

BANASTHALI VIDYAPITH

Department of Journalism and Mass Communication

Minutes of the Board of Studies held on 30.12.2018 at 03:00 P.M in the Conference Hall, Vidya Mandir, Banasthali Vidyapith.

Present

1. Mr. Gajanand Khajotia	:	Internal Member
2. Dr. Girija Shanker Sharma	:	External Member
3. Mr. Lokesh Sharma	:	Convener
4. Dr. Megha Attrey Purohit	:	Internal Member
5. Ms. Pallavi Mishra	:	Internal Member
6. Ms. Umang Gupta	:	Internal Member
7. Mr. Zafar Khan	:	Internal Member

Note: Ms. Madhu Kumari (Internal Member) could not attend the meeting.

The meeting started with a welcome of the members, by the convener of Board of Studies Mr. Lokesh Sharma, Head, Department of Journalism and Mass Communications, Banasthali Vidyapith, Rajasthan

1. The board took up the minutes of its last meeting held on May 01, 2017. The Board resolved that the minutes to be confirmed.
2. The board reviewed the existing panel of examiners and suggested to update the address and phone numbers of the existing examiners for each examination keeping in view the by-law 15.03.02 of the Vidyapith. Updated panel is sent to the examination and secrecy section.
3. The board reviewed the Study/Curricula, scheme of examination and proposed revisions in various courses of study as follows:

3 I. B.A. (JMC):

i.	First Semester	Minor Change ^a
ii.	Second Semester	Minor Change ^a
iii.	Third Semester	Minor Change ^a
iv.	Fourth Semester	Minor Change ^a
v.	Fifth Semester	Change ^b
vi.	Sixth Semester	Minor Change ^c

The Board reviewed the objectives, syllabi, learning outcomes and programme scheme of the BA (JMC) programme. The board proposed changes as follows

- (a) In B.A. (JMC) I, II, III and IV Semester minor changes in the course schemes were proposed. Board discussed the proposed changes and agreed upon the suggested Scheme.
- (b) In B.A. (JMC) V Semester, the Board recommended a discipline elective course to incorporate the CBCS. Board also recommended to shift the Development Communication (Course Code- JMC 308) in sixth semester. Board discussed the recommendations and agreed upon the same.
- (c) In B.A. (JMC) VI Semester the change in the nomenclature of Elective-I and Elective-II was proposed accordingly. Board agreed upon the suggested nomenclature.

The Board recommended implementing the changes from batch 2019-20 onwards.

Programme educational objectives, programme outcomes, programme scheme and list of discipline electives is attached and marked as **Annexure-I**.

The suggested syllabus, learning outcomes, list of suggested books and e-resources of the B.A. (JMC) programme is attached and marked as **Annexure-II**.

3 II. Certificate Examination:

i.	Certificate Course in Radio Production (RJing & Anchoring)	Minor Change
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The Board reviewed the objectives, syllabi, learning outcomes of the Certificate Course in Radio Production (RJing & Anchoring) and found the syllabus of Certificate Course in Radio Production (RJing & Anchoring) up to the mark, **minor change** was proposed in Certificate Course in Radio Production (RJing & Anchoring) **2019-20**.

The suggested learning outcomes of Certificate Course in Radio Production (RJing & Anchoring) is attached and marked as **Annexure-V**.

3 III. Diploma Examination:

i.	Diploma in Audio Engineering	Minor Change
ii	Diploma in Broadcast Journalism	Minor Change

The Board reviewed the objectives, syllabi, learning outcomes of the Diploma in Audio Engineering and Diploma in Broadcast Journalism and found the syllabus of diploma programmes up to the mark, **minor change** was proposed in Diploma in Audio Engineering **2019-20** and Diploma in Broadcast Journalism **2019-20**. **Annexure-V**

3 IV Proposed new programme

The Board suggested to introduce a P. G. programme in Journalism & Mass Communication for the aspirants of Master's degree in JMC like M.A.(JMC). Board discussed the proposed draft curriculum and recommended a workshop with distinguished experts of the field to discuss and debate the draft at length. The proposed draft curriculum of the programme including programme description, eligibility criteria, objectives, outcomes, scheme and syllabi is attached and marked as **Annexure-III**.

4. Board reviewed the reports received from the examiners of different examinations of 2017 and 2018. All the reports were found to be satisfactory except four. The analysis of the reports received is enclosed in **Annexure-IV**.
5. The board evaluated the semester examination papers and found that most of them were analytic, descriptive and application based depending on the nature of course. The board discussed and agreed upon the fact that improvement in question papers itself enhances the credibility and reliability. The board also recommended to include the questions related to mental testing and case studies based on problem solving, critical thinking, reasoning, creative thinking etc. in future examinations.

The meeting ended with the Vote of Thanks.



Dy. Registrar
Banasthali Vidyapith
(Rajasthan)

Programme Educational Objectives:

Journalism and Mass Communication education at Vidyapith is aimed to create women professionals with ethical values to contribute to the society and lead the industry. Media is a massive force that influences our society at each and every level. Journalism and Mass Communication process helps to understand how different elements of communication provide new development in social, political and economic context. The curriculum offers a systematic progression of hands-on production work, conceptual skills and artistic expression required to become an accomplished media practitioners in a social and technological environment. It also includes various on-field activities like real-time news reporting, on-field TV news coverage, industrial training, developing actual advertising campaigns etc.

- To promote journalism and mass communication education as a culture that attracts wider participation and focus to women with a view to empower them towards bridging the prevalent gender disparity.
- To prepare students to recognize and analyze the problems prevailed in society and effectively design media strategies that will provide solution to the problems.
- To emphasize on the development of critical thinking, professional writing skills and effective oral communication.
- To enable the learner to write, deliver and direct media programmes for the benefit of the society.
- To inculcate the values and attitudes that makes them representatives of social change and make competent to cope with ethical dilemmas of Mass Media.
- To acquaint with the latest technology incorporated and used in Mass Media.

Programme outcomes

After completion of the course, the student will achieve the following:

- **PO1. Domain Knowledge:** Imbibe domain-specific knowledge and develop globally-relevant skills for academic and professional enhancement and understand the history, development, and practice of the print media, electronic media, and the new media.
- **PO2. Problem analysis:** Understand the media critically and recognize how media shape and are shaped by politics, society, culture, economics, and daily lives.
- **PO3. Analyzing Complex problems:** Use domain based knowledge to analyze the real life problems in the profession and society to provide effective solutions using available resources.
- **PO4. Usage of Modern IT tools:** Use MS Office tools, Design softwares like In design, Photoshop, Quark Xpress, Coral Draw, Multimedia Softwares for designing, interpretation

of data, audio-video, text, pictures, graphics and simulation tools for smooth functioning in different media industry.

- **PO5. Environment and sustainability:** Understand the impact of the mass communication channels in societal and environmental contexts, and demonstrate the knowledge of, and need for sustainable development.
- **PO6. Ethics:** To recognize the power of persuasion and ethical responsibilities of communicators in communication at all levels.
- **PO7. Individual and team work:** Function effectively as an individual, and as a member or leader in diverse teams, and in multidisciplinary settings.
- **PO8. Communication:** To understand the role of communication in fostering interaction and interdependence across gender, race, and culture.
- **PO9. Project Management:** Demonstrate knowledge of journalism & mass communication application and management principles to apply these to one's own work, as a member and leader in a team, to manage projects and in multidisciplinary environments.
- **PO10. Life-long learning:** Demonstrate effective writing, speaking and listening skills for communication in personal, public, and media areas.

Bachelor of Arts (Journalism and Mass Communication)

Programme Scheme

Semester-I

Existing					
Course Code	Course Name	L	T	P	C
BVF 011/ BVF 014	General English / सामान्य हिन्दी	2	0	0	2
	Core Foundation Course - I	2	0	0	2
JMC 102	Introduction to Communication and Mass Communication	4	0	0	4
JMC 103	Introduction to Journalism and Mass Media	4	0	0	4
POL 109	Indian Polity and Constitution	5	0	0	5
TSKL 102	Language Skills (English)	2	0	0	2
TSKL 103	Language Skills (Hindi)	2	0	0	2
CS 101	Computer Applications for Mass Communication	4	0	0	4
CS 112L	Computer Applications for Mass Communication Lab	0	0	6	3
Total		25	0	6	28

Proposed (No Change)					
Course Code	Course Name	L	T	P	C
BVF 011 / BVF 014	General English / सामान्य हिन्दी	2	0	0	2
	Core Foundation Course - I	2	0	0	2
JMC 102	Introduction to Communication and Mass Communication	4	0	0	4
JMC 103	Introduction to Journalism and Mass Media	4	0	0	4
POL 109	Indian Polity and Constitution	5	0	0	5
TSKL 102	Language Skills (English)	2	0	0	2
TSKL 103	Language Skills (Hindi)	2	0	0	2
CS 101	Computer Applications for Mass Communication	4	0	0	4
CS 112L	Computer Applications for Mass Communication Lab	0	0	6	3
Total		25	0	6	28

Semester-II

Existing					
Course Code	Course Name	L	T	P	C
BVF 014 / BVF 011	सामान्य हिन्दी/General English	2	0	0	2
	Core Foundation Course - II	2	0	0	2
JMC 101	Hindi Evam Bhashai Patrakarita	4	0	0	4
JMC 104	Media Laws and Ethics	4	0	0	4
POL 101	Contemporary Issues and Current Affairs	4	0	0	4
JMC 105	Photo Journalism	2	0	0	2
JMC 105L	Photo Journalism Lab	0	0	6	3
JMC 106	Print Media: Reporting and Writing	4	0	0	4
JMC 106L	Print Media: Reporting and Writing Lab	0	0	6	3
Total		22	0	12	28

Proposed (No Change)					
Course Code	Course Name	L	T	P	C
BVF 014 / BVF 011	सामान्य हिन्दी/General English	2	0	0	2
	Core Foundation Course - II	2	0	0	2
JMC 101	Hindi Evam Bhashai Patrakarita	4	0	0	4
JMC 104	Media Laws and Ethics	4	0	0	4
POL 101	Contemporary Issues and Current Affairs	4	0	0	4
JMC 105	Photo Journalism	2	0	0	2
JMC 105L	Photo Journalism Lab	0	0	6	3
JMC 106	Print Media: Reporting and Writing	4	0	0	4
JMC 106L	Print Media: Reporting and Writing Lab	0	0	6	3
Total		22	0	12	28

Semester-III

Existing					
Course Code	Course Name	L	T	P	C
	Core Foundation Course – III	2	0	0	2
	Elective Foundation Course – I	2	0	0	2
ECO 206	Economic Development and Planning in India	3	0	0	3
TSKL 202	Communicative English	4	0	0	4
JMC 202	Creative Writing	3	0	0	3
JMC 202L	Creative Writing Lab	0	0	4	2
JMC 203	Editing and Layout Design	4	0	0	4
JMC 203L	Editing and Layout Design Lab	0	0	4	2
JMC 207	Radio Journalism and Production	4	0	0	4
JMC 207L	Radio Journalism and Production Lab	0	0	4	2
	Total	22	0	12	28

Proposed (No Change)					
Course Code	Course Name	L	T	P	C
	Core Foundation Course – III	2	0	0	2
	Elective Foundation Course – I	2	0	0	2
ECO 206	Economic Development and Planning in India	3	0	0	3
TSKL 202	Communicative English	4	0	0	4
JMC 202	Creative Writing	3	0	0	3
JMC 202L	Creative Writing Lab	0	0	4	2
JMC 203	Editing and Layout Design	4	0	0	4
JMC 203L	Editing and Layout Design Lab	0	0	4	2
JMC 207	Radio Journalism and Production	4	0	0	4
JMC 207L	Radio Journalism and Production Lab	0	0	4	2
	Total	22	0	12	28

Semester-IV

Existing					
Course Code	Course Name	L	T	P	C
	Core Foundation Course – IV	2	0	0	2
	Elective Foundation Course – II	2	0	0	2
SOC 202	Indian Society and Culture	4	0	0	4
JMC 206	Public Relations and Corporate Communication	4	0	0	4
JMC 201	Advertising and Commercial Communication	4	0	0	4
JMC 201L	Advertising and Commercial Communication Lab	0	0	4	2
JMC 204	Film Studies	2	0	0	2
JMC 204L	Film Studies Lab	0	0	4	2
JMC 205	New Media Journalism	4	0	0	4
JMC 205L	New Media Journalism Lab	0	0	4	2
	Total	22	0	12	28

Proposed (No Change)					
Course Code	Course Name	L	T	P	C
	Core Foundation Course – IV	2	0	0	2
	Elective Foundation Course – II	2	0	0	2
SOC 202	Indian Society and Culture	4	0	0	4
JMC 206	Public Relations and Corporate Communication	4	0	0	4
JMC 201	Advertising and Commercial Communication	4	0	0	4
JMC 201L	Advertising and Commercial Communication Lab	0	0	4	2
JMC 204	Film Studies	2	0	0	2
JMC 204L	Film Studies Lab	0	0	4	2
JMC 205	New Media Journalism	4	0	0	4
JMC 205L	New Media Journalism Lab	0	0	4	2
	Total	22	0	12	28

Semester-V

Existing					
Course Code	Course Name	L	T	P	C
	Vocational Course - I	2	0	0	2
	Core Foundation Course - V/Elective Foundation Course - III	2	0	0	2
	Discipline Elective I	0	0	10	5
JMC 304	Communication Research	4	0	0	4
JMC 305	Community Media	4	0	0	4
JMC 319	Media Organization and Management	4	0	0	4
JMC 327	TV Journalism and Production	4	0	0	4
JMC 327L	TV Journalism and Production Lab	0	0	6	3
	Total	20	0	16	28

Proposed (No Changes)					
Course Code	Course Name	L	T	P	C
	Vocational Course - I	2	0	0	2
	Core Foundation Course - V/Elective Foundation Course - III	2	0	0	2
	Discipline Elective I	0	0	10	5
JMC 304	Communication Research	4	0	0	4
JMC 305	Community Media	4	0	0	4
JMC 319	Media Organization and Management	4	0	0	4
JMC 327	TV Journalism and Production	4	0	0	4
JMC 327L	TV Journalism and Production Lab	0	0	6	3
	Total	20	0	16	28

Master of Arts (Journalism and Mass Communication)

Programme Scheme:

Semester-I

Proposed					
Course Code	Course Name	L	T	P	C*
JMC 401	Communication, Media and Journalism Theories	5	0	0	5
JMC 406	Research Methodology-I	4	0	0	4
JMC 409	Transmedia Storytelling	5	0	0	5
JMC 409L	Transmedia Storytelling Lab	0	0	2	1
ECO406	Public Economics	5	0	0	5
	Discipline Elective	5	0	0	5
Semester Total:		24	0	2	25

Semester-II

Proposed					
Course Code	Course Name	L	T	P	C*
JMC 407	Research Methodology-II	4	0	0	4
JMC 410	TV Programming and Production	4	0	0	4
JMC 410L	TV Programming and Production Lab	0	0	6	3
JMC 405	Radio Programming and Production	4	0	0	4
JMC 405L	Radio Programming and Production Lab	0	0	4	2
PSY404	Positive Psychology	5	0	0	5
	Open Elective	5	0	0	5
Semester Total:		22	0	10	27

Semester-III

Proposed					
Course Code	Course Name	L	T	P	C*
JMC 511	Research Methodology-III	4	0	0	4
JMC 505	Digital Media	4	0	0	4
JMC 505L	Digital Media Lab	0	0	4	2
JMC 501	Advertising and Public Relation	4	0	0	4
JMC 501L	Advertising and Public Relation Lab	0	0	2	1
JMC 503	Community Broadcasting	4	0	0	4
JMC 503L	Community Broadcasting Lab	0	0	2	1
POL502	Indian Polity-I	5	0	0	5
	Reading Elective - I	0	0	0	2
Semester Total:		21	0	8	27

Semester-IV

Proposed					
Course Code	Course Name	L	T	P	C*
JMC 514P	UIL Project	0	0	48	24
	Reading Elective - II	0	0	0	2
Semester Total:		0	0	48	26

List of Discipline Elective:

Proposed					
Course Code	Course Name	L	T	P	C*
JMC 403	Ethics, Constitution and Media Laws	5	0	0	5
JMC 404	International and Inter-Cultural Communication	5	0	0	5
JMC 402	Data Journalism	5	0	0	5
JMC 408	Sports Journalism and Sports Reporting	5	0	0	5

List of Online Courses (Proposed)

S. No	Add on Course/ Paper	Type	Agency	Content (h) /Credit	Link of the E-Course
1.	Advanced Digital Photography	Specialization	Harvard Division of Continuing Education	30-40 h/4	https://onlinelearning.harvard.edu/course/advanced-digital-photography?delta=0
2.	Visualization for Data Journalism	Specialization	University of Illinois at Urbana Champaign	15-20 h/	https://www.coursera.org/learn/visualization-for-data-journalism
3.	Design and Make Infographics (Project-Centered Course)	Specialization	Michigan State University	15-20h/	https://www.coursera.org/learn/info-graphic-design
4.	Music	18th-Century Opera: Handel & Mozart	edX (Harvard University)	20h	https://www.edx.org/course/18th-century-opera-handel-mozart
5.	Sports Marketing	Sports Marketing	Coursera	12-15 Hours	https://www.coursera.org/learn/sports-marketing
6.	Capstone: Create your own professional journalistic portfolio	Capstone: Create your own professional journalistic portfolio	Coursera	12- 15 Hours	https://www.coursera.org/learn/become-a-journalist-capstone
7.	Orientation and Mobility	Certificate	SWAYAM	2	https://swayam.gov.in/courses/4947-orientation-and-mobility
8.	Theory & production	Certificate	SWAYAM	3	https://swayam.gov.in/courses/5034-documentary
9.	Major film movements & the Auteur	Certificate	SWAYAM	4	https://swayam.gov.in/courses/4918-film-appreciation-film-form-and-style
10.	Communication and business correspondence	Certificate	SWAYAM	3	https://swayam.gov.in/courses/4948-communication-and-business-correspondence
11.	Knowledge society	Certificate	SWAYAM	3	https://swayam.gov.in/courses/5009-knowledge-society

List of Reading Electives (Existing)	
Course Code	Course
JMC 512R	Social Psychology
JMC 502R	Advertising Management
JMC504R	Critical Thinking and Modern Lifestyle
JMC 508R	Media and Public Administration
JMC 513R	Tourism Planning and Sustainable Development
JMC 506R	Ethical Journalism
JMC 510R	Psychology of Communication
JMC 515R	Women and Media
JMC507R	Media and Popular Culture
JMC 509R	Pillars of Indian Journalism

List of Reading Electives (Proposed)	
Course Code	Course
JMC 512R	Social Psychology
JMC 502R	Advertising Management
JMC504R	Critical Thinking and Modern Lifestyle
JMC 508R	Media and Public Administration
JMC 513R	Tourism Planning and Sustainable Development
JMC 506R	Ethical Journalism
JMC 510R	Psychology of Communication
JMC 515R	Women and Media
JMC507R	Media and Popular Culture
JMC 509R	Pillars of Indian Journalism
	Research and Publication Ethics