

## **Project Guidelines**

“Project” means a temporary endeavor undertaken to create something unique. The use of the word ‘temporary’ would signify that the project has an end date. It consists of framing a date to start the project and an end date, specific objectives and specific resources used to perform the work. It has a set of objectives directed to the end goal. The project, in simple words, would help the students to understand the practical approach of the different aspects learnt through the program. The project also aims at orienting the students to the industry.

Project in BAJM would help the students to show their writing and communication skills in the field of journalism. Preparing reports, news stories, press notes, advertisement copies, handling cameras are some of the important aspects of journalism. The students are, by now, aware of the different aspects dealt in the BAJM program.

The main objectives of the BAJM course curriculum, ‘Project work’ are to:

- 1) Enable the students to use the theoretical knowledge into practical aspects of journalism.
- 2) Develop creativity in writing skills.
- 3) Acquire the practical knowledge of working procedures in a newspaper/ electronic media/advertising/public relations company.
- 4) Study the current trends in the field of journalism.

## **Internship**

The students approaching the final stage in their academic training require field-based learning experience. Internship would mean that the students work in an organization, related to one’s degree program and career plans. The main objectives of the internship can be listed as given below:

- Helps students to learn practical applications of classroom material
- Helps to apply the knowledge in supervised work setting
- Helps the students to get exposed to the working environment
- To acquire field based experience
- Provides an opportunity to combine and apply the acquired knowledge in the workplace
- Helps the students to present the internship report in academically acceptable format

The students of BAJM program have to undertake internship in any of the newspaper/magazine/advertising agency/public relations agency etc. for a (minimum) period of

15 days. The students have to work in any one department of the above mentioned industries and submit an internship report of the same.

The steps in carrying out the internship are as follows:

- The students have to identify the unit of Newspaper industry/Magazine industry /News portals/Advertising agency/ Public Relations agency/TV station / Radio station in which they desire to carry out internship
- Get the approval from the unit for doing internship
- Acquire information regarding the unit in which they are working
- Analyze how the day to day activities are being attended by the concerned people
- Relate the theoretical knowledge with the practical experience acquired
- Submit a report of the internship

**Suggested titles for internship:**

1. History and Development of journalism in India
2. Cyber Journalism and its impact among youth.
3. Functioning of a television/cable station.
4. Organizational structure of a Media Organization (TV, Print, Radio, Advertising, Web media)
5. Analysis of Media Content ( TV, Print, Radio, Advertising, Web media)
6. Process of an Advertising Campaign.
7. News story editing practices in media
8. Photojournalism and it's impact
9. Blogging and it's impact
10. Impact of advertising on children and youth.
11. Portrayal of sexuality in advertising.
12. Role of Community Radio in development process.
13. Role of computers in newspaper Designing.

**Criteria's for selecting the topic and organization:**

- a) **Originality:** Your work must be yours alone and must be original in nature. You can certainly take ideas from else where, but be sure that you develop them in a way unique to suit yourself and the project which you are carrying out.
- b) **Company/organization specific:** the project work must be undertaken in a Company / Organization or any of its departments and any business establishments or it may be a piece of research work.

- c) You must consult your internal guide or external guide in selection of topic.
- d) You can do the project in the organization where you are working/ have worked/intended to work.
- e) It is good Idea to link your project to your future plans. This will be a useful piece of research for you and it will also demonstrate to your potential employers your enthusiasm and knowledge.
- f) Remember that you are restricted in a number of ways, such as resources, time, equipment, it is necessary to complete your project with in the specified time.

**Format of report for the submission:**

1. The full content of the report must be hard bound together so that the pages cannot be removed or replaced.
2. The cover of the report must contain, title, name of the candidate, the award and the year of submission. (Refer annexure A).
3. Text pages should be printed on one side of the paper, preferably with 1.5 spacing, and page numbers at the bottom of the each page. Margins should be 2” on the left and 1” on the right.
4. Please use separate index sheets for all chapters each chapter should start from a new page.
5. The declaration must be duly signed by the student (Refer annexure B)
6. The project report must be about 100-150 pages.
7. Report must contain all the necessary documents such as certificate from the viva-voce panel (refer annexure C) Certificate of the University study centre (Refer annexure D) Company certificate, acknowledge-ments etc.
8. One copy of the project report along with CD, must submit to the UNIVERSITY.

## TABLE OF CONTENTS:

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### **Executive summary**

- i) Introduction
- ii) Aims and objectives
- iii) Methodology.
- iv) Analysis
- v) Conclusions
- vi) Recommendations.

### **Part I**

#### **An overview of the organization**

- i) Introduction
- ii) History of the organization.
- iii) Special features (if any)
- iv) Departmental study (Brief explanation about departments in the organization, and its operations)
- v) Detailed study of department related to your specialization.
- vi) Competitors detail (if available) etc.

### **Part II**

#### **Project overview**

- i) Introduction.
- ii) Aims and objectives
- iii) Methodology
- iv) Analysis
- v) Conclusions
- vi) Recommendations.

### **Part III**

- i) Appendix
- ii) Bibliography
- iii) References

**Note:** this only suggestive but not exhaustive

**Annexure A (Cover Page)**

Emblem

University centre address and code No:

Title of project report

By

(Your name)

A project report submitted in partial fulfillment of the requirements for  
Bachelor of Journalism and Mass Communication  
of Sikkim Manipal University, INDIA

Sikkim-Manipal university of Health, Medical and Technological Sciences  
Directorate of Distance Education  
Syndicate house  
Manipal – 576 104

**Annexure B (Student Declaration)**

I here by declare that the project report entitled

**(Title)**

Submitted in partial fulfillment of the requirements for the degree of  
Bachelor of Journalism and Mass Communication.

To Sikkim-Manipal University, India, is my original work and not submitted for the award of any  
other degree, diploma, fellowship, or any other similar title or prizes

Place: (Name of candidate)

Date: Reg. No:

**Annexure C (Examiner's certification)**

The project report of

(Your name)

Title

Is approved and is acceptable in quality and form

Internal Examiner  
(Name, qualification and designation)

External Examiners  
(Name, qualification)

### **Annexure D (University Study Centre Certificate)**

This is to certify that the project report entitled

**(Title)**

Submitted in partial fulfillment of the requirements for the degree of  
Bachelor of Journalism and Mass Communication of  
Sikkim-Manipal University of Health, Medical and Technological sciences

**(Student Name)**

has worked under my supervision and guidance and that no part of this report has been submitted for the award of any other degree, Diploma, Fellowship or other similar titles or prizes and that the work has not been published in any journal or Magazine.

(Reg. No)

Certified

(Guide's Name and Qualification)

### **Assessment Procedure**

BJ0027- Project is a 4 credit course for which 120 hours are allotted. The assessment of the internship should be based on the certain guidelines which are listed below:

### **For Internship**

The internship would be accomplished by spending 100 hours in any unit related to media industry for 15 days. The remaining of 20 hours should be utilized for developing the report of the same.

<b>Activity</b>	<b>Number of hours to be spent</b>
Field work (working in the selected unit)	<b>100 hours</b>
Developing the record	<b>20 hours</b>
• Preliminary section	2 hours
• Body of the report	17 hours
• Introduction	• 2 hours
• Review of literature	• 3 hours
• Methodology	• 10 hours
• Summary	• 2 hours
	1 hours

• Reference section	
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A report of the internship has to be submitted. There are 100 marks allotted for the internship carried out and the report submitted. The distribution of the marks for the internship is listed below:

Activity	Marks allotted
Attending the internship and report submitted (The distribution of marks for the report submitted is given below)	<b>200</b>
• Preliminary section	20
• The body of the report	120
• Introduction	• 20
• Review of literature	• 30
• Methodology	• 60
• Summary	• 10
• Reference section	20
• VIVA	40