

DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION

REGULATIONS AND SYLLABUS
for the
DEGREE OF MASTER OF PHILOSOPHY
in
JOURNALISM AND MASS COMMUNICATION

Semester pattern
under
CHOICE BASED CREDIT SYSTEM (CBCS)

Students admitted from the
Academic Year 2018 - 2019 and thereafter



PERIYAR UNIVERSITY

Periyar Palkalai Nagar

SALEM - 636 011

REGULATIONS AND SYLLABUS

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(Effective from the Academic Year 2018 – 2019 and thereafter)

REGULATIONS

1. Preamble

The department of Journalism and Mass Communication is established in 2008, to fulfill the vision of Social Reformer, writer and journalist Periyar E. V. Ramaswamy by promoting equal opportunities to students across the country. The department carries vigor and vitality, providing students with excellent opportunities for personal growth and professional excellence. The program focuses to meet the challenges of journalistic profession in the areas of reporting, writing, editing in print, radio and tv; advertising, public relations, media laws and ethics and film studies. Students will become familiar with basic journalistic aspects and understand the various media and their characteristics to master their production and distribution for the development of society at large. The course would help the students to perform different roles, as writers both in print and broadcast media, media producers, media educators, media researchers, PR professionals, film industry professionals etc. The ethical codes that the students learn would help them to carry out their profession conforming to the established rules and regulations, with ethical standards of journalism.

2. Attributes

2.1. General Graduate Attributes

GA 1: Core Knowledge and Understanding the major concepts along with the theoretical and practical value of empirical research findings in historical perspective and be aware of the recent trends in the core topics of journalism.

GA 2: *Critical Thinking & Analysis*

Critically thinks about the theoretical as well as practical phenomenon from a cause and effect perspective by analyzing various factors that might lead to certain media products and outcome.

GA 3: *Research Methods / Project / Practical Knowledge*

Can carry out a research project by identifying the research need, formulate hypothesis, adopt appropriate research design, methods, statistical tools and infer the outcome and present it in an APA format.

GA 4: Professionalism and Values

Objectivity, fairness and unbiased ethical values reflect in the professional interaction in human as well as research context.

GA 5: Communication Skills

Effective Communication skills with intent knowledge of the subject matter and is convincing at individual, social and research setting.

GA 6: Learning and the Application

Learnt journalistic principles and communication research are applied to personal, social, and organizational issues, in media communication.

GA 7: Entrepreneurship

Theoretical, practical and research sets professional skills are imparted to start an entrepreneurial venture like writing, reporting, editing and visual production as well as giving suitable employment.

2.2. Programme Specific Qualification Attributes

PSQA vs Core Attributes Mapping

	GA 1	GA 2	GA 3	GA 4	GA 5	GA 6	GA 7
Knowledge (K1)	√	√	√			√	√
Understanding (K2)	√	√	√			√	√
Application (K3)		√	√		√	√	√
Analytical (K4)		√	√		√	√	√
Evaluation capability (K5)		√	√	√	√	√	√
Scientific or synthesis (K6)	√	√	√	√	√	√	√

3.1. Vision

To holistically develop students who would be contended and successful in dealing with the challenges at personal, professional and social level while practicing journalism and media research.

3.2. Mission

To provide training to handle various challenges in the field of media communication research

To conquer the heights of personal and professional excellence in media research.

To develop research scholars with competencies necessary to face the challenges in their fields and professional life, in turn they help others in society.

To initiate the process of creativity and imagination to reach their fullest potential.

To impart value-based knowledge through teaching and research.

4. Programme Objectives and Outcomes

4.1. Programme Educational Objectives (PEO)

PEO 1 To develop fundamental understanding of the way media research and its function.

PEO 2 To impart journalistic professional skills and media research skills to perform in any context

PEO 3 To train to intervene through consistent media research to address social issues in order to mobilize public opinion for a common goal.

4.2. Programme Specific Objectives (PSOs)

PSO 1 To develop mass media research skills

PSO 2 To impart conceptualizing media professional skills

PSO 3 To coach media communication research skills

PSO 4 To train in organizing a media research and its packaging

4.3. Programme outcome (MA Journalism and Mass Communication)

On successful completion of the M.Phil Journalism and Mass Communication programme, the students will be able to:

PO 1 Professionally develop in rendering media related services

PO 2 Become media researcher and capable of taking up an idea for conceptualization, writing and production for distribution in any media format

PO 3 Develop research competency in media research

PO 4 Enable students to reflect on their interest and aptitudes to become reporter, sub-editor in newspapers and magazines; radio programme producer/radio journalist; television producer, programme director and TV journalist; advertising executive, PR executive and campaign

planner; work in different capacities in film production; create and design web content; act as a development communicationist;

PO 5 To follow ethical principles in their life and career

PO 6 Develop inquisitive abilities to know the reasons behind the social happening

PO 7 Makes aware of responsibilities to society and the specific communities in which they live

PO 8 Analyze the worldly phenomenon from their perspectives for a media output

PO 9 To use scientific reasoning to interpret the problems and causes of phenomenon for better reporting

PEO vs PO

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
PEO1	√	√	√	√		√		√	√
PEO2	√	√	√	√	√	√	√		√
PEO3	√	√		√	√	√			

PO Vs GA

	GA1	GA2	GA3	GA4	GA5	GA6	GA7
PO1	√	√	√	√	√	√	√
PO2	√	√	√	√	√	√	√
PO3	√	√	√	√	√	√	
PO4	√	√	√	√	√	√	√
PO5		√	√	√	√		√
PO6	√	√	√		√	√	√
PO7				√	√		√
PO8					√		√
PO9	√	√	√		√	√	√

5. ELIGIBILITY FOR ADMISSION

Candidates have passed Post Graduation in Journalism and Mass Communication/visual communication/Electronic Media/ other media courses degrees of this university or any other university recognised/accepted by syndicate as equivalent thereto shall be eligible to apply for the M.Phil Degree Course.

The candidates who seek admission into M.Phil course in Journalism and Mass Communication (JMC) shall have obtained a Minimum of 55% of marks or equivalent Grade in grading system.

However, for the candidates belonging to SC/ST, MBC and BC community shall be admitted with prescribed marks as per recommendation of UGC regulations/University norms implemented time to time.

After selecting for admission the candidate undergo the prescribed course of study in department of the university or an approved institution.

6. Duration of the course

The duration of M.Phil course shall be extended over a period of one academic year.

6.1. Structure of the course

M.Phil (JMC) Course shall extend over a period of one academic year comprising of two semesters.

6.2. Course of Study

There shall not be less than 90 working days for each semester. The course of study shall comprise instruction in all the subjects according to the syllabus and books prescribed from time to time. The syllabus for various subjects shall be clearly demarcated into five viable units with OBE pattern in each paper/subject as prescribed in the scheme of examination. The course of the study for the degree shall consist of PART-A –comprising of three written papers and Part-B-Dissertation relating to the proposed research area conducted internally by the guide/supervisor. Dissertation shall be submitted through the University department.

7. Examination

Examination shall be conducted at the end of every semester for the respective subjects.

7.1 Scheme of Examinations

PART-A—comprising of three written papers (Course-1: Research Methodology, Course-2: Common Course (Subject area) Course-3: Specialisation Course (Research area). The written theory examination for each paper shall be in the duration of **Three hours** for 75 Marks. The candidate failing in any subject(s) will be permitted to appear for each failed subject(s) in the subsequent examination. 25 marks evaluated for CIA.

PART-B-Dissertation – The exact title of the dissertation shall be intimated within one month after the completion of the written examinations. The candidates shall submit the dissertation in the research area conducted internally by the guide/supervisor to the university through the Research supervisor/guide and the DEAN/Director at the end of the year/semester from the commencement of the course which shall be evaluated through viva-voce examination by the panel of examiners (internal and external) duly appointed by the university.

The examiners who value the dissertation shall report on the merit of the candidates as HIGHLY COMMENDED (75% and above) or COMMENDED (50% and above and below 75%) NOT COMMENDED (below 50%).

If, one examiner commends the dissertation and other examiner does not commended, the dissertation will be referred to a third examiner and the third valuation shall be the final.

7.2. Passing Minimum

A candidate shall be declared to have passed PART-A examination if he/she secures minimum 50% marks in each theory paper.

A candidate shall be declared to have passed PART-B examination if he/she secures minimum COMMENDED status for dissertation.

8. Number of exam appearances and submission of dissertation

As per University norms/regulations/directions

9. Conferment of Degree

As per University norms/regulations/directions

10. Revision of Regulations and Curriculum

The University may revise/amend/change the Regulations and Scheme of Examinations, if found necessary, Meets all other requirements as prescribed by the Board of Studies in Journalism & Mass Communication at the time of admission and the amendments introduced to the regulations by the Board of Studies in Journalism & Mass Communication and academic council from time to time.

8. CBCS- Structure of the Programme

The programme structure comprises of two parts.

PART-1	Course 1: Research Methods in Communication	18MPJMC 01
	Course 2: Development Communication	18MPJMC02
	Course 3: Media Research Techniques	18MPJMC03
PART-2	Dissertation/Thesis/Project	18MPJMC04

Course Component	No. of Courses	Hours of Learning per week	Marks	Credits
Semester I				
Core Courses	3	15	300	15
Total	3	15	300	15
Semester II				

Dissertation/Thesis/research Project	1		200	
Total				

9. Curriculum structure for each semester as per course alignment

DEGREE OF MASTER OF PHILOSOPHY in JOURNALISM AND MASS COMMUNICATION
Semester pattern under CHOICE BASED CREDIT SYSTEM (CBCS)
 (Effective from the Academic Year 2018 – 2019 and thereafter)

SCHEME OF EXAMINATIONS

(The Scheme of examinations under Choice Based Credit System (CBCS) for different semesters shall be as follows)

Semester I								
Subject Code	Subjects	Credit	Hours			Marks		
			L	T	P	CIA	End Sem	Total
18MPJMC 01	Course 1: Research Methodology	5				25	75	100
18MPJMC02	Course 2: Development Communication	5				25	75	100
18MPJMC03	Course 3: Media Research Techniques	5				25	75	100
		15						300

Semester II								
Subject Code	Subjects	Credit	Hours			Marks		
			L	T	P	CI A	End Sem	Total
18MPJMC04	Dissertation/Thesis/research Project						200	200
								200

10. Credit and marks structure for each semester as per course alignment

Total number of credits and marks						
Course	No of courses	Core	Elective	Supportive/ Compulsory/	No of credits	Total marks
Semester 1	3	2	1		15	300
Semester 2	1					200
Grand total	4	3			15	500

11. Credit Calculation

Method of teaching	Lecture	Tutorial / Demonstration	Practical/Internship/ self-Learning
Hours	1	1	2
Credits	1	1	1

13. Scheme for Evaluation and Attainment Rubrics

13.1. THEORY – Internal Marks Distribution [CIA] (Total Marks: 25)

The Continuous Internal assessment tests and end semester examination will be conducted adhering to the CBCS norms.

Attainment Rubrics for Theory Courses

Evaluation of Internal Assessment for Max. Marks – 25

Tests : 10 Marks [5+5]	Seminar : 5 Marks	Assignment : 5 Marks	Attendance : 5 Marks	Total : 25 Marks
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Question Paper Pattern [End Sem] (Total Marks: 75)

PART – A (5 x 5 = 25 Marks)

(Answer ALL questions), (Two questions from each unit either or internal choice type)

PART – B (5 x 10 = 50 Marks)

(Answer ALL questions) & (One question from each unit with either or Internal Choice type)

External (Max. Marks – 75) End Semester Question Paper Pattern (Theory)

Section	Approaches	Mark Pattern	K Level	CO Coverage
A	100 to 200 words (Answer ALL five questions)	5 X5 = 15 (Analytical type questions)	K1-K4	A
C	500 to 1000 words	5X10 = 40 (Essay type questions)	K1 – K5	B-C

13.2. Dissertation

Marks Distribution for Dissertation (**Max. Marks: 150 Viva-Voce: 50 Marks**)

14. Grading System

Evaluation of performance of students is based on ten-point scale grading system as given below.

Ten Point Scale			
Grade of Marks	Grade points	Letter Grade	Description
90-100	9.0-10.0	O	Outstanding
80-89	8.0-8.9	D+	Excellent
75-79	7.5-7.9	D	Distinction
70-74	7.0-7.4	A+	Very Good
60-69	6.0-6.9	A	Good
50-59	5.0-5.9	B	Average
00-49	0.0	U	Re-appear
ABSENT	0.0	AAA	ABSENT

14. Commencement of this Regulation

These regulations shall take effect from the academic year 2018-19, i.e, for students who are admitted to the first year of the course during the academic year 2018-2019 and thereafter.

15. Transitory Provision

Candidates who were admitted to the five course of study before 2018- 19 shall be permitted to appear for the examinations under those regulations for a period of **two years** i.e., up to and inclusive of the examination of **April/May 2013**. Thereafter, they will be permitted to appear for the examination only under the regulations in force

Semester 1: 18MPJMC 01 –Research Methodology in Communication [Theory] 5 credits

Curriculum/Course Objective (CO):

1.	To make students understand the theoretical concepts of qualitative and quantitative research techniques.
2.	To enhance their applications of research nuances from the stage of research formulation through to presentation.
3.	To gain knowledge about types of media communication research.
4.	To get used to the various techniques and nuances followed during the process of research.
5.	To familiarize with the concepts and factors that influence the result of a research.

UNIT I

Nature and scope of social science research, types of research, formulation of research problem, hypothesis, research procedures ,elements of research, research ethics, nature and scope of communication research, literature review, communication variables, foot notes, end notes, bibliography,

UNIT II

Case study, survey, historical research, discourse analysis, semiotic analysis, ethnography, readership surveys; television audience measurement; television rating research, public opinion poll, pre-election and exit poll, action research, formative, process and summative research, data collection tools,

UNIT III

Field observations: focus groups, participant observation, intensive interviews; quantitative methods-content analysis, steps in content analysis, universe–sample-unit of analysis-constructing content categories, coding of contents, analysis and interpretation, reliability, validity, content analysis in print and electronic media, qualitative and quantitative methods of data collection,

UNIT IV

Descriptive and analytical survey, probability and non-probability samples, measurement and scaling, construction of questions, questionnaire design and question order, layout, design, research design and its types, basic experimental designs-pretest-post-test control group, post test-only control group, Solomon four group designs, factorial studies, quasi experimental designs, field experiments,

UNIT V

Statistics in research: descriptive and inferential statistics: SPSS and other related soft wares for analysis.

REFERENCES

1. Quantitative research methods for communication, Jason S.Wrech et al, Oxford University press, New Delhi, 2009
2. Mass Media Research, Roger D Wimmer, Joseph R.Dominick, Wards worth Publishing Company,2000
3. Research Methodology, Methods & Techniques, C R Kothari, Willy Eastern Ltd, New Delhi
4. Media Research Methods: Measuring audiences, Reactions and impact, Barrie Gunter, sage publications – New Delhi
5. Media Research Techniques, Arthur Asa Berger, Sage Publications, New Delhi.
6. Qualitative Research methods for Communication Wrench, et al , , Oxford University Press.
7. Research in Social Sciences. Bridget Somekh,
8. A Students Guide to Methodology Peter Clough,
9. Statistical methods for practice and research, Ajai S.Gaur, Sanjaya S.Gaur sage publications 2006
10. Essential guide to doing research, Zina O' Leary, vistaar publications, New Delhi, 2006
11. Your research project, Nicholas Walliman, vistaar publications, New Delhi, 2006
12. Writing your thesis, Paul Oliver, vistaar publications, New Delhi, 2006

Course Outcomes (COs)

CO1	CONNECT applications of research nuances from the stage of research formulation through to presentation.
CO2	HYPOTHESIZE various methods and techniques in research on issues and events.
CO3	IDENTIFY the sources and methods of data collection.
CO4	ADMINISTER various Scaling techniques for the concept of Attitude and its formation.
CO5	PRIORITIZE the practical considerations in determining effective sampling for researching a topic.

The mapping of course outcomes with programme outcomes is tabulated as follows

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9
CO 1	L	L	L	L	L	L			
CO 2			M		M	M			
CO 3				M	M	M	M		
CO 4					S	S	S	S	
CO 5						S	H	H	H

H-High S-Strong M-Medium L-Low

Course Outcomes (COs): On successful completion of the course, the students will be able to:

		K1	K2	K3	K4	K5
CO1	To make students understand the theoretical concepts of qualitative and quantitative research techniques.	√	√			
CO2	To familiarize students research nuances from the stage of research formulation through to presentation.	√	√	√		
CO3	To teach students about the nuances of the types of media research		√	√	√	√
CO4	To enable students to have an understanding of various media communication research and data collection tools		√	√	√	√
CO5	To give a clear vision to the students about the planning, production and execution of a communication research topic and develop a full fledged research report on the selected theme	√	√	√	√	√

TOOLS FOR ASSESSMENT

CIA Test – 1	CIA Test – 2	Assignment	Seminar	Attendance	Total
5 marks	5 marks	5 marks	5 marks	5 marks	25 marks

Course Designed By	Checked by	Verified By HOD	Approved by
Names			
Signature			

Semester 1: 18MPJMC 02 – Development Communication [Theory] 5 credits

Curriculum/Course Objective (CO):

1.	To make students understand nature, concept of the media and communication in the developing societies.
2.	To make students understand factors governing strategies of development communication for national development by critically evaluating on developmental approaches and programmes in the context of Communication and Economic development theories.
3.	To gain knowledge about the five year plans employing a development communication support system.
4.	To articulate the strategies of participatory communication with its ethical dimensions and nuances followed during the process of research.
5.	To familiarize and writing news stories on various development schemes and research the concepts and cases of communication experiments in India.

UNIT I

Definition- nature and concept of development - old and new paradigm of development - Indian concept of development - characteristics of developing societies; gap between developed and developing societies.

UNIT II

Development communication - definition, origin - development of the concept of development communication - role of media in development communication - strategies in development communication - case studies and experience.

UNIT III

Indian development efforts - five year plans - first generation economic reforms - second-generation economic reforms - development communication efforts and effects.

UNIT IV

Development communication planning strategies and action plans - decentralization, panchayat raj institutions and communication. Problems faced by governmental and non-governmental agencies in development communication - diffusion of innovation, models in agricultural communication - case studies of communication support to agriculture.

UNIT V

Writing development stories in areas like family welfare - health - education - environment and development. Writing development messages for rural audience; specific requirements for writing development stories for media like newspapers, magazines radio and television.

REFERENCE:

1. Communication for development in third world - Srinivas R. Melkate
2. India's information revolution - M. Rogers and Ana Aravind Singhlal.
3. Design and development message - Bella Modi.
4. Development commercial - Uma Navula.
5. Interdependent development - Naoold Brookfield.
6. Definition of innovations - Everest M Roger.
7. Folk media for development - N. Usha Rani.
8. Community Radio - M. Abdul Rehaman Pasha

The mapping of course outcomes with programme outcomes is tabulated as follows

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9
CO 1	L	L	L						
CO 2			M	M	M	M			
CO 3					M	M	M	M	
CO 4					S	S	S	S	S
CO 5						H	H	H	H

H-High S-Strong M-Medium L-Low

Course Outcomes (COs): On successful completion of the course, the students will be able to:

		K1	K2	K3	K4	K5
CO1	Understand nature, concept of the media and communication in the developing societies. national development	√	√			
CO2	Evaluate developmental approaches and programmes in the context of Communication and Economic	√	√	√		
CO3	Connect the knowledge of five year plans and employing a development communication support system.		√	√	√	√
CO4	Classify the Strategies of participatory communication with its ethical dimensions and nuances followed during the process of theories and research of Social change		√	√	√	√
CO5	writing news stories on various development schemes and research the concepts and cases of communication experiments	√	√	√	√	√

Curriculum/Course Objective (CO):

1.	To make students acquainted with development constructs and concepts
2.	To make students understand factors governing strategies of development communication for national development by critically evaluating on developmental approaches and programmes in the context of Communication and Economic development theories.
3.	To gain knowledge about the five year plans employing a development communication support system.
4.	To articulate the strategies of participatory communication with its ethical dimensions. and nuances followed during the process of research.
5.	To familiarize and writing news stories on various development schemes and research the concepts and cases of communication experiments in India.

TOOLS FOR ASSESSMENT

CIA Test – 1	CIA Test – 2	Assignment	Seminar	Attendance	Total
5 marks	5 marks	5 marks	5 marks	5 marks	25 marks

Course Designed By	Checked by	Verified By HOD	Approved by
Names			
Signature			

Semester 1: 18MPJMC 03 – Media Research Techniques [Theory] 5 credits

Curriculum/Course Objective:

1.	To make students understand the principles of a research techniques.
2.	To enhance their applications of research nuances from the stage of research formulation through to presentation.
3.	To gain knowledge about the graphical representation of a data.
4.	To get used to the various techniques followed in data collection.
5.	To familiarize them with the tools required to formulate research.

Unit I

Basic principles of research, conceptualizing research, theory building, facts, concepts, constructs and definitions. Research Design, different steps in preparing a research design, Types of research design, Defining the research problem.

Unit II

Enunciating objectives of the study, Generating Research Questions, Review of literature, formation and types of hypothesis, testing of hypothesis, variables, selection of study type and methods.

Unit III

Experiments - Definition; advantages and limitations ; steps in conducting the case studies. Content analysis: Overview of content analysis, Methods of conducting content analyses. ethnographic studies.

Unit IV

Use of quantitative method in research, types and sources of data, data analysis for specific type of data, tabulation and graphical representation, central tendency, dispersion, correlation, regression, use of chi square.

Unit V

Data processing, Graphical processing, Use of web-2 tools for research, Use of excel, Use of SPSS, Use of graphical software, Use of multimedia tools. Structure of the thesis, Report writing and the writing of research papers. Presentation of research: Oral and Written.

References

1. Mass Media Research, Roger D Wimmer and Joseph R. Dominick, Wards Worth Publishing company, 2000
2. Media Research Techniques, Arthur Asa Berger, Sage Publications, New Delhi
3. Research methods in the Social Sciences, Bridget Somekh and Cathy Lewin, Vistaar Publications, New Delhi, 2005
4. Quantitative Social Research Methods, Kultar Singh, Sage Publications, New Delhi, 2007
5. Research Methodology in Social Sciences Devendra Thakur, , Deep and Deep Publications New Delhi, 2009

The mapping of course outcomes with programme outcomes is tabulated as follows

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9
CO 1	L	L							
CO 2		M	M	M	M	M			
CO 3				M	M	S	S		
CO 4					S	S	S	S	S
CO 5					H	H	H	H	H

H-High S-Strong M-Medium L-Low

Course Outcomes (COs): On successful completion of the course, the students will be able to:

		K1	K2	K3	K4	K5
CO1	Students will learn the proper steps followed in the process of research theoretical concepts of qualitative and quantitative research techniques.	√	√			
CO2	To familiarize students research nuances from the stage of research formulation through to presentation.	√	√	√		
CO3	Hypothesize various methods and techniques in research on issues and events.		√	√	√	√
CO4	To enable students to have an understanding of various media communication research and data collection tools and scaling methods		√	√	√	√
CO5	To give a clear vision to the students about the planning, production and execution of a communication research topic and develop a full fledged research report on the selected theme	√	√	√	√	√

TOOLS FOR ASSESSMENT

CIA-1	CIA-2	Assignment	Seminar	Attendance	Total
5	5	5	5	5	25

Course Designed By	Checked by	Verified By HOD	Approved by
Names			
Signatures			

Semester 1: 18MPJMC 03 – Specialisation Courses (Guide paper) [Theory] 5 credits

GUIDE PAPER / SPECIALIZATION PAPER

Students have to write an examination in the following research area of specialization designed by the concerned research supervisor.

M.Phil Specialised 10 papers

1. Developmental studies
2. Media (research techniques) reception studies
3. Public opinion studies
4. Print media studies
5. Broadcast media studies
6. Film studies
7. New media studies
8. Media and cultural studies
9. Advertising and marketing studies
10. Public relations studies

Semester 2: 18MPJMC 04 – Research Dissertation/Thesis/Projects

credits

For dissertation the student has to take up a research study with the permission and approval from the guide allotted. The students/scholars should Choose from the broad field of Journalism and Mass Communication and submit the Research Dissertation/Thesis/Projects.

The viva-voce will be held at the end of the semester.