



DAYANANDA SAGAR UNIVERSITY

PROCEEDINGS OF BOS MEETING

- School :Arts, Design and Humanities
- College :Journalism and Mass Communication
- Program/Department :BA(JMC)
- Mode of BOS Held :Off Line
- Date :10.06.2023
- Venue :College of Journalism and Mass Communication
VII Floor, Building No.13, New Business Block,
Kumaraswamy Layout, Bangalore.
- Time :11.15am

• Members Present :

SL.No	Name	Designation & Affiliation	Signature
1	Giri Kurichiyath	Principal, CJMC	
2	Rakesh Katarey	Professor, CJMC	
3	Dr. Syed Amjad Ahmed,	UGC Professor Emeritus	
4	Annisa Roy	Senior Television Producer, Freemantle Media	

• Special Invitees Absent :

SL.No	Name	Designation & Affiliation	Signature
1	Dr. Abhilasha	Assistant Professor, CJMC	
2	Surendran Unni	Secretary General for National Executive, PRCI	
3	Sajan P K	Former Head of Corp Comm, Verizon India	
4	V Krishna	Former Executive Editor, Hindustan Times	

• **Members Absent:**

SL.No	Name	Designation & Affiliation
1	R. Janardhan	Pro Vice Chancellor, DSU and Senior Advertising Professional
2	Dr. Leela Rao	Senior Professor, Editorial Consultant of National and International Journalist
3	Dr. A.S. Balasubramanya	ICSSR Research Fellow and Former Chairman, JMC, Karnataka University, Dharwad, Karnataka
4	Parul Agarwal	Former Chief of Bureau, The Quint, CNBC
5	H.S. Vaishnavi	Former Chief, Zee Kannada, Radio City and Current Programming Head, Colours Channel
6	Manasi K.G	Social Media Coach, Consultant and Speaker on digital media strategy

• **Agenda:**

SL.No	Particulars
	Consideration and recommendation for approval with any changes of:
1	V and VI Semester scheme and syllabus for 2021 batch
2	III and IV Semester scheme and syllabus for 2022 NEP batch
3	I and II Semester scheme and syllabus for 2023 NEP batch
4	Revision of courses: Media Laws and Ethics (21JH3502) and Development Communication (21JH3506) for V Semester 2021 batch; Essential English (23JH1101) and Computer Skills (23JH1106) for 2023 batch.
5	Adding Internship (21JH3607) as a new course with 6 credits in VI sem for 2021 batch.
6	Introduction of new courses: Student Publication I (21JH3501) and Integrated Marketing Communication (21JH3505) in V Semester, Student Publication II (21JH3603) and Documentary or Feature Production (21JH3604) in VI Semester for 2021 batch.
7	Introduction of new courses: Videography and Video Editing (22JH2303), Yoga (22JH2304) and minors: Theatre I: Comedies (22JH2305), Psychology I: Fundamentals of Psychology (22JH2306) and English Literature I: Chaucer to Restoration (22JH2307) in III Semester for 2022 batch.
8	Introduction of new courses: Radio and Podcasting (22JH2401), Integrated Marketing Communication (22JH2403) and minors: Theatre II: One Act Plays (22JH2405), Psychology II: Developmental Psychology (22JH2406) and English Literature II: Romantic to Modern (22JH2407) in IV Semester for 2022 batch.
9	Credits offered by CJMC for the 2021 batch in their III year, 2022 batch in their II year and 2023 batch in I year.

• **Discussions on Agenda:**

Agenda	Discussions Brief
1	Based on the recommendations of the BOS members the final year (V and VI Semester) students will specialize in any one of the following streams: Journalism/Videography/ Ad and PR.
2	The BOS has recommended the addition of the following pre-requisites for the VI Sem specializations: The pre-requisites for opting Student Publication I (21JH4603), Project: Documentary Or Feature Production (21JH4604) and Project: Ad Film (21JH4605) are Student Publication I (21JH3503), Project: Short Film (21JH43504) and Project: Integrated Marketing Communication (21JH3505) respectively. The scheme was modified to include these changes.
3	Prof. Rakesh Katarey suggested adding modules to bridge the gap between Videography skills and aesthetics of film making to the course Ad Film to facilitate the production of Ad films.
4	Mr. Sajjan suggested to lighten and modernize the development communication paper by including present day case studies.
5	Media Laws and Ethics course paper was edited based on the comments of Prof. Amjad and Prof. V. Krishna to include less ethics, more laws and case studies.
6	Prof. V. Krishna recommended to add editing and headline writing in Student Publication I. He stressed the need of components to train the eye to spot errors. He also suggested adding curation of articles to Student Publication II.
7	Prof. Amjad recommended changes in Essential English course syllabus so that the topics are more specific.
8	Based on the recommendations of the BOS members the course paper Essential English (23JH1101) was revised.
9	The BOS members recommended to remove concepts like agenda setting in Unit 5 and to retain only Fact checking components of the course paper Reporting (22JH2301).
10	Prof. Amjad suggested mentioning only the plays in minor papers (Theatre I and II).
11	BOS members recommended renaming unit V as Age of social media in the course paper Communication Theory (23JH1202).

• **Final Decisions/Resolutions/Recommendations:**

Agenda	Decisions/Resolutions/Recommendations
1	V and VI Semester scheme and syllabus for 2021 batch have been recommended for approval.
2	III and IV Semester scheme and syllabus for 2022 NEP batch have been recommended for approval.
3	I and II Semester scheme and syllabus for 2023 NEP batch have been recommended for approval.
4	Revision of courses: Media Laws and Ethics (21JH3502) and Development Communication (21JH3506) for V Semester 2021 batch; Essential English (23JH1101) and Computer Skills (23JH1106) for 2023 batch have been recommended for approval.
5	Adding Internship (21JH3607) as a new course with 6 credits in VI sem for 2021 batch has been recommended for approval.
6	Introduction of new courses: Student Publication I (21JH3501) and Integrated Marketing Communication (21JH3505) in V Semester, Student Publication II (21JH3603) and Documentary or Feature Production (21JH3604) in VI Semester for 2021 batch have been recommended for approval.
7	Introduction of new courses: Videography and Video Editing (22JH2303), Yoga (22JH2304) and minors: Theatre I: Comedies (22JH2305), Psychology I: Fundamentals of Psychology (22JH2306) and English Literature I: Chaucer to Restoration (22JH2307) in III Semester for 2022 batch have been recommended for approval.
8	Radio and Podcasting (22JH2401), Integrated Marketing Communication (22JH2403) and minors: Theatre II: One Act Plays (22JH2405), Psychology II: Developmental Psychology (22JH2406) and English Literature II: Romantic to Modern (22JH2407) in IV Semester for 2022 batch have been recommended for approval.
9	CJMC is offering 42 credits for the 2021 batch in their III year, 44 credits for the 2022 batch in their II year and 43 credits for 2023 batch in I year. All schemes for all the three batches are in accordance with CBCS format.

Signature of Chairman of BOS with Date



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- List of Enclosures based on the Decisions/Resolutions/ Recommendations submitted:

Agenda	Particulars
1	Tentative 4-year Scheme (Course Matrix) and Syllabus for Year I of the 2023 BA – JMC batch.
2	Scheme and Syllabus for Year II of the 2022 BA – JMC batch.
3	Scheme and Syllabus for Year III of the 2021 BA – JMC batch.

Signature of Chairman of BOS with Date

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SCHEME – BA– JOURNALISM AND MASS COMMUNICATION – 2023-24 ONWARDS

I SEM

SL	PROGRAM CODE	COURSE CODE	COURSE TITLE	CR / AU	SCHEME OF TEACHING					PRE REQUISITE	
					L	T	P	S/P	C	SEM	COURSE CODE
1	119	23JH1101	ESSENTIAL ENGLISH	CR	4	-	-	-	4	*	...
2	119	23JH1102	KANNADA BASICS/KANNADA FOR MEDIA	CR	4	-	-	-	4	*	...
3	119	23JH1103	UNDERSTANDING JOURNALISM	CR	4	-	-	-	4	*	...
4	119	23JH1104	CONTEMPORARY INDIAN HISTORY	CR	4	-	-	-	4	*	...
5	119	23JH1105	PHOTOGRAPHY	CR	2	-	2	-	3	*	...
6	119	23JH1106	COMPUTER SKILLS	CR	2	-	2	-	3	*	...
								-	22		

CR – Credit, AU – Audit, L – Lecture, T – Tutorial, P – Practical, S/P – Seminar/Project, C – No. of Credits,
CIA – Continuous Internal Assessment

SCHEME – BA– JOURNALISM AND MASS COMMUNICATION – 2023-24 ONWARDS

II SEM

SL	PROGRAM CODE	COURSE CODE	COURSE TITLE	CR / AU	SCHEME OF TEACHING					PRE REQUISITE	
					L	T	P	S/P	C	SEM	COURSE CODE
1	119	23JH1201	ENGLISH FOR MEDIA	CR	4	-	-	-	4	*	...
2	119	23JH1202	COMMUNICATION THEORY	CR	4	-	-	-	4	*	...
3	119	23JH1203	POLITICAL PHILOSOPHY	CR	4	-	-	-	4	*	...
4	119	23JH1204	HISTORY OF SCIENCE	CR	4	-	-	-	4	*	...
5	119	23JH1205	SOCIOLOGY	CR	4	-	-	-	4	*	...
6	119	23JH1206	AUDIOGRAPHY	CR	-	-	2	-	1		
					20	-	02	-	21		

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SCHEME – BA– JOURNALISM AND MASS COMMUNICATION – 2022-23 ONWARDS

III SEM

SL	PROGRAM CODE	COURSE CODE	COURSE TITLE	CR / AU	SCHEME OF TEACHING					PRE REQUISITE	
					L	T	P	S/ P	C	SEM	COURSE CODE
1	119	22JH2301	REPORTING	CR	2	-	4	-	4	*	***
2	119	22JH2302	ECONOMICS	CR	4	-	-	-	4	*	***
3	119	22JH2303	VIDEOGRAPHY AND VIDEO EDITING	CR	2	-	4	-	4	*	***
4	119	22JH2304	YOGA	CR	-	2	-	-	2	*	***
ANY TWO OF THE FOLLOWING COURSES SHOULD BE OPTED											
5	119	22JH2305	THEATRE I (MINOR)	CR	4	-	-	-	4	*	***
6	119	22JH2306	PSYCHOLOGY I (MINOR)	CR	4	-	-	-	4	*	***
7	119	22JH2307	ENGLISH LITERATURE I (MINOR)	CR	4	-	-	-	4	*	***
					16	02	08	-	22		

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SCHEME – BA– JOURNALISM AND MASS COMMUNICATION – 2022-23 ONWARDS

IV SEM

SL	PROGRAM CODE	COURSE CODE	COURSE TITLE	CR / AU	SCHEME OF TEACHING					PRE-REQUISITE	
					L	T	P	S/P	C	SEM	COURSE CODE
1	119	22JH2401	RADIO AND PODCASTING	CR	-	2	2	-	3	*	...
2	119	22JH2402	TELEVISION JOURNALISM	CR	2	-	4	-	4	*	...
3	119	22JH2403	INTEGRATED MARKETING COMMUNICATION	CR	4	-	-	-	4	*	...
4	119	22JH2404	ENVIRONMENTAL STUDIES	CR	3	-	-	-	3	*	...
ANY TWO OF THE FOLLOWING COURSES SHOULD BE OPTED											
5	119	22JH2405	THEATRE II (MINOR)	CR	4	-	-	-	4	*	...
6	119	22JH2406	PSYCHOLOGY II (MINOR)	CR	4	-	-	-	4	*	...
7	119	22JH2407	ENGLISH LITERATURE II (MINOR)	CR	4	-	-	-	4	*	...
					16	2	8	-	22		

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SCHEME – BA- JOURNALISM AND MASS COMMUNICATION – 2021-22 ONWARDS

V SEM

SL	PROGRAM CODE	COURSE CODE	COURSE TITLE	CR / AU	SCHEME OF TEACHING					PRE REQUISITE	
					L	T	P	S/P	C	SEM	COURSE CODE
1	119	21JH3501	DEVELOPMENT COMMUNICATION	CR	4	-	4	-	6	*	***
2	119	21JH3502	MEDIA LAWS AND ETHICS	CR	5	1	-	-	6	*	***
ANY TWO OF THE FOLLOWING COURSES SHOULD BE OPTED											
3	119	21JH3503	PROJECT: REPORTING AND EDITING I	CR	4	-	4	-	6	*	***
4	119	21JH3504	PROJECT: SHORT FILM PRODUCTION	CR	4	-	4	-	6	*	***
5	119	21JH3505	PROJECT: INTEGRATED MARKETING COMMUNICATION	CR	4	-	4	-	6	*	***
					-	-	-	-	18		

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SCHEME – BA– JOURNALISM AND MASS COMMUNICATION – 2021-22 ONWARDS

VI SEM

SL	PROGRAM CODE	COURSE CODE	COURSE TITLE	CR / AU	SCHEME OF TEACHING					PRE REQUISITE	
					L	T	P	S/P	C	SEM	COURSE CODE
1	119	21JH3601	MEDIA AND CULTURAL STUDIES	CR	5	1	-	-	6	*	***
2	119	21JH3602	COMMUNICATION RESEARCH	CR	5	1	-	-	6	*	***
3	119	21JH3607	INTERNSHIP	CR	-	-	-	-	6		
ANY ONE OF THE FOLLOWING COURSES SHOULD BE OPTED											
4	119	21JH3603	PROJECT: REPORTING AND EDITING II	CR	-	-	-	12	6	*	***
5	119	21JH3604	PROJECT: DOCUMENTARY OR FEATURE PRODUCTION	CR	-	-	-	12	6	*	***
6	119	21JH3605	PROJECT: AD FILM PRODUCTION	CR	-	-	-	12	6	*	***
					-	-	-	-	24		

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