

Fatima College (Autonomous) Madurai - 625018

Meeting of the Board of Studies

Name of the Department : Journalism and Mass Communication

To be implemented from : 2022 - 2023

Venue : Smart Room, Maurzen Block

Convened on : 13/05/2022

At : 10.30 a.m.

Members of the Board of Studies :

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|---|------------------------|
| 1. Dr. S. Savia Banu
Associate Professor
Head, Department of Journalism
and Mass Communication
Fatima College, Madurai | Head of the Department |
| 2. Dr. S. Jeneifa
Chairperson
School of Linguistics and Communication
Professor & Head
Department of Journalism and
Communication
Madurai Kamaraj University
Madurai | University Nominee |
| 3. Dr. J. Margaret Suganthi
Assistant Professor & Head
Department of Visual Communication
Holy Cross College
Trichy | Subject Expert |

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| 4. Mr. J. Jaisakthivel
Assistant Professor
Department of Journalism and
Mass Communication
School of Information and
Communication Studies
University of Madras
Chennai | Subject Expert |
| 5. Mr. K. Ananth
Chief of Bureau
The Times of India
Madurai | Industrialist |
| 6. Ms. Pon Shrutthi
Business Partner
Seagul Papers
Sivakasi | Alumna |
| 7. Ms. S. Jeno Mary
Assistant Professor
Department of Journalism
and Mass Communication
Fatima College, Madurai | Member of the Department |
| 8. Ms. C. Gladious Guna Ranjini
Assistant Professor
Department of Journalism
and Mass Communication
Fatima College, Madurai | Member of the Department |
| 9. Ms. L. Guna Graiyal
Assistant Professor
Department of Journalism
and Mass Communication
Fatima College, Madurai | Member of the Department |

Agenda of the Meeting:

1. Prayer
2. Welcome Address and Introduction of the Members
3. Presentation of the Action Taken Report
4. Revision of Syllabus
5. Introduction of New Courses
6. Change of title of Courses
7. New Value-Added Course - Increase in Frequency
8. SWAYAM, MOOC - Credit Transfer - Possibilities

MINUTES.

1. Presentation of the Action Taken Report - based on the Minutes of previous BOS meeting conducted for the academic year 2021-22.

ACTION TAKEN REPORT - 2021-22.

(A.)	S.No. Common Suggestions offered in the previous Board	Action taken during the Academic Year 2021-22
	1. Internship programme to be conducted during the summer break after the second year. The Report of the internship is to be evaluated in lieu of the UG Project. It will be evaluated in the Sixth Semester based on the rubrics passed in the Board. Internal: Record Work - 20 marks Presentation - 20 marks External: Viva Voce - 60 marks Total - 100 marks	Internship was arranged for the final year students under the MoU signed with Sathangai Academy, Madurai. The Report of the Internship is to be evaluated in lieu of the UG Project (Field Project). The Internal Components are evaluated and the External Viva Voce will be conducted during the third week of May 2022, following the prescribed rubrics.

2. The Practical work for 19JM5CP5 Documentary Production & 19JM5CP6 Short Film Production can be assigned as group work so that quality of the work is maintained. The group can be maximum of 3 members and students have to be monitored from time to time by the faculty.
3. It was suggested to have self-learning courses for ii, iii years i.e. from third semester onwards.

As per the common decision taken by the Curriculum Development Cell of the College, the Self-learning courses are to be offered during the second, third and fifth semesters (one course per year).

The present I year students are offered the Course on "Fashion Journalism" during the second semester.

The other two courses "Content Writing & Video Making" (Interdisciplinary Course - with the Department of BCA) and "Travel Journalism" will be offered to the present first year batch during their third and fifth semesters respectively.
4. Evaluation details of the Self-learning courses should be spell-out clearly.

The Evaluation Rubrics are as follows:
Internal 40 marks (Seminar,

		with power point) External - 60 marks (External question pattern) Total - 100 marks.
5.	Internship duration can be for 15 days (Offline mode) or 75 hours (online mode)	Internship was undertaken by students in the hybrid learning mode, combining face-to-face teaching with online activities for 75 hours
6.	The word 'Techniques' to be removed from the titles of the following courses during the next revision of DBE Syllabus. 19JMICP1 - News Editing Techniques 19JMC3CC3 - Radio and Television Production Techniques	The word 'Techniques' will be removed. It will be included in the revision of syllabus - change of title in this year's meeting.

(B). Change of Course Title : NIL

S.No.	Old Course Code	New Course Code	Old Course Title	New Course Title	Need for Change
	NIL	NIL	NIL	NIL	NIL

(C). New Courses Introduced

S.No.	Course Code	Course Title	Relevance to L R N G				Scope for EMP ENTRE SD			Need for Introduction
1.	19UGISLJMC	Fashion Journalism	✓	✓	✓	✓	✓	✓	✓	Students can gain extra credits. They will be able to study how fashion journalism is covered by Media.

(D). Revised Courses : Nil

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(E). Introduction of Skill Embedded Course :

S.No.	Course Code	Course Title	MOU with Industry	Skills Acquired	Course Outcome
1.	19UG1VATMC2	Developing Skills for Career in the Radio Industry	Nil	Voice Modulation, Scripting for Radio Jockeying, Script Delivery, Dubbing, Review Writing, Managing Listeners	Enables students to deliver the Radio Program like a professional

After the Action Taken Report was presented the following resolutions were deliberated and discussed:

Revision of Courses :

- The following points are prescribed by the Curriculum Development Cell to be followed for revision of Courses:
- 5-10% of changes in a minimum 20% or more courses (Approx. 8-10 courses minimum)
 - + Courses with revision lesser than 20% - Same Code
 - + Courses with revision more than 20% - New Code prefixed with 22...
 - New Courses to be introduced are to have the Course Code prefixed with 22...
 - New Value-Added Courses can be introduced or the titles can be changed
 - Frequency of Value-added Course to be increased

REVISED COURSES.

S. NO.	Course Code	Course Title	NO. & Title of Units revised with the revised content specified if it is not the whole Unit	% of Revision	Need for Revision	Relevance to				Scope for			
						L	R	N	G	Emp	Ent	SD	
1.	19JMC4	Introduction to Journalism and Mass Communication	Unit I - Topic "Characteristics and tools of Mass Communication and its process" - removed Unit II - "Indian Press from Mission to Profession" shifted to Unit III Unit III - Topic "News and Reporting Style", "News Value, Process of News" - removed Unit IV - Topic "News Agencies, News Organization and the process of News" - removed. Instead topic "Media organization and hierarchy" is included	20% 5% 5% 10%	The content is already covered in the first topic The order of topics within units are rearranged to ensure logical sequence of concepts The content is repeated in the course "Fundamentals of Reporting" The changes make the content more relevant	✓	✓	✓	-	✓	✓	-	
2.	19JMA6	News Reporting and Writing	The title of the course is changed as "Fundamentals of Reporting" Unit I - Title of Unit changed as "Basics of"	20%	The content of the course deals with two main concepts of Journalism. To make the syllabus of these concepts to be	✓	✓	✓	✓	✓	✓	✓	

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Reporting

Unit II - Topic "Reporting Styles of different types of Journalism" shifted to Unit IV. Topics - "Writing for print/Writing for the web", "Copyright-Plagiarism Ethics" - to be removed

Unit IV - Title of Unit to be changed as "News Reporting" Topic - "News Organization and the process of News" - included.

Unit II & V - merged to make Unit V

Unit V - Topics "News Sources, News Agencies, Citizen Journalism and Media Organization of a Newspaper, Vocabulary of Press Room" - removed

taught in greater detail they are divided into two different courses - "Fundamentals of Reporting" and "Fundamentals of Writing". Content of one course (existing) is revised and titled as "Fundamentals of Reporting". The other course "Fundamentals of Writing" is introduced as a new course.

To make the content relevant after the change of title of course

10%

5%

5%

S. No.	Course Code	Course Title	No. & Title of units revised with % of the revised content specified if it is not the whole unit	% of Revision	Need for revision	Relevance to				Scope for		
						L	R	N	G	Emp	Ext	SD
3.	19JM1NM3 19JM2NM	Event Management	This Non-Major Elective Course is to be replaced by the course "Media Literacy" (19JM5CC7)	20%	"Media Literacy" is more suitable to be offered as a Non-major Elective Course. The syllabus is reduced to meet the requirements of this course which is a 2-hour per week course.	✓	✓	✓	✓	✓	✓	✓
			Unit I - Topics 'Text and Sub-text', 'The Language of Persuasion' removed.	7%								
			Unit III - Topic "Social Networking - Mass media" - removed	4%								
			Unit V - "Analysis of Films" and Self Study Topic - "Case Studies" - removed	9%								
4.	19JM3CC3	Radio and Television Production Techniques	The Term 'Techniques' to be removed from the Course Title Unit V - Title of the Unit will be changed as "Writing for Electronic Media". The existing contents will be replaced by	20%	It is not appropriate to use the word 'Technique' in the title. To make the content relevant after the change of title of topic. All the	✓	✓	✓	✓	✓	✓	✓

NEW COURSES INTRODUCED

S. No.	Course Code	Course Title	Relevance to Scope for							Need for Introduction
			I	R	N	G	Emp	Enr	SD	
1.	22JM2AC2	Fundamentals of Writing	✓	✓	✓	✓	✓	✓	✓	News Reporting & Writing - 19JMIAC1 is split into two courses. One course replaces existing course with a changed title - "Fundamentals of Reporting" - the other introduced as a new course - "Fundamentals of Writing" - Both deal with main concepts of Journalism which need to be taught in detail - hence the introduction as a separate new course.
2.	22JM5CP6	Lab Journal Productions	✓	✓	✓	✓	✓	✓	✓	Board suggested that the Syllabus needs more practical courses. Hence "Media Literacy" which is to be offered as NME course is replaced by this new course.
3.	22JM5SB4	Page Layout and Design	✓	✓	✓	✓	✓	✓	✓	'Broadcast Media Operation' 19JMS5B4 was offered to enable Internship training. But as Internship has become a separate course "Field Project" this new course is introduced as a skill based course.
4.	22JM6SB5	Digital Media Production	✓	✓	✓	✓	✓	✓	✓	"Writing for Media" is replaced by this new course as this course will have more contemporary relevance.
OTHER SUGGESTIONS										COMMENDATIONS
1. A Course on 'Tamil Journalism' can be introduced										1. Overall Syllabus was appreciated
2. 'Media Entrepreneur Skills' can be introduced as a skill based course										2. Detailed presentation of Syllabus was commended
3. Books written in Tamil and by Indian authors can be included under Reference Books for each course										3. Inclusion of components related to Environment and Human Rights were also appreciated

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NEW VALUE-ADDED COURSE

S.No.	Course Code	Course Title	MOU with Industry	Skills Sharpened	Course Outcome
1.	19UGVATMC1	Computer Skills for Media	Nil	Visualization Skills Desktop Publishing Using In-design Software, Photoshop & Illustrator	Students will acquire knowledge of Adobe In Design Software & Vector graphics

CHANGE OF COURSE TITLE

Old Course Code & Title	New Course Code & Title	Need for Change
19JMICPI News Editing Techniques	22JMICPI- News Reporting & Editing	Not appropriate to use the word 'Technique' in title. 'Addition of 'Reporting' suits content better
19JMIACI- News Reporting & Writing	22JMIACI- Fundamentals of Reporting	Two main concepts in one course - need to be taught in detail - so one course retained with revision of content & change of title
19JM3CC3- Radio & Television Production Techniques	22JM3CC3- Radio & Television Production	Not appropriate to use the word 'Technique' in title.
19UADPR Internship	22UADPR Field Project	To facilitate converting Report of Internship to Report
19JMINME- Event Management	22JMINME Media Literacy	Media Literacy more suitable for NME Course

Signatures of members present :

Dr. S. Saira Banu - Head of the Department R. Panabai

Dr. S. Jeneja - University Nominee

Dr. J. Margaret Suganthi - Subject Expert

Dr. T. Jaisakthivel - Subject Expert

Dr. K. Amarth - Industrialist

Absent

Ms. Pon Shanthi - Alumna Pon Shanthi M

Mr. S. J. Kala - Dean of Academic Affairs S. J. Kala

Ms. S. Jeno Mary - Member of Department S. Jeno Mary

Ms. C. Gladious Guna - Member of Department Gladious
Ranjini

Ms. D. Guna Graciyal - Member of Department D. Guna Graciyal

Dr. Sr. J. Celine Sahaya Mary
Principal