project, BJ(MC)-352 is scheduled on ..... Evaluation shall be based on Power Point Presentation & defending of Work (10 min for each student). Presentation must incorporate chapters mentioned in guidelines along with necessary hyperlinks.

Students shall be in formals and adhere to their allotted slots.

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**Checked By**

**Verified By**

**Note-** Students to refer to notice board for their allotted slots.

Cc: Notice Board

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Form No. TIAS/BAJMC/2018-19/D11/53/580/189/341

**COMMITTEE MEMBERS**

Session: Programme: Semester: Shift: Paper Code: Paper:

S.No.	Enrolment No.	Name	Date	Time	Committee Members		
1.							
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Prepared By

Checked By

Verified By

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Form no. TIAS/BAJMC/2018-19/D11/53/580/189/341

## ***Scheme of Evaluation***

Sl.No.	DETAILS	MARKS	EXTERNAL
1	EXTERNAL EXAMINATION-VIVA VOICE, PROJECT REPORT	50	AS PER UNIV. Notification
2	Internal Examination-Evaluation	50	As per schedule given below

Schedule	Particulars
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