

DATE-
Fatima college (Autonomous), Madurai 18

Minutes of the Board of studies

Name of the department - Journalism & Mass communication
to be implemented from 2023 - 2024 onwards

Venue: Smart Room

Convened on: 05/04/2023 At: 10 A.M

Members present:

S Jeno Mary
Assistant Professor
Department of Journalism
& Mass Communication
Fatima college
Madurai

Head in charge
of the
Department.

Dr. S. Jeneja
Chairperson
School of Linguistics &
Communication
Madurai Kamaraj Univ.,
Madurai

University Nominee

J Anockiaraj
Assistant Editor
Times of India
Madurai Bureau
Times House

Industrialist

DATE-

Alumna

M Sri kunjavaravalli
Student,
Dept of Journalism &
Science Communication
Madurai Kamaraj Univ.,
Madurai

C. Gladious Guna Ranjini
Assistant Professor
Dept of Journalism &
Mass communication
Fatima college
Madurai

Member of the
Dept

T. Thamarai yashini
Assistant Professor
Dept of JMC
Fatima college
Madurai

Member of the
Dept

R. Sharmila
Assistant Professor
Dept of JMC
Fatima college
Madurai.

Member of the
Dept.

Minutes of the Meeting

Presentation of the Action Taken Report
based on the minutes of the previous
BOS meeting conducted for the academic
year 2022-2023.

S.No Common suggestions offered in the previous board

Action taken during the academic year 2022-23

- | | |
|---|---|
| <p>1. The board of studies suggested to introduce four new courses to enhance the curriculum. 22JM2AC2 - Fundamentals of News writing; As this course will deal with the main concepts of Journalism, students ought to learn in detail in the <u>II</u> semester.</p> | <p>The new course Fundamentals of News writing was implemented.</p> |
| <p>2. 22JM5CP6 - Lab Journal Production - Board suggested that the syllabus needs more practical courses. Hence 'Media Literacy' course which is offered to the students as major core should be changed as 'Non major elective' course with reduction of syllabus. Lab Journal Production course should be offered as the major core practical course.</p> | <p>The new course Lab Journal production was introduced.</p> |
| <p>3. 22JM5SB4 - Page Layout and Design - This course should be offered as a skill based course instead of Broadcast Media operation</p> | <p>The new course Page Layout & Design was introduced.</p> |
| <p>4. 22JM6SB5 - Digital Media Production. This course replaces the previous course 'writing for Media'.</p> | <p>The new course Digital Media Production was introduced.</p> |

As per the TANSCHÉ grid, the following new core, elective, Skill enhancement, foundation courses are suggested & passed in the Board of Studies. However TANSCHÉ did not provide syllabus for JMC yet.

S No	Course Code CCI	Course Title with Sem	Relevance to						Scope	Need for introduction
			L	R	N	G	E	E	S	
1	CC1	I Sem Introduction to Journalism and Mass Communication	✓	✓	✓	✓	✓			This Course covers the historic evolution of India.
2	CC2	I Sem Fundamentals of News Reporting and Editing (practical)	✓	✓	✓	✓	✓		✓	This Course enables students to grasp the practical duties & ethics involved in news editing.
3	CC3	II Sem Communication Theories	✓	✓	✓	✓	✓			The goal of this Course is to analyze Communication in a systematic way.

S No	Course Code	Course title with sem	Relevance to				Scope			Need for Introduction
			L	R	N	G	E	E	S	
4	CC4	Layout and Design	✓	✓	✓	✓	✓		✓	This Course enables students to develop the base and technical skills in publishing; Also technical expertise in page layout.

Elective Course Introduced (Part - III)

S.No	Generic Discipline Specific with sem	Course Code	Course title	Relevance				Scope			Need for Introduction
				L	R	N	G	E	E	S	
1	Generic/JMC Dept	EC1	I Sem Media writing Skills (Practical)	✓	✓	✓	✓	✓		✓	This course will enhance the media writing skills.
2	Generic/JMC Dept	EC2	I Sem Photo Journalism practical	✓	✓	✓	✓	✓		✓	This course enables students to apply photography skills

Skill Enhancement / Foundation / Ability Enhancement Course (Part IV)

SNo	SEC/ FC/ AECC	Course Code	Course Title	Relevance					Scope		Need for Introduction
				L	R	N	G	E	E	S	
	SEC I Sem	SEC 1	Media Literacy	✓	✓	✓	✓	✓	✓	✓	This Course aims to make the students understand the dynamics behind media messages
	FC I Sem	FC 1	Translation Skills	✓	✓	✓	✓	✓	✓	✓	Translation plays an important role in today's globalized world & multilingual societies.
	SEC II Sem	SEC 2	Media Literacy	✓	✓	✓	✓	✓	✓	✓	This Course aims to make the students understand the dynamics behind media messages
	SEC II Sem	SEC	Crime Reporting	✓	✓	✓	✓	✓	✓	✓	Aims to train students to read FIR copies, checking & write crime copies.

Introduction of Value - Added Course - Certificate / Diploma / Advanced Diploma

S.No	Course Code	Course Title	MOU with Industry	Skills Sharpened	Course outcome
1	19UGVA JMC1	Computer Skills for Media (Existing course)	Nil	Visualization • DTP Skills • Adobe In design	Students will acquire knowledge of Adobe in Design

Introduction of purely Skill Embedded Certificate/ Diploma / Advanced Diploma

S.No	Course Code	Course Title	MOU with Industry	Skills Sharpened	Course outcome
1	19UGVA JMC2	Developing Skills for Career in Radio Industry (Existing course)	Nil	Voice Modulation, RT, Dubbing, Managing Radio Pgm listeners	Enable students to deliver the Radio Pgm like a professional

Other suggestions.

In addition to the summer internship which students will do during the end of Fourth Semester (Summer), students must be sent for internship during the winter clubbing Christmas & pongal holidays - The days can be between (December 15 & Jan 15). This 5th semester winter is the ideal time for students to go on for their second internship. This 30 days of internship in winter should be implemented as media organizations are

expecting students to complete two internships for employment. Also media organizations are offering internships only for 30 days. Both the internships (summer & winter) should be made mandatory to complete the UG degree programme in Journalism and Mass Communication.

2. Skill enhancement courses should be offered as practical courses. As media field demands more of practical knowledge, skill enhancement courses should strictly be practical courses.

3. Industry experts should be invited for Guest Lecture, workshop regularly, so that students get a glimpse of what's happening in the field.

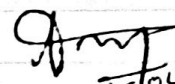
4. As the curriculum of JMC gets diluted by offering elective courses as generic, those elective courses should be considered to offer to the JMC dept students as discipline specific. It will help the students to get their foundation of JMC stronger.

The Meeting came to an end with vote of thanks.

Name & Designation

Signature

Head in charge of S. Jeno Mary
the Dept.


5/10/23

University Nominee

Dr. S. Jenefa


05/10/23

DATE-

Industrialist

J. Arrockiaraj

Alumna

M. Sri kunjavaralli

5/4/23
S. K. V. Valli

Member of the
Dept

C. Gladious Guna
Ranjini

gladious
05/04/23

Member of the
Dept

T. Thamarai yashini

5/4/23
T. Thamarai yashini

Member of the
Dept

R. Sharmila

2. R. Sharmila
05/04/23

Dean of Academic
Affairs Dr. K. Sangeetha

5/4/23
K. Sangeetha

Dr. Sr. G. celine Sahaya Mary
Principal