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St. Philomena's College (Autonomous) Mysore-570 015

Board of Studies Meeting Minutes

Subject: MA in Communication & Journalism

Date:.....

Date: 12/7/12

PROCEEDINGS OF THE MEETING OF THE
BOS IN COMMUNICATION AND JOURNALISM
ST. PHILOMENA'S COLLEGE, MYSORE (PG.)

The Board of Studies meeting in
Communication and Journalism was
held on 12/7/12 at 11 am in the
Conference Hall, St. Philomena's College, Mysore.

The following members attended the
meeting:

1. Mrs. Sukanya chairman. July -
2. Prof. N. Usha Rani member N. Usha Rani
3. Prof. Niranjan Vanalli member. July 12/7/12
4. Prof. Mahesh C. Gure member 12/7/12

AGENDA.

1. To preparation and approval of the
Syllabus and course details of M.A.
Master of Arts in Communication & Journalism.
& The Board of Studies unanimously
resolved to approve the introduction of
MA in Communication & Journalism
from the academic year 2012-13. The
course structure, scheme of Syllabus,
scheme of examination and regulations
were prepared by the BOS and ratified.
The detailed course structure has
been given in Appendix 'A'.

Date:.....

Agenda 2:

The BOS prepared model question papers for Masters of Arts in Communication & Journalism.

Agenda 3

Teaching workload and resources for MA in Communication & Journalism.

The Board recommended that senior faculty member Sukanya shall head the PG programme in Communication and Journalism. During I and II Semester two full time guest faculties shall be appointed to handle the workload during 2012-13.

The College already has computer lab, however the Board felt that this computer lab may be strengthened by procuring proper systems & software for the benefit of the students. The department has to establish necessary infrastructure to impart education and training in Radio and TV programme production.

Agenda 4:

Reference Books: The department has to procure more books & Journals in new subjects under P.G. degree programmes.

Sukanya
Chairman

Date:.....

PROCEEDINGS OF THE MEETING OF THE BOS IN COMMUNICATION AND JOURNALISM ST. PHILOMENA'S COLLEGE, MYSORE (PG)

The Board of Studies meeting in Communication & Journalism was held on 24/3/14 at 11am in the Conference Hall of the College.

The following members attended the meeting.

1. DR. SUKANYA Chairman
2. Prof. (DR) LISHA RANI N. Member
3. Prof. (DR) MAHESH CHANDRA GURU Member
4. Prof. (DR) NIRANJAN VANALI Member

AGENDA

1. Approval of the Syllabus
2. To incorporate any changes if required.
3. Any other matter

The Board of Studies unanimously resolved to approve & continue with the Syllabus which has been introduced last ^{academic} year i.e. 2012-13 but course started in 2013-14. The course structure, Scheme of Syllabus, Scheme of examination & Regulations were prepared & ratified. However Free lance Journalism & public Relations papers offered for open elective should be separated & 4 credits to be awarded for each paper instead of two.

24/3/14

Date:.....

names of recommended
The following members were nominated
for BOE.

1. Dr. Sukanya chairman.
2. Prof. Usha Rani N. University of Mysore
3. Prof. Mahesh Chandra Guru "
4. Prof. Niranjana Varalli "
5. Prof. _____
6. The following members were nominated
for BBE as paper setters
7. Prof. K. J. Joseph "
8. Prof. Pultaswamy "
9. Prof. Bhaskar Hegde University SDN College, Vijay P.
8. Prof. Shivalam G. P. University of Mangalore
9. Prof. Wakeeda University of Mangalore
10. Prof. Valghese Kuvempu University.

Signed
(Dr. Sukanya)

Date: 20/1/15

PROCEEDINGS OF THE BOARD OF STUDIES IN COMMUNICATION & JOURNALISM.

The Board of Studies met in the afternoon on Jan 20, 2015 and discussed the course pattern, Syllabus and other academic issues.

1. The BOS perused the syllabus of MA I & II year and made suitable modifications according to the requirements of the Industry.
2. The BOS also noted the previous question papers of all the semesters and approved photolab.
3. The Board recommended that Computer Lab and Electronic media Lab should be improved with new infrastructure and other facilities.
4. The Board also recommended that computer Lab technician and Electronic media Lab technician should be appointed to impart practical training to the students.
5. The Board recommended that PG students should be enabled to visit leading print & Electronic media establishments & interact with media professionals once in a year.
6. The Board recommended that a model press conference should be organized once in a year to

Cultivate better media habits.

7. The Board recommended that atleast six special lectures should be organized for the benefit of faculty members & students by inviting eminent media personalities & scholars.

The Members present.

1. Dr. SUKANYA - CHAIRPERSON. *Subt*
2. Prof. (Dr) MAHESHI CHANDRA GURU *University nominee.*
3. Prof (Dr) N. LISHA RANI - MEMBER
4. Prof (Dr) NIRANJAN VANALLI

8. The nomenclature of the Course should be changed as M.A in Mass Comm & Journalism.
9. Give preference to Management related subjects.
10. In respect of some practical oriented subjects, theory & practical examinations should be conducted separately and average marks of the both the examinations should be awarded to the students.
11. It was suggested to nominate a representative from the media.
12. In respect of lab journals, the internal faculty members should evaluate the performance of the students & award marks.

The members present.

1. Dr. Sukanya - CHAIRPERSON. *Sp*
2. Prof (Dr) LISHA RANI N. N. *maha rani 20/1/15*
3. Prof (Dr) MAHESHI CHANDRA GURU. *University Nominee*

#.

The chairman chaired the session and concluded the meeting.

Date:

PROCEEDINGS OF THE BOARD OF STUDIES
IN COMMUNICATION & JOURNALISM.

The Board of Studies met at 11am on 23/3/16 in the P.G. Block and discussed to restructure the syllabus and other academic issues.

1. ~~The~~ Sylla Agenda 1: Revision of Syllabus. The Board revised the syllabus for all the four semesters of MA Mass in Mass Communication & Journalism, course taking into account the contemporary needs of the media industry.
2. Agenda 2: Change of Nomenclature of the course. The board resolved to change the existing course in MA in Communication & Journalism ~~shall~~ to MA in Mass Communication & Journalism in accordance with the UGC notification of June 2014.
3. The Board congratulates the management for providing excellent infrastructure in the form of Television Studio.
4. Board also resolved to request the management to provide technical staff to manage TV Studio.

- Date:
5. The Board recommended more faculty members should be appointed to justify both theory & practical teaching in the department.
 6. In subjects with practicals the 30 marks reserved for C₁ & C₂ under TA may be utilized for practical marks. The board recommends in these subjects with practicals, marks for the C₁ & C₂ should be allotted based on the practical examinations conducted by the department.
 7. The Board prepared & approved the panel of examiners for the year 2016-17. (Copy enclosed.)
 8. The Board resolved to suggest the management to provide adequate number of faculty members in line of increased practical component.

The vote of thanks was proposed by the chairman.
The members present.

1. Dr. Sukanya - Chairman.
2. Prof. MAHESH CHANDRA GURU.
3. Prof. NIRANJAN VANALLI.

[Signature]
20/3/16

[Signature]

Date: 30/3/17

PROCEEDINGS OF THE BOARD OF STUDIES IN JOURNALISM & MASS COMMUNICATION.

The Board of Studies met at 11 am on 30/3/17 in the PG Block and discussed to restructured the syllabus and other academic issues.

1. Agenda - Ratification of Syllabus.

The BOS perused the existing syllabus in respect of MA in Journalism & Mass Communication and approved it in view of contemporary relevance.

2. Agenda - Conducting of practical Exam.

The BOS resolved to continue the joint evaluation of practical examination (Internal & External examiners) to maintain equilibrium and objectivity.

3. Panel of Examiners:

The BOS resolved to approve the panel of examiners prepared by the chairperson of the department for the forthcoming examinations.

4. Purchase of books & journals:

The Board resolved to widen the base of collection of books & professional journals by adding the latest books and journals in media studies.

Date:

5. ~~The~~ ~~Board~~ Recruitment of technical staff: The BOS resolved to recommend the recruitment of technical staff in Electronic media, digital media & multimedia applications.

6. The Board felt that there is a need to appoint more number of teachers with field experience on permanent basis to maintain & develop the department.

7. The Board has given full power to the Chairman to do minor changes if required.

8. The Board members expressed their happiness for conducting the classes properly.

9. The Board was happy with setting up of Studio.

Members present:

1. Dr. Sukanya (Chairman)
2. Prof. Mahesh Chandra Gurus (mem)
3. Prof. Niranjana Varalli (mem)

Date: 7/9/18

PROCEEDINGS OF THE BOARD OF STUDIES IN JOURNALISM & MASS COMMUNICATION

The Board of ^{members} met at 1pm in the PG
conference hall on 07/9/18 in the PG Block
and discussed and restructured the
syllabus and other academic issues.

1. Agenda - Ratification of syllabus -
The BOS ~~passed~~ the existing syllabus
in respect of MA Journalism & Mass Comm
and made many changes.

3. Change of Nomenclature - The nomenclature
has been changed from Journalism
& Mass Communication.

3. After marathon session some of the
suggestions

(a) The practical component has been
given much scope. An external
evaluation (examiner) and an
internal evaluator will conduct the
practical examinations.

(b) The TA Components consist of
five components. class test -
(C₁ and C₂), Assignment,
presentation & quiz and attendance.
The marks is allotted for 100 marks

Date:

Then it is ~~to~~ to be reduced.

(c) Final examination also will have
double valuation. One by external
& other Internal. The college is
thinking of going for one valuation
which the University of Mysore
is following.

(d) It was suggested to allot marks
for lab journal also.

(e) The lab Journal should be
brought out at the end of the four
semesters but it should include
news articles from the first semester.
The meeting was concluded
by the chairman.

Members present

1. Dr. Sukanya (Chairman)
2. Prof. C.K. Pullaswamy.
3. Dr. Sapna M.S.
4. Mr. Arun George Mathew
5. Mr. Venugopal
6. Dr. Vagdevi
7. Mr. Raviraj

Date: 20/10/18

PROCEEDINGS OF THE BOARD OF STUDIES IN JOURNALISM & MASS COMMUNICATION. 20/10/18.

The Board members met at 11 am in PG Block Conference Hall and discussed and restructured the Syllabus and incorporated certain changes.

1. Agenda : Restructuring the Syllabus.
2. Addition of Interdisciplinary paper.
3. Addition of an open Elective paper.
4. Addition of more Skill Components.
5. Revamping the Digital Graphic Design paper.
6. Any other issues.

Agenda 1:

The Board members had an intensive discussion ~~with~~ regarding inclusion of some papers and also changing the titles of the papers. Some papers were restructured so that it would

Agenda 2: be easy for the students to grasp.

Agenda 2 : Addition of Interdisciplinary paper was suggested by the college. While a paper titled Media and Social Development was incorporated in the 1st semester, where the Dept of Journalism has developed the paper with the help of depts like Economics &

Date:

Social work. The teachers from these departments have to come & teach our students. This is teacher exchange programme.

3. Agenda 3: Addition of an open Elective Paper. A paper called titled Media & Society ^{Democracy} has been included which will be taught to other discipline students.

4. Agenda 4: Addition of more Skill Components. It was thought to add more Skill components so that we can meet the industry requirement.

5. Revamping the Digital Graphic Design paper. The subject expert from the media industry has contributed in changing the syllabus so that students get hands on experience in photoshop & Illustrator softwares.

6. Any other issues

(#) ~~All Media Management paper~~

The titles of the following papers were renamed.

	Old	New
1.	Media Management	Media Economics & Management
2.	Photography	Basics of Photography
3.	Media & Society	Media & Democracy
4.	Corporate communication & Advertising	Introduction to corporate comm & Advertising

Date:.....

5. Film Appreciation. Film Studies
6. International Communication Global Communication

The chairman concluded the meeting by vote of thanks.

The following members were present.

1. Dr. Sukanya
Head, Dept of Journalism & Mass Communication
St. Philomena's College, Mysuru.

2. Prof. C.K. Pullaswamy
Associate Professor
DOS in Journalism & Mass Communication
University of Mysore
Mysuru.

3. Dr. SAPNA H.S.
Asst. Professor.
DOS in Journalism & Mass Communication.
University of Mysore.
Mysuru - 6.

4. Dr. Vagdevi
Asst. Professor, Dept of Journalism & Mass
St. Philomena's College, Mysuru - 15
Mysuru - 15

5. Mr. Suraj.
Asst Professor, Dept. of Journalism & Mass Comm
St. Philomena's College, Mysuru - 15
No. Absent.

6. Mr. Shrinani
Dept of Journalism
St. Philomena's College, Mysuru

Mr. Raviraj. I. Vadigeri

Asst. Professor

Dept of Journalism & Mass Communication

St. Philomena's College, Mysuru

Mr. Venugopal Gowda M.K.
Asst. Professor

Department of Journalism
& Mass Communication
St. Philomena's College, Mysuru.

Venugopal

Date: 31/1/20.

Date:

PROCEEDINGS OF THE BOARD OF STUDIES IN JOURNALISM & MASS COMMUNICATION

The Board members met at 10.30am in PG Dept and discussed, restructured the syllabus and ~~incorp~~ suggested certain changes.

Agenda:

1. Restructuring the Syllabus
2. Addition of more Skill Components
3. Revamping the Digital Graphics Design
4. Any other issues

Agenda 1:

Syllabi of all the Semesters were scrutinized.

1. I Semester - Few basic theories of communication were added as they were missing like Magic Bullet theory in the first paper i.e. Foundation of communication & Journalism. The title also reframed in order to suit to the UGC norm, i.e. Foundation of Journalism & Communication.
2. In the second paper i.e. Advanced Reporting and Editing, the third unit was deleted as it is not concerned to the course, i.e. Newspaper Organization.
3. II Semester - ~~Second~~ ^{First} paper ~~is~~ consists NAFTA. The members felt that it is not needed for

4. Only students to learn because it is USA centric. In the third paper first unit Indian Const. has been deleted as they would have learnt in UG as compulsory paper.

5. Fourth unit of paper IV i.e. Technical writing & freelancing had to be deleted as it is repetitive. Instead Mobile Journalism has been added. Online Jsm & Adg practicals has to be practicals.

6. III Semester - Digital video production has been split into news production & documentary production & spread over III & IV Semesters.

7. Research Methodology has been renamed as Media Research to suit our curriculum. Under Digital graphic design few modules have been deleted in order to ^{revamp} the syllabus.

8. Fourth paper Corporate Communication & Adg has been changed from theory to Skill component. & the words "Introduction to" has been deleted from the title. In IV Sem Online Journalism & Advertising practicals has been separated.

The following members were present -

1. Dr. Sukanya
Head, Dept of Journalism
St. Philomena's college, Mysuru

2. Prof. Manalatha N.
Asst. Professor
DOS in Journalism & Mass
Communication.
University of Mysore
Mysuru.

Date:.....

Date: 26/2/21

3. Dr. Vagdevi H.S.
Asst. Prof.
Dept. of JMC
St. Philomena's College
Mysuru.

Vagdevi

4. Mr. Arun George Nathan
Asst. Prof.
Dept. of JMC
St. Philomena's College
Mysuru.

Arun

5. Mr. Venugopala Gowda
Asst. Prof. of JMC
Dept. of JMC
St. Philomena's College
Mysuru.

Venugopala

6. Mr. Akhila
Dept. of JMC
St. Philomena's College
Mysuru.

NA

7. Mahendra
President, Mysore District
Journalists' Association.
Mysuru.

absent

PROCEEDINGS OF THE BOARD OF STUDIES IN JOURNALISM & MASS COMMUNICATION

The Board members met at 10am in PG dept
and discussed, restructured the syllabus.
The new format has been adopted.

Programme Objectives. Agenda

Programme learning outcomes.

Matching of objectives with the outcomes.

Course objectives

Course Learning outcomes.

Preamble

Vision & Mission of the College

Vision & Mission of the dept

Agenda

1. Restructuring the syllabus.
2. Addition of more Skill components
3. Revamping the Digital Graphic Design
4. Any other matter.

Agenda 1:

Syllabus Restructuring.

Carrying the suggestions given by
the Board members & use.

The following electives are introduced.

Skill Enhancing Courses. (SEC)

Ability Enhancing Courses. (AEC)

Inter-Disciplinary Courses. (IDC)

Generic electives or open Electives (OE).

Self Study electives (SSE).

- * Vision and Mission of the College & the department
- * Programme Educational Outcomes (PEOs) should be mapped with Mission of the dept.
- * Mapping of programme Educational ^{Objective} Outcomes with programme outcomes and programme Specific Outcomes.
- * More of Skill components have been added
eg: Documentary or public Service Ad making
Corporate Communication & Advertising
converting into completely practicals.
Bifurcating Digital Video production into
Television News production & Documentary work
Introduction of Self Study papers -
(1) Media Related Studies
(2) Review of Literature.
- * Introduction of Inter Disciplinary Course like
Media and Social Development
- * Media and Democracy as well as Film
Appreciation papers are offered as generic
or Open Elective papers.
- * The members suggested to change the
nomenclature of the course 'Development Journalism'
to 'Development Communication'.
- * Almost every paper has a practical component
practical activities have been mentioned
in the blow-up.
- * Library visit to students is made mandatory.
- * Internship has to done in a registered
recognized media house. Only in the case of
emergency like Covid-19, they can opt for online.
- * ^{Digital} Online graphic design has been revamped.

Dr. Sukanya
Head, & chairman
BOS in Journalism & Mass Comm.
St. Philomena's College
Mysuru.

Dr. Mamatha XL
Asso. Professor.
DOS in Journalism & Mass Comm
University of Mysore
Mysuru

Mr. Arun George Mathew
Asst. professor.
PG dept of Journalism & Mass Comm
St. Philomena's College, Mysuru.

Dr. Venugopal.
Asst. professor.
PG. Dept of Journalism & Mass Comm
St. Philomena's College, Mysuru.

Dr. Vagdevi H.S.
Asst. professor.
PG Dept of Journalism & Mass Comm
St. Philomena's college, Mysuru

Dr. SAPNA M.S.
Asso. professor.
DOS in Journalism & Mass Comm
University of Mysore, Mysuru.

Joined
online.

Date:.....

Mr. Mahendra.
Past president of
Mysuru Palkakutara Sangha. Absent
Vyayavani Newspaper
Mysuru

Mrs. Aishwarya Anur.
Associate of PG dept Absent
of Journalism & Mass Comm
St. Philomena's College
Mysuru

Date: 7/1/2022

PROCEEDINGS OF THE BOARD OF STUDIES IN JOURNALISM & MASS COMMUNICATION

The Board members met at 11.30 AM in PG Department of JMC to discuss on the new modifications to the syllabus for 2022-2023. The meeting started with a welcome note by Head, and the following were the agenda and the discussions taken

AGENDA OF THE MEETING

1. To approve the following modifications in the existing curriculum to be implemented from the Academic Years 2022-2023 Onwards.
 - a. Adding an alternative course for Skill Enhancement component in the first Semester - Introduction to Editing Softwares to meet Standard Credits as described in the CBCS.
 - b. Introducing Development Communication or Community Radio as a choice for compulsory soft-core papers to be studied in first Semester to meet Standard credits as described in the CBCS.
 - c. Adding an alternative course for Soft core practical component in Second Semester - Script Writing to meet Standard credits as described in the CBCS.
 - d. Adding a choice for Generic Elective in Second Semester - Film Appreciation - I to meet standard credits as described in CBCS.
 - e. Adding an alternate course as choice for Softcore in third Semester - Public Relations to meet Standard credits as described in CBCS.
 - f. Converting Hardcore course Introduction to Corporate Communication and Advertising into an alternative

for Hardcore paper Television News Production in Third Semester to meet Standard Credits as described in the CBCS

g. Introducing new interdisciplinary course - Basic Photography and Media & Environment for the Third Semester to meet Standard Credits as described in the CBCS

h. Adding a choice for Generic Elective in the Third Semester - Film Appreciation - II to meet Standard credits as described in the CBCS.

i. Introducing new course in Self-Study component - Communication Skills to meet Standard Credits as described in the CBCS.

AGENDA 1:

The BOS meeting started with a briefing of the Syllabus mentioning both soft core and hard core courses.

* Dr. Mantha suggested that papers - ^{Writing for} Community radio, and Technical Writing should have both theory and practical components.

- Regarding this a query was raised from Dr. Vagdevi, whether the paper should be practical or theory. Since there is both theory and practical component.
Objection - Unable to decide the nature of the paper (T/P) when there is an inclusion of both theory and practical component.

* Dr. Mantha proposed: T/P should reflect the class hours, not the credits. Further, the total credits should be 76 instead of 78.

avoidable as this practically has no alternative

* Another objection from Dr. Mantha was that the Syllabus has not included the topics under folk media, intercultural communication, Science communication, and agricultural communication.

* Dr. ^{Sapna} suggested to include the content of Editing Software paper with other related practical papers.

* BOS members have approved the syllabus for 2022-2023 with few changes.

Dr. Venugopal Gowda MK
Asst. Professor, Department of IMC (PG)
St. Philomena's College
Mysore

Venugopal
07/01/2022

Dr. Mantha
Professor, Dept. of IMC
Managangothi, University of Mysore

M. Mantha

Prof. Sapna M.S
Professor, Dept. of Journalism & Mass Comm
Managangothi
University of Mysore

Sapna M.S

Dr. Vagdevi H.S
Asst. Professor, Department of IMC (PG)
St. Philomena's College
Mysore.

Vagdevi H.S
7/01/22

Ms. Mereena Sebastian
Asst. Professor, Department of IMC (PG)
St. Philomena's College, Mysore

Mereena Sebastian

Date:.....

Ms. Anuratha K.J.
Asst. Professor, Department of JMC (PG)
St. Philomena's College, Mysore.

Ms. Pragnya H.R.
Asst. Professor, Department of JMC (PG)
St. Philomena's College, Mysore.

Date: 15/12/2023

PROCEEDINGS OF THE BOARD OF STUDIES IN JOURNALISM AND MASS COMMUNICATION

The Board members met at 10.15 am in PG department of Journalism and Mass Communication to discuss on the Review of Existing Program Structure and Course Syllabi for Academic year 2023-24. The meeting started with a welcome note by BOS Chairman of department Dr. Venugopal Gowda. M.K.

The following were the Agenda and the decision taken

AGENDA OF MEETING

1. Review of Existing Program structure and course syllabi for Academic year 2023-24
2. Approval of List of Examiners.
3. Any other Academic Matters.

Recommendation & Suggestion

1. The BOS meeting started with a briefing of the syllabus mentioning both soft core and hard core course.
- Dr. M.S. Sapna advised to implement MOOC courses more effectively through co-ordinating with University.
- Dr. M.S. Sapna suggested that instead of 1 month complete internship, it can be divided in a way that 2 weeks internship can be pursued in IInd semester and the other 2 week internship can be completed in

8505/51/71

Date:.....

IVth semester.

- In this regard Mr. Sathish Kumar also opined that it could be helpful for giving more opportunities to students by organization without any constraints.
- Dr. Vagdevi objected this and said, If Internship term divided, 15 days of internship will not be substantial for students to get more exposure in the field.
- Dr. M.S. Sapna also suggested that "Communication for Behavioural and Social Change" papers should be introduced in the syllabus.
- In this regard Dr. Vagdevi opined that Dept. Devel the nomenclature of 'Development Communication' can be changed to 'Communication for Behavioural and Social Change'.
- Dr. Divya Kumari and Ms. Vidyashree suggested that other than focusing on traditional topics in the subject, technical oriented courses like Content creating for Social media and Branding & Research marketing subjects should be considered.
- Dr. M.S. Sapna advised that only persons with subject expertise should be called as an examiners.

Dr. Venugopal Gowda. M.K.
Assistant Professor
Department of JMC
St. Philomena's College
Mysore

Vam
15/12/2023

Date:.....

Prof. M.S. Sapna
Professor, Dept. of Journalism
and Mass Communication
University of Mysore
Manaragangothri

Prof. Sapna
15/12/2023

T.R. Sathish Kumar
Special Correspondent and Chief
Mysore Bureau for Deccan Herald
Mysore.

T.R. Sathish Kumar
15.12.23

Ms. Vidyashree S
Community Manager and
Journalist specialist
56 Securer
Bangalore

Vidyashree
15/12/23

Dr. Divya Kumari. K.P.
Assistant Professor
Dept. of Media Studies
School of Arts
Reva University

Dr. Divya
15/12/2023

Dr. Vagdevi. H.S.
Assistant Professor
Dept. of JMC
St. Philomena's College

Dr. Vagdevi
15/12/23

Date: 10/10/2024

PROCEEDINGS OF THE BOARD OF STUDIES IN JOURNALISM AND MASS COMMUNICATION

The Board of Members met at 10:00 am in PG department of Journalism and Mass Communication to discuss on the Review of Existing Program Structure and course syllabi for Academic year 2024-25. The meeting started with a welcome note by Dr. Venugopal Gowda. M.B.

The following were the Agenda and the decision taken in the meeting.

AGENDA OF THE MEETING

1. Review of Existing Program structure and course syllabi for Academic year 2024-25
 - i) Introduction of four New Papers namely,
 - a) Information Communication Technology and AI in Media (Ist Sem)
 - b) Communication for Social and Behavioural Change (Ist Sem)
 - c) Media and Society (IInd Sem)
 - d) Motion Graphics
 - ii) Deletion of four Papers namely,
 - a) Advanced Reporting Editing (Ist Sem)
 - b) Development Journalism (Ist Sem)
 - c) Media and Democracy - II (III sem)
 - d) Film Appreciation - II (III sem)

Recommendation & Suggestions

Date:

- 1) The meeting was initiated with a welcome address by Dr. Venugopal, who provided an overview of curriculum updates, introducing four new papers and removing five existing ones.
- 2) It was observed that the courses "Advanced Reporting and Editing" (ARE) and "Desktop Publishing (DTP)" cover similar content. The decision was made to retain the DTP course while discontinuing ARE. Dr. Sapna recommended however, that the title of ARE be retained as a placeholder in the syllabus.
- 3) Dr. Sapna also proposed that, rather than using "Public relations" as an elective course, alternative options like "Gender Studies" or "Environmental Studies" could be offered.
- 4) Dr. Niranjana Vanalli, attending virtually, stressed the importance of establishing Memorandums of Understanding (MoUs) with relevant industries.
- 5) Dr. Sapna recommended simplifying the "Communication for Social and Behavioural Change" syllabus, as many topics were seen as overly detailed. She suggested that overlapping content be reorganised for clarity. In response, Dr. Vagdevi highlighted the addition of essential contemporary topics such as Disaster and Climate communication to the course.
- 6) Dr. Divya Kumari suggested including "Post truth" as a topic in CSBC paper.
- 7) Dr. Puttalawamy recommended incorporating media communication issues into the Media laws paper, while Dr. Divya Kumari suggested adding IPR to this course as well.
- 8) The meeting agreed to introduce "Data mining for Research" within the Media Research paper. It was also proposed to incorporate "Language Learning" as a component in the self study course.

Date:.....

Dr. M.S. Sopna
Professor & HOD
DoS in Journalism and
Mass Communication
Manasa Gangotri, UoM

Dr. Sopna
10/10/24

Dr. Divya Kumari, K.P.
Assistant Professor
Dept. of Media Studies
Christ University
Yashwanthpur, Bengaluru

Dr. Divya
10/10/24

T.R. Sathish Kumar
Special correspondent & Chief
Mysore Bureau for
Deccan Herald
Mysore

T.R. Sathish Kumar
10.10.2024

Dr. C.K. Puttaswamy
Professor
DoS in Journalism and
Mass Communication, Manasa Gangotri
UoM.

Dr. C.K. Puttaswamy
10/10/24

Dr. Venugopal Gonda
Assistant Professor / BOS chairman
Department of JMC
St. Philomena's college
Mysore

Dr. Venugopal Gonda
10/10/2024

Date:.....

Dr. Vagdevi. H. S
Assistant Professor
Dept. of JMC
St. Philomena's college
Mysore.

Dr. Vagdevi. H. S
10/10/24

Date: 18/09/2025

PROCEEDINGS OF BOARD OF STUDIES IN JOURNALISM AND MASS COMMUNICATION

The Board members met at 10:00am in the PU Department of Journalism and Mass Communication to discuss on the review of existing programme structure, course syllabi for Academic year 2025-26.

The following were the Agenda and the decision taken in the meeting.

AGENDA OF THE MEETING:

1. Review of Existing programme structure and course syllabi for Academic year 2025-26.
i) Introduction of New paper "Digital marketing" to the III semester students.
2. Addition or deletion of any other components in the curriculum.
3. Any other matter

Recommendation & Suggestions

- * Dr. Divya recommended revising the nomenclature of the paper from Digital marketing to Digital media marketing to better reflect the scope and focus

Date:

Recommendation & Suggestions

of the subject.

- * The meeting was initiated with a welcome address by Dr. Venugopal Gowda who provided overview of curriculum updates, introducing one new paper.
- * The members suggested incorporating topics on the rapid growth of digital marketing in India and globally into the new "Digital marketing" paper. It was also recommended to include modules on monetization strategies and revenue models within the digital marketing ecosystem.
- * It was proposed that prompt Engineering be introduced in the curriculum, considering its growing relevance and applicability in contemporary media and communication practices.
- * Ms. Vidya pointed out that with the diminishing relevance of traditional SEO practices, greater emphasis should be placed on Answer Engine Optimization (AEO) in the syllabus.
- * The meeting further recommended that practical activities such as social media calendar preparation and consumer behaviour analysis be integrated into the curriculum to provide hands-on learning experience for students.

Date:.....

Dr. Venugopal Gowda
 BoS Chairman / Asst. Professor
 Dept. of JME
 St. Philomena's College
 Mysore

[Signature]
 18/09/25

Prof. Niranjana Vanalli
 Vice Chancellor
 Bangalore North University
 Kolar

[Signature]
 18/09/25

Prof. C.K. Puttaswamy
 Professor
 DoS in JME
 University of Mysore

[Signature]
 18/09/25

Prof. M.S. Sapna
 Director, EMRC
 Professor, University of
 Mysore

[Signature]
 18/09/25

T. R. Sathish Kumar
 Chief of Mysuru Bureau
 Deccan Herald,
 Mysore

[Signature]
 18.09.2025

Dr. Vagdevi H.S.
 Assistant professor
 St. Philomena's College
 Mysore