



THE IIS UNIVERSITY

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Minutes for the Tenth meeting of the Board of Studies in Journalism and Mass communication held on 26.03 .2016 at 10.30 am at the ICG Campus, Jaipur

The following members were present

| S. No. | Name | Designation |
|--------|--|--------------------------------------|
| 1 | Prof. N.K. Jain Dean, Faculty of Arts & Social Sciences The IIS University , Jaipur | Chairperson |
| 2 | Prof. Ashok Ogra Director, Apeejay Institute of Mass Communication, New Delhi | External Member (Academician) |
| 3 | Prof.Sanjeev Bhanawat Head, CMC, University of Rajasthan, Jaipur | External Member (Academician) |
| 4 | Shri Jagdeep Singh CEO, Spark PR Agency Bani Park, Jaipur | External Member (Industry Expert) |
| 5 | Ms.Radhika Sharma Sub- Editor, Daily O, India today, Group Digital (ITGD) New Delhi | External Member (Alumnae) |
| 6 | Dr. Ruchi Goswami IISU, Jaipur | Member |
| 7 | Ms. Aastha Saxena IISU, Jaipur | Member |
| 8 | Ms. Abhishika Sharma IISU , Jaipur | Member |
| 9 | Ms. Smiti Padhi IISU, Jaipur | Member |
| 10 | Dr. Garima Shrivastava Head Deptt. JMC,IISU, Jaipur | Convener |



At the outset, the Dean Prof. N. K. Jain, Dean Faculty of Arts & Social Science welcomed all the members of the BOS.

The agenda items were taken up and after considerable deliberations, following decisions were taken:

- i. The Minutes of the last meeting held on 10.2.2015 were considered and approved.
- ii. The Syllabus of M.A (Journalism and Mass Communication) for Semester I & II (2016-17), Semester III & IV (2017-18) was considered and approved.
- iii. The proposed B.A (Journalism and Mass Communication) syllabuses for Semester I & II (2016-17), Semester III & IV (2017-18), Semester V & VI (2018-19) were placed before the members of the BOS. During the course of the meeting the following suggestions were made by the members of the BOS.
 - a. Paper Code- CJMC 101, Paper Title- Introduction to Journalism.
The topic under unit V 'Contemporary Debates and Issues related to Media' may be dropped as the unit was becoming very heavy.
 - b. Paper Code- CJMC 102, Paper Title- Practical: Introduction to Journalism.
Practical exercises may be limited to listening, watching, reading and reviewing various media productions instead of asking the students scripting and recording in the very first year.
 - c. Paper Code- CJMC 304, Paper Title- Advertising and Public Relations.
 1. Unit 2 and 3 of the paper may be swapped.
 2. All the departments of I & B Ministry may be included in unit IV.
 - d. Paper Code- CJMC 401(Theory) and CJMC 402 (Practical), Paper Title- Introduction to New Media and Practical: Introduction to New Media.
 1. Instaarticles on Facebook and Google may be included in theory paper in unit V.
 2. # tags, Search Engine Optimization and Optimization of Facebook and Twitter may be included in practical paper unit III.
 - e. Paper Code- GJMC 401, Paper Title- Documentary Production



It was suggested that the title of the paper may be changed from 'Documentary Film Making' to 'Documentary Production'.

- f. Paper Code- CJMC 403, Paper Title- Development Communication Role of Radio during Green Revolution and Panchayati Raj System may be included in unit IV and V respectively.
- g. Paper Code- CJMC 404, Paper Title- Media Ethics and the Law It was suggested that Press Council, Press Commission, Drug and Magic remedies, Parliamentary privileges, Working Journalist Act, Copyright Act and Prasar Bharti Act may be included in this paper.
- h. Paper Code- CJMC 503, Paper Title- Advanced Broadcasting Media Members suggested that unit I and II may be production oriented.
- i. Paper Code- DJMC 610(A), Paper Title- Public Relations It was suggested that strategizing and specializing PR may be included in unit V in this paper.

Above mentioned proposals were accepted by the members of the BOS. With these changes the Syllabus of BA (Journalism and Mass Communication) for Semester I & II (2016-17), Semester III & IV (2017-18), Semester V & VI (2018-19) was approved.


- iv. The Syllabus of short term course of P.G. Diploma course in Television Journalism for the session 2016-17 was considered and approved.
- v. The Syllabus of Career Oriented & Skill Development, Course in Mass Communication and Video Production in Certificate (2016-17), Diploma (2017-18) & Advance Diploma (2018-19) was considered and approved.
- vi. The Syllabus of Career Oriented & Skill Development Courses in Radio Programme Production in Certificate (2016-17), Diploma (2017-18) & Advanced Diploma (2018-2019) was considered and approved.
- vii. The BOS C-opted **Dr. Ruchi Goswami** as member of the Examiners Selection Committee for a period of one year for the session 2016-17.
- viii. The Question Papers of BA(JMC), Semester-I, III and V Examination, 2015-16 and MA(JMC)-Semester I, III Examinations 2015-16 were reviewed and suggestions given by the BOS members were duly noted.



- ix. The Examiners' Reports of BA(JMC) for the Semester I and III Examinations November 2015 and MJMC Semesters I and III, November 2015 were reviewed.
- x. The Syllabus for Ph.D. course work as part of Ph.D. programme in Journalism and Mass Communication for the session 2016-17.
- xi. The meeting ended with a vote of thanks.


Dr. Raakhi Gupta
Registrar


Prof. N K Jain
Dean, Faculty of
Arts & Social Sciences


Dr. Garima Shrivastava
Convener





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ATTENDANCE SHEET

CBCS Workshop in Journalism and Mass Communication

Attendance of the Meeting held on 18.03.2016 at 11:30 a.m.

| S. No. | Name | Designation | Signature |
|--------|---|-------------|-----------|
| 1 | Prof. N.K. Jain Dean, Faculty of Arts & Social Sciences The IIS University , Jaipur | Chairperson | |
| 2 | Dr. Bachcha Babu Assistant Professor Central University of Jammu Jammu (J & K) | Expert | |
| 3 | Dr. Ruchi Goswami | Member | |
| 4 | Dr. Aastha Saxena | Member | |
| 5 | Ms. Abhishika Sharma | Member | |
| 6 | Ms. Smiti Padhi | Member | |
| 10 | Dr. Garima Shrivastava | Convener | |

Dr. Raakhi Gupta
Registrar





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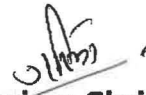
Agenda for Pre- BOS Syllabus framing Workshop for introducing the Choice Based Credit System (CBCS) being organized by the Department of Journalism and Mass Communication on Friday 18/03/2016, from 11.30 a.m. onwards at The IIS University

The workshop will mainly focus on the different courses and options proposed under CBCS scheme of the UGC so as to include Discipline Specific Electives, Generic Electives, and Open Electives to be offered by the Department. The following would be taken up:

1) Discipline Specific Electives, Generic Electives, and Open Electives to be offered in B.A. (JMC) in Semesters I & II (2016-17), III & IV (2017-18) and V & VI (2018-19). (Annexure 1)

2) Any other item with the approval of the Chair


Dr. N. K. Jain
Dean, Faculty of Art
& Social Sciences


Dr. Garima Shrivastava
Convener CBCS Workshop,
Head Dept. of Journalism & Mass
Communication



THE IIS UNIVERSITY
 Department of Journalism and Mass Communication
Choice Based Credit System
BA(Journalism and Mass Communication)
(2016-19)
Scheme of Examination

| Semester | Paper code | Credits | Time duration per week | Max. Marks | Min. Marks | Continuous Assessment (30 %) | Semester End Exam (70 %) |
|------------|-----------------|---------|------------------------|------------|------------|------------------------------|--------------------------|
| I | <u>CJMC 101</u> | 4 | 4 | 100 | 40 | 30 | 70 |
| | <u>CJMC 102</u> | 2 | 4 | 100 | 40 | 30 | 70 |
| | <u>CJMC 103</u> | 4 | 4 | 100 | 40 | 30 | 70 |
| | <u>CJMC 104</u> | 2 | 4 | 100 | 40 | 30 | 70 |
| | <u>GJMC 101</u> | 4 | 4 | 100 | 40 | 30 | 70 |
| | <u>GJMC 102</u> | 2 | 4 | 100 | 40 | 30 | 70 |
| | <u>AJMC 101</u> | 2 | 2 | 100 | 40 | 30 | 70 |
| II | <u>CJMC 201</u> | 4 | 4 | 100 | 40 | 30 | 70 |
| | <u>CJMC 202</u> | 2 | 4 | 100 | 40 | 30 | 70 |
| | <u>CJMC 203</u> | 6 | 4 | 100 | 40 | 30 | 70 |
| | <u>GJMC 201</u> | 4 | 4 | 100 | 40 | 30 | 70 |
| | <u>GJMC 202</u> | 2 | 4 | 100 | 40 | 30 | 70 |
| | <u>AJMC 201</u> | 2 | 2 | 100 | 40 | 30 | 70 |
| III | <u>CJMC 301</u> | 4 | 4 | 100 | 40 | 30 | 70 |
| | <u>CJMC 302</u> | 2 | 4 | 100 | 40 | 30 | 70 |
| | <u>CJMC 303</u> | 6 | 4 | 100 | 40 | 30 | 70 |
| | <u>CJMC 304</u> | 4 | 4 | 100 | 40 | 30 | 70 |
| | <u>CJMC 305</u> | 2 | 4 | 100 | 40 | 30 | 70 |
| | <u>GJMC 301</u> | 4 | 4 | 100 | 40 | 30 | 70 |
| | <u>GJMC 302</u> | 2 | 4 | 100 | 40 | 30 | 70 |
| | <u>SJMC 301</u> | 2 | 2 | 100 | 40 | 30 | 70 |



| | | | | | | | |
|----|------------------------------|---|---|-----|----|----|----|
| IV | CJMC 401 | 4 | 4 | 100 | 40 | 30 | 70 |
| | CJMC 402 | 2 | 4 | 100 | 40 | 30 | 70 |
| | CJMC 403 | 6 | 4 | 100 | 40 | 30 | 70 |
| | CJMC 404 | 6 | 4 | 100 | 40 | 30 | 70 |
| | GJMC 401 | 4 | 4 | 100 | 40 | 30 | 70 |
| | GJMC 402 | 2 | 4 | 100 | 40 | 30 | 70 |
| | SJMC 401 | 2 | 2 | 100 | 40 | 30 | 70 |
| V | CJMC 501 | 4 | 4 | 100 | 40 | 30 | 70 |
| | CJMC 502 | 2 | 4 | 100 | 40 | 30 | 70 |
| | CJMC 503 | 4 | 4 | 100 | 40 | 30 | 70 |
| | CJMC 504 | 2 | 4 | 100 | 40 | 30 | 70 |
| | DJMC 501A OR DJMC 501B | 6 | 6 | 100 | 40 | 30 | 70 |
| | DJMC 502A OR DJMC 502B | 6 | 6 | 100 | 40 | 30 | 70 |
| | | | | | | | |
| VI | CJMC 601 | 4 | 4 | 100 | 40 | 30 | 70 |
| | CJMC 602 | 2 | 2 | 100 | 40 | 30 | 70 |
| | CJMC 603 | 6 | 6 | 100 | 40 | 30 | 70 |
| | DJMC 601A OR DJMC 601B | 6 | 6 | 100 | 40 | 30 | 70 |
| | DJMC 602 | 6 | 6 | 100 | 40 | 30 | 70 |
| | | | | | | | |



Choice Based Credit System
BA(Journalism and Mass Communication)
(2016-17)
Semester-I

| S.No | Paper Code | Paper Title | Contact Hours | | Credits | Max Marks | Min Marks |
|---------------|------------------------|--|---------------|----------|---------|-----------|-----------|
| | | | Per Semester | Per Week | | | |
| 1. | CJMC 101 | Introduction to Journalism | 60 | 04 | 04 | 100 | 40 |
| 2. | CJMC 102 | Practical- Introduction to Journalism | 60 | 04 | 02 | 100 | 40 |
| 3. | CJMC 103 | Introduction to Mass Media and Communication | 60 | 04 | 04 | 100 | 40 |
| 4. | CJMC 104 | Practical- Introduction to Mass Media and Communication | 60 | 04 | 02 | 100 | 40 |
| 5. | GJMC 101A GJMC 101B | Computers Applications OR Journalistic Writing | 60 | 04 | 04 | 100 | 40 |
| 6. | GJMC 102A GJMC 102B | Practical- Office Automation Lab OR Journalistic Writing | 60 | 04 | 02 | 100 | 40 |
| 7. | AJMC 101 | English/Hindi | 30 | 02 | 02 | 100 | 36 |
| Total Credits | | | 20 | | | | |



Choice Based Credit System

BA(Journalism and Mass Communication) (2016-17) Semester-II

| S.No | Paper Code | Paper Title | Contact Hours | | Credits | Max Marks | Min Marks |
|---------------|------------------------|--|---------------|----------|---------|-----------|-----------|
| | | | Per Semester | Per Week | | | |
| 1. | CJMC 201 | Reporting and Editing for Print | 60 | 04 | 04 | 100 | 40 |
| 2. | CJMC 202 | Practical-Reporting and Editing for Print | 60 | 04 | 02 | 100 | 40 |
| 3. | CJMC 203 | Media and Cultural Studies | 90 | 06 | 06 | 100 | 40 |
| 4. | GJMC 201A GJMC 201B | Nutrition : A Life Cycle Approach OR Still Photography | 60 | 04 | 04 | 100 | 40 |
| 5. | GJMC 201A GJMC 201B | Practical- Nutrition : A Life Cycle OR Practical- Still Photography | 60 | 04 | 02 | 100 | 40 |
| 6. | AJMC 201 | Environmental Science | 30 | 02 | 02 | 100 | 36 |
| Total Credits | | | 20 | | | | |



Choice Based Credit System
BA (Journalism and Mass Communication)
(2017-18)
Semester-III

| S.No | Paper Code | Paper Title | Contact Hours | | Credits | Max Marks | Min Marks |
|---------------|------------------------|--|---------------|----------|---------|-----------|-----------|
| | | | Per Semester | Per Week | | | |
| 1. | CJMC 301 | Introduction to Broadcast Media | 60 | 04 | 04 | 100 | 40 |
| 2. | CJMC 302 | Practical-Introduction to Broadcast Media | 60 | 04 | 02 | 100 | 40 |
| 3. | CJMC 303 | History of the Media | 90 | 06 | 06 | 100 | 40 |
| 4. | CJMC 304 | Advertising and Public Relations | 60 | 04 | 04 | 100 | 40 |
| 5. | CJMC 305 | Practical-Advertising and Public Relations | 60 | 04 | 02 | 100 | 40 |
| 6. | GJMC 301A GJMC 301B | Fundamentals of Management and Organizational Behaviour OR Film Appreciation | 60 | 04 | 04 | 100 | 40 |
| 7. | GJMC 302A | Practical-Fundamentals of Management and Organizational Behaviour | 60 | 04 | 02 | 100 | 40 |
| 8. | SJMC 301 | Photography | 60 | 04 | 02 | 100 | 40 |
| Total Credits | | | 26 | | | | |



Choice Based Credit System
BA (Journalism and Mass Communication)
(2017-18)
Semester- IV

| S.No | Paper Code | Paper Title | Contact Hours | | Credits | Max Marks | Min Marks |
|---------------|------------------------|---|---------------|----------|---------|-----------|-----------|
| | | | Per Semester | Per Week | | | |
| 1. | CJMC 401 | Introduction to New Media | 60 | 04 | 04 | 100 | 40 |
| 2. | CJMC 402 | Practical-Introduction to New Media | 60 | 04 | 02 | 100 | 40 |
| 3. | CJMC 403 | Development Communication | 90 | 06 | 06 | 100 | 40 |
| 4. | CJMC 404 | Media Ethics and the Law | 90 | 06 | 06 | 100 | 40 |
| 6. | GJMC 401A GJMC 401B | Multimedia and Animation OR Practical-Documentary Film Production | 60 | 04 | 02 | 100 | 40 |
| 7. | GJMC 402A | Practical-Multimedia and Animation | 60 | 04 | 02 | 100 | 40 |
| 8. | SJMC 401 | Practical-Radio Programme Production | 60 | 04 | 02 | 100 | 40 |
| Total Credits | | | | | 26 | | |



Choice Based Credit System
BA (Journalism and Mass Communication)
(2018-19)
Semester-V

| S.No | Paper Code | Paper Title | Contact Hours | | Credits | Max Marks | Min Marks |
|---------------|------------------------------|--|---------------|----------|---------|-----------|-----------|
| | | | Per Semester | Per Week | | | |
| 1. | CJMC 501 | Communication Research and Methods | 60 | 04 | 04 | 100 | 40 |
| | CJMC 502 | Synopsis | 60 | 04 | 02 | 100 | 40 |
| 2. | CJMC 503 | Advanced Broadcast Media | 60 | 04 | 04 | 100 | 40 |
| 3. | CJMC 504 | Practical-Advanced Broadcast Media | 60 | 04 | 02 | 100 | 40 |
| 4. | DJMC 501A OR DJMC 501B | Media Management OR Multi Media Journalism | 90 | 06 | 06 | 100 | 40 |
| 5. | DJMC 502A OR DJMC 502B | Practical: Print Journalism and Production OR Practical: Film Studies and Production | 90 | 06 | 06 | 100 | 40 |
| Total Credits | | | 24 | | | | |



Choice Based Credit System
BA (Journalism and Mass Communication)
(2018-19)
Semester-VI

| S.No | Paper Code | Paper Title | Contact Hours | | Credits | Max Marks | Min Marks |
|-------------------------------|------------------------------|---|---------------|----------|---------|-----------|-----------|
| | | | Per Semester | Per Week | | | |
| 1. | CJMC 601 | Advanced New Media | 60 | 04 | 04 | 100 | 40 |
| 2. | CJMC 602 | Practical-Advanced New Media | 60 | 04 | 02 | 100 | 40 |
| 3. | CJMC 603 | Dissertation | 90 | 06 | 06 | 100 | 40 |
| 4. | DJMC 601A OR DJMC 601B | Practical: Public Relations OR Practical: Advertising | 90 | 06 | 06 | 100 | 40 |
| 5. | DJMC 602 | Global Media and Politics | 90 | 06 | 06 | 100 | 40 |
| Total Credits | | | | | 24 | | |
| Total Credits of VI Semesters | | | | | 140 | | |

SEMESTER SCHEME OF EXAMINATION

- Each theory exam shall be of three hours duration and practical exam shall be of 3 hours duration.
- Result Categorization

| | |
|--------------------------------|-------------------|
| 75 % and above | First with credit |
| 60% or above but less than 75% | First Division |
| 48% or above but less than 60% | Second Division |
| 40% or above but less than 48% | Pass |



3. To pass the examination, a candidate is required to obtain at least 40% marks in each paper (theory & practical) individually in continuous assessment and annual examination.
4. A candidate securing less than 40% marks in maximum of one paper shall be allowed to take the exam not later than the successive academic year only.
5. Continuous assessment will constitute 30% marks based on the internal examination regularity in attendance and the annual examination will carry 70% marks.
6. 75% attendance is a must throughout the session.

MARKING SCHEME

Continuous Assessment (Theory Paper)

(Max. Marks: 30)

MARKS DISTRIBUTION

The distribution of Marks for continuous Assessment Component (30%) fro UG programme and career Oriented and skill development courses is as follows :

| | C.A.Test | Assignment | Attendance | Class Room Interaction | Total |
|------|-----------------|-------------------|-------------------|-------------------------------|--------------|
| P.G. | 15 | 5 | 5 | 5 | 30 |

PRACTICAL/PROJECT/SEMINAR ETC.

(Max Marks: 30)

| Activity | File | C.A.Test | Viva-voce/Lab interaction | Attendance | Total |
|-----------------|-------------|-----------------|----------------------------------|-------------------|--------------|
| Max. Marks | 5 | 15 | 5 | 5 | 30 |



Pattern of Theory Paper (Max Marks: 70)

There shall be three sections in the question paper as described:

1. Section A: - Consists of 10 compulsory objective type questions (Multiple choice questions/ Fill in the blanks/One word answer/True or false/Match the following etc.) carrying one mark each.(Total Marks $1 \times 10 = 10$)
2. Section B: - Consists of 5 questions of 4 marks each with internal choice. Students are required to attempt all the five questions (observing the internal choice) in 150-200 words each. ($5 \times 4 = 20$)
3. Section C: - Consists of 5 essay type questions of 10 marks each. Students are required to attempt any 4 questions in 600-700 words each. ($4 \times 10 = 40$)

Practical Paper (Max. Marks: 70)

Pattern of Practical Exam (Max Marks: 70)

External (70 %)

| Practical | File | Viva | Total |
|-----------------|-----------------|-----------------|-----------------|
| 40 marks | 20 marks | 10 marks | 70 marks |

