



SRI MANAKULA VINAYAGAR ENGINEERING COLLEGE

(An Autonomous Institution)

(Approved by AICTE, New Delhi & Affiliated to Pondicherry University)
(Accredited by NBA-AICTE, New Delhi, ISO 9001:2000 Certified Institution &
Accredited by NAAC with "A" Grade)

Madagadipet, Puducherry - 605 107



11-08-2021

Department of Media Studies

B.A. Journalism & Mass Communication

Minutes of 3rd Meeting of Board of Studies

The third meeting of the Board of Studies in the Department of Media Studies for the UG programme B.A. Journalism and Mass Communication was held on 11th August 2021 at 10:00 A.M in the Department of Media Studies, School of Arts and Science, Sri Manakula Vinayagar Engineering College.

The following members were present for the BoS meeting

Sl. No.	Name of the Member with designation and official Address	Members as per UGC norms
Head of the Department (Chairman)		
1	Mrs. R. Rajeswari Assistant Professor Department of Media Studies B.A. Journalism and Mass Communication Sri Manakula vinayagar Engineering college Puducherry	Chairman
External Members		
2	Dr. NIVEDHITHIA Associate Professor Department of Journalism and Mass Communication Pondicherry university Puducherry	Subject Expert Pondicherry University Nominee
3	DR. V. ILAMPARITHI Assistant Professor Madurai Kamaraj University Madurai, Tamil Nadu	Subject Expert Academic Council Nominee
4	DR. A.K. ABINESH Assistant Professor Department of Journalism and Mass Communication Madras Christian College	Subject Expert Academic Council Nominee

Internal Member		
5	Mr. S. Satish Kumar Assistant Professor Department of Media Studies B.Sc. Visual Communication Sri Manakula vinayagar Engineering college Puducherry	Member
Co-Opted Member		
6	Mr. M. Elamaran Assistant Professor Department of English Sri Manakula vinayagar Engineering college Puducherry	Member
Industry Expert		
7	Mr. Suburayan Creative artist Integra Pvt Ltd, Puducherry	Industry Member

Agenda of the meeting

Item No: BOS/2021/SAS/UG/JM/3.1 - Welcome address, Introduction about the Institution and the Department and BoS Members.

Item No: BOS/2021/SAS/UG/JM/3.2 - To discuss The Minutes of BoS second meeting, Compliance report based on the BoS second meeting

Item No: BOS/2021/SAS/UG/JM/3.3 - To discuss and approve the improvisations in the Curriculum Structure of the B.A. Journalism and Mass Communication from the AY 2020-21

Item No: BOS/2021/SAS/UG/JM/3.4 - To discuss the modifications in the syllabi for First and Second Year Courses under R-20 Regulations for the B.A. Journalism and Mass Communication students admitted in the year 2021-22

Item No: BOS/2021/SAS/UG/JM/3.5 - To discuss about the Innovative Blended Teaching/Practices Methodology adopted to handle the emerging technological concepts and dynamic teaching learning environment

Item No: BOS/2021/SAS/UG/JM/3.6 - Any other item with the permission of chair.

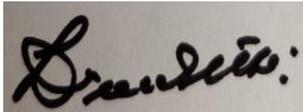
Minutes of the Meeting

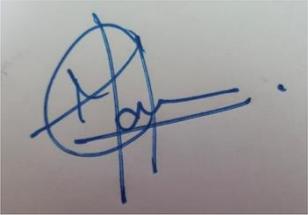
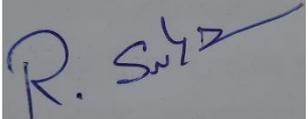
Item No: BOS/2021/SAS/UG/JM/3.1	Mrs. R. Rajeswari, Chairman, BoS opened the meeting by welcoming and introducing the External members, to the Internal members. The attainments and awards of the Institution have been briefed for the benefit of the members of the Board. The meeting thereafter deliberated on agenda items that had been approved by the Chairman.
Item No: BOS/2021/SAS/UG/JM/3.2	Chairman, BoS, appraised the minutes of 2 nd BoS, its implementation and then it is confirmed with the approval for the incorporation of minor revisions needed as mentioned below. In Semester III, in Cyber Media paper – Unit IV was altered and recommended the same to academic council.
Item No: BOS/2021/SAS/UG/JM/3.3	The BoS Members approved the improvisations in the Curriculum Structure of the B.A. Journalism and Mass Communication programme from the AY 2020-21 with few corrections and recommended the same to academic council.

S.No	Regulation	Semester	Course Title / Course code	Unit	Particulars
1.	R20	V	Radio Journalism / A20JMT518		In semester V Course Radio Journalism - A20JMT518 was suggested to be replaced with Course Film Studies A20JMT518
2.	R20	V	Radio Production / A20JML519		In semester V Radio Production - A20JML519 title was suggested to be changed to Radio Journalism and Production - A20JML519.
3.	R20	VI	Documentary Film / A20JML624		In semester VI course Documentary film - A20JML624 was suggested to be replaced with Film production A20JML624.
4.	R20	VI	Video Editing – FCP / A20VCC606		In Employability enhancement courses FCP - A20VCC606 was suggested to be replaced with Premiere Pro.

The above corrections are incorporated and are approved by the BOS members. (Given in Annexure- I)	
Item No: BOS/2021/SAS/UG/JM/3.4	The modified syllabi for II to IV semesters for B.A. Journalism and Mass Communication Programme were presented by the Chairman. The syllabus was appreciated and no corrections were required.
We have introduced Modern Indian Languages Hindi I & II, French I & II for the first and second semesters from the AY 2021 – 2022. (Given in Annexure-II)	
Item No: BOS/2021/SAS/UG/JM/3.5	Discussed about the Innovative Blended Teaching/Practices Methodology adopted to handle the emerging technological concepts and dynamic teaching learning environment and the BoS members found satisfactory.
Item No: BOS/2021/SAS/UG/JM/3.6	No specific items were discussed.

The meeting was concluded at 11.00 P.M with the vote of thanks by Mrs. Rajeswari R, Assistant Professor, Department of Journalism & Mass Communication.

Sl. No.	Name of the Member with designation and official Address	Members as per UGC norms	Signature
Head of the Department (Chairman)			
1	Mrs. R. Rajeswari Assistant Professor Department of Media Studies B.A. Journalism and Mass Communication Sri Manakula vinayagar Engineering college Puducherry – 605107	Chairman	
External Members			
2	Dr. NIVEDHITHIA Associate Professor Department of Journalism and Mass Communication Pondicherry university Puducherry -605014	Subject Expert Pondicherry University Nominee	
3	DR. V. ILAMPARITHI Assistant Professor Madurai Kamaraj University Madurai, Tamil Nadu – 625021	Subject Expert Academic Council Nominee	
4	DR. A.K. ABINESH Assistant Professor Department of Journalism and Mass Communication Madras Christian College – 600059	Subject Expert Academic Council Nominee	
Internal Member			
5	Mr. S. Satish Kumar Assistant Professor Department of Media Studies B.Sc. Visual Communication Sri Manakula vinayagar Engineering college Puducherry – 605107	Member	

Co-Opted Member			
6	Mr. M. Elamaran Assistant Professor Department of English Sri Manakula vinayagar Engineering college Puducherry – 605107	Member	
Industry Expert			
7	Mr. Suburayan Creative artist Integra Pvt Ltd, Puducherry – 605008	Industry Member	



Mrs. R. Rajeswari
Assistant Professor/Journalism and Mass Communication
Chairman –BoS (B.A. Journalism and Mass Communication)



Head of the Department
(R.Rajeswari)



Dean SAS
(S. Muthulakshmi)



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SCHOOL OF ARTS AND SCIENCE

Department of Media Studies

B.A. Journalism and Mass Communication

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ANNEXURE I

(Pg no 8 - 13)

SEMESTER – I										
Sl. No	Course Code	Course Title	Category	Periods			Credits	Max. Marks		
				L	T	P		CAM	ESM	Total
Theory										
1	A20TAT101	Tamil – I	MIL	3	0	0	3	25	75	100
	A20HNT101	Hindi-I								
	A20FRT101	French-I								
2	A20GET101	General English – I	ENG	3	0	0	3	25	75	100
3	A20JMT101	Introduction to Communication & media	DSC	4	0	0	4	25	75	100
4	A20JMT102	Introduction to Journalism (Reporting, writing, Editing)	DSC	3	1	0	4	25	75	100
5	A20JMD101	Basic Photography	IDC	4	0	0	4	25	75	100
Practical										
6	A20JML103	News Reporting & Editing	DSC	0	0	4	2	50	50	100
Skill Enhancement Course										
7	A20JMS101	Communication Skills Lab	SEC	0	0	4	2	100	0	100
Employability Enhancement Course										
8	A20JMC101	Adobe Photoshop	EEC	0	0	2	-	100	0	100
Ability Enhancement Compulsory Course										
9	A20AET101	Environmental Studies	AECC	2	0	0	2	100	0	100
I Semester Total Credits/Marks							24	475	425	900

SEMESTER – II										
SI No	Course Code	Course Title	Category	Periods			Credits	Max. Marks		
				L	T	P		CAM	ESM	Total
Theory										
1	A20TAT202	Tamil – II	MIL	3	0	0	3	25	75	100
	A20HNT202	Hindi-II								
	A20FRT202	French-II								
2	A20GET202	General English – II	ENG	3	0	0	3	25	75	100
3	A20JMT204	Theory of Communication	DSC	3	1	0	4	25	75	100
4	A20JMT205	Application of computer in media	DSC	3	1	0	4	25	75	100
5	A20JMD202	State politics & constitution	IDC	3	1	0	4	25	75	100
Practical										
6	A20JML206	Photography lab	DSC	0	0	4	2	50	50	100
Skill Enhancement Course										
7	A20JMS202	Soft Skills lab	SEC	0	0	4	2	100	0	100
Employability Enhancement Course										
8	A20JMC202	Adobe Illustrator	EEC	0	0	2	-	100	0	100
Ability Enhancement Compulsory Course										
9	A20AET202	Public Administration	AECC	2	0	0	2	100	0	100
Extension Activity										
10	A20EAL201	National Service Scheme	EA	0	0	2	1	100	0	100
II Semester Total Credits/Marks							25	575	425	1000

SEMESTER – III										
SI No	Course Code	Course Title	Category	Periods			Credits	Max. Marks		
				L	T	P		CAM	ES M	Total
Theory										
1	A20JMT307	Printing and Publishing	DSC	3	1	0	4	25	75	100
2	A20JMT308	Media management	DSC	3	1	0	4	25	75	100
3	A20JMT309	Cyber media	DSC	3	1	0	4	25	75	100
4	A20JMD303	Online Journalism	IDC	3	1	0	4	25	75	100
5	A20XXO3X X	Open Elective 1**	OE	2	0	0	2	25	75	100
6	A20JME3XX	DSE I*	DSE	3	0	0	3	25	75	100
Practical										
7	A20JML310	Graphic designing lab	DSC	0	0	4	2	50	50	100
8	A20JML311	Visual news production	DSC	0	0	4	2	50	50	100
Skill Enhancement Course										
9	A20JMS303	Communication skill development	SEC	0	0	4	2	100	0	100
Employability Enhancement Course										
10	A20JMC303	2D Animation – Flash	EEC	0	0	2	-	100	0	100
III Semester Total Credits/Marks							27	450	550	1000

SEMESTER – IV										
SI No	Course Code	Course Title	Category	Periods			Credits	Max. Marks		
				L	T	P		CAM	ESM	Total
Theory										
1	A20JMT412	Media law and ethics	DSC	3	1	0	4	25	75	100
2	A20JMT413	Writing for media	DSC	3	1	0	4	25	75	100
3	A20JMT414	Principles of advertising	DSC	3	1	0	4	25	75	100
4	A20JMD404	New Media	IDC	3	1	0	4	25	75	100
5	A20XXO4XX	Open Elective – 2**	OE	2	0	0	2	25	75	100
6	A20JME4XX	DSE II*	DSE	2	1	0	3	25	75	100
Practical										
7	A20JML415	Magazine designing	DSC	0	0	4	2	50	50	100
8	A20JML416	Web Designing	DSC	0	0	4	2	50	50	100
Skill Enhancement Course										
9	A20JMS404	Photo journalism	SEC	0	0	4	2	100	0	100
Employability Enhancement Course										
10	A20JMC404	Web designing – Dream Weaver	EEC	0	0	2	-	100	0	100
IV Semester Total Credits/Marks							27	450	550	1000

SEMESTER – V										
Sl No.	Course Code	Course Title	Category	Periods			Credits	Max. Marks		
				L	T	P		CAM	ESM	Total
Theory										
1	A20JMT517	Introduction to public relations	DSC	3	1	0	4	25	75	100
2	A20JMT518	Film Studies	DSC	3	1	0	4	25	75	100
3	A20JME5XX	DSE III*	DSE	3	0	0	3	25	75	100
Practical										
4	A20JML519	Radio Journalism and production	DSC	0	0	4	2	50	50	100
5	A20JML520	Video production	DSC	0	0	4	2	50	50	100
Skill Enhancement Course										
6	A20JMS505	Audio Editing	SEC	0	0	4	2	100	0	100
Employability Enhancement Course										
7	A20JMC505	3D Animation – 3Ds Max	EEC	0	0	2	-	100	0	100
V Semester Total Credits/Marks							17	375	325	700

SEMESTER – VI										
SI No.	Course Code	Course Title	Category	Periods			Credits	Max. Marks		
				L	T	P		CAM	ESM	Total
Theory										
1	A20JMT621	Broadcasting Media	DSC	3	1	0	4	25	75	100
2	A20JMT622	Media culture & society	DSC	3	1	0	4	25	75	100
3	A20JMT623	Tribal study	DSC	3	1	0	4	25	75	100
4	A20JME6XX	DSE IV*	DSE	3	1	0	4	25	75	100
Practical										
5	A20JML624	Film Production	DSC	0	0	4	2	50	50	100
6	A20JMP625	Phase I -Project (Print Media Internship) Phase II – Elective	DSC	0	0	10	5	40	60	100
Skill Enhancement Course										
7	A20JMS606	Short film Production	SEC	0	0	4	2	100	0	100
Employability Enhancement Course										
8	A20JMC606	Video Editing – Premiere Pro	EEC	0	0	2	-	100	0	100
VI Semester Total Credits/Marks							25	390	410	800

EMPLOYABILITY ENHANCEMENT COURSES

SI No	Course Code	Course Title
1	A20JMC101	Adobe Photoshop
2	A20JMC202	Adobe Illustrator
3	A20JMC303	2D Animation – Flash
4	A20JMC404	Web designing – Dream Weaver
5	A20JMC505	3D Animation – 3Ds Max
6	A20JMC606	Video Editing – Premiere Pro



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ANNEXURE II

(Pg no 15 - 16)

FRENCH - I

L T P C Hrs

A20FRT101

(Common to B.A., B.Sc., B.Com., B.B.A. & B.C.A)

3 0 0 3 45

OBJECTIVES

- To enable the students read, understand, and write simple sentences.
- To grasp relevant grammar for communication
- To learn about the land, people and culture of France.

UNITÉ - 1

Je m'appelle Elise. Et Vous ?

Vous Dansez ? D'accord

Monica, Yukiko et compagnie

UNITÉ - 2

Les Voisins de Sophie

Tu vas au Luxembourg ?

UNITÉ – 3

Nous Venons pour l'inscription

A Vélo, en tain, en avoin

Pardon, monsieur, le BHV s'il vous plait ?

UNITÉ - 4

Au marche

On déjeune ici ?

UNITÉ - 5

On va chez ma copine ?

Chez Susana

TextBook

Prescribed Textbook : *FESTIVAL 1* - Méthode de Français

Authors : Sylvie POISSON-QUINTON

Michèle MAHEO-LE COADIC

Anne VERGNE-SIRIEYS

Edition : CLE International, Nouvelle Édition révisée : 2009.

Reference Book : Festival 1

FRENCH – II

L T P C Hrs

A20FRT202

(Common to B.A., B.Sc., B.Com., B.B.A. & B.C.A)

3 0 0 3 45

OBJECTIVES

- To enable the students read, understand, and write simple sentences.
- To grasp relevant grammar for communication
- To learn about the land, people and culture of France.

UNITÉ - 1

Qu'est -ce qu'on leur offre ?

On solde !

Découvrir Paris en bus avec l'open Tour

UNITÉ - 2

Si vous gagne vous ferez quoi

Parasol ou parapluie ?

UNITÉ - 3

Quand il est midi à Paris

Vous allez Vivre

L'avenir du Français

UNITÉ - 4

Souvenirs d'enfance

j'ai fait mes études à Lyon 2

UNITÉ – 5

Retour des Antilles

Au voleur ! Au voleur

TextBooks

PrescribedTextbook : *FESTIVAL 1* - Méthode de Français

Authors : Sylvie POISSON-QUINTON

Michèle MAHEO-LE COADIC

Anne VERGNE-SIRIEYS

Edition : CLE International, Nouvelle Édition révisée : 2009.

Reference Book Festival 1