



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)

BOS Meeting Minutes

Department of

Journalism

2020-21



Sri Dharmasthala Manjunatheshwara College
(Autonomous), Ujire-574 240, Dakshina Kannada, Karnataka State
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DEPARTMENT OF JOURNALISM
Proceedings of BOS Meeting

Date: 05.08.2020
Time: 3.00 PM
Venue: Department of Journalism (Mode: Online- Google Meet Platform)

AGENDA NO	AGENDA
Agenda 1 SDMCU/ JOUR-BOS/2020-21/01/01	Reading the minutes of the previous BOS meeting & Action Taken Report
Agenda 2 SDMCU/ JOUR-BOS/2020-21/01/02	Revision and Approval of the Syllabus a) Highlighting the issues of Gender Equity, Human Values, Environment, Professional Ethics b) Highlighting the local, National and Global issues in the Course c) Incorporating Skill Components
Agenda 3 SDMCU/ JOUR-BOS/2020-21/01/03	Approval for the Additional Elective paper
Agenda 4 SDMCU/ JOUR-BOS/2020-21/01/04	Approval for the Value Added Courses (Certificate Courses)
Agenda 5 SDMCU/ JOUR-BOS/2020-21/01/05	Finalizing the List of Examiners
Agenda 6 SDMCU/ JOUR-BOS/2020-21/01/06	Approval for Modified Structure and Syllabus of B.Voc Course
Agenda 7 SDMCU/ JOUR-BOS/2020-21/01/07	Any Other Matter





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Members :

Sl. No	Name and Address	Role
1.	Prof. Bhaskar Hegde, HOD, Department of Journalism, SDMC UJIRE	Chairperson
2.	Sunil D , Senior Reporter, Digvijaya News, Bangalore	Industrial Representative
3.	Mr. Sibanti Padmanabha, Assistant Professor, Tumkur University	Subject Expert
4.	Dr. K.G. Holaswamy	Subject Expert
5.	Mr. Rakesh Kammaje, HOD, Department of Journalism, Vivekanada College, Puttur.	University Nominee
6.	Mr. Ravi P, Assistant Manager, Manjushree Printers Ujire	Alumnus
7.	Ms.Geetha A.J. Assistant Professor, Department of Journalism, SDMC UJIRE	Member

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

Agenda 1

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 bring out online editions of wall magazines and other practical components.



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Action Taken

Various online editions of wall magazines and other practical publications were brought out.

The Board approved the proceedings and noted the action taken

Agenda 2

Revision and Approval of the Syllabus

Revision and Approval of the Syllabus

- Highlighting the issues of Gender Equity, Human Values, Environment, Professional Ethics
- Highlighting the local, National and Global issues in the Course
- Incorporating Employability, Entrepreneurship and Skill Development,

The draft of the syllabus developed based on the feedback collected from the stakeholders was reviewed.

The Board reviewed the present syllabus and approved for the same with following recommendations.

- To list out the topics related to Gender equity, Human Values, environment, Professional Ethics; highlighting local, national and global issues in the course; and Employability, Entrepreneurship and skill component in the syllabus.
 - BASJRC 131: Introduction to Mass Communication
 - BASJRC 181 Reporting Techniques
 - BASJRC 231: Feature Writing
 - BASJRC 281: Editing
 - BASJRC 331 Advertising
 - BASJRC 332: Corporate Communication
 - BASJRC 382: Online Journalism

Board felt that sufficient components related to employability, entrepreneurship and skill development are included in the syllabus and approved the same for the academic year 2020-21. (Annexure – 1)

- Addition of the concept of Digital Public Relations - Significance, Social Media platforms- Techniques- Pros and Cons, Case studies, Digital Etiquettes in UNIT-III of Corporate Communication Paper- BASJRC 332



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- Addition of concept of recent trends- Public relations to perception relations in Unit IV of Corporate Communication Paper- BASJRC 332.
- Addition of the topics Media etiquettes, Disinformation and Misinformation Podcasting: Techniques, Success stories, opportunities in UNIT III of Paper BASJRC 382.
- Addition of the topic Fact Checking in UNIT-IV of paper BASJRC 382. **(Annexure – 2)**

The topics highlighting the said issues are listed and the recommendations were accepted by the members

Agenda 3

Approval for the Additional Elective paper

The department has developed 8 creative elective papers to enable and expand the scope, to enable new discipline, to provide support to the discipline of study and nurture learners proficiency and skill, the draft syllabus of elective courses was presented for the approval.

The members reviewed the syllabus of following courses.

- BASJRCE 132 Radio Programme Production
- BASJRCE 133 Video Editing – Tools and techniques
- BASJRCE 182 Creative Writing
- BASJRCE 183 Radio Interviews, Style and Techniques
- BASJRCE 232 Radio Features
- BASJRCE 233 Radio Jockey (RJ)
- BASJRCE 282 Video Editing – Effects
- BASJRCE 283 News Reading and Anchoring

The board approved the syllabus of all the above courses.

Agenda 4

Approval for the Value Added Courses

As an institution policy; it was decided to offer courses on skill enhancement and Employability. The department has designed 4 value added courses. The chairman presented the draft syllabus for approval. The members of board reviewed the syllabus of the following courses.



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- Introduction to Radio Programmes
- Video Editing Introduction
- Cinematography
- Radio Feature and Radio Jockey.

The board approved the syllabus of all the above courses.

Agenda 5

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:** Mrs. Reshma, Assistant Professor, Department of Journalism & Mass Communication, Alvas College, Moodabidre.

Addition: Mrs. Bhavya Shetty, Assistant Professor, Department of Journalism & Mass Communication, St. Aloysius College, Mangalore.

Agenda 6

Approval for Modified Structure and Syllabus of B.Voc Course

The board verified revised structure and proposed syllabus of B.Voc Course and approved the same. (Annexure – 6)

Agenda 7

Any Other Matter

In any other matter Subject Expert suggested to conduct workshop on Artificial Intelligence, Robotics, Multi Tasking and MOJO for UG 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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Dr. Bhaskar Hegde
(B.O.S. Chairperson)

DEPARTMENT OF JOURNALISM
Sri D. M. College
UJIRE - 574 240 (D. K.)



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BOS Meeting Minutes

Department of

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DEPARTMENT OF JOURNALISM

Proceedings of BOS Meeting

Date: 27-04-2021

Time: 3.00 P.M

Venue: Department of Journalism (Mode: Online- Google Meet Platform)

AGENDA NO	AGENDA
Agenda 1 SDMCU/ JOUR-BOS/2020-21/02/01	Reading the minutes of the previous BOS meeting & Action Taken Report
Agenda 2 SDMCU/ JOUR-BOS/2020-21/02/02	Review of results and achievements of the Department
Agenda 3 SDMCU/ JOUR-BOS/2020-21/02/03	Revision and Modification of the syllabus/ Question Paper pattern.
Agenda 4 SDMCU/ JOUR-BOS/2020-21/02/04	Introduction of MOOC related to the emerging areas of elective and CC
Agenda 5 SDMCU/ JOUR-BOS/2020-21/02/05	SWAYAM integrated chapters and units
Agenda 6 SDMCU/ JOUR-BOS/2020-21/02/06	Finalizing the list of examiners
Agenda 7 SDMCU/ JOUR-BOS/2020-21/02/07	Approval for the question bank and software generated question papers for term-end exams
Agenda 8 SDMCU/ JOUR-BOS/2020-21/02/08	Any other matters





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Members:

Sl. No	Name and Address	Role
1.	Prof. Bhaskar Hegde, HOD, Department of Journalism, SDMC Ujire	Chairperson
2.	Mr. Sibanti Padmanabha, Assistant Professor, Tumkur University	Subject Expert
3.	Dr. K.G. Halaswamy, Assistant Professor , Dept. of Journalism, Veerendra Patil College, Sadashivanagara Bangalore	Subject Expert
4.	Mr. Rakesh Kammaje, HOD, Department of Journalism, Ambika College, Puttur.	University Nominee
5.	Mr. Ravi P, Assistant Manager, Manjushree Printers Ujire	Alumnus
6.	Mr Sunil D, Correspondent, Digvijaya Channel, Bangalore	Industrial Representative
7.	Mrs. Geetha A.J. Assistant Professor, Department of Journalism, SDMC UJIRE	Member

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

Agenda 1

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.





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Action Taken Report:

Suggestions:

In any other matter Subject Expert suggested to conduct workshop on Artificial Intelligence, Robotics, Multi Tasking and MOJO for UG students.

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.

Agenda 2

Review of Results and Achievements of the Department

The chairperson presented the result of 2019-20 statistics and the achievements of the department. The members noted the report and expressed their satisfaction over securing 100 per cent result and for maintaining 100 per cent result from last three years. Chairperson highlighted the following achievements of the department:

- MoU with Suddi Bidugade, Belthangady.
- Dr. Padmanabha N K, published a book entitled "SuddiSamvidana" published by Geetanjali Praksahana, Shimoga.

Board noted the report

Agenda 3

Revision and Modification of the Syllabus/ Question Paper Pattern

The chairman presented the existing syllabus prepared by the department. The board reviewed the syllabus and consent to continue the same for the academic year 2020-21 with suggestion on modification and replacement of few contents. (Annexure 1)

The chairman also presented number of courses having focus on employability, entrepreneurship and skill development. These details are included in seven papers as mentioned below;

1. BASJRC 131: Introduction to Mass Communication
2. BASJRC 181 Reporting Techniques
3. BASJRC 231: Feature Writing



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4. BASJRC 281: Editing
5. BASJRC 331 Advertising
6. BASJRC 332: Corporate Communication
7. BASJRC 382: Online Journalism

Board felt that sufficient components related to employability, entrepreneurship and skill development are included in the syllabus and approved the same. (**Annexure 2**)

Agenda approved.

Agenda 4

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

As an Institution Policy, it was decided to offer courses on MOOC's related to the emerging areas in Elective/Value added Courses to students. The chairperson requested the members to suggest courses on MOOC's to offer.

Board discussed and suggested to introduce Creative Writing as MOOC course for first year Elective Paper (BA).

Resolved to approve the agenda (Annexure 3)

Agenda 5

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. The members suggested the following chapters/units to offer in the course "Advertising and Public Relations" introduced by Indira Gandhi National Open University, New Delhi:

1. Understanding the Target Audience
2. Ad Agency: Structure & Functions
3. Research and Campaign Planning
4. History and Evolution of PR
5. Tools and Techniques for PR
6. Corporate Social Responsibility

Agenda approved (Annexure - 4)



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Agenda 6

Finalizing the List of Examiners

The chairperson presented the draft copy of the BOE list for approval. The list is updated based on the following suggestion by the members.

Modification:

1. Dr. Bhaskar Hegde, Associate Professor, Department of Journalism & Mass Communication, SDM College, Ujire.
2. Dr. Sibanti Padmanabha, Assistant Professor, Department of Journalism, University Collage, Tumkur University, Tumkur
3. Mr. Irshad Mohammad, Photojournalist, Deccan Herald and Prajavani, Mangalore.
4. Mr. Rakesh Kumar Kammaje, Assistant Professor, Department of Journalism, Ambika College, Puttur

Deletion:

1. Mr. Manoj Kumar, HOD, Department of Journalism, Reva University, Bangalore as he is left the academics.

Agenda Approved

Agenda 7

Any Other Matters

Under any other matter Alumni member 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)

DEPARTMENT OF JOURNALISM
Sri D. M. College
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