

DEPARTMENT OF MASS COMMUNICATION & JOURNALISM

Date: 24th February 2020

Minutes of the Meeting

The 11th meeting of Board of Studies (BOS) was held on 24th February, 2020 at the Department of Mass Communication and Journalism, School of MCJ, MANUU, Hyderabad at 10.30 am. The following members were present in the meeting:

I. Prof. Ehtesham Ahmad Khan, Chairman, BOS/ Head, Dept. of MCJ	Chairman
II. Prof. Karnam Narendra, Professor, Dept. of MCJ, OU, Hyderabad	External Member
III. Dr. Mohammad Fariyad, Associate Professor, Dept. of MCJ	Internal Member
IV. Mr. Mohd. Mustafa Ali, Associate Professor, Dept. of MCJ	Internal Member
V. Mr. Syed Hussain Abbas Rizvi, Assistant Professor, Dept. of MCJ	Internal Member
VI. Dr. Meraj Ahmed Mubarak, Assistant Professor, Dept. of MCJ	Internal Member
VII. Mr. Shams Imran, Assistant Professor, Journalism, DDE	Internal Member
VIII. Mr. Meraj Ahmad, Assistant Professor, Dept. of MCJ	Internal Member
IX. Mr. Mohd. Tahir Qureshi, Assistant Professor, Dept. of MCJ	Internal Member

(Mr. Zia Us Salam, Associate Editor, The Hindu and Editor, Frontline, New Delhi & External Member and Mr. Shams Imran, Assistant Professor, DDE , Internal Member could not attend the meeting).

The agenda for the 11th Board of Studies was as follows:

- 11.1 To appraise about the action/decision taken by the Department related to 10th BOS meeting held on 15th February 2019.
- 11.2 To include three (03) more papers (Core) in existing syllabus of B.A. (Hon) JMC course during V & VI semester of academic year 2020-21. The inclusion of three (03) core papers are necessary as per CBCS guidelines of UGC which states that an undergraduate degree with Honours in a discipline may be awarded, if a student completes 14 core papers in that discipline.
- 11.3 To restructure the papers of B.A. (Hons.) JMC syllabus for the students to be enrolled during academic year 2020- 2021.

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Q. Ali

Meraj A. Mubarak

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Shams Imran

Mohd. Tahir Qureshi

Shams Imran

Q. Ali

- 11.4 To update/ minor corrections in existing syllabus of B.A. (Hons.) JMC.
- 11.5 To update/ minor corrections in existing syllabus of M.A.(JMC) and to replace one of the Discipline Specific paper titled - Translation for Print Media with new paper offered during first semester.
- 11.6 To revise the Ph.D. (JMC) course work syllabus.
- 11.7 To seek post facto approval of the topic of the Ph.D Research Scholar - Ms. Rukaiya Naaz, approved by DRC in its meeting held on 23rd February 2018 and minutes of DRC held on on 21st January 2019, 20th February 2019, 24th May 2019, 22nd November 2019 and 07th February 2020.
- 11.8 Any other item with the permission of the Chair.

The resolution of the 11th BOS is as follows:

11.1.1 The Chairman of BOS apprises about action taken regarding previous BOS & School Board held on 15th February 2019 and 06th March 2019.

11.1.2 The BOS members have approved the following changes for the syllabus of B.A. (Hon.) JMC course for the students enrolled during academic year 2018-19 batch:

- a. Inclusion of one new core paper titled as '**Media Management**' during Fifth (V) Semester
- b. Replacement of one core paper titled as '**Development Communication**' with '**Communication for Development**' and to change the title of the core paper of 'Communication Research' as "**Media Research**" during Fifth (V) Semester.
- c. Replacement of one of the DSE paper titled as '**Translation Techniques for Urdu Media**' with '**National and International Affairs**' during fifth (V) Semester.
- d. Inclusion of two additional core papers titled as '**Digital Media**' and '**Urdu Media**' during sixth (VI) Semester.
- e. Two new DSE papers titled as '**Science Communication**' and '**Social Media**' has been included during sixth (VI).

The members of BOS has also approved the Programme Outcomes (POs), Programme Specific Outcomes (PSOs) and Course Attainment of the B.A. (Hon.) JMC course. **The outline of the restructure syllabus B.A. (Hon.) JMC course for the students enrolled during academic year 2018-19 is attached at Annexure - A.**

11.1.3 The BOS members have also approved the revised syllabus of B.A (Hons.) JMC for the students to be enrolled for the next academic year 2020-21. The members have approved 'the followings:

- a. Replacement of the existing core paper '**Print Media and Production**' with new core paper titled as '**Reporting and Editing for Print Media**' during IInd Semester.

b. The two core papers titled as "Advertising and Public Relations" and 'Media Management' taught during fourth (IV) and fifth (V) semester has been replaced with. **"Public Relations"** and **"Advertising"**, which will be offered during fourth (IV) and fifth (V) semesters respectively.

c. Further, the members of the committee has approved to change the title of the core paper of "Introduction to Communication & Media" as **"Introduction to Mass Communication"** offered during first (I) Semester.

The outline of the restructure and revised syllabus B.A. (Hon.) JMC course for the students enrolled during academic year 2020-21 is attached at Annexure - B.

11.1.4 The BOS members have approved to incorporate suggestions, minor corrections and updating of the papers of the revised syllabus of B.A. (Hons.) JMC for the students to be enrolled from next academic year 2020-21.

11.1.5 The BOS members have approved has approved minor corrections and updating of syllabus of M.A.(JMC) for the students to be enrolled for the next academic year 2020-21 and to replace one of the Discipline Specific paper titled - 'Translation for Print Media' with new paper titled 'Data Journalism ' offered during first semester of M.A.(JMC). The members of BOS has also approved the Programme Outcomes (POs), Programme Specific Outcomes (PSOs) and Course Attainment of the M.A. (JMC) course. **The outline of the restructure syllabus M.A. (JMC) course for the students enrolled during academic year 2020-21 is attached at Annexure - C.**

11.1.6 The members of the BOS have approved the revised syllabus Ph.D. (JMC) course work for the enrolling during 2020-21. **The outline of the restructure syllabus Ph.D (JMC) course for the students enrolled during academic year 2020-21 is attached at Annexure - D.**

11.1.7 The BOS members have accorded post-facto approval of the title of the Ph.D Research Scholar - Ms. Rukaiya Naaz, as **"Communication for Development: Public Service Advertisements (PSA) and their Effect on Muslims of Jaunpur, UP"**, which was approved by DRC in its meeting held on 23rd February 2018. The BOS also members also approved minutes of DRC held on 21st January 2019, 20th February 2019, 24th May 2019, 22nd November 2019 and 07th February 2020.

The Chairman, BOS extended his sincere thanks to all the members for their valuable contribution and meeting concluded with Vote of Thanks to the Chairman.

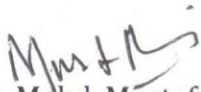
Ehtesham

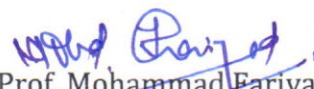
Prof. Ehtesham Ahmad Khan
Chairman, BoS, HoD, MCJ

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Prof. Karnam Narender

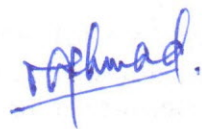
Professor, Dept. of MCJ & Director I/C, EMRC, OU
(External Member, BOS, MCJ)

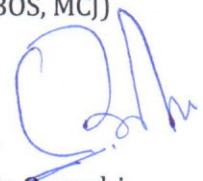

Mr. Mohd. Mustafa Ali
Associate Prof., Dept. of MCJ
(Internal Member, BOS, MCJ)


Prof. Mohammad Fariyad
Prof., Dept. of MCJ
(Internal Member, BOS, MCJ)


Mr. Syed Hussain Abbas Rizvi
Asst. Professor, Dept. of MCJ
(Internal Member, BOS, MCJ)


Dr. Meraj Ahmed Mubaraki
Asst. Professor, Dept. of MCJ
(Internal Member, BOS, MCJ)


Mr. Meraj Ahmad
Asst. Professor, Dept. of MCJ
(Internal Member, BOS, MCJ)


Mr. Mohd. Tahir Qureshi
Asst. Professor, Dept. of MCJ
(Internal Member, BOS, MCJ)





Sl No	Paper Code and Nature of Paper	Title of the Paper	Credits	Class Duration in Hours			
				L	T	P	
Semester - I							
1	BJMC101 (Core)	Introduction to Communication & Media	6	5	1	0	
2	BJMC102 (Core)	Introduction to Journalism	6	5	1	0	
3	BJMC103 (Core)	Any Subject of Choice (Urdu/Hindi/English Arabic/Persian/Sociology/Political Science)	6	5	1	0	
4	BJMC104 (AEC)	Ability Enhancement Course (AEC)	2	2	0	0	
Total			20				
Semester – II							
1	BJMC201 (Core)	Television Journalism	6	5	1	0	
2	BJMC202 (Core)	Health Journalism	6	5	1	0	
3	BJMC203 (Core)	Any Subject of Choice (Urdu/Hindi/English /Arabic/Persian/Sociology/Political Science)	6	5	1	0	
4	BJMC204 (AEC)	Ability Enhancement Course (AEC)	2	2	0	0	
Total			20				
Semester - III							
1	BJMC301(Core)	Print Media & Production	6	5	1	0	
2	BJMC302 (Core)	Media Ethics & Law	6	5	1	0	
3	BJMC303 (Core)	Any Subject of Choice (Urdu/Hindi/ English /Arabic/Persian/Sociology/Political Science)	6	5	1	0	
4	BJMC304 (SEC)	Skill Enhancement Courses	2	2	0	0	
Total			20				
Semester - IV							
1	BJMC 401(Core)	Advertising & Public Relation	6	5	1	4	
2	BJMC 402 (Core)	Radio Production	6	5	1	0	
3	BJMC 403 (Core)	Any Subject of Choice (Urdu/Hindi/English /Arabic/Persian/Sociology/Political Science)	6	5	1	0	
4	BJMC 404 (SEC)	Skill Enhancement Courses	2	2	0	0	
Total			20				
Internship of one month after fourth Semester examination i.e. during summer vacations (4 credits)							
Semester V							
1	BJMC501 (Core)	Communication for Development	6	5	1	0	
2	BJMC502 (Core)	Media Research	6	5	1	0	
3	BJMC503 (Core)	Media Management	6	5	1	0	
4	BJMC 504 (DSE – 1)	Photography	6	5	1	0	
5	BJMC 505 (DSE – 2)	} Any Two	Introduction to Cinema Studies	6	5	1	0
6	BJMC 506 (DSE – 3)		National and International Affairs	6	5	1	0
7	BJMC 507 (DSE – 4)	} Any One	Basics of Video Documentary	6	5	1	0
8	BJMC 508 (GE –1)		Visual Culture	6	5	1	0
9	BJMC 509 (GE –2)		Basics of Radio Documentary Production	6	5	1	0
10	BJMC 510 (SEC)	Skill Enhancement Courses	2	2	0	0	
Total			38				
Semester VI							
1	BJMC 601 (Core)	Digital Media	6	5	1	0	
2	BJMC 602 (Core)	Urdu Media	6	5	1	0	
3	BJMC 603 (Core)	Media Research Project	6	5	1	0	
4	BJMC 603 (DSE – 1)	} Any Two	Graphic and Design	6	5	1	0
5	BJMC 603 (DSE – 2)		Human Rights and Media	6	5	1	0
6	BJMC 604 (DSE – 3)		Mediated Identities	6	5	1	0
7	BJMC 604 (DSE – 4)	} Any One	Science Communication	6	5	1	0
8	BJMC 605 (GE –1)		Social Media	6	5	1	0
9	BJMC 606 (GE –2)		Introduction to Film Making	6	5	1	0
10	BJMC 607 (SEC)	Skill Enhancement Courses	2	2	0	0	
Total			38				
Grand Total			20+20+20+20+38+38+4 =160				

Sl No	Paper Code and Nature of Paper	Title of the Paper	Credits	Class Duration in Hours			
				L	T	P	
Semester - I							
1	BJMC101 (Core)	Introduction to Mass Communication	6	5	1	0	
2	BJMC102 (Core)	Introduction to Journalism	6	5	1	0	
3	BJMC103 (Core)	Any Subject of Choice (Urdu/Hindi/English Arabic/Persian/Sociology/Political Science)	6	5	1	0	
4	BJMC104 (AEC)	Ability Enhancement Course (AEC)	2	2	0	0	
Total			20				
Semester – II							
1	BJMC201 (Core)	Television Journalism	6	5	1	0	
2	BJMC202 (Core)	Health Journalism	6	5	1	0	
3	BJMC203 (Core)	Any Subject of Choice (Urdu/Hindi/English /Arabic/Persian/Sociology/Political Science)	6	5	1	0	
4	BJMC204 (AEC)	Ability Enhancement Course (AEC)	2	2	0	0	
Total			20				
Semester - III							
1	BJMC301(Core)	Reporting and Editing for Print Media	6	5	1	0	
2	BJMC302 (Core)	Media Ethics & Law	6	5	1	0	
3	BJMC303 (Core)	Any Subject of Choice (Urdu/Hindi/ English /Arabic/Persian/Sociology/Political Science)	6	5	1	0	
4	BJMC304 (SEC)	Skill Enhancement Courses	2	2	0	0	
Total			20				
Semester - IV							
1	BJMC 401(Core)	Public Relations	6	5	1	0	
2	BJMC 402 (Core)	Radio Production	6	5	1	0	
3	BJMC 403 (Core)	Any Subject of Choice (Urdu/Hindi/English /Arabic/Persian/Sociology/Political Science)	6	5	1	0	
4	BJMC 404 (SEC)	Skill Enhancement Courses	2	2	0	0	
Total			20				
Internship of one month after fourth Semester examination i.e. during summer vacations (4 credits)							
Semester V							
1	BJMC501 (Core)	Communication for Development	6	5	1	0	
2	BJMC502 (Core)	Media Research	6	5	1	0	
3	BJMC503 (Core)	Advertising	6	5	1	0	
4	BJMC 504 (DSE – 1)	Photography	6	5	1	0	
5	BJMC 505 (DSE – 2)	} Any Two	Introduction to Cinema Studies	6	5	1	0
6	BJMC 506 (DSE – 3)		National and International Affairs	6	5	1	0
7	BJMC 507 (DSE – 4)	Basics of Video Documentary	6	5	1	0	
8	BJMC 508 (GE –1)	} Any One	Visual Culture	6	5	1	0
9	BJMC 509 (GE –2)		Basics of Radio Documentary Production	6	5	1	0
10	BJMC 510 (SEC)	Skill Enhancement Courses	2	2	0	0	
Total			38				
Semester VI							
1	BJMC 601 (Core)	Digital Media	6	5	1	0	
2	BJMC 602 (Core)	Urdu Media	6	5	1	0	
3	BJMC 603 (Core)	Media Research Project	6	5	1	0	
4	BJMC 603 (DSE – 1)	} Any Two	Graphic and Design	6	5	1	0
5	BJMC 603 (DSE – 2)		Human Rights and Media	6	5	1	0
6	BJMC 604 (DSE – 3)	} Any One	Mediated Identities	6	5	1	0
7	BJMC 604 (DSE – 4)		Science Communication	6	5	1	0
8	BJMC 605 (GE –1)	Social Media	6	5	1	0	
9	BJMC 606 (GE –2)	Introduction to Film Making	6	5	1	0	
10	BJMC 607 (SEC)	Skill Enhancement Courses	2	2	0	0	
Total			38				
Grand Total			20+20+20+20+38+38+4=160				

Course Outline of M. A. (JMC) 2020-2021 Batch

Annexure - C

Sl No	Paper Code and Nature of Paper	Title of the Paper	Credits	Class Duration in Hours		
				L	T	P
Semester – I						
1	MAJM101 (Core)	Introduction to Communication Theory	4	3	1	0
2	MAJM102 (Core)	History of Media	4	3	1	0
3	MAJM103 (Core)	Print Journalism	4	3	1	0
4	MAJM104 (Core)	Print Journalism (Practical's)	4	0	0	8
5	MAJM105 (Core)	English Journalistic Skills	4	3	1	0
6	MAJM108 (DSE)	} Any One	4	3	1	0
7	MAJM109 (DSE)		Digital Photography	4	3	1
8	MAJM106 (AEC)	Ability Enhancement Course (AEC)	2	2	0	0
9	MAJM107 (SEC)	Skill Enhancement Courses (SEC)	2	2	0	0
Total			28			
Semester – II						
1	MAJM201 (Core)	Media Law and Society	4	3	1	0
2	MAJM202 (Core)	Radio Production	4	3	1	0
3	MAJM203 (Core)	Radio Production Practical's	4	0	0	8
4	MAJM204 (Core)	Television Journalism	4	3	1	0
5	MAJM205 (Core)	Television Journalism Practical's	4	0	0	8
6	MAJM209 (DSE)	}Any One	4	3	1	0
7	MAJM210 (DSE)		Health Journalism	4	3	1
8	MAJM211 (GE)	Video Documentary Production *	4	3	1	0
9	MAJM206 (AEC)	Ability Enhancement Course (AEC)	2	2	0	0
10	MAJM207 (SEC)	Skill Enhancement Courses (SEC)	2	2	0	0
Total			32*			
Semester – III						
1	MAJM301(Core)	Communication Research	4	3	1	0
2	MAJM302 (Core)	Online Journalism	4	3	1	0
3	MAJM303 (Core)	Television and Video Production	4	3	1	0
4	MAJM304 (Core)	Television and Video Production Practical's	4	0	0	8
5	MAJM305 (DSE)	} Any One	4	3	1	0
6	MAJM306 (DSE)		International and Inter Cultural Communication	4	3	1
7	MAJM307 (GE)	Basics of Photography *	4	3	1	0
Total			24*			
Semester – IV						
1	MAJM 401(Core)	Graphics and Animation	4	3	1	0
2	MAJM 402 (Core)	Advertising and Market Research	4	3	1	0
3	MAJM 403 (Core)	Public Relation and Corporate Communication	4	3	1	0
4	MAJM 404 (Core)	Dissertation	4	3	1	0
5	MAJM 405 (GE)	Film Appreciation *	4	3	1	0
Total :			20*			
Internship of one month after Second Semester examination during summer vacations (4 Credits)						
*The student has to choose any two Generic Elective papers during II / III / IV Semesters of the Course						
Grand Total			28+32*+24*+20+4= 104			

ANNEXURE - D

Course Outline of Ph. D (JMC) 2020-2021 Batch

Serial No.	Paper Code and Nature of Paper	Title of the Paper	Credits	Class Duration in Hours		
				L	T	P
Semester – I						
1	PHJM101CCT	Research and Publication Ethics (Compulsory)	2	2	0	0
2	PHJM102CCT	Research Methodology (Compulsory)	4	3	1	0
3	PHJM103CCT	Media Studies (Compulsory)	4	3	1	0
4	PHJM104CCT	Development Communication (Optional)	4	3	1	0
5	PHJM105CCT	Public Relations (Optional)	4	3	1	0
6	PHJM106CCT	Advertising (Optional)	4	3	1	0
7	PHJM107CCT	Television Studies (Optional)	4	3	1	0
8	PHJM108CCT	Film Studies (Optional)	4	3	1	0
Total			14			

Qam

Enkeshan

Qam

M. Abd. Farid

Shubha

Qam

M. A. Hussain