Ref. No. PU/SMS/JMC/BOS-01/2021-22/CIR01   Date: 06-12-2021

1ST BOS MEETING NOTICE

The 1st Board of Studies (BOS) meeting of the B.A Journalism and Mass Communication (JMC), School of Media Studies, Presidency University, is scheduled to conduct on Wednesday, **08th December 2021 at 09.00 a.m**. on Microsoft Teams platform.

You are hereby requested to make it convenient to attend the meeting.

AGENDA

Agenda SOMS- JMC 1.1	Introducing the BOS Committee members
Agenda SOMS - JMC 1.2	Course Grid Approval
Agenda SOMS - JMC 1.3	Course Catalogues Presentation
Agenda SOMS - JMC 1.4	Any other topic with the permission of the chair

REGISTRAR

To,

Members & Invitees

Sl. No.	Name	Designation with Affiliation	Position
1.	Dr. Muddu Vinay	Pro Vice-Chancellor Presidency University	Chairperson
2.	Dr.Manish Verma	Dean-United School of Liberal Arts & Mass Communication Karnavati University, Gandhinagar	External Expert Senior Professional (Academic)
3.	Dr.Naresh Rao	Designation: Professor, Media Studies Organization: Christ University, Bangalore	External Expert (Academic)
4.	Ms.Juliana Lazarus	Designation: Assistant Editor Organization: Times of India Bangalore	External Member (Times of India)
5.	Dr. Ch.V.Ramani	HOD & Assoc. Prof. of English, Dept. of Languages, Presidency University	Member Secretary
6.	Ms.Padmavathi. S	Assistant Professor, School of Media Studies, Presidency University	Internal Member
7.	Dr. Shilpa Kalyani	Designation: Associate Professor & HOD Organization: Presidency College, Hebbal, Bangalore	Special Invitee

Permanent Invitees

Shri. Nissar Ahmed, Hon'ble Chancellor, Presidency University

Shri. Salman Ahmed, Hon'ble Board Member, PGI

Dr. D. Subhakar, Vice Chancellor, Presidency University

Dr. Surendra Kumar, Pro Vice Chancellor, Presidency University

Member Secretary   **Chairperson**

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SCHOOL OF MEDIA STUDIES

Department of Journalism & Mass Communication

Ref. No.: PU/SOMS/JMC/BOS-01/2021-22/CIR01   Date 09-12- 2021

Minutes of the 1st Meeting of Board of Studies (Department of Journalism & Mass Communication)

The 1st meeting of the Board of Studies of the department of Journalism & Mass Communication was held on 18-12-2021 from 09.00 am to 10.45am in Online Mode via the MS Teams hosted by Presidency University Itgalpur, Rajankunte, Yelahanka, Bengaluru.

Meeting Link:

https://teams.microsoft.com/l/channel/19%3aY-
UbDvxWRhqKv1zhZ4irkur_nXjd8_1UO0rBhyhz_ho1%40thread.tacv2/General?groupId=f
cce1eb6-075c-4276-a7b1-a24cc4bd4859&tenantId=bf93bb5e-ecf0-4e3d-be0e-
79b5cc527a48

1st BoS Committee Members:

S No	Name	Affiliation	Position
1.	Dr. Muddu Vinay	Pro Vice-Chancellor Presidency University	Chairperson
2.	Dr. Manish Verma	Dean, United School of Liberal Arts & Mass Communication Karnavati University, Gandhinagar	External Expert Senior Professional (Academic)
3.	Dr. Naresh Rao	Professor, Media Studies, Christ University, Bangalore	External Expert (Academic)
4.	Ms. Juliana Lazarus	Assistant Editor, Times of India	External Member (Times of India)
5.	Dr. Venkata Ramani Challa	Associate Professor & HOD, English, Presidency University	Member Secretary
6.	Ms. Padmavathi S	Asst. Professor, School of Media Studies, Presidency University	Internal Member
7.	Dr. Shilpa Kalyan	Associate Professor & HOD, Presidency College, Hebbal, Bangalore.	Special Invitee

The member secretary extended a warm welcome to the members, particularly to the external members and introduced all the members in the committee. The chairman of 1st BoS meeting, Dr. Muddu Vinay delivered the opening remarks by requesting BoS members to

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deliberate on each agenda and to provide constructive suggestions for the effective implementation of the proposed CBCS system.

With the permission of chairperson, the member secretary had presented the following agenda points and deliberations were recorded.

Introducing the BOS Committee members.

Agenda SOMS-JMC 1.1

Course Grid approval

Agenda SOMS-JMC 1.2

Approval of Course catalogues

Introduction to Digital Media:

- Suggested to add more books in the reference section and mention few reading apps in the reference section.
- Suggested to change the Module-1 Introduction to New Media to Multi Media, as the term New Media is redundant now.
- The course outcomes have to be changed according to the Blooms Taxonomy.

(ii) Introduction to Media Studies:

- Suggested to change the title of the paper as History of Media studies.
- The course outcomes have to be changed according to the Blooms Taxonomy

(iii) Fundamentals of Journalism:

- To include other channels and agencies like BBC, CNN, AL Jazeera, Sputnik in one of the modules.
- The course outcomes have to be changed according to the Blooms Taxonomy

(iv) Theories of Communication:

- The course outcomes have to be changed according to the Blooms Taxonomy

The recommendations of the experts were considered and addressed as follows:

(i) Introduction to Digital Media:

As per the suggestions, the course outcomes were modified.

(ii) Introduction to Media Studies:

All the given suggestions were incorporated

(iii) Fundamentals of Journalism:

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All the given suggestions were incorporated

(iv) **Theories of Communication:**
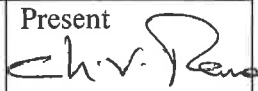
All the given suggestions were incorporated

Agenda SOMS-JMC 1.3

Any other topic with the permission of the chair

- The BOS Chairperson has assured that the decisions taken during the 5th BoS meeting for the department of Languages will be implemented as early as possible and will be conveyed. The Chairperson and member secretary had expressed special thanks to all the members and requested to extend the same support for the future activities.

The meeting ended with Vote of Thanks by Dr. Venkata Ramani Challa

BoS Committee Members Present:

S No	Name	Position	Signature with Date
1.	Dr. Muddu Vinay	Pro Vice-Chancellor Presidency University	Present
2.	Dr.Manish Verma	Dean, United School of Liberal Arts & Mass Communication Karnavati University, Gandhinagar	Present
3.	Dr. Naresh Rao	Professor, Media Studies, Christ University, Bangalore	Present
4.	Ms. Juliana Lazarus	Assistant Editor, Times of India	Absent
5.	Dr. Ch.V.Ramani	Associate Professor & HOD, Dept. of Languages, Presidency University	Present
6.	Ms. Padmavathi S	Asst. Professor, School of Media Studies, Presidency University	Present
7.	Dr. Shilpa Kalyan	Associate Professor & HOD, Presidency College, Hebbal, Bangalore	Present

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Recorded Session Meeting link:

https://drive.google.com/drive/folders/1IQI4fxfh5JdH1O94hYGNdPyghVnEZ2jk?usp=sharing

The MS Teams meeting screenshot as a note of attendance is inserted below.
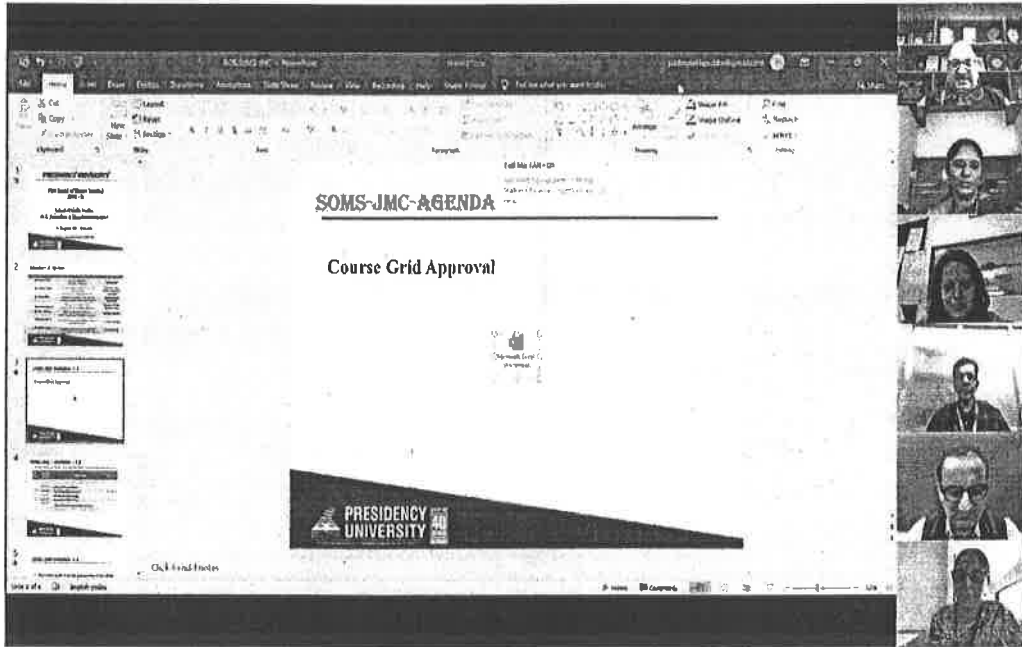

Fig. 1. The screenshot picture of 1st BoS meeting on MS Teams

Top to bottom: 1. Dr. Muddu Vinay

2. Dr. Venkata Ramani, Dr.Abdul Sharief

3. Dr Shilpa Kalyan

4.Dr. Naresh Rao

5. Dr. Manesh Varma

6. Ms. Padmavathi S.

Annexure SOMS 1.1

School of Media Studies

CURRICULUM STRUCTURE

Based on Choice Based Credit System (CBCS)
and
Outcome Based Education (OBE)

BACHELOR OF ARTS IN JOURNALISM AND MASS COMMUNICATION

2021-2024

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Name of the Program: BA. JOURNALISM AND MASS COMMUNICATION

Program Code: BA – JMC

Batch 2021-2024

Sr No	Structural Framework	Course Code	Course Title	L	P	Credit
1	School Core	BAJ1001	Fundamentals of Journalism	4	0	4
2	School Core	BAJ1002	Introduction to Communication	4	0	4
3	School Core	ENG1003	Communicative English	2	**0**	2
4	School Core	KAN1002 /2002	Sarala/Savi Kannada	2	0	2
5	Program Core	BAJ1008	Introduction to Media Studies	4	0	4
6	Program Core	BAJ1009	Introduction to Digital Media	4	0	**4**
7	School Core	PPS1001	Introduction to Soft Skills	0	**2**	1

Semester -II

Sr No	Structural Framework	Course Code	Course Title	L	P	Credit
1	School Core	BAJ 1003	Introduction to Human rights & Gender issues	2	2	3
2	School Core	BAJ 1005	Core concepts of Political Science	2	0	2
3	School Core	BAJ 1006	Basic Psychology Process	2	0	2
4	School Core	BAJ 1007	Reporting and Editing Techniques	1	2	2
5	School Core	ENG 2007	Writing For Web	2	0	2
6	School Core	PPS 1007	Soft Skills for Journalists	0	2	1
7	Program Core	BAJ 2007	Visual Communication and Photography	1	4	3
8	Program Core	BAJ 3004	PR and Advertising	1	2	2
9	Open Elective	XXX XXXX	Open Elective – I	1	4	3
10	Discipline Elective	BAJ XXXX	Discipline Elective – I	2	2	3

Semester -III

Structural Framework	Course Code	Course Title	L	P	Credit

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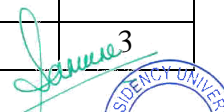
	Structural Framework	Course Code	Course Title	L	P	Credit
1	School Core	BAJ1004	Current Affairs and Contemporary Issues	3	0	3
2	School Core	CHE1018	Environmental Science	1	2	2
3	School Core	ENG1009	Reading Advertisement	0	2	1
4	School Core	PPS2001	Reasoning and Employment Skills	**1**	**2**	**0**
5	Program Core	BAJ1010	Writing for Print Media and Script writing	2	4	4
6	Program Core	BAJ2003	Political Theory	2	0	2
7	Program Core	BAJ2004	Advance Psychology	2	0	2
8	Program Core	BAJ3003	Media Management and Entrepreneurship	3	0	3
9	Discipline Elective	BAJXXXX	Discipline Elective – II	2	2	3
10	Discipline Elective	BAJXXXX	Discipline Elective – III	2	2	3

Semester -IV

Sr No	Structural Framework	Course Code	Course Title	L	P	Credit
1	School Core	PPS4002	Introduction to Aptitude	0	2	1
2	School Core	BAJ3001	Ethics in Media and the Legal Framework	2	0	2
3	Program Core	BAJ2006	Developmental Journalism	1	4	3
4	Program Core	BAJ2004	New Desk and News Editing	1	2	2
5	Discipline Elective	BAJ XXXX	Discipline Elective – IV	3	0	3
6	Discipline Elective	BAJ XXXX	Discipline Elective – V	3	0	3
7	Discipline Elective	BAJ XXXX	Discipline Elective – VI	2	2	3
8	Discipline Elective	BAJ XXXX	Discipline Elective – VII	3	0	3
9	Open Elective	XXX XXXX	Open Elective – II	3	0	3

Semester -V

Sr NO	Structural Framework	Course Code	Course Title	L	P	Credit
1	School Core	BAJ2001	Radio and TV production	2	2	3
2	School Core	BAJ2002	Production Portfolio	1	2	2
3	Program Core	BAJ3002	Media Research and Data Analysis	3	2	4
4	Program Core	BAJ3006	Brand Management	3	0	3

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5	**Program Core**	BAJ2008	Film Studies	1	2	2
6	**Discipline Elective**	BAJ XXXX	Discipline Elective - VIII	1	4	3
7	**Discipline Elective**	BAJ XXXX	Discipline Elective – IX	3	0	3
8	**Discipline Elective**	BAJ XXXX	Discipline Elective –X	3	0	3
9	**Open Elective**	XXX XXXX	Open Elective – III	3	**0**	3
			Semester -VI			
Sr No	**Structural Framework**	**Course Code**	**Course Title**	**L**	**P**	**Credit**
1	**Open Elective**	XXX XXXX	Open Elective – IV	3	**0**	3
2	**School Core**	**BAJ4001**	Industry Internship and Mini Project	-	-	3

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