



Indira Gandhi National Open University
Maidan Garhi, New Delhi - 110068

Programme Development Form (PDF)
(For approval of the School Board & Academic Council)

1. **Programme Title & Code:** Post Graduate Diploma in Development Communication (PGD-DC)
2. **Total Credits:** 36 Credits
3. **Medium of Instruction:** At present this programme will be offered in English
4. **Duration of the programme:** Minimum 01 years; Maximum 03 years
5. **Readmission duration:** As per IGNOU norms
6. **Eligibility for admission:** Graduate any discipline
7. **Name of the School (s) proposing the Programme:** School of Journalism & New Media Studies
8. **Name of the Programme Coördinator (s):** Dr. Ramesh Yadav
9. **Programme structure and Course contents:**
 - (i) Broad structure (give attachment in the following format as Appendix I and syllabi as Appendix-II)

S. No.	Title of the Course	Type of course compulsory Elective Theory Practical Project etc.	Course Credits	Courses to be developed/ adopted/ adapted and from where	Proposed no of blocks/ manual/ workbook etc.	Proposed A/V component	Web based component (such as MOOCs/ OERs/ Online Courses)		Proposed no of Interactive Radio Counselling Sessions/ Teleconferencing Sessions	Proposed no. of Counselling sessions (total hours)	Any other component
							Synchr onous (total hours)	Asynchr onous			
1	Post Graduate Diploma in Development Communication	compulsory 5 Theory and elective one *	36 Credits	Units /blocks adopted and adapted from IGNOU	Blocks -26. Handbook on Workbook /project writing (60 % of course materials will be developed in house)	6 Audios and 6 Videos			12 Teleconferencing 6 Interactive radio counselling	48 counselling sessions (2 hrs each) = 96 Hrs total	NA

*one elective out of one theory or one project

- (ii) Special features/ requirements, in respect of design, development, delivery and evaluation strategy: **Audio-Video components and teleconferencing will be used extensively.**
- (iii) Any special qualification needed for course writers/editors: **Master Degree in Development Communication/ Journalism & Mass Communication and five year experience in media teaching /research/industry.**
- (iv) Qualification of the Academic Counsellors: **Master Degree in Development Communication/ Journalism & Mass Communication.**

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18.2.2020



Indira Gandhi National Open University
Maidan Garhi, New Delhi - 110068

Programme Development Form (PDF)
(For approval of the School Board & Academic Council)

1. **Programme Title & Code:** M.A in Development Journalism
2. **Total Credits:** 72 Credits
3. **Medium of Instruction:** At present this programme will be offered in English
4. **Duration of the programme:** Minimum 02 years; Maximum 04 years
5. **Readmission duration:** As per IGNOU norms
6. **Eligibility for admission:** Graduate any discipline
7. **Name of the School (s) proposing the Programme:** School of Journalism & New Media Studies
8. **Name of the Programme Coordinator (s):** Dr. Ramesh Yadav | Prof. K. S. Arul Selvan
9. **Programme structure and Course contents:**

(i) Broad structure (give attachment in the following format as Appendix I and syllabi as Appendix-II)

S. No.	Title of the Course	Type of course compulsory Elective Theory Practical Project etc.	Course Credits	Courses to be developed/ adopted/ adapted and from where	Proposed no. of blocks/ manual/ workbook etc.	Proposed A/V component	Web based component (such as MOOCs/ OERs/ Online Courses)		Proposed no. of Interactive Radio Counselling Sessions/ Teleconferencing Sessions	Proposed no. of Counselling sessions (total hours)	Any other component
							Synchronous (total hours)	Asynchronous			
1	M.A. in Development Journalism	compulsory Theory and dissertation	72 Credits	Units /blocks adopted and adapted from IGNOU	Blocks 4 or 5 in each course, Handbook manual (will be developed in house)	Audios and Videos			Teleconferencing and Interactive radio counselling as per IGNOU policy	96 counselling sessions (2 hour each)	NA

- (ii) Special features/ requirements, in respect of design, development, delivery and evaluation strategy: **Audio-Video components and teleconferencing will be used extensively.**
- (iii) Any special qualification needed for course writers/editors: **Master Degree in Development Journalism / Journalism & Mass Communication with five year experience in media teaching /research/industry.**
- (iv) Qualification of the Academic Counsellors: **Master Degree in Development Journalism/ Journalism & Mass Communication.**

10. Proposed Schedule for Course Development
i) Development Phase (in the format given below)



**Indira Gandhi National Open University
Maidan Garhi, New Delhi - 110068**

**Programme Development Form (PDF)
(For approval of the School Board & Academic Council)**

1. **Programme Title & Code:** Post Graduate Diploma in Digital Media
2. **Total Credits:** 32 Credits
3. **Medium of Instruction:** English
4. **Duration of the programme:** Minimum: One Year & Maximum: Three Years
5. **Readmission duration:** As per University norms
6. **Eligibility for admission:** Bachelors Degree in any discipline.
7. **Name of the School (s) proposing the Programme:** SOJNMS
8. **Name of the Programme Coordinator (s):** Dr. K S Arul Selvan
9. **Programme structure and Course contents:**
 - (i) Broad structure (give attachment in the following format as Appendix I and syllabi as Appendix-II)

S. No.	Title of the Course	Type of course compulsory Elective Theory Practical Project etc.	Course Credits	Courses to be developed/ adopted/ adapted and from where	Proposed no. of blocks/ manual/ workbook etc.	Proposed A/V component	Web based component (such as MOOCs/ OERs/ Online Courses)		Proposed no of Interactive Radio Counselling Sessions/ Teleconferencing Sessions	Proposed no. of Counseling sessions (total hours)	Any other component
							Synchronous (total hours)	Asynchronous			
1	Post Graduate Diploma in Digital Media	Compulsory courses : 5 theory, 1 practical and 1 project	32	Units/ Blocks adopted from IGNOU	18 Blocks, 1 practical manual and 1 project handbook	40 videos (30 minutes) for each theory courses			12 TCs and 6 IRCs.	Weekly online counseling sessions.	NA

*select one elective out of one theory or one project of 6 credits

(ii) Special features/ requirements, in respect of design, development, delivery and evaluation strategy: **Online and digital platforms will be used extensively**

(iii) Any special qualification needed for course writers/editors: **Courses are already developed**

डॉ. के. एस. अरुल सेल्वन / Dr. K.S. Arul Selvan
सह-आचार्य / Associate Professor
पत्रकारिता एवं नवीन जनसंचार अध्यापक
Head of Journalism & New Media
इ.गों.रा.मु.वि., मैदान गरी, नई दिल्ली
IGNOU, Maidan Garhi, New Delhi

(iv) Qualification of the Academic Counsellors: Masters Degree in any subject (preferences will be given to Mass Communication) with five years of experiences in media industry/media research/communication teaching.

9. Proposed Schedule for Course Development

i) Development Phase (in the format given below)

Title of Course	Date by which CRC of all print materials will be ready for printing	Date by which all e-content will be uploaded on the Website/Portal/ SWAYAM	Date by which all A/V will be ready	Date by which other components (features/ requirements) will be ready
Post Graduate Diploma in Digital Media	August 2021	Two courses of PGDDM are already on offer through SWAYAM	40% of AV content are already available	August 2021

ii) Development of other material and date of readiness:

S. No.	Deliverables	Date
1.	Programme Guide	July 2021
2.	Students Handbook	July 2021
3.	PROSPECTUS	July 2021
4.	Programme Information Brochure	July 2021

10. Programme Delivery Details

a) Mode of delivery: ODL / Online _____ (specify percentage)
In case of ODL Mode please furnish following details:

S. No.	Name of Regional Centre with Code	No. of Learners Support Centres	No. of Centres for Practicals
1.	In all IGNOU RCs (Operational)	Operation LSCs of PGJMC and MAJMC of SOJNMS	NA

b) Specify special infrastructure requirements, if any: NA

c) Proposed date of completion of the following:

Items	Proposed date
Identification of the Academic Counsellors	July 2021
Identification of LEARNER Support Centres	July 2021
Identification of Centres for Practical's	NA
Advertisement	July 2021
Entrance Teat	NA
Programme Launch cycle and year*	July 2021

*If programme is ready by February/August, it will be considered for July/January Cycle, respectively. Launch date should not be more than two years from the approval of this form in the academic Council.

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Form

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**Indira Gandhi National Open University Maidan
Garhi, New Delhi - 110068**

**Programme Development Form (PDF)
(For the approval of the School Board & Academic Council)**

1. **Programme Title & Code: MA in Journalism and Digital Media**
2. **Total Credits: 72 Credits**
3. **Medium of Instruction: English**
4. **Duration of the programme: Minimum: Two Years & Maximum: Four Years**
5. **Readmission duration: As per University norms**
6. **Eligibility for admission: Bachelor's Degree in any discipline.**
7. **Name of the School (s) proposing the Programme: SOJNMS & Name of the Programme
Coordinator (s): Prof. K S Arul Selvan**

9. Programme structure and Course contents:

(i) Broad structure (give attachment in the following format as Appendix I and syllabi as Appendix-II)

S. No.	Title of the Course	Type of course compulsory Elective Theory Practical Project etc.	Course Credits	Courses to be developed/ adapted/ and from where	Proposed no. of blocks/ manual/ workbook etc.	Proposed A/V component	Web-based component (such as MOOCs/ OERs/ Online Courses)		Proposed no. of Interactive Radio Counselling Sessions/ Teleconferencing Sessions	Proposed no. of Counselling sessions (total hours)	Any other component
							Synchronous (total hours)	Asynchronous			
1	MA in Journalism and Digital Media	Compulsory courses : 14 theory, 1 practical and 1 project	72	50% of the courses will be developed and the remaining Units/ Blocks adopted from IGNOU	54 Blocks, 1 practical manual and 1 project handbook	140 videos (30 minutes) for all these course			12 TCs and 6 IRCs per academic year	Weekly online counselling sessions.	NA

Arul Selvan

प्रो. के.एस. अरुल सेल्वन
निदेशक (प.न.ज.अ.वि.) इग्नू
Prof. K.S. Arul Selvan
Director (SOJNMS) IGNOU

(ii) Special features/ requirements, in respect of design, development, delivery and evaluation strategy: **Online and digital platforms will be used extensively**

(iii) Any special qualification needed for course writers/editors: **As per the University norms**

(iv) Qualification of the Academic Counsellors: Masters's Degree in any subject (preferences will be given to Mass Communication) with five years of experience in the media industry/media research/communication teaching.

9. Proposed Schedule for Course Development

i) Development Phase (in the format given below)

Title of Course	Date by which CRC of all print materials will be ready for printing	Date by which all econtent will be uploaded on the Website/Portal/ SWAYAM	Date by which all A/ V will be ready	Date by which other components (features/ requirements) will be ready
MA in Journalism and Digital Media	First-year courses are already available and CRC of second-year courses will be ready by October 2023	First-year courses are already available and econtents of second-year courses will be ready by October 2023	40% of AV content is already available and the remaining AV materials will be developed in 2023-24	January 2023

ii) Development of other material and date of readiness:

S. No.	Deliverables	Date
1.	Programme Guide	January 2023
2.	Students Handbook	January 2023
3.	PROSPECTUS	January 2023
4.	Programme Information Brochure	January 2023

10. Programme Delivery Details

a) Mode of delivery: **ODL** (specify percentage) In the case of ODL Mode please furnish the following details:

S. No.	Name of Regional Centre with Code	No. of Learners Support Centres	No. of Centres for Practicals
1.	In all IGNOU RCs (Operational)	Operation LSCs of PGJMC and MAJMC of SOJNMS	NA

b) Specify special infrastructure requirements, if any: NA

c) Proposed date of completion of the following:

Items	Proposed date
Identification of the Academic Counsellors	January 2023
Identification of LEARNER Support Centres	January 2023



**Indira Gandhi National Open University
Maidan Garhi, New Delhi – 110068**

**Programme Development Form (PDF)
(For approval of the School Board & Academic Council)**

1. **Programme Title & Code :** Post Graduate Diploma in Electronic Media
2. **Total Credits:** 32
3. **Medium of Instruction:** English and Hindi
4. **Duration of the programme:** Minimum 1 year; Maximum 3 years
5. **Readmission duration:** As per IGNOU norms
6. **Eligibility for admission:** Bachelor's Degree in any discipline from a recognized university
7. **Name of the School(s) proposing the Programme:** School of Journalism and New Media Studies
8. **Name of the Programme Coordinator:** Dr. Amit Kumar
9. **Programme structure and course contents**

(i) Broad structure (give attachment in the following format as Appendix I and syllabi as Appendix-II):

S. No.	Title of the course	Type of course Compulsory Elective Theory Practical Project etc	Course credits	Courses to be developed /adopted/ adapted and from where	Proposed no. of blocks/ manual/ workbook etc.	Proposed A/V component	Web based component (such as MOOCs/ OERs/ Online Courses)		Proposed no of Interactive Radio Counselling Sessions / Teleconferencing Sessions	Proposed no of Counselling sessions (total hours)	Any other component
							Synchro-nous (total hours)	Asynchr-onous			
Attached in this format as Appendix I											

- (ii) Special features/requirements, in respect of design, development, delivery and evaluation strategy: **Audio and Video content will be used extensively through radio (Gyan Vani), television (Gyan Darshan) and online platforms.**
- (iii) Any special qualification needed for course writers/editors: **Master Degree (preferably) in Journalism & Mass Communication and five years experience in media teaching/research/industry**
- (iv) Qualification of the Academic Counsellors: **Master Degree (preferably) in Journalism & Mass Communication and five years experience in media teaching/research/industry**

10. Proposed Schedule for Course Development

i) Development Phase (in the format given below)

Title of course	Date by which CRC of all print materials will be ready for printing	Date by which all e-content will be uploaded on the Website/ Portal/ SWAYAM	Date by which all A/V will be ready	Date by which other components (features/requirements) will be ready
All courses of PG Diploma in Electronic Media	February, 2021		February, 2021	February, 2021

6

26th SBM



Indira Gandhi National Open University
Maidan Garhi, New Delhi – 110068

Programme Development Form (PDF)
(For approval of the School Board & Academic Council)

1. **Programme Title & Code :** M.A. in Journalism and Electronic Media
2. **Total Credits:** 72
3. **Medium of Instruction:** English and Hindi
4. **Duration of the programme:** Minimum 2 years; Maximum 4 years
5. **Readmission duration:** As per IGNOU norms
6. **Eligibility for admission:** Bachelor's Degree in any discipline from a recognized university
7. **Name of the School(s) proposing the Programme:** School of Journalism and New Media Studies
8. **Name of the Programme Coordinator:** Dr. Amit Kumar
9. **Programme structure and course contents**
 - (i) Broad structure (give attachment in the following format as Appendix I and syllabi as Appendix-II):

S. No	Title of the course	Type of course Compulsory Elective Theory Practical Project etc	Course credits	Courses to be developed /adopted/ adapted and from where	Proposed no. of blocks/ manual/ workbook etc.	Proposed A/V component	Web based component (such as MOOCs/ OERs/ Online Courses)		Proposed no of Interactive Radio Counselling Sessions / Teleconferencing Sessions	Proposed no of Counselling sessions (total hours)	Any other component
							Synchro-nous (total hours)	Asynchr-onous			
Attached in this format as Appendix I											

- (ii) Special features/requirements, in respect of design, development, delivery and evaluation strategy: **Audio and Video content will be used extensively through radio (Gyan Vani), television (Gyan Darshan) and online platforms.**
- (iii) Any special qualification needed for course writers/editors: **Master Degree (preferably) in Journalism & Mass Communication and five years experience in media teaching/research/industry**
- (iv) Qualification of the Academic Counsellors: **Master Degree (preferably) in Journalism & Mass Communication and five years experience in media teaching/research/industry**

10. Proposed Schedule for Course Development

i) Development Phase (in the format given below)

Title of course	Date by which CRC of all print materials will be ready for printing	Date by which all e-content will be uploaded on the Website/ Portal/ SWAYAM	Date by which all A/V will be ready	Date by which other components (features/requirements) will be ready
All courses of M.A. in Journalism and Electronic Media	December 2022		January 2023	January 2023

22'd SBM



**Indira Gandhi National Open University
Maidan Garhi, New Delhi – 110068**

**Programme Development Form (PDF)
(For approval of the School Board & Academic Council)**

1. **Programme Title & Code :** Post Graduate Diploma n Advertising and Integrated Communications
2. **Total Credits:** 32 Credits
3. **Medium of Instruction:** English
4. **Duration of the Programme: Minimum:** One year; **Maximum:** Three years
5. **Readmission duration:** As per University Norms
6. **Eligibility for admission:** Graduation in any Discipline
7. **Name of the School(s) proposing the Programme:** School of Journalism and New Media Studies
8. **Name of the Programme Coordinator (s):** Padmini Jain
9. **Programme structure and course contents**

(i) Broad structure (give attachment in the following format as Appendix 1 and syllabi as Appendix-II):

S. No	Title of the course	Type of course Compulsory Elective Theory Practical Project etc	Course credits	Courses to be developed /adopted/ adapted and from where	Proposed no. of blocks/ manual/ workbook etc.	Proposed A/V component	Web based component (such as MOOCs/ OERs/ Online Courses)		Proposed no of Interactive Radio Counselling Sessions / Teleconferencing Sessions	Proposed no. of Counselling sessions (total hours)	Any other component
							Synchro-nous (total hours)	Asynchro-nous			
	Please refer to	Annexure -1		and	Annexure -2						

(ii) Special features/requirements, in respect of design, development, delivery and evaluation strategy:

Handwritten signature and date: 19/2/22

(iii) Any special qualification needed for course writers/editors:

- Professionals from the Industry or Academia with sound standing in their fields of work and minimum five years of experience in teaching Mass Communication/ media studies or allied discipline / working in the fields of advertising/ PR/CC/ Events/ Management or allied profession
- Doctorate or Masters in the Discipline as per the experience.

(iv) Qualification of the Academic Counsellors:

- Masters in Mass Communication and allied disciplines/ Management with Advertising Specialisation
- Minimum Experience of five years in academia / industry

10. Proposed Schedule for Course Development

i) Development Phase (in the format given below)

	Title of course	Date by which CRC of all print materials will be ready for printing	Date by which all e- content will be uploaded on the Website/ Portal/ SWAYAM	Date by which all A/V will be ready	Date by which other components (features/requirements) will be ready
Course 01	Integrated Communication Practices	November 2020	December 2021	October 2020	
Course 02	Consumer Behaviour	December 2020	December 2021	November 2020	
Course 03	Advertising	January 2021	December 2021	December 2020	
Course 04	Public Relations	February 2021	December 2021	January 2021	
Course 05	Online Brand Management	March 2021	December 2021	February 2021	
Course 06	Integrated Campaign Planning	April 2021	December 2021	March 2021	
Course 07	Vocational Life Skills	May 2021	December 2021	April 2021	
Course 08	Project Work: Campaign Production/ Internship	June 2021	December 2021		

Please Note:

- e- content will be uploaded on the Website/ Portal => E Content (pdf version of the Print material) on e gyan kosh and video and Audio Programmes on You tube and IGNOU website

ii) Development of other material and date of readiness:

S. No.	Deliverables	Date
1.	Programme Guide	October 2021
2.	Students Handbook	October 2021
3.	Prospectus	August 2021

Handwritten signature and date: 14/2/20

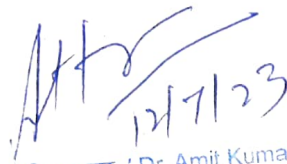
Utilisation of existing counsellors of PGJMC/MAJMC for the newly launched programmes of SOJNMS (PGDDC, MADJ, PGDIDM, MAJDM, PGDEME, MAJEM & PGDAIC)

1. Counselling purposes
2. Evaluation of assignments
3. Evaluation of practical production portfolios
4. Conducting viva voce exams for practical

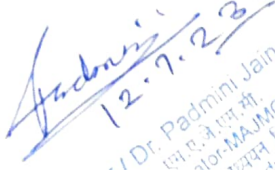
S.No.	Newly launched programmes/courses for PGDDC & MADJ	Approved Counsellors of SOJNMS - Course Wise List
1.	MDC-001	MJM-020, MJM-024, MJM-025, MJM-026, MJM-030
2.	MDC-002	MJM-020, MJM-022, MJM-023, MJM-024, MJM-030
3.	MDC-003	MJM-021, MJM-022, MJM-025, MJM-026, MJM-027, MJM-028, MJM-030
4.	MDC-004	MJM-020, MJM-024, MJM-030
5.	MDC-005	MJM-020, MJM-024, MJM-028, MJM-030, MNM-013
6.	MDCE-006	MJM-020, MJM-030, MJM-031
7.	MDC-006	MJM-020, MJM-024, MJM-025, MJM-026, MJM-030
8.	MDJ-001	MJM-020, MJM-026, MJM-028, MJM-030
9.	MDJ-002	MJM-020, MJM-024, MJM-025, MJM-026, MJM-030
10.	MDJ-003	MJM-028, MNM-011, MNM-012, MNM-014
11.	MDJP-005	MJM-030, MJM-031, MJMP-020, MJML-022, MJML-120

RAMBESH 12.7.2023
 डॉ. रमेश यादव / Dr. Ramesh Yadav
 सह-आचार्य / Associate Professor
 पत्रकारिता एवं नवीन जनसंचार अध्ययन विद्यापीठ
 School of Journalism & New Media Studies
 गौ. रा. मु. वि., मैदान गढ़ी, नई दिल्ली-110068
 IGNOU, Maidan Garhi, New Delhi-110068


S.No.	Approved Counsellors of SOJNMS - Course Wise List	Newly launched programmes/courses.
		PGDEME & MAJEM
1.	MJM020	
2.	MJM021	
3.	MJM022	
4.	MJM023	MNM-001, MNM-002, MNM-003, MNM-004, MJML-120, MJML-121, MNML-001
5.	MJM024	
6.	MJM025	
7.	MJM026	
8.	MJM027	MNM-001, MNM-002, MNM-003, MNM-004, MJML-120, MJML-121, MNML-001
9.	MJM028	
10.	MJM029	
11.	MJM030	
12.	MJM031	


 12/7/23
 डॉ. अमित कुमार / Dr. Amit Kumar
 सहायक आचार्य / Assistant Professor
 पत्रकारिता एवं नवीन जनसंचार अध्ययन विद्यापीठ
 School of Journalism & New Media Studies
 इ.गॉ.रा.मु.वि., मेरठ, नई दिल्ली-68
 IGNOU, Merut, New Delhi-68

S.No.	Approved Counsellors of SOJNMS - Course Wise List	Newly launched programmes/courses.
		PGDAIC & PGCAIC
1.	MJM020	MNM021, MNM026, MNM027, MNMP021
2.	MJM021	N.A./—
3.	MJM022	N.A./—
4.	MJM023	N.A./—
5.	MJM024	MNM021, MNM026, MNM027, MNMP021
6.	MJM025	MNM021, MNM026, MNM027
7.	MJM026	N.A./—
8.	MJM027	MNM023, MNM024
9.	MJM028	MNM023, MNM024, MNM025
10.	MJM029	MNM021, MNM022, MNM023, MNM024, MNM025, MNM026, MNM027, MNMP021
11.	MJM030	MNM021, MNM022, MNM027
12.	MJM031	MNM021, MNM022, MNM027, MNMP021


 12.7.23
 डॉ. पद्मिनी जैन / Dr. Padmini Jain
 Programme Coordinator-MAJMC
 पदवीकार्य पत्रिका विभाग, एन.एन.टी.ए.सू.
 School of Journalism & New Media Studies
 एन.एन.टी.ए.सू., दिल्ली / IGNOU, Delhi

S.No.	Approved Counsellors of SOJNMS - Course Wise List	Newly launched programmes/courses.
		PGDIDM & MAJDM
1.	MNM-011	MJM028
2.	MNM-012	MJM021, MJM022
3.	MNM-013	MJM024
4.	MNM-014	MJM024
5.	MNM-015	MJM031
6.	MNML-011	- -
7.	MNMP-011	- -
8.	MNM-026	MJM028
9.	MNM-027	MJM028, MJM031
10.	MNM-028	MDC004, MJM028
11.	MNM-029	MJM031
12.	MNM-030	MJM023
13.	MNM-031	MJM024
14.	MNM-032	MJM024
15.	MNMP-012	- -


 श्री. के.एस. अरुल सेल्वन
 निदेशक (प.न.ज.अ.वि.) इग्नू
 Prof. K.S. Arul Selvan
 Director (SOJNMS) IGNOU