

**Central University of Karnataka
School of Media Studies
Dept. of Journalism and Mass Communication**

**Minutes of the Board of Studies in Journalism and Mass Communication
held on September 14, 2022**

1. Prof. Channaveer R.M., Dean, School of Media Studies, CUK – Chairperson & Convenor
2. Prof. Manukonda Rabindranath, Centre for Media Studies, Jawaharlal Nehru University, New Delhi.
3. Prof. Nisha Mude, Department of MCJ, Shivaji University, Kolhapur, Maharashtra.
4. Prof. Basawaraj P. Donur, Dean, School of Humanities & Languages, CUK
5. Dr. Mallikarjun Hugar, Assistant Professor, Dept. of Public Administration, CUK
6. Dr. Oinam Bedajit Meitei, Assistant Professor, JMC, CUK
7. Dr. K. Karthik, Assistant Professor & Coordinator, JMC, CUK

The Board of Studies in Journalism and Mass Communication, CUK was conducted through online mode on September 14, 2022. The following agenda was discussed seeking their observations, comments, suggestions and approval.


Agenda for BOS in Journalism and Mass Communication

1. To recommend the proposed use of Mass Communication and Journalism as the single Nomenclature for the Masters Programme Offered, Admissions, Award of Degree, Other Official Communications by various sections/departments in CUK.
2. To recommend the proposed minor changes in the existing syllabus for MA - Journalism and Mass Communication Programme w.e.f 2022-23 Batch.
3. To recommend the proposed changes in the existing credit structure for the Course Work for PhD - Media Studies Programme.

Approval & Recommendation:

1. The BOS approved and recommended to use **Mass Communication and Journalism** as the single Nomenclature for the Name of the Department, Masters Programme Offered, Admissions, Award of Degree, Other Official Communications by various sections/departments in CUK as per the Teaching Positions approved by the UGC in 2019.
2. The BOS approved the following minor changes in the existing syllabus for MA - Journalism and Mass Communication with the new nomenclature MA - Mass Communication and Journalism w.e.f 2022-23 Batch.

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Dean
School of Media Studies
Central University of Karnataka
Kalyanpur, Kalaburagi
Karnataka - 585 367

Semester	Course Title	Modifications / Exclusions / Inclusions
Second Semester	Media & Communication Research	Inclusion Unit 3 : Research in Electronic Media - Rating and Non-Rating Research
	Development Communication	Exclusion Unit 1: Theories of Development: Economic Theory, Walt Rostow, Sociological Theory, Modernization Theory, Dependency Theory.
	Radio Production	Inclusion Unit 2: Microphone and Its Types
Four Semester	Dissertation / Production	Modification Dissertation and Production Courses are made compulsory. Change in credits Dissertation - 6 Credits to 4 Credits Production - 6 Credits to 4 Credits
	Internship	Change in credits Internship - 8 Credits to 6 Credits

3. The BOS recommended the proposed changes in the credit structure for the Course Work for PhD - Media Studies Programme w.e.f 2022-23.

Course Code	Course Title	Modifications in Credits
DMSTC10001	Quantitative Media Research Methods	Change in credits From 6 Credits to 4 Credits
DMSTC10002	Qualitative Media Research Methods	Change in credits From 6 Credits to 4 Credits



Chairperson

डीन / DEAN

मीडिया अध्ययन स्कूल / School of Media Studies

केन्द्रीय विश्वविद्यालय

Central University of Karnataka

आलंद रोड/Aland Road,

कलबुरगी-585 367/ KALABURAGI-585 367

**Central University of Karnataka
Dept. of Journalism and Mass Communication**

June 21, 2021

**Minutes of the Board of Studies in Journalism and Mass Communication
(On Circulation Mode)**

1. Prof. Romate John, Dean, School of Social and Behavioural Sciences – Chairperson & Convenor
2. Prof. Manukonda Rabindranath, Centre for Media Studies, Jawaharlal Nehru University, New Delhi.
3. Prof. Nisha Mude, Department of MCJ, Shivaji University, Kolhapur, Maharashtra.
4. Prof. Basawaraj P. Donur, Dean, School of Humanities & Languages, CUK
5. Prof. R. M. Channaveer, Head, Dept. of Social Work, CUK
6. Dr. Oinam Bedajit Meitei, Assistant Professor, JMC, CUK
7. Dr. K. Karthik, Assistant Professor & Coordinator, JMC, CUK

The Board of Studies in Journalism and Mass Communication, CUK (June, 2021) was conducted through circulation mode due to the prevailing COVID pandemic situation in the country. The following agenda was sent to the members of the Board of Studies along with the revised MA-JMC Programme Structure & Curriculum as per LOCF and the New PhD Programme Structure, Coursework & Syllabus seeking their observations, comments, suggestions and approval.

Agenda for BOS in Journalism and Mass Communication (June, 2021)

1. To recommend the proposed Vision & Mission Statements of the Department of Journalism and Mass Communication.
2. To recommend the proposed Qualification Descriptors, Programme Learning Outcomes, Program Structure, Syllabus of the MA - Journalism and Mass Communication Programme for the academic year 2021-22 as per the Learning Outcome Based Curriculum (LOCF).
3. To recommend to institute PhD Program in Media Studies w.e.f. 2021-22 and the detailed Programme Structure and Syllabus.

Approval & Recommendation:

1. The BOS approved and recommended the Vision & Mission Statements of the Department of Journalism and Mass Communication.
2. The BOS approved the Qualification Descriptors, Programme Learning Outcomes, Program Structure, Revised Syllabus of the MA - Journalism and Mass Communication Programme for the academic year 2021-22 as per the Learning Outcome Based Curriculum (LOCF).
3. The BOS recommended to institute PhD Program in Media Studies w.e.f. 2021-22 and the approved the Programme Structure and Syllabus.

OBSERVATIONS AND RECOMMENDATIONS

MA – Journalism and Mass Communication

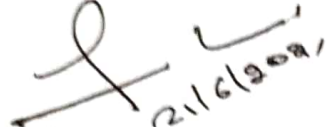
Semester	Course Title	Modifications & Inclusions	
First	History and Development of Mass Media	Included: OTT Platforms, Online News Media, Data Journalism, Consumer-Generated Contents (CGC)	
	Communication Theories and Models	Included: Agenda setting, Persuasion theories	
	Basics of Journalism Practices	Course Titled Changed To: Reporting and Editing Practices	
	Writing for Print Media	Course Titled Changed To: Writing for Media with inputs on Writing for Broadcast Media	
Second	Media & Communication Research	Moved: Validity and Reliability to Unit 2.	
	Development Communication	Included: UNICEF	
	Advertising Theory & Practice	Included: Economic & Cultural Aspects of Advertising in Unit 3. Important Cases of Ad in India and the World in Unit 4. Online Advertising in Unit 2	
	Radio Production	Included: Future of FM and Radio Jockeying.	
	Media Culture & Society	Included: Media conglomerates, Cultural Effects of media.	
	Media and Emerging ICTs	Course Title changed to: Media and Emerging Technologies	
	Third	Film Appreciation	Included: Screening of prominent International and National Films
		Public Relations	Included: House Journals, CSR, Corporate Communication, Corporate Culture and Corporate Identity Manuals
Media Laws and Ethics		Included: Recent Case Studies in Unit 4	
Community Media		Included: Community Participation & Leadership.	
Visual Analysis Techniques		Included: Visual interpretations	
Digital Media: Theory & Practice		Included: Gaming & Artificial Intelligence	
Short Film Making		Included: Individual and Group Productions	

Semester	Course Title	Modifications & Inclusions
	Video Editing	Included: Adobe Premiere Pro & Apple Final Cut Pro
Fourth	Media Sustainability	Titled changed to Media Management & Sustainability Included: Media Management Concepts
	Science & Health Communication	Included: Health Communication Literacy
	Dissertation	Included: Allotment of Supervisor will be done at the end of the 3 rd semester.
	Internship	Included: One Month internship at the end of first year during summer vacation. Evaluation Criteria: Internship Report – 40 Percent Evaluation by the organisation-30 Percent Presentation & Viva-Voce: 30 Percent

PhD Programme – Media Studies

	Course Title	Proposed Course Work
	Advanced Quantitative Media Research (Introduced as per the UGC PhD Regulations)	Title Changed to: Quantitative Media Research Methods Included: Origin and Development, Quantitative Research Process in Media.
	Advanced Qualitative Research (Introduced as per the UGC PhD Regulations)	Title Changed to: Qualitative Media Research Methods Included: Reporting Qualitative Analysis
	Readings on Area of Research (Introduced as per the UGC PhD Regulations)	Title Changed to: Advanced Level Courses - Research Area Contents will be designed by the supervisor

	Course Title	Proposed Course Work
	Research and Publication Ethics (Introduced as per the UGC PhD Regulations)	Adopted as per the UGC letter D.O. No. F.1/2018(Journal(CARE) dated December, 2019.


Chairperson

संकायाध्यक्ष / DEAN
सामाजिक और व्यावहारिक विज्ञान शाखा
School of Social and Behavioral Sciences,
कर्नाटक केन्द्रीय विश्वविद्यालय
Central University of Karnataka,
गुलबर्गा / GULBARGA.