



Usha Martin University, Ranchi
Faculty of Journalism and Mass Communication
Minutes of the meeting of the Board of Studies held on 10.09.2019

Ref. No. UMU/FJMC/2019/01

Date: 10.09.2019

A Board of Studies (BoS) meeting of the Faculty of Journalism and Mass Communication was held on 10.09.2019 at 10:00 a.m. to review the course curriculum/syllabus of the BAJMC program to be effective from 2019-20 AY.

The following members were present:

1. Dr. Kirti Singh, Chairperson
2. Prof. Dev Vrat Singh, External Academic Expert
3. Mr. Pramod Kumar Jha, External Industry Expert
4. The internal faculty members of the department were present on that day.

The following members could not attend the meeting:

- Dr. Shahnaaz Zabi Internal Member

The Board of Studies (BoS) chairperson welcomed all members and thanked the external experts for their time. The items were covered according to the agenda.

Item No. 1: To consider and approve the eligibility criteria for admission to the three-year Bachelor's degree program in Journalism and Mass Communication (BAJMC).

The members of the BOS have approved the eligibility criteria to take admission to the three-year BAJMC program mentioned in Annexure 1.

(Annexure-1)

Item No. 2: To consider and approve the structure and examination scheme for a three-year Bachelor's degree program in Journalism and Mass Communication (BAJMC).

The members of the BOS have approved the item mentioned in Annexure 2.

(Annexure-2)

Kirti

Item No. 3: To consider and approve the three-year Bachelor's degree program in Journalism and Mass Communication (BAJMC) evaluation pattern.

The members of the BOS have approved the presented item.

(Annexure-3)

Item No. 4: To consider and approve the ordinance for a three-year Bachelor's degree program in Journalism and Mass Communication (BAJMC).

The members of the BOS have approved the ordinance for the BAJMC program.

(Annexure-4)

Item No. 5: To consider and approve the detailed syllabus of the new courses for the first and second semesters for the batch 2019 of the three-year Bachelor's program in Journalism and Mass Communication (BAJMC)

Based on the UGC guidelines & CBCS course structure, the BOS members recommended the 1st-year course curriculum of BAJMC 2019 batch as mentioned in Annexure 5.

The core courses offered in the 1st & 2nd semesters are mentioned below.

New courses are being offered in the BAJMC program for the 2019 batch.	
Courses offered in 2019-20 AY	
First Semester	Introduction to Journalism (BAJMC-C101) History of Media (BAJMC-C102) Communicative English (BAJMC-AEC01) Computer Applications* (BAJMC-SEC01) Current Affairs (BAJMC-C105)
Second Semester	Basics of Communication (BAJMC-C201) Global Media (BAJMC-DSE01) Environment Science (BAJMC-AEC02) Communicative Hindi (BAJMC-AEC03) Writing for Media* (BAJMC-C205)

(Annexure-5)

Item No. 6: To approve the vision, mission, program, educational and program-specific outcomes for the three-year Bachelor's program in Journalism and Mass Communication (BAJMC).

The members of BOS have approved the vision, mission, PEOs, POs, and PSOs of the BAJMC Program mentioned in Annexure 6.

(Annexure-6)

Item No. 7: To discuss and recommend the establishment of media labs and equipment purchases.

Discussed the list of equipment and approved with the following modifications:

- (i) Requirement of virtual set.
- (ii) Microphone: 5 unidirectional and five multidirectional.
- (iii) Lapel microphone: 6
- (iv) Computer systems with high-end configuration: 10

(Annexure-7)

Item No. 8: To discuss and recommend the requirements of technical staff for the department

The members of the Bos suggested the need for one Technical Assistant in the department. Recruitment of Technical Assistant needs to be done with the following qualifications:

- Bachelor/Master in the Media, Communication, Journalism and related fields with two years of industry experience in Media Production.

Item No. 9: To consider implementing the input of the qualitative initiative as per the directions of IQAC.

The BoS recommended adopting the quality initiatives suggested by IQAC.

Item No. 10: Any other matter

- (i) Short-term workshops may be conducted on specific areas of media productions, i.e. camera handling, lighting, video editing, and script writing, and experts should be invited from the concerned industry as resource persons in these workshops.
- (ii) Establishment of enriched book and video library.
- (iii) Faculty should focus on developing various skills among students which are needed in the industry.
- (iv) Language skills and bilingual translation should also be given due importance.

The meeting ended with thanks to all the members.

Date: 10.09.2019

Members with signature

1. Dr. Kirti Singh (Chairperson)
2. Prof. Dev Vrat Singh (External Academic Expert)
3. Mr. Pramod Kumar Jha (External Industry Expert)

Kirti
Chairperson
Head
Journalism & Mass Communication
UMU, Angara, Ranchi-834103

Kirti
Dev Vrat Singh
Pramod Kumar Jha

Item No. 3: To consider and approve the detailed syllabus of the new courses for the third and fourth semesters for the batch 2019 of the three-year Bachelor's Program in Journalism and Mass Communication (BAJMC).

Based on the UGC guidelines & CBCS course structure, the BOS members recommended the 2nd-year course curriculum of BAJMC for the 2019 batch, as mentioned in Annexure 1.

The core courses offered in the 3rd & 4th semesters are mentioned below.

New courses are being offered in the BAJMC program for the 2019 batch.	
Courses offered in 2020-21 AY	
Third Semester	Development Communication (BAJMC-C301) Photography* (BAJMC-SEC02) Advertising (BAJMC-C303) Traditional Media (BAJMC-DSE02) Media Technologies (BAJMC-DSE02) Print Production (BAJMC-C305)
Fourth Semester	Media Laws (BAJMC-C401) Public Relations (BAJMC-C402) Computer Graphics* (BAJMC-C403) Radio Production* (BAJMC-C404) Media Literacy (BAJMC-DSE03)

(Annexure-1)

Item No. 4: To consider and adopt the revision of courses offered in 1st year of BAJMC program for the 2020 batch.

Based on the feedback analysis and action taken report, the External Academic members of the Board of Studies recommended revision of the courses in the 1st-year curriculum of BAJMC for the 2020 batch.

Revision of courses in 1st year of the BAJMC program for 2020 batch

The BoS recommended adopting the BAJMC curriculum as approved earlier with changes in the following course(s).

Revision of the course curriculum for the 1st year of BAJMC for the 2020-21 AY.	
Course Code & Name	Module/ Topics (Added/ Deleted)
1st semester Course Name & Code: Introduction to Journalism (BAJMC-C101)	The following content has been added to the existing syllabus <ul style="list-style-type: none"> • Diverse News Writing Approaches: Print (Newspaper), Audio (Radio), Visual (Television), and Digital (Online) • Headline Varieties: Direct News Headlines, Feature Headlines, Inquiry Headlines, Imperative Headlines, Methods for Formulating Headlines • Composing Editorials, Articles, Features, and News Analyses • Adaptation to digital media: SEO considerations, Social Media Integration, Interactive Content, User Engagement
2nd semester Course Name & Code: Writing for Media* (BAJMC-C205)	The following content has been added to the existing syllabus <ul style="list-style-type: none"> • Features of writing for new media • Writing for various formats in new media • Basic principles and need for translation in media • Doing translation – Hindi to English and English to Hindi • Transcreation – Hindi to English and English to Hindi

The members of the BoS recommended revising the course curriculum offered in the 1st & 2nd semesters, as mentioned in Annexure 2.

(Annexure-2)

Item No. 5: To consider & approve the value-added courses.

The BoS confirmed the same.

(Annexure-3)

Item No. 6: To consider implementing the input of the qualitative initiative as per the directions of IQAC.

The BoS recommended adopting the quality initiatives suggested by IQAC.

Item No. 7: To consider and implement the input the Academic forum recommends.

The BoS recommended adopting the input recommended by the academic forum.

The meeting ended with thanks to all the members.

Date: 10.08.2020

Shahnaaz Zabi
Head
Chairperson
Journalism & Mass Communication,
UMU, Angara, Ranchi-835103

Members with Signature:

1. Dr. Shahnaaz Zabi
2. Prof. Dev Vrat Singh,
3. Mr. Pramod Jha,

Chairperson
External Academic Expert
External Industry Expert

Shahnaaz Zabi

Dev Vrat Singh

Pramod Jha



Usha Martin University, Ranchi
Faculty of Journalism and Mass Communication
Minutes of the meeting of the Board of Studies held on 06.09.2021

Ref. UMU/FJMC/2021/03

Date: 06.09.2021

A meeting of the Board of Studies (BoS) of the Faculty of Journalism and Mass Communication was held online on 06.09.2021 at 10:00 am to review the course curriculum/syllabus of the BAJMC program to be effective from 2021-22 AY.

Google Meet Link: <https://meet.google.com/nzb-xybx-zad>

The following members were present:

- | | |
|---|--------------------------|
| 1. Dr. Rashmi Kumari | Chairperson |
| 2. Prof. Dev Vrat Singh, | External Academic Expert |
| 3. Mr. Pramod Jha, | External Industry Expert |
| 4. The internal faculty members of the department were present on that day. | |

The following members could not attend the meeting:

- Dr. Shahnaaz Zabi Internal Member

The Board of Studies (BoS) chairperson welcomed all members and thanked the external experts for their time. The items were covered according to the agenda.

Item No. 1: To confirm the minutes of the meeting of the Board of Studies held on 10.08.2020.

The members of the BoS confirmed the minutes.

Item No. 2: To report the action taken on the minutes of the Board of Studies held on 10.08.2020.

The board of studies noted the action taken in response to the decision made at the previous meeting and expressed its gratitude for the effort.

Item No. 3: To consider and approve the detailed syllabus of the new courses for the fifth and sixth semesters for the batch 2019 of the three-year Bachelor's Program in Journalism and Mass Communication (BAJMC).

Based on the UGC guidelines & CBCS course structure, the BOS members recommended the 3rd-year course curriculum of BAJMC 2019 batch as mentioned in Annexure 1. The core courses offered in the 5th & 6th semesters are mentioned below.

New courses are being offered in the BAJMC Program for the 2019 batch.	
Courses offered in 2021-2022 AY	
Fifth Semester	Media Management (BAJMC-GE01) Media, Culture & Society (BAJMC-GE02) Media Research (BAJMC-C503) Corporate Communication (BAJMC-DSE04) Television Production* (BAJMC-C505)
Sixth Semester	New Media (BAJMC-GE03) Media Ethics (BAJMC-GE04) Production Project (BAJMC-P601) Internship (BAJMC-P602)

(Annexure-1)

Item No. 4: To consider and approve the production project and internship in the final year/6th semester of the three-year Bachelor's Program in Journalism and Mass Communication (BAJMC).

The BoS members approved the mentioned item.

Production projects and internships are being offered in the 6th semester of the BAJMC program.	
Sixth Semester	Production Project (BAJMC-P601) – 200 Marks Internship (BAJMC-P602) - 4 weeks and 100 Marks

(Annexure-2)

Item No. 5: To consider and adopt the revision of courses offered in the 1st year of the BAJMC program for the 2021 batch.

Based on the feedback analysis and action taken report, the External Academic members of the Board of Studies recommended revising the courses in the 1st-year curriculum of the BAJMC for the 2021 batch.

Revision of courses in the 1st year of the BAJMC program for the 2021 batch.

The BoS recommended adopting the BAJMC curriculum as approved earlier with changes in the following course(s).

Revision in course curriculum of 1st year of BAJMC for 2021-22 AY	
Course Code & Name	Module/ Topics (Added/ Deleted)
Semester 1: Course Code & Name Current Affairs (BAJMC-C105)	The following content has been added to the existing syllabus. <ul style="list-style-type: none"> • Navigating the digital news landscape, including websites, apps, and social media. • Digital Media and Online Platforms • Evaluating the credibility of online sources and discerning between reliable and unreliable information. • Techniques for efficient digital news consumption and staying informed without feeling overwhelmed.
Semester 2: Course Code & Name Global Media (BAJMC-DSE01)	The following content has been added to the existing syllabus. Module 1: Foreign Newspapers <ul style="list-style-type: none"> • Evolution of Newspapers Worldwide • Influential Newspapers: The Guardian (UK), The New York Times (USA), The Washington Post (USA), China Daily (China), The Sydney Morning Herald (Australia), The Asahi Shimbun (Japan) • International news agencies, their functions, and their impact on global news dissemination.

BoS recommended adopting the BAJMC curriculum, as approved earlier.

(Annexure-3)

Item No. 6: To consider and adopt the revision of courses offered in the 2nd year of the BAJMC program for the 2020 batch.

Based on the feedback analysis and action taken report, the External Academic members of the Board of Studies recommended revising the courses in the 2nd-year curriculum of the BAJMC for the 2020 batch.

Revision of courses in the 2nd-year BAJMC program for the 2020 batch.

The BoS recommended adopting the BAJMC curriculum as approved earlier with changes in the following course(s).

Revision in course curriculum of the 2nd year of BAJMC for 2021-22 AY	
Course Code & Name	Module/ Topics (Added/ Deleted)
Semester 3: Course Code & Name Print Production (BAJMC-C305)	The following content has been added to the existing syllabus. <ul style="list-style-type: none"> • Advance typography • Basics to web designing
Semester 4: Course Code & Name Media Laws (BAJMC-C401)	The following content has been added to the existing syllabus. Module 4: Digital Media Laws <ul style="list-style-type: none"> • Cyberbullying and online harassment laws. • Digital defamation and anonymous speech. • User-generated content and platform liability • Emerging issues in online and social media laws.

BoS recommended adopting the BAJMC curriculum, as approved earlier.

(Annexure-4)

Item No. 7: To consider & approve the value-added courses.

The BoS confirmed the same.

(Annexure-5)

Item No. 8: To consider implementing the input of the qualitative initiative as per the directions of IQAC.

The BoS recommended adopting the quality initiatives suggested by IQAC.

Item No. 9: To consider and implement the input the Academic forum recommends.

The BoS recommended adopting the input recommended by the academic forum.

The meeting ended with thanks to all the members.

Date: 06.09.2021

Members with Signature:

1. Dr. Rashmi Kumari, Chairperson
2. Prof. Dev Vrat Singh, External Academic Expert
3. Mr. Pramod Jha, External Industry Expert

Rashmi Kumari
Chairperson
Journalism & Mass Communication,
UMU, Angara, Ranchi-83F103

Rashmi Kumari
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Pramod Kumar Jha

The members of BoS approved the mentioned item.

(Annexure-1)

Item No. 4: To consider and approve the detailed syllabus of the new courses, including Core Course (CC), General Elective (GE), Discipline Specific Course (DSE) and Skill Enhancement Course (SEC) for the three-year Bachelor's Program in Journalism and Mass Communication (BAJMC) effective from 2022-23 AY.

Based on the feedback analysis and action taken report, the External Academic members of the Board of Studies recommended revising the curriculum of the BAJMC program for 2022-23 AY, as mentioned in Annexure 2.

The courses offered are mentioned below.

The BAJMC program offers new core courses for 2022-23 AY.	
Fourth Semester	Media Laws and Ethics (BAJMC - C401)

The BAJMC program offers the New Discipline Specific Elective (DSE) courses for 2022-23 AY.	
Fourth Semester	Sports Journalism* (BAJMC -DSE03) Science and Technology Communication* (BAJMC -DSE04)
Fifth Semester	Documentary Film Making* (BAJMC -DSE05) Film studies (BAJMC -DSE06)

The BAJMC program offers the New General Electives (GE) courses for 2022-23 AY.	
Fifth Semester	Convergent Journalism (BAJMC- GE01)

The BAJMC program offers the New Skill Enhancement Courses (SEC) for 2022-23 AY.	
Second Semester	Visual Communication (BAJMC-SEC02)
Third Semester	Reporting and Editing (BAJMC-SEC04)
Fourth Semester	Mobile Journalism* (BAJMC-SEC05)

(Annexure-2)

Item No. 5: To consider and adopt the revision in the syllabus of the old courses offered in the BAJMC program for the 2022 -23 AY.

Based on the feedback analysis and action taken report, the External Academic members of

the Board of Studies recommended revising the old courses of the BAJMC program for the 2022-23 AY.

The BoS recommended adopting the BAJMC curriculum as approved earlier with changes in the following course(s).

Revision in old courses of the BAJMC for the 2022-23 AY	
Course Code & Name	Module/ Topics (Added/ Deleted)
Second Semester Course Code & Name Basics of Communication (BAJMC-C201)	The following content has been added to the existing syllabus. Module II: Models of Communication <ul style="list-style-type: none"> ● Aristotle model, SMCR Model, Lasswell's Model and its Extension ● Braddock's Model, Shannon and Weaver's Model, Berlo Model, Newcomb's Model. ● Gerbner's Model, Gatekeeping and Concept of Gatekeeping, Westley and Maclean's Model. ● Wilbur Schramm Model and Osgood Model, Dance Helical Model, Spiral of Silence Model. ● Liner, Circular and Transactional Model. Module III: Theories of Communication -I <ul style="list-style-type: none"> ● Hypodermic Needle Theory, Two – Step flow Theory and Multi – Step theory, Normative Theories, Attitude change Theory. ● Cognitive Dissonance theory, Cultivation Theory, Agenda Setting Theory and Diffusion of Innovation theory. ● Uses and Gratification Theory and Dependency Theory.
Semester 5: Course Code & Name Global Media BAJMC -C501	The following content has been added to the existing syllabus. Module 3: Trends in Global Journalism <ul style="list-style-type: none"> ● Contemporary media scenario ● Social Media Giants– Threat to Mainstream Journalism ● Convergence, Too Much Interference of Technology ● Loss of Journalistic Values and Re-invention of Media
Semester 5: Course Code & Name Radio Production* BAJMC – C504	The following content has been added to the existing syllabus. Module 4: Understanding Sound and marketing for Radio <ul style="list-style-type: none"> ● Field recording skills, Podcast ● Market research, Way forward Plan for Radio ● Show Branding/marketing tools on Radio ● FCT, Non-FCT, Radio Inventory

(Annexure-3)

Item No. 6: To consider and approve changing the name of the 'Global Media' course to the 'International Communication' course

The board approved keeping the name of the paper 'Global Media' as it is.

Item No. 7: To consider and approve the merger of two courses -i.e., Media Laws and Media Ethics as one course 'Media Laws and Ethics' and Media Literacy and Media Research as one course' Media Literacy and Research

The board approved keeping the course 'Media Research' for the Master's Degree Program.

The board approved keeping the course 'Media Literacy' with little change in the syllabus.

The board approved the merger of two courses -i.e., Media Laws and Media Ethics, into one paper, 'Media Laws and Ethics', with little change in the syllabus.

Modifications Suggested

- Inclusion of debunking fake news and reverse imaging in the syllabus of the 'Media Literacy' Paper
- Inclusion of 'Introduction to Indian Judicial System, parliament publications, in the syllabus of the 'Media Laws and Ethics' Paper

(Annexure-4)

Item No. 8: To consider & approve the value-added courses.

The BoS approved the same.

(Annexure-5)

Item No. 9: To consider implementing the input of the qualitative initiative as per the directions of IQAC.

The BoS recommended adopting the quality initiatives suggested by IQAC.

The meeting ended with thanks to all the members.

Date: 30.06.2022


Chairperson
Head
Journalism & Mass Communication
UMU, Angara, Ranchi-83^F103
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Members with Signature:

1. Dr. Rupa Kumari, Chairperson
2. Prof. Pitabas Pradhan, External Academic Expert
3. Mr. Suman Srivastava, External Industry Expert



S. Srivastava