

ABCA (Activity-Based Continuous Assessment)

ABCA (Activity-Based Continuous Assessment) is a dynamic educational methodology that assesses students' learning through varied activities spread across the academic term, moving beyond the limitations of conventional examination-based evaluation. This approach emphasizes ongoing, practical engagement to monitor student progress and enhance comprehension, skill development, and application of knowledge.

1. **Application-Based Tasks:** These are hands-on exercises where students apply theoretical knowledge to practical, real-life situations. Such activities enhance problem-solving capabilities and help bridge the gap between classroom learning and real-world application.
2. **Consistency in Theoretical Learning:** This element values students' regular attendance and active engagement in theoretical lectures. It ensures that learners maintain a strong conceptual foundation, contributing to their continuous academic development.
3. **Case Study Development:** Students examine and document real or hypothetical business scenarios. This practice sharpens their analytical, decision-making, and critical thinking abilities by assessing different strategic options and outcomes.
4. **Poster Presentation:** Through creating and showcasing posters, students visually communicate complex concepts, research outcomes, or project summaries. This method boosts their ability to present ideas clearly and develop public speaking and visual storytelling skills.
5. **Open-Book Assessments:** These tests allow students to refer to their books and notes while answering, focusing on comprehension, interpretation, and application of ideas rather than rote learning, encouraging deeper cognitive processing.
6. **Quizzes:** Brief, time-bound tests designed to check students' understanding of key topics. Quizzes help reinforce learning and offer quick feedback on strengths and areas that need improvement.
7. **Seminars:** These student-led sessions involve presenting on specific topics followed by discussions. Seminars promote public speaking, critical engagement, and collaborative exploration of subject matter.
8. **Industrial or Field Visits:** Educational trips to organizations or workspaces expose students to real operational environments, offering practical insights that complement theoretical knowledge.



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9. **Literature Review Assignment:** Students conduct in-depth reviews of existing research on a specific topic. This activity enhances their academic writing, critical analysis, and ability to synthesize diverse viewpoints from scholarly sources.
10. **Project Work:** These are comprehensive tasks that require investigation, planning, and execution of solutions to real-life problems. Projects encourage creativity, teamwork, and the ability to handle complex challenges independently.
11. **Library-Based Research Tasks:** These assignments involve exploring academic resources to complete topic-specific research. They build students' information literacy, research proficiency, and academic rigor.

ABCA/PBL

Subject Name: Digital Media

Subject Code: DSCJMC 502

Department: Journalism and Mass Communication

Academic Year: 2025 - 2026

Semester: BA (JMC) V Semester

Ms. SONALI SINGH

Assistant Professor

Department of Journalism & Mass Communication

ITM University Gwalior

Unit 1: Introduction to Digital Media

Activity Title: *Create a Digital Media Evolution Timeline*

Objective:

To understand the evolution and applications of digital media across decades.

Task:

Students will create a **visual timeline (infographic/poster or digital slide)** illustrating key milestones in the evolution of digital media (including software, tools, and issues such as cybercrime and privacy).

Guidelines:

- Include at least **10 major events or innovations** (e.g., first email, rise of social media, GDPR law).
- Highlight at least one application software (Word, Excel, Photoshop).
- Mention **effects such as cybercrime/privacy concerns**.
- Tools allowed: Canva, PowerPoint, or any timeline creation tool.
- Submit as **PDF or PNG**.
- Word limit for descriptions: 400–500 words.

Deliverable:

1 Infographic/Timeline file + written explanation

Unit 2: Digital Media Characteristics

Activity Title: *Net Neutrality Debate (Group Activity)*

Objective:

To analyze key digital media characteristics and understand the debate around net neutrality.:
Divide students into two groups (Pro and Against Net Neutrality). Each group prepares arguments and presents them in class or via a **recorded video debate**.

Guidelines:

- Each group must assign a moderator, speaker, and researcher.
- Prepare a **3-minute opening argument**, followed by **rebuttals**.
- Include terms like **telepresence, convergence, digital divide** in your arguments.
- Record or present live in classroom.
- Submit a **500-word reflection** post-debate.

Deliverable:

Video file or live debate + Reflection write-up

Unit 3: Internet as a Medium

Activity Title: *Create a Journalistic Social Media Profile*

Objective:

To explore how journalists use internet tools and platforms for professional content creation.

Task:

Students will create a **mock professional journalist profile** on a template (not real account) for a chosen platform (Instagram, LinkedIn, Twitter), including:

- Bio
- Sample posts (news updates, podcast links, blog links)
- Use of hashtags and SEO terms

Guidelines:

- Use **Canva or Google Slides** for layout.
- Must include at least **3 types of media**: image post, video post, blog link.
- Mention tools like podcasting, webcasting, photo sharing, SEO.
- Word count for content: approx. 250–300 words per post.

Deliverable:

Mock social media profile PDF + Short rationale (300 words)

Unit 4: Digital Audiences & Media Design

Activity Title: *Audience Engagement Campaign*

Objective:

To understand audience behavior and design a campaign for engagement.

Task:

Students will conceptualize and design a **3-day digital campaign** for a cause (e.g., environment, health, digital safety).

Guidelines:

- Identify audience type (active, passive, participatory).
- Design campaign creatives: 1 poster, 1 reel/video idea, 1 infographic.
- Include use of cloud tools like Google Drive, speech-to-text, or OCR.
- Mention expected engagement (likes, shares, comments).
- Submit all in one PDF.

Deliverable:

Campaign design with a 500-word description



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Unit 5: Digital Laws

Activity Title: *Digital Safety Handbook for Students*

Objective:

To raise awareness on digital laws and safe online practices.

Task:

Students will create a **handbook or brochure** with tips on digital security, including legal aspects (IT Act, Copyright, etc.).

Guidelines:

- Minimum 8 pages/slides covering topics like password security, PDF protection, face lock, ethical vs. unethical hacking.
- Include **1 infographic** and **1 case study**.
- Use Microsoft Word, Canva, or Google Docs.
- Mention WordPress use for secure page creation.

Deliverable:

Digital Handbook PDF + Peer feedback form (optiona)

ABCA/PBL

Subject Name: Fundamentals of Research

Subject Code: DSCJMC 501

Department: Journalism and Mass Communication

Academic Year: 2025- 2026

Semester: BA (JMC) V Semester

Dr. Nidhi Bhandari

Assistant Professor

Department of Journalism & Mass Communication

ITM University Gwalior

ABCA-1: PPT-Based Assignment

Due Date: 31 July 2025

Title: “*Understanding Research Through Visual Presentations*”

Objective:

- To help students understand the key concepts, nature, and application of research
 - To develop presentation skills using digital tools
 - To explore the relevance of research in various academic and real-life fields
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Assignment Guidelines for Students:











Task:

Prepare a **PowerPoint or Google Slides presentation on any one of the topics provided below** related to **Unit 1: Definition and Types of Research**.

Slide Structure: (8–10 Slides)

Slide	Content
Slide 1	Title Slide – Topic, Name, Roll No., Course, Date
Slide 2	Introduction to the Topic – Define key terms
Slide 3	Theoretical Background – Concept origin or importance
Slide 4–6	Main Explanation with Examples, Diagrams, or Charts
Slide 7	Real-Life Application or Case Study
Slide 8	Conclusion – What did you learn from this topic?
Slide 9	References (Books, Websites, Class Notes)
Slide 10	Optional – Creative slide (quote, infographic, visual summary)

Suggested PPT Topics (Any One):

1.  **Meaning, Definition, and Importance of Research**
2.  **Qualitative vs. Quantitative Research: A Comparative Study**
3.  **Applied Research: Definition, Characteristics, and Examples**
4.  **Historical Research in Social Sciences**
5.  **Experimental Research: Process and Applications**
6.  **Action Research in Education and Social Reform**
7.  **Participatory Research: Giving Voice to the Community**
8.  **Basic Research vs. Applied Research – What's the Difference?**
9.  **Scientific Research in Social Sciences**
10.  **Socio-Political Context and Ethical Considerations in Research**

Design Tips:

- Use clear, readable fonts (e.g., Arial, Calibri)
- Limit text to bullet points (avoid large paragraphs)
- Use **images, charts, or icons** to enhance clarity
- Be consistent with colors and layout
- Cite all sources properly

Instructions for Submission

- PPT must be submitted in hardcopy format also.
- PPT must be uploaded on LMS.

ABCA-2: Research Design/Creation of a Mini Research Proposal

Due Date: 31 August 2025

Title: *“Design Your Own Mini Research Study*

Learning Objectives

By the end of this activity, students will be able to:

- Understand key events, rulers, and movements of medieval Indian history
 - Write structured essays based on analysis, evidence, and historical interpretation
 - Strengthen academic writing and time-bound composition skills
 - Enhance their ability to compare and contextualize historical developments
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Guidelines for Students

Objective:

- To help students understand and apply components of a research design
 - To develop skills in hypothesis framing, sampling, interview/questionnaire design, and observation
 - To simulate a real research process in a scaled-down classroom environment
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Activity Description:

Choose a **simple, real-world topic** relevant to **media or communication studies** and **design a mini research project**, including all the basic components of a research plan.

Suggested Research Topics:

- Influence of social media influencers on student buying behaviour
 - Effectiveness of online classes vs. offline classes
 - Preferred news platforms among students: TV vs. digital media
 - Gender representation in local newspapers or ads
 - Patterns of mobile phone usage among college students
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Assignment Components:

Research Design Report (800–1000 words)

Section	What to Include
Title	Topic of your mini-research
Problem Statement	What is the issue or area of interest?
Objectives	2–3 specific objectives
Hypothesis / Research Question	Formulate a clear, testable hypothesis or research question
Sampling Method	Choose and justify (Probability/Non-Probability; small sample)
Data Collection Tool	Questionnaire, Interview or Observation – attach a sample
Research Design Type	Exploratory, Descriptive, Experimental, etc.
Methodology Description	Brief on tools used, how you collected data (even if simulated)
Expected Outcome or Learning	What you learned through this activity or expect to learn

Submission Mode:

- **Soft Copy:** Submit via Google Classroom / Email / LMS (as instructed)
 - File format: PDF or Word document
 - File name: *GroupName_ResearchDesign_Assignment.pdf*
- **Hard Copy:** Submit spiral-bound or stapled document (if required)

ABCA-3: Creation of Questionnaire as Research Tool

Due Date: 30 September 2025

Title: “*Design Your Own Questionnaire: A Hands-on Research Tool Activity*”

Objective:

- To understand the **purpose, structure, and language** of a well-designed questionnaire
 - To develop the ability to convert research problems into measurable questions
 - To learn how questionnaires help collect **quantitative and qualitative data**
 - To explore the art of **pre-testing** and improving research tools
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Activity Description:

Students will design a **10–12 item questionnaire** as a data collection tool on a relevant research topic of their choice (with instructor approval).

Suggested Topics for Questionnaire:

- Media consumption habits of college students
- Impact of mobile phones on attention span
- Perceptions of online vs. offline learning
- Youth opinions on influencer marketing
- Political awareness among first-time voters
- Usage patterns of OTT platforms (Netflix, Prime, etc.)

(Students may choose any topic from media, communication, or society-related issues.)

Assignment Guidelines:

1. **Choose a Research Topic/Problem**
Clearly define the focus area your questionnaire will explore.
 2. **Frame 2–3 Objectives**
What are you trying to find out through your questions?
 3. **Design the Questionnaire (Core Task)**
 - Total: **10–12 questions**
 - Include a mix of:
 - **Closed-ended** questions (Yes/No, Multiple choice, Likert scale)
 - **Open-ended** questions (for opinions)
 - Keep language simple, unbiased, and logical
 - Arrange in a proper **flow**: Start with basic/demographic → topic-specific → opinion-based
 4. **Pre-test Instructions (Optional)**
 - Conduct a **mock trial** of the questionnaire with 2–3 peers
 - Note down any confusion or suggestions they gave
 - Make improvements if needed
 5. **Write a Short Note (200 words)**
 - Explaining why your questionnaire is appropriate for the topic
 - What challenges you faced while preparing it
 - How it can be improved through pre-testing
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Submission Format:

- Title of Research
- Objectives (2–3 bullet points)
- Designed Questionnaire (with numbering and options where applicable)
- Short Note (200 words)
- Optional: Attach pre-test feedback/comments (if done)

ABCA-4: Research Paper Writing Activity

Due Date: 31 October 2025

Title: *"From Idea to Insight: Research Paper Writing and Presentation"*

Objective:

- To equip students with skills for academic research writing
- To enable formulation of research questions and structured presentation
- To practice citation, analysis, and original thinking

Guidelines for Students:

1. Select a Topic:

- Choose a relevant and researchable topic related to your course
- Get it approved by the instructor before proceeding

2. Paper Structure:

Section	Details
Title Page	Include title, name, roll number, date, course, department
Abstract	150–200 word summary of your research
Keywords	4–6 keywords related to your topic
Introduction	Background, problem statement, objectives
Literature Review	Summary of past studies/theories
Methodology	Tools, design, sampling, data collection
Analysis/Findings	Data interpretation and discussion
Conclusion	Key takeaways and future scope
References	Minimum 5 sources (APA/MLA/Chicago style)
Annexure	If applicable: charts, interview guides, survey forms

3. Formatting Instructions:

- **Word Count:** 1800–2500 words
- **Font & Size:** Times New Roman, 12 pt
- **Spacing:** 1.5 line spacing
- **Margins:** 1 inch on all sides
- **File Format:** Word (.doc/.docx) or PDF
- **Citation Style:** APA/MLA/Chicago (as instructed)



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✓ 4. Submission Components:

- Typed Research Paper
 - Properly formatted Title Page
 - Abstract and Keywords
 - Reference List
 - Optional: Plagiarism Report / Pre-submission Checklist
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