

Guidelines For Final Project



BACHELOR OF JOURNALISM AND MASS COMMUNICATION

BJ(MC) VI-SEMESTER

Code No : BJ(MC) 352 Credits: 6
Paper : Final Project



TECNIA INSTITUTE OF ADVANCED STUDIES
Approved by AICTE, Ministry of HRD, Govt. of India Affiliated To Guru Gobind Singh Indraprastha University, Delhi
INSTITUTIONAL AREA, MADHUBAN CHOWK, ROHINI, DELHI- 110085



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1.00 GGSIPU- ORDINANCE

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

Code No.	Paper	L	T/P	Credits
BJMC 352	FINAL PROJECT	-		12

SIXTH SEMESTER

FINAL PROJECT

Course Code : BJ(MC) 352	L : 0	T/P : 0	CREDITS : 12
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Every student will be assigned the Final Project at the end of the Fifth Semester. The Final Project will be pursued by him/her under the supervision of an internal supervisor in the Sixth semester. The student will make his/her final project on the subject/theme approved by the Director of the Institute/HOD in the fifth semester. The Project Reports (induplicate) both hard & soft copy will be submitted by the students at least four weeks prior to the date of commencement of the End-Term Examination of the Sixth Semester. At the time of viva, the students will make a Power Point Presentation of the Final Project.

The Project Report carries 100 Marks. It will be evaluated by External and Internal Examiners separately from out of 50 marks each. The External Examiner will be appointed by the Vice Chancellor.

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 1st, 2nd, 3rd, 4th and 5th semesters. Students have to work in the following areas.

- 2.1.1 Research (A report of around 30 pages)
- 2.1.2 TV Program (Interview/Debate/Discussion/Documentary/Drama/Talk shows etc.)
- 2.1.3 Radio Program (Chat/Interview/Debate/Discussion/Documentary/Drama etc.)
- 2.1.4 Advertisement in TV/Radio/Print
- 2.1.5 Tabloid of 4 pages of size 11x17 (print reports of what you have done and reports related to the topic)
- 2.1.6 PR Campaign
- 2.1.7 Ad Campaign
- 2.1.8 Organize an Event based on the project.
- 2.1.9 Website containing all the above items showing convergence of media.

Before commencement of project study, each team has to develop a synopsis of the topic/theme chosen for the final project in consultation with his/her guide.

Each student will work on one area out of above mentioned nine areas. However, all the nine areas will be based on a single topic/theme. Further, there may be nine students in a team, who will be presenting their topic in the form of final project.

The team 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 spiral bound copies of the final project report and power point presentation of the complete project.

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 analyze 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.

3.0 SYNOPSIS

Each team has to submit a written project synopsis to his/her respective guides. The project synopsis must comprise the following aspects:

- **Title of the Project:** Title should be meaningful and should convey the broad aspects that will be covered in the body and the scope of the project.
- **Introduction of the Topic:** Briefly introduce the topic on which your project is based.
- **Objectives and Scope:** Explain the objectives and the scope of the project along with functional area that will be covered in the study.

2.1.10 **Methodology:** Each team will mention the methodology wrt Research,TV Program (Interview/Debate/Discussion/Documentary/Drama/Talk shows etc.),Radio Program (Chat/Interview/Debate/Discussion/Documentary/Drama etc.),Advertisement in TV/Radio/Print ,Tabloid of 4 pages of size 11x17, PR Campaign

2.1.11 Ad Campaign

2.1.12 Organize an Event based on the project.

2.1.13 Website containing all the above items showing convergence of media.

- of finalization of final project work.
- **Expected Outcome:** Briefly discuss the expected outcome of the project.

Note: Once the Title is Approved, It Cannot Be Changed arbitrarily

4.0 GUIDELINES FOR WRITING FINAL PROJECT REPORT

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

4.1 Chapter-I: Introduction

4.1.1 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.

4.1.2 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.

4.1.3 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.

4.2 Chapter-II: 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.

4.3 Chapter-III: TV Program

Student has to produce a 10 minute TV program using anyone of the following method best suitable to your topic/theme – Interview, Debate, Discussion, Documentary, Drama, Talk Shows.

Procedure – Collect material, write script, make budget, and select production team; execution of production work, preparation of final product on CD/DVD. Typed script should be included in the final project report and CD/DVD should be attached with the final project report.

4.4 Chapter-IV: Radio Program

Student has to produce a 5 minute audio program using anyone of the following method best suitable to your topic/theme – Interview, Debate, Discussion, Chat, Documentary, Drama, News Bulletin.

Procedure – Collect material, write script, make budget, select of production team, execution of production work, preparation of final product on CD/DVD. Typed script should be included in the final project report and CD/DVD should be attached with the final project report.

4.5 Chapter-V: Advertisement Production

Student has to produce one each TV (30-40 sec), Radio (20-30 sec) and Print advertisements. For TV and Radio prepare jingle based advertisements and for print advertisement write an attractive slogan. Write script and produce TV and Radio advertisement, for print mode design advertisement and take coloured printout. Include written scripts in Final Project Report and present it on CD/DVD.

4.6 Chapter-VI: Tabloid

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

4.7 Chapter-VII: PR Campaign

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.

4.8 Chapter-VIII: AD Campaign

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.

4.9 Chapter-IX: Event Organization

Highlighting your topic/theme organize an event. Plan the strategy to organize event and prepare budget in written format and presentation on PPT and include it in written format in final project report.

4.10 Chapter-X: Website

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.

4.11 Chapter-XI: Outcome, Conclusion and Suggestions

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**

5.0 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 No.: 4.0**)
- References/ Bibliography
- Appendices –
 - Annexure
 - List of attachments

5.1 Cover Page

The format of the Cover page is attached as **REPORT FORMAT – 1 (Form No. TIAS-FRM-75)**

5.2 Certificates

The format of the certificate (from Students & Faculty Guides) is attached as

REPORT FORMAT – 2 Form No. TIAS-FRM-76

5.3 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.

5.4 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.

5.5 Contents

The format of Contents is as follows

CONTENTS

S No	Topic	Page No
1	Certificate	-
2	Acknowledgement	
3	Executive Summary	-
4.	CONTENT	
5.	Chapter I: Introduction	-

6.	Chapter II: Media Research	-
7.	Chapter III: TV Program	
8.	Chapter IV: Radio Program	
9.	Chapter V: Advertisement Production	
10.	Chapter VI: Tabloid	
11.	Chapter VII: PR Campaign	
12.	Chapter VIII: AD Campaign	
13.	Chapter IX: Event Organization	
14.	Chapter X: Website	
15.	Chapter XI: Outcome, Conclusion and Suggestions	
16.	References/ Bibliography	
17.	Appendices	
	- Annexure	
	- List of attachments	

5.6 References/Bibliography

Examples are given below:

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

5.7 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.

5.8 List of attachments

The format is as follows:

LIST OF ATTACHMENTS

Table No	Title	Page No
1		
2		

6.0 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

FINAL PROJECT REPORT ON
TITLE OF PROJECT REPORT

Undertaken at

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

BACHELOR OF JOURNALISM AND MASS COMMUNICATION
to

Guru Gobind Singh Indraprastha University, Delhi

Under the Guidance of

Dr.
Faculty Guide

Submitted by

Name of Student
BJMC-VI Sem
Enrollment No.:



Session 2013 – 14



TECNIA INSTITUTE OF ADVANCED STUDIES

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Ref. :TIAS/QSP/03 : 2.2.2	QUALITY SYSTEM PROCEDURES (TIAS-QSP-03)	Issue No. : 03
Section No. : FORMAT		Date : 01.08.2014
Title : STUDENT - FACULTY GUIDE CERTIFICATE (REPORT FORMAT – 2- TIAS-FRM-76)		Revision No. : NIL

Form No. TIAS-FRM-76
Report Format - 2



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To Whom It May Concern

I _____, Enrolment No. _____ from BJMC-VI Sem of the Tecnia Institute of Advanced Studies, Delhi hereby declare that the Final Project Report (BJMC - 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 Report was made on _____ and the suggestions as approved by the faculty were duly incorporated.

Date:

Signature of the Student

Certified that the Final Project Report submitted in partial fulfillment of Bachelor of 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:

FINAL PROJECT REPORT EVALUATION (FPR)



TECNIA INSTITUTE OF ADVANCED STUDIES
INSTITUTIONAL AREA, MADHUBAN CHOWK, ROHINI, DELHI- 110085



Student's Project Report Performa

Session 2013-2014

Programme : _____ Year: _____ Semester: _____ Shift: _____ Date: _____

Enrollment No: _____ Student's Name: _____

Title of Project Report: _____

REPORT

Abstract:

Contents Delivered:

A: QUALITY OF CONTENTS DESIGN a. Relevance of Objectives with the topic (20 Marks) b. Relevance of Content (20 Marks) c. Analysis and Interpretation (20 Marks)	B: PRESENTATIONS OF CONTENTS & DELIVERY MECHANISM Communication Skills : Presentations skills Acceptability (patience, pleasing manners, instill trust, etc.) (20 Marks)	C. INNOVATIONS IN LEARNING PROCESS Ability to grasp new ideas and knowledge Creativity in respect with work methods Ability to innovate with procedures (20 Marks)
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Faculty Expert Name: _____ Designation: _____ Grade: _____ Signature: _____

Faculty Expert Name: _____ Designation: _____ Grade: _____ Signature: _____ Faculty

Expert Name : _____ Designation: _____ Grade: _____ Signature: _____

You are requested to provide your opinion on the above parameters.

Outstanding: A; Good: B; Satisfactory: C; Unsatisfactory: D

Remarks: