



**Sri Dharmasthala Manjunatheshwara College**  
**(Autonomous), Ujire-574 240, Dakshina Kannada, Karnataka State**

*(Re-accredited by NAAC at "A" grade with CGPA 3.61 out of 4)*

# **PG Studies in Journalism & Mass Communication Meeting Minutes 2020-21**



# Sri Dharmasthala Manjunatheshwara College

(Autonomous), Ujire-574 240, Dakshina Kannada, Karnataka State

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## DEPARTMENT OF JOURNALISM & MASS COMMUNICATION

### Proceedings of BOS meeting

**Date:** 05.08.2020  
**Time:** 10.30 AM  
**Venue:** Department of Journalism & Mass Communication, SDM PG Centre, Ujire (Mode: Google Meet Platform)

AGENDA NO	AGENDA
SDMCU/JMC-BOS/2020-21/01/01	Reading the Minutes of the Previous BOS Meeting & Action Taken Report
SDMCU/JMC-BOS/2020-21/01/02	Revision and Approval of the Syllabus
SDMCU/JMC-BOS/2020-21/01/03	Approval for the Additional Elective paper
SDMCU/JMC-BOS/2020-21/01/04	Approval for the Value Added Courses
SDMCU/JMC-BOS/2020-21/01/05	Finalizing the list of examiners
SDMCU/JMC-BOS/2020-21/01/06	Any other matter

### Members Present

SL No	Name & Address	Designation
1.	Dr. Bhaskar Hegde, Head Department of JMC, SDM PG Center	Chairperson
2.	Dr. A.S. Balasubramanyam, Ret. Professor, Department of JMC, Karnataka University, Dharwada	Subject expert
3.	Dr. Sathish Andinje, Associate Professor, Department of JMC, Kuvempu University, Shimoga	Subject expert
4.	Mr. Prasad Shetty, Assistant Professor, Department of JMC, Alvas College, Moodabidre	University Nominee
5.	Mr. Chetha Kumar, Senior Sub-Editor, Asianet Suvarnanews.com (Digital)	Industrial Representative





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6.	Dr. Hampesh K.S, Assistant Professor, Department of JMC, SDM PG Center	Member
7.	Dr. Padmanabha N.K, Assistant Professor, Department of JMC, SDM PG Center	Member
8.	Mr. Sunil Hegde, Assistant Professor, Department of JMC, SDM PG Center	Member
9.	Mrs. Geetha A. J, Assistant Professor, Department of JMC, SDM PG Center	Member
10.	Ms. Shruthi Jain, Assistant Professor, Department of JMC, SDM PG Center	Member

**Member Not Present**

SL No	Name & Address	Designation
1.	Mr. Chandrhasa Charmadi, Editor, Nirantara Pragathi Magazine	Alumni

The Chairperson welcomed the BOS members and placed the agenda before the board for deliberations. The deliberations are as given below

**SDMCU/JMC-BOS/2020-21/01/01**

**Reading the Minutes of the Previous BOS Meeting & Action Taken Report**

The chairperson read out the minutes of the previous meeting and action taken report. The following actions were taken based on the suggestions given by the members.

**Suggestion**

Suggested to conduct online interactive sessions from various personalities.

**Action Taken**

Various online interactive sessions are conduction from different parts of the country.

The Board approved the agenda and noted the action taken



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**SDMCU/JMC-BOS/2020-21/01/02**

## **Revision and Approval of the Syllabus**

To highlight the topics related Gender equity, Human values, environment, Professional ethics; the local and national and Global issues; and skill component.

The board reviewed the previous year syllabus found satisfactory and approved the same 2020 - 21. The members noted all the components stated in the agenda and approved the same. Topics highlighting the said issues are listed and the recommendations were accepted by the members.

The chairman also presented 23 courses having focus on employability, entrepreneurship and skill development. Board felt that sufficient components related to employability, entrepreneurship and skill development are included in the syllabus and approved the same.

**(Annexure – 1)**

**SDMCU/JMC-BOS/2020-21/01/03**

## **Approval for the Additional Elective Paper**

As per the CBCS structure the institutions are expected to broaden the elective options to students. The autonomous status of the institution has provided ample opportunities to design syllabus and offer many elective courses. The Department has developed additional 4 elective courses to enable expanded scope, to enable to new discipline, to provide support to the discipline of study and to nurture learners' proficiency and skill. The draft syllabus of elective courses was presented for approval.

The members reviewed the syllabus of following elective Courses:

1. JMC O E 2.2: News Reading & Anchoring
2. JMC O E 2.3: Writing for Wikipedia I
3. JMC O E 3.2: Radio Jockey
4. JMC O E 3.3: Writing for Wikipedia II

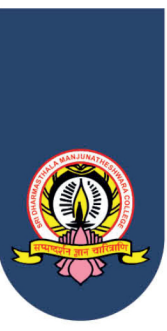
The Board approved the syllabus of all the above courses.

**SDMCU/JMC-BOS/2020-21/01/04**

## **Approval for the Value Added Courses**



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As an Institution Policy, it was decided to offer courses on Skill enhancement and Employability, the department has designed 2 value added courses for I & II Semester for Journalism & Mass Communication Students. The chairman presented the draft syllabus for approval. The board approved the value added course Certificate Course entitled: JMC CC: Writing for Wikipedia. The Board approved the syllabus of the above course.

**SDMCU/JMC-BOS/2020-21/01/05**

## **Finalizing the List of Examiners**

The list of examiners was presented for approval. The list is updated based on the following suggestion by the members.

- 1: Deletion: Dr. Waheeda Sulthan, Professor, Department of Journalism & Mass Communication, Mangalore, University, Mangalore.
2. Addition: Mr. Prasad Sheety, Assistant Professor, Department of Journalism & Mass Communication, Alvas College, Moodabidre.

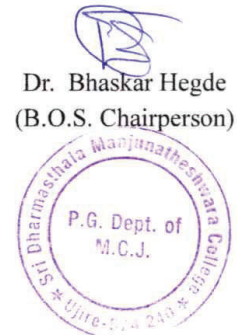
Revised list is approved. (**Annexure – 4**)

**SDMCU/JMC-BOS/2020-21/01/06**

## **Any Other Matter**

In any other matter, Subject Expert Prof. A S Balasubramanya suggested conducting a workshop on Artificial Intelligence, Robotics, Multi Tasking and MOJO for PG students. Dr. Bhaskar Hegde, HOD, briefed about honor to department of JMC in Best Colleges Survey of India Today Magazine.

Meeting concluded with proposing vote of thanks to all the members.



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# **PG Studies in Journalism & Mass Communication Meeting Minutes 2020-21**



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## DEPARTMENT OF JOURNALISM & MASS COMMUNICATION

### Proceedings of BOS meeting

**Date** : 28-04-2021  
**Time** : 3.00 PM  
**Venue** : Department of Mass Communication and Journalism (Mode: Online- Google Meet Platform)

AGENDA NO	AGENDA
SDMCU/JMC-BOS/2020-21/02/01	Reading the minutes of the previous BOS meeting & Action Taken Report
SDMCU/JMC-BOS/2020-21/02/02	Review of results and achievements of the Department
SDMCU/JMC-BOS/2020-21/02/03	Revision and Modification of the syllabus/ Question Paper pattern.
SDMCU/JMC-BOS/2020-21/02/04	Introduction of MOOC related to the emerging areas of elective and CC
SDMCU/JMC-BOS/2020-21/02/05	SWAYAM integrated chapters and units
SDMCU/JMC-BOS/2020-21/02/06	Finalizing the list of examiners
SDMCU/JMC-BOS/2020-21/02/07	Any other matters

#### Members Present:

Sl.No.	Name & Address	Designation
1.	Prof. Bhaskar Hegde, HOD, dept. of Journalism, SDM College (Autonomous), Ujire	Chairperson



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2.	Dr. A.S. Balasubramanyam	Subject expert
3.	Dr. Sathish Andinje	Subject expert
4.	Mr. Prasad Shetty	University Nominee
5.	Mr. Chetha Kumar	Industrial Representative
6.	Dr. Hampesh K.S., Assistant Professor,	Member
7.	Dr. Padmanabha N.K.	Member
8.	Mr. Sunil Hegde	Member
9.	Mrs. Geetha A. J.	Member

### Member Absent:

1.	Mr. Chandrahasa Charmadi	Alumni
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The Chairperson welcomed the BOS members and placed the agenda before the board for deliberations. The deliberations are as given below:

**SDMCU/JMC-BOS/2020-21/02/01**

### **Reading the Minutes of the Previous BOS meeting & Action Taken Report**

The chairperson read out the minutes of the previous meeting and action taken report. The following actions were taken based on the suggestions given by the members.

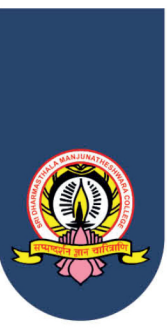
### **Action Taken Report**

#### **Suggestions:**

Prof. A S Balasubramanya suggested to conduct workshop on Artificial Intelligence, Robotics, Multi-Tasking and MOJO for PG students.



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## Action Taken:

Based on the suggestions given by subject expert the department conducted Content Writing for Digital Media, Kannada Wikipedia Content upload, Video Editing workshops were conducted.

The Board approved the agenda and noted the action taken

## SDMCU/JMC-BOS/2020-21/02/02

### Review of Results and Achievements of the Department

The chairperson presented the result of 2019-20 statistics and expressed its satisfaction over securing 100 per cent. Department also succeeded in maintaining 100 per cent result from last three years. The department achievements were highlighted before the board. Highlights were as follows:

15 students were recruited in various media including Zee Enterprisers limited, TV9 Kannada & other media.

MoU with Suddi Bidugade, Belthangady.

Dr. Padmanabha N K, published a book entitled "SuddiSamvidana" published by Geetanjali Praksahana, Shimoga.

The board noted the report

## SDMCU/JMC-BOS/2020-21/02/03

### Revision and Modification of the Syllabus/ Question Paper Pattern

The chairperson presented the syllabus of the department for the academic year 2021-22 before the board for suggestion and modification. The board reviewed the existing syllabus and suggested to modify the content in the paper titled "Radio Broadcasting" (JMC S 4.2).

Details regarding the changes made in the syllabus.

1. JMC S 4.2 - Radio Broadcasting Unit II –Podcasting techniques-opportunities-Case studies

Resolved to approve the agenda



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The chairman also presented 23 courses having focus on employability, entrepreneurship and skill development. Board felt that sufficient components related to employability, entrepreneurship and skill development are included in the syllabus and approved the same.

## **SDMCU/JMC-BOS/2020-21/02/04**

### **Introduction of MOOC Related to the Emerging Areas of Elective and CC**

As an Institutional Policy, it was decided to motivate students to undertake the online courses. The chairperson requested the members to suggest online courses to offer. Members discussed about the matter and suggested the following MOOC's can be offered:

1. Basics of Photography
2. Film Appreciation
3. Advertising and Public Relations

Agenda approved

## **SDMCU/JMC-BOS/2020-21/02/05**

### **SWAYAM Integrated Chapters and Units.**

As an Institutional Policy, it was decided to motivate students to undertake online integrated chapters/Units. The Chairperson requested to suggest integrated chapters/units to offer. Board suggested the following integrated chapters for SWAYAM course are as follows:

#### **1. Paper -Basics of Photography**

- Photography: Early and Modern Cameras
- Types of Photographic Cameras
- ISO, Depth of field and Shutter Types
- Photographic Lenses
- Photography: Writing with Light
- Photography: Types of lights
- Composition: Aesthetic Arrangement
- Role of Photographic Image in Visual Communication





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- Digital File Formats
- Photo Editing Software and Tools
- Digital Photography, Pixel & Megapixels
- Application Areas of Photography

## 2. Film Appreciation

- Film Theory
- Traditions in World Cinema-Lecture: German Expressionism
- Action Cinema
- Aspects of Cinema: Melodrama
- Aspects of cinema:
- Ideology in Cinema
- Character in Cinema
- Mythological Cinema in India
- The Cinema of Satyajit Ray
- Postmodernism and cinema

## 3. Advertising and Public Relations

- Understanding the Target Audience
- Ad Agency: Structure & Functions
- Research and Campaign Planning
- History and Evolution of PR
- Tools and Techniques for PR
- Corporate Social Responsibility

Agenda approved

**SDMCU/JMC-BOS/2020-21/02/06**

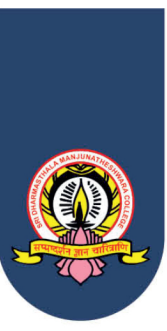
### Finalizing the List of Examiners

The list of examiners was presented for approval. The list is updated based on the following suggestion by the members.

1. **Deletion:** Shrinivas Pejathaya, Assistant Professor, Dept. of MCJ, Alva's College, Moodabidre.



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2. **Prof. N S Govinda**, Department of English, K S S College, Subrahmanya, Sullia taluk, DK, Karnataka India – 574238
3. **Modification:** Dr. Bhaskar Hegde, Associate Professor, Department of Journalism & Mass Communication, SDM College, Ujire.
  1. Dr. Nandhini Laxmikanth, Professor, Dept. of MCJ, MAHE Manipal.
  2. Dr. Sathya Prakash, Associate Professor, Dept. of Journalism & Mass Communication, Kuvempu University, Jnana Shayadri, Shankaraghatta, Shimoga.
  3. Dr. Satish Andinje, Associate Professor, Dept. of Journalism & Mass Communication, Kuvempu University, Jnana Shayadri, Shankaraghatta, Shimoga.
  4. Dr. M.S. Sapna, Professor, DOS in Communication & Journalism, Manasagangothri, Mysore.
  5. Dr. Chandunavar, Professor, Dept. of M.C.J, Karnataka University, Dharwad

Agenda Approved (**Annexure – 1**)


**SDMCU/JMC-BOS/2020-21/02/07**

## **Any Other Matters**

Under any other matter Alumnae member Chethan suggested to train the students on digital media which is the emerging field for the future and also suggested to train the students on Podcasting.

Meeting concluded with proposing vote of thanks to all the members.



  
Dr. Bhaskar Hegde  
(B.O.S. Chairperson)



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