



Prof. Ehtesham Ahmad Khan
Dean/ Head, School / Department, MCJ

Date: 12.03.2020

Minutes of the Meeting

The 11th meeting of the School Board of School of Mass Communication and Journalism was held on 12th March, 2020 at the School of Mass Communication and Journalism, MANUU, Hyderabad at 10.00 am. The following members were present in the meeting:

I.	Prof. Ehtesham Ahmad Khan, Dean, School of MCJ	Chairman
II.	Mr. Satish Jacob, Correspondent, BBC	Member
III.	Prof. B. Balaswamy, Dept. of MCJ, OU, Hyderabad	Member
IV.	Prof. Abdul Wahid, Dean, School of CS & IT, MANUU	Member
V.	Prof. Siddiqui Mohd Mahmood, Edu. & Training, MANUU	Member
VI.	Prof. Mohammad Fariyad, Professor, Dept. of MCJ	Member
VII.	Mr. Mustafa Ali, Associate Professor, Dept. of MCJ	Special Invitee
VIII.	Mr. Syed Hussain Abbas Rizvi, Assistant Professor, Dept. of MCJ	Special Invitee
IX.	Dr. Meraj Ahmed Mubarak, Assistant Professor, Dept. of MCJ	Member
X.	Mr. Meraj Ahmad, Assistant Professor, Dept. of MCJ	Special Invitee
XI.	Mr. Mohd. Tahir Qureshi, Assistant Professor, Dept. of MCJ	Special Invitee

(Mr. Syed Mohammad, Journalist, TOI, Hyderabad, External member, School Board could not attend the meeting due to pre engagement).

The agenda for the 11th School Board Meeting was as follows:

- 11.1 To appraise about the action/decision taken by the Department related to 10th school board meeting held on 06th March 2019.
- 11.2 To apprise about the progress made till date.
- 11.3 To seek approval/ratification to include three (03) more papers (Core), replacement of some of the DSE papers and restructuring of some of the papers of existing syllabus of B.A. (Hon) JMC course offered to students enrolled during academic year 2018-19, as approved by members of BOS as per below given details:

- a. Inclusion of one new core paper titled as '**Media Management**' during fifth (V) Semester
- b. Replacement of one core paper titled as '**Development Communication**' with '**Communication for Development**' and to change the title of the core paper of '**Communication Research**' as "**Media Research**" during fifth (V) Semester.

- c. Replacement of one of the DSE paper titled as '**Translation Techniques for Urdu Media**' with '**National and International Affairs**' during fifth (V) Semester.
- d. Inclusion of two additional core papers titled as '**Digital Media**' and '**Urdu Media**' during sixth (VI) Semester.
- e. Inclusion of two new DSE papers titled as '**Science Communication**' and '**Social Media**' to be offered during sixth (VI) semester.

11.4 To seek approval/ratification of the revised syllabus of B.A (Hons.) JMC for the students to be enrolled for the next academic year 2020-21, as approved by members of BOS as per below given details.

- a. Replacement of the existing core paper '**Print Media and Production**' with new core paper titled as '**Reporting and Editing for Print Media**' during IInd Semester.
- b. The two core papers titled as "**Advertising and Public Relations**" and '**Media Management**' taught during fourth (IV) and fifth (V) semester has been replaced with. "**Public Relations**" and "**Advertising**", which will be offered during fourth (IV) and fifth(V) semesters respectively.
- c. To change the title of the core paper of "**Introduction to Communication & Media**" as "**Introduction to Mass Communication**" offered during first (I) Semester.

11.5 To seek approval/ratification to incorporate suggestions, minor corrections and updating of the papers of the revised syllabus of B.A. (Hons.) JMC for the students to be enrolled from next academic year 2020-21, as approved by the members of BOS.

11.6 To seek approval/ratification about minor corrections and updating of syllabus of M.A.(JMC) for the students to be enrolled for the next academic year 2020-21 and to replace one of the Discipline Specific paper tilted - '**Translation for Print Media**' with new paper titled '**Data Journalism**' offered during first semester of M.A.(JMC), as approved by the members of BOS.

11.7 To seek approval/ratification of the revised syllabus Ph.D. (JMC) course work for the students enrolling during 2020-21, as approved by the members of BOS.

11.8 To seek approval/ratification to add Progame Outcomes (POs), Progame Specific Outcomes (PSOs) and Course Attainment in courses of B.A. (Hon.) JMC, M.A.(JMC) and PhD(JMC), as approved by the members of BOS.

11.9 To seek post-facto approval of the title of the Ph.D Research Scholar - Ms. Rukaiya Naaz, as "**Communication for Development: Public Service Advertisements (PSA) and their Effect on Muslims of Jaunpur, UP**", which was approved by DRC in its meeting held on 23rd February 2018 and to seek approval/ratification of DRC meeting minutes held on 21st January 2019, 20th February 2019, 24th

May 2019, 22nd November 2019 and 07th February 2020, as approved by the members of BOS.

- 11.10 To acknowledge and record the contribution of Mr. Satish Jacob for providing 218 valuable books related to different subjects including journalism to the Departmental Library.
- 11.11 Any other item with the permission of the Chair.

The resolution of the 11th School Board is as follows:

- 11.1 The Chairman of School Board apprises about action taken regarding previous BOS & School Board meetings.
- 11.2 The Chairman School Board briefed about the progress made by the Department of Mass Communication and Journalism till date.
- 11.3 The Chairman School Board appraised about the reasons to include three (03) more papers (Core), replacement of some of the DSE papers and restructuring of some of the papers of existing syllabus of B.A. (Hon) JMC course offered to students enrolled during academic year 2018-19. The members of School Board have approved the followings:
- Inclusion of one new core paper titled as 'Media Management' during fifth (V) Semester.*
 - Replacement of one core paper titled as 'Development Communication' with 'Communication for Development' and to change the title of the core paper of 'Communication Research' as "Media Research" during fifth (V) Semester.*
 - Replacement of one of the DSE paper titled as 'Translation Techniques for Urdu Media' with 'National and International Affairs' during fifth (V) Semester.*
 - Inclusion of two additional core papers titled as 'Digital Media' and 'Urdu Media' during sixth (VI) Semester.*
 - Inclusion of two new DSE papers titled as 'Science Communication' and 'Social Media' to be offered during sixth (VI) semester.*

(The Course outline of B.A. (Hons.) JMC of 2018-19 is attached as Annexure-A)

- 11.4 The members of the School Board has approved the revised syllabus of B.A (Hons.) JMC for the students to be enrolled for the next academic year 2020-21, as per below given details.

- Replacement of the existing core paper 'Print Media and Production' with new core paper titled as 'Reporting and Editing for Print Media' during IInd Semester.*
- The two core papers titled as "Advertising and Public Relations" and 'Media Management' taught during fourth (IV) and fifth (V) semester has*

been replaced with. **"Public Relations"** and **"Advertising"**, which will be offered during fourth (IV) and fifth(V) semesters respectively.

- c. To change the title of the core paper of **"Introduction to Communication & Media"** as **"Introduction to Mass Communication"** offered during first (I) Semester.

11.5 The School Board members has approved to incorporate suggestions, minor corrections and updating of the papers of the revised syllabus of B.A. (Hons.) JMC for the students to be enrolled from next academic year 2020-21.

It has been decided that the faculty members of the respective subjects shall include the reference books which are available in the Central Library of the University.

The members of the School Board have recommended to include one credit to the subjects which have practical component. Accordingly it has been decided that the following papers of the B.A. (Hons.) JMC course should have one credit for practical as per details given below:

- i. *Introduction to Journalism (1st Semester)*
- ii. *Television Journalism (2nd Semester)*
- iii. *Reporting and Editing for Print Media (3rd Semester)*
- iv. *Radio Production (4th Semester)*
- v. *Advertising (5th Semester)*
- vi. *Digital Media (6th Semester)*

(The Course outline of B.A. (Hons.) JMC for students of 2020-21 is attached as Annexure-B)

11.6 The members of the School Board has approved about minor corrections and updating of syllabus of M.A.(JMC) for the students to be enrolled for the next academic year 2020-21 and to replace one of the Discipline Specific paper titled – **'Translation for Print Media'** with new paper titled **'Data Journalism'** offered during first semester of M.A.(JMC). It has been also decided that the faculty members of the respective subjects shall include the reference books which are available in the Central Library of the University.

(The Course outline of M.A. (JMC) of 2020-21 is attached as Annexure-C)

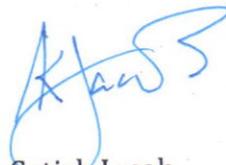
11.7 The members have approved the revised syllabus Ph.D. (JMC) course work for the students enrolling during 2020-21. It has been also decided that the faculty members of the respective subjects shall include the reference books which are available in the Central Library of the University.

(The Course outline of PhD (JMC) for students of 2020-21 is attached as Annexure-D)

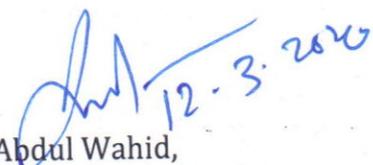
11.8 The School Board members has approved to add Programme Outcomes (POs), Programme Specific Outcomes (PSOs) and Course Attainment in courses of B.A. (Hon.) JMC, M.A.(JMC) and PhD(JMC).

- 11.9 The members of the School Board has accorded post-facto approval of the title of the Ph.D Research Scholar - Ms. Rukaiya Naaz, as "**Communication for Development: Public Service Advertisements (PSA) and their Effect on Muslims of Jaunpur, UP**", as approved by DRC in its meeting held on 23rd February 2018 and 21st January 2019 and approved the DRC meeting minutes held on 20th February 2019, 24th May 2019, 22nd November 2019 and 07th February 2020.
- 11.10 The members of the School Board has acknowledged the contribution made by Mr. Satish Jacob to the Department and providing 218 valuable books related to different subjects including journalism to the Departmental Library.
- 11.11 The Chairman has placed the table agenda for inclusion of Educational Tour as part of the syllabus of the UG and PG courses. The Chairman informed the members that the University has discontinued to collect the Education Tour fee from the students and to give matching grant for the tour after academic year 2017. Therefor the committee members has decided that the Educational Tour of a duration of minimum 10 days is essential for the students and should be part of the syllabus of UG and PG course, so that students may get better insights and learning by exposing students to different media houses/organisation etc. and to meet eminent media personalities as well people from different walks of life. Hence, the members of the School Board have recommended to charge/collect an additional amount of Rs.2000/- at the time of Admission from the students of UG and PG courses from the academic year 2020-21. However, the extra expenditure related to Educational Tour may be met by the students during tour. The University shall not provide any matching grant for the fee deposited towards Educational Tour. Moreover, the DSW office may provide Railway Concession to eligible students. Further the members have recommended that the TA/DA of the staff members who are accompanying Educational Tour may be provided by the University as per rules.


12/03/2020
Prof. Ehtesham Ahmad Khan
Chairman, School Board, Dean, MCJ


Mr. Satish Jacob
Sr. Journalist & Correspondent, BBC
(Member, School Board, MCJ)


Prof. B. Balaswamy,
Dept. of Communication and Journalism,
Osmania University, Hyderabad
(Member, School Board, MCJ)


12-3-2020
Prof. Abdul Wahid,
Dean, School of CS & IT, MANUU
(Member, School Board, MCJ)

Siddique
12.3.2020
Prof. Siddique Mohd Mahmood
Professor, Education & Training, MANUU
(Member, School Board, MCJ)

M. Ali Farid
Prof. Mohammad Fariyad
Professor, Dept. of MCJ
(Member, School Board, MCJ)

Mustafa
Mr. Mustafa Ali
Associate Prof. Dept. of MCJ
(Special Invitee)

Abbas
Mr. Syed Hussain Abbas Rizvi
Asst. Professor, Dept. of MCJ
(Special Invitee)

Meraj A. Mubarki
Dr. Meraj Ahmed Mubarki
Asst. Professor, Dept. of MCJ
(Member, School Board, MCJ)

Meraj
Mr. Meraj Ahmad
Asst. Professor, Dept. of MCJ
(Special Invitee)

Tahir
Mr. Mohd. Tahir Qureshi
Asst. Professor, Dept. of MCJ
(Special Invitee)

Meraj A. Mubarki

Erwan

M. Ali Farid

Abbas

Tahir

M

Sl No	Paper Code and Nature of Paper	Title of the Paper	Credits	Class Duration in Hours			
				L	T	P	
Semester - I							
1	BJMC101 (Core)	Introduction to Communication & Media	6	5	1	0	
2	BJMC102 (Core)	Introduction to Journalism	6	5	1	0	
3	BJMC103 (Core)	Any Subject of Choice (Urdu/Hindi/English Arabic/Persian/Sociology/Political Science)	6	5	1	0	
4	BJMC104 (AEC)	Ability Enhancement Course (AEC)	2	2	0	0	
Total			20				
Semester – II							
1	BJMC201 (Core)	Television Journalism	6	5	1	0	
2	BJMC202 (Core)	Health Journalism	6	5	1	0	
3	BJMC203 (Core)	Any Subject of Choice (Urdu/Hindi/English /Arabic/Persian/Sociology/Political Science)	6	5	1	0	
4	BJMC204 (AEC)	Ability Enhancement Course (AEC)	2	2	0	0	
Total			20				
Semester - III							
1	BJMC301(Core)	Print Media & Production	6	5	1	0	
2	BJMC302 (Core)	Media Ethics & Law	6	5	1	0	
3	BJMC303 (Core)	Any Subject of Choice (Urdu/Hindi/ English /Arabic/Persian/Sociology/Political Science)	6	5	1	0	
4	BJMC304 (SEC)	Skill Enhancement Courses	2	2	0	0	
Total			20				
Semester - IV							
1	BJMC 401(Core)	Advertising & Public Relation	6	5	1	4	
2	BJMC 402 (Core)	Radio Production	6	5	1	0	
3	BJMC 403 (Core)	Any Subject of Choice (Urdu/Hindi/English /Arabic/Persian/Sociology/Political Science)	6	5	1	0	
4	BJMC 404 (SEC)	Skill Enhancement Courses	2	2	0	0	
Total			20				
Internship of one month after fourth Semester examination i.e. during summer vacations (4 credits)							
Semester V							
1	BJMC501 (Core)	Communication for Development	6	5	1	0	
2	BJMC502 (Core)	Media Research	6	5	1	0	
3	BJMC503 (Core)	Media Management	6	5	1	0	
4	BJMC 504 (DSE – 1)	Photography	6	5	1	0	
5	BJMC 505 (DSE – 2)	} Any Two	Introduction to Cinema Studies	6	5	1	0
6	BJMC 506 (DSE – 3)		National and International Affairs	6	5	1	0
7	BJMC 507 (DSE – 4)		Basics of Video Documentary	6	5	1	0
8	BJMC 508 (GE –1)	} Any One	Visual Culture	6	5	1	0
9	BJMC 509 (GE –2)		Basics of Radio Documentary Production	6	5	1	0
10	BJMC 510 (SEC)	Skill Enhancement Courses	2	2	0	0	
Total			38				
Semester VI							
1	BJMC 601 (Core)	Digital Media	6	5	1	0	
2	BJMC 602 (Core)	Urdu Media	6	5	1	0	
3	BJMC 603 (Core)	Media Research Project	6	5	1	0	
4	BJMC 603 (DSE – 1)	} Any Two	Graphic and Design	6	5	1	0
5	BJMC 603 (DSE – 2)		Human Rights and Media	6	5	1	0
6	BJMC 604 (DSE – 3)		Mediated Identities	6	5	1	0
7	BJMC 604 (DSE – 4)		Science Communication	6	5	1	0
8	BJMC 605 (GE –1)	} Any One	Social Media	6	5	1	0
9	BJMC 606 (GE –2)		Introduction to Film Making	6	5	1	0
10	BJMC 607 (SEC)		Skill Enhancement Courses	2	2	0	0
Total			38				
Grand Total			20+20+20+20+38+38+4 =160				

Sl No	Paper Code and Nature of Paper	Title of the Paper	Credits	Class Duration in Hours			
				L	T	P	
Semester - I							
1	BJMC101 (Core)	Introduction to Mass Communication	6	5	1	0	
2	BJMC102 (Core)	Introduction to Journalism	6	4	1	1	
3	BJMC103 (Core)	Any Subject of Choice (Urdu/Hindi/English Arabic/Persian/Sociology/Political Science)	6	5	1	0	
4	BJMC104 (AEC)	Ability Enhancement Course (AEC)	2	2	0	0	
Total			20				
Semester - II							
1	BJMC201 (Core)	Television Journalism	6	4	1	1	
2	BJMC202 (Core)	Health Journalism	6	5	1	0	
3	BJMC203 (Core)	Any Subject of Choice (Urdu/Hindi/English /Arabic/Persian/Sociology/Political Science)	6	5	1	0	
4	BJMC204 (AEC)	Ability Enhancement Course (AEC)	2	2	0	0	
Total			20				
Semester - III							
1	BJMC301(Core)	Reporting and Editing for Print Media	6	4	1	1	
2	BJMC302 (Core)	Media Ethics & Law	6	5	1	0	
3	BJMC303 (Core)	Any Subject of Choice (Urdu/Hindi/ English /Arabic/Persian/Sociology/Political Science)	6	5	1	0	
4	BJMC304 (SEC)	Skill Enhancement Courses	2	2	0	0	
Total			20				
Semester - IV							
1	BJMC 401(Core)	Public Relations	6	5	1	0	
2	BJMC 402 (Core)	Radio Production	6	4	1	1	
3	BJMC 403 (Core)	Any Subject of Choice (Urdu/Hindi/English /Arabic/Persian/Sociology/Political Science)	6	5	1	0	
4	BJMC 404 (SEC)	Skill Enhancement Courses	2	2	0	0	
Total			20				
Internship of one month after fourth Semester examination i.e. during summer vacations (4 credits)							
Semester V							
1	BJMC501 (Core)	Communication for Development	6	5	1	0	
2	BJMC502 (Core)	Media Research	6	5	1	0	
3	BJMC503 (Core)	Advertising	6	4	1	1	
4	BJMC 504 (DSE - 1)	} Any Two Photography	6	5	1	0	
5	BJMC 505 (DSE - 2)		Introduction to Cinema Studies	6	5	1	0
6	BJMC 506 (DSE - 3)		National and International Affairs	6	5	1	0
7	BJMC 507 (DSE - 4)		Basics of Video Documentary	6	5	1	0
8	BJMC 508 (GE -1)	} Any One Visual Culture	6	5	1	0	
9	BJMC 509 (GE -2)		Basics of Radio Documentary Production	6	5	1	0
10	BJMC 510 (SEC)	Skill Enhancement Courses	2	2	0	0	
Total			38				
Semester VI							
1	BJMC 601 (Core)	Digital Media	6	4	1	1	
2	BJMC 602 (Core)	Urdu Media	6	5	1	0	
3	BJMC 603 (Core)	Media Research Project	6	5	1	0	
4	BJMC 603 (DSE - 1)	} Any Two Graphic and Design	6	5	1	0	
5	BJMC 603 (DSE - 2)		Human Rights and Media	6	5	1	0
6	BJMC 604 (DSE - 3)		Mediated Identities	6	5	1	0
7	BJMC 604 (DSE - 4)		Science Communication	6	5	1	0
8	BJMC 605 (GE -1)	} Any One Social Media	6	5	1	0	
9	BJMC 606 (GE -2)		Introduction to Film Making	6	5	1	0
10	BJMC 607 (SEC)	Skill Enhancement Courses	2	2	0	0	
Total			38				
Grand Total			20+20+20+20+38+38+4 =160				

Course Outline of M. A. (JMC) 2020-2021 Batch

Annexure - C

Sl No	Paper Code and Nature of Paper	Title of the Paper	Credits	Class Duration in Hours		
				L	T	P
Semester – I						
1	MAJM101 (Core)	Introduction to Communication Theory	4	3	1	0
2	MAJM102 (Core)	History of Media	4	3	1	0
3	MAJM103 (Core)	Print Journalism	4	3	1	0
4	MAJM104 (Core)	Print Journalism (Practical's)	4	0	0	8
5	MAJM105 (Core)	English Journalistic Skills	4	3	1	0
6	MAJM108 (DSE)	Data Journalism	4	3	1	0
7	MAJM109 (DSE)	Digital Photography	4	3	1	0
8	MAJM106 (AEC)	Ability Enhancement Course (AEC)	2	2	0	0
9	MAJM107 (SEC)	Skill Enhancement Courses (SEC)	2	2	0	0
Total			28			
Semester – II						
1	MAJM201 (Core)	Media Law and Society	4	3	1	0
2	MAJM202 (Core)	Radio Production	4	3	1	0
3	MAJM203 (Core)	Radio Production Practical's	4	0	0	8
4	MAJM204 (Core)	Television Journalism	4	3	1	0
5	MAJM205 (Core)	Television Journalism Practical's	4	0	0	8
6	MAJM209 (DSE)	Film Studies	4	3	1	0
7	MAJM210 (DSE)	Health Journalism	4	3	1	0
8	MAJM211 (GE)	Video Documentary Production*	4	3	1	0
9	MAJM206 (AEC)	Ability Enhancement Course (AEC)	2	2	0	0
10	MAJM207 (SEC)	Skill Enhancement Courses (SEC)	2	2	0	0
Total			32*			
Semester – III						
1	MAJM301(Core)	Communication Research	4	3	1	0
2	MAJM302 (Core)	Online Journalism	4	3	1	0
3	MAJM303 (Core)	Television and Video Production	4	3	1	0
4	MAJM304 (Core)	Television and Video Production Practical's	4	0	0	8
5	MAJM305 (DSE)	Media Management	4	3	1	0
6	MAJM306 (DSE)	International and Inter Cultural Communication	4	3	1	0
7	MAJM307 (GE)	Basics of Photography*	4	3	1	0
Total			24*			
Semester – IV						
1	MAJM 401(Core)	Graphics and Animation	4	3	1	0
2	MAJM 402 (Core)	Advertising and Market Research	4	3	1	0
3	MAJM 403 (Core)	Public Relation and Corporate Communication	4	3	1	0
4	MAJM 404 (Core)	Dissertation	4	3	1	0
5	MAJM 405 (GE)	Film Appreciation*	4	3	1	0
Total :			20*			
<i>Internship of one month after Second Semester examination during summer vacations (4 Credits)</i>						
<i>*The student has to choose any two Generic Elective papers during II / III / IV Semesters of the Course</i>						
Grand Total			28+32*+24*+20+4= 104			

ANNEXURE - D

Course Outline of Ph. D (JMC) 2020-2021 Batch

Serial No.	Paper Code and Nature of Paper	Title of the Paper	Credits	Class Duration in Hours		
				L	T	P
Semester - I						
1	PHJM101CCT	Research and Publication Ethics (Compulsory)	2	2	0	0
2	PHJM102CCT	Research Methodology (Compulsory)	4	3	1	0
3	PHJM103CCT	Media Studies (Compulsory)	4	3	1	0
4	PHJM104CCT	Development Communication (Optional)	4	3	1	0
5	PHJM105CCT	Public Relations (Optional)	4	3	1	0
6	PHJM106CCT	Advertising (Optional)	4	3	1	0
7	PHJM107CCT	Television Studies (Optional)	4	3	1	0
8	PHJM108CCT	Film Studies (Optional)	4	3	1	0
Total			14			

Meryam A. Mubashir

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