



# THE IIS UNIVERSITY

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## Minutes for the Eleventh meeting of the Board of Studies in Journalism and Mass communication held on 18.03.2017 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	Dr. Ruchi Goswami IISU, Jaipur	Member
6	Ms. Abhishika Sharma IISU , Jaipur	Member
7	Ms. Babita Sharma IISU, Jaipur	Member
8	Dr. Aditi Pareek IISU, Jaipur	Member
9	Dr. Garima Shrivastava Head Deptt. JMC, IISU, Jaipur	Convener

### The following could not attend the meeting:

1.	Ms.Radhika Sharma Sub- Editor, Daily O, India today, Group Digital (ITGD) New Delhi	External Member (Aluminae)
2.	Dr. Aastha Saxena IISU, Jaipur	Member





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3.	Mr. Asok Biswas IISU, Jaipur	Member
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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:

1. The Minutes of the last meeting held on 26.03.2016 were considered and approved.
2. i. The proposed M.A (Journalism and Mass Communication) syllabus for Semester I & II (2017-18), Semester III & IV (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. Change in the Nomenclature of the papers.
    - Paper Code JMC226, Paper title – Photography was proposed "Photography and Digital Techniques."
    - Paper Code JMC 422, Paper title – Advertising & Social Marketing was proposed as "Advertising."
    - Paper Code JMC 423, Paper title – Development Journalism was proposed as "Development and Science Journalism."
  - b. Addition and change in the content :-
    - Paper Code –JMC 121, Paper Title – Principles of Mass Communication. Some topic were added to Unit III & IV.
    - Paper Code-JMC 123, Paper Title- Editing, Layout and Graphic Designing. Unit II & IV were merged and new topics were added to Unit III & IV.
    - Paper Code -JMC 124, Paper Title –Print Journalism and Feature Writing. New topics were introduced to Unit III & V.
    - Paper Code- JMC 221, Paper Title- Electronic Media: Concept & Process.
    - Unit II, III, IV and V were reframed as there was lot of overlap of content with Paper Code JMC 122.
    - Paper Code JMC 223, Paper Title- Contemporary India. It suggested by the External Members of the BOS that 'Fundamental Right and Directive Principles





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to the State' may be included in Unit I and 'Conflict Resolution' may be deleted from Unit V.

- Paper Code JMC 224, Paper Title Media Systems and Organizations. New Topics were proposed to be added to Unit I and IV. It was suggested by the External Members to delete 'AIR, DD and Press Club' from the apex bodies which were included in Unit V.
- Paper Code JMC 322, Paper Title- Communication Research. New Topics were included in Unit V
- Paper Code JMC 323, Paper Title – Information Communication Technology. External Members pointed out the repetition of the Topic 'Citizen Journalism' in Unit V. It was suggested to delete it.
- Paper Code JMC 421, Paper Title- PR and Corporate Communication. New Topic were proposed to be added to Unit II, III and IV.
- Paper Code JMC 422, Paper Title- Advertising. Some new topics were included to Unit II, IV and V.
- Paper Code JMC 423, Paper Title- Development and Science Journalism. There was lot of repetition with Paper Code JMC 121 therefore the repeated topics were removed and Unit III, IV and V. were reframed to included Science Journalism to the Paper.

ii. The proposed B.A (Journalism and Mass Communication) syllabuses under CBCS scheme of the UGC for Semester I & II (2017-18), Semester III & IV (2018-19), Semester V & VI (2019-20) was considered and approved.

iii. The Syllabus of short term course of P.G. Diploma course in Television Journalism for the session 2017-18 was considered and approved.

iv. Career Oriented & Skill Development Courses (Add-On Courses).

- a) Certificate in Mass Communication and Video Production (2017-18)
- b) Diploma in Mass Communication and Video Production (2018-19)
- c) Advance Diploma in Mass Communication and Video Production (2019-20)
- d) Certificate in Radio Programme Production (2017-18)
- e) Diploma in Radio Programme Production (2018-19)
- f) Advanced Diploma in Radio Programme Production (2019-2020)

The syllabus was considered and approved by the BOS members.

3. The BOS Co-opted **Ms. Abhishika Sharma** as member of the Examiners Selection Committee for a period of one year for the session 2017-18.





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4. The Question Papers of BA(JMC), Semester-I, III and V Examination, 2016-17 and MA(JMC)-Semester I, III Examinations 2016-17 were reviewed by the BOS members.
5. The Examiners' Reports of BA(JMC) for the Semester I and III Examinations November 2016 and MJMC Semesters I and III, November 2016 were reviewed.
6. The Syllabus for Ph.D. course work as part of Ph.D. programme in Journalism and Mass Communication for the session 2017-18 was reviewed and approved by the BOS members.
7. 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

