

ST ALOYSIUS COLLEGE(AUTONOMOUS) MANGALURU - 575 003

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Re-accredited by NAAC with 'A' Grade with CGPA 3.62/4
Recognised by UGC as "College with Potential for Excellence"
Conferred "College with "STAR STATUS" by DBT, Government of India.
Centre for Research Capacity Building under UGC-STRIDE

Board of Studies Minutes

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Members Bresent	begins marginal all -	
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Rev Gr. Welliam Marcel SJ. Rev Qr. Melwyn Pinto SJ	- Manpenson (Interno	رد
Mr Vishal Nayak	Joseph Joseph Laydon	
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Mr Pevishrue Shetty Dr. Swetta Mangalath	we please (Hon 3
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Proj. VP Varghese Proj. Padma Rani	- uI planed	
Rw G. Robin Navier	interpret in classiff wit -	
Mr. Amith Prable	THE THERE IS NOT THE PARTY OF T	-
Mr. Nisha forhandes	- Smann reputition	ve.
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campus in the man fular	unon set out the agenda	for
- Following this, the chairp this year's multing pointing		
laked while fast major.	MINIMON TO THE MINISTER OF	dHB
year's meeting a newised s	yllabus will be proposed.	
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- The chairperson presented the newised syllabus and opened the discussion.

Prof-Sapha made opening remarks commending the Syllabas and suggesting that the dept should associate with an external agency specialised in travel a tourism to boost the teaching-learning delivery of Travel Tournalism paper. following this, the meeting moved forward with members struitinising the syllabus paper by paper so suggested changes

Semoster I.

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- In Theories of Communication" Pr. Padma Rani suggested removing "semiotics" as a theory and to include reverant theories regarding digital media. Course Objective were edited as needed.

- In "Advanced Reporting & Editing" minor changes were made Mr. Amith Prabbu suggested addition of "media literacy" with particular emphasis on take news/ Adverturals.

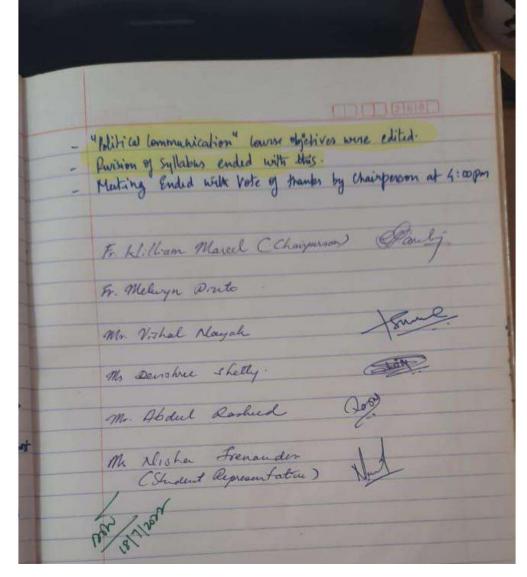
- in "Corporate Communication & Public Relations" Course objectives we edited as mided to how of the many of

- In Development of Media" Proj. Vaghese suggested changing from jourdon in Train to produce prendom in India! He also inggested adding a component on Folk media which was approved - In "Media laws & Ethics" suggested changing " Press freedom in India" to mudia fruidom in India which was approved. the years make he postered posterior strong with

SEMBRER I A CONTROL TOTAL TOTAL SON AND A BORGE - in "Communication Research Methods" Course objectives were

edited as media - In "Introduction to Aft media" Prof. Varghere suggested uniformity in arranging units according to midia being discussed course objectives were changed edited as headed - In film Studies, changer upagoposed were accepted and course objectives were "edited where headed. - In "Development Communication" changes proposed were accepted and Lourse objetives were edited. Prof. Padma Rani maggerted to include a component on Indian media & Development Comm - In 'Proadcast Communication" CBG was changed to Open Elective! - Prof Varghuse suggested title should ruflect all profusions - Dr. Milwyn Pinto suggested to Keep it light - Prof. Padma Rani suggested better stick to Broadcast with Radio &TV. - In Travel Journalism; changer proposed were accepted. 'EBCS' was changed to open Elictive). Ind. Padma Rani suggested michiding social media for promoting travel distinations! Fr. Robin Muggested including a component on travel shoot equipment SEMBTER III and sidding ded for bloom and office all - In "Television Production" propond changer were accepted. In 'Digital Media Marketing" " " " " - In "Radio hoduction" and contain lower objetiver mure edited/changed. - In Kannada Language brus " Proj. Padma Rani ruggested that we promote this subject because media suffets how prejer multi-lingual students.

" Malayalam language buss" was scrapped from next year. - In "Greative Strategy & Communication" proposed changes were except. + "Advertising & Marketing Communication" Course title was Changed to "Marketing Communication so Advertising" - "Environment » Media! changer proposed were accepted. - No changes to "Media Tutionship" - "Film Appreciation" "CBCS" was changed to open Elective! - " "gender & Media" brief Varghuse suggested that in artain places topic should rujer to all genders instead of only women changer proposed were accepted: agent the halfer bloods of it beloomed many SEMESTER IV I I THE STREET WHILE I THE STREET + "Discription" - Broj Varghese suggested for minor alternations in outlining chapter schemis. Proposed changes were accepted. the also said appendices should be explanded to willude plagiarism But "Online Broadcasting". Proj. Varghese suggested to Include components on ITV, 1PTV and OTT . Changes were approved. "Magazine Journalism' Prof Varghese > G. Robin Navier said the syllabus could include graphic design tooks. Is Meluyn \$ Mr. Vishal suggested not to include any brand names changes proposed were accepted. - "Instructional Dosign is Content Worling" Mr. Vishal Proposed an entire unit to include component of Instructional Design that was missing in previous syllabor. Changes were approved. - the changes made to project were approved. thanger proposed to "Media Culture Stralies" were approved



Signature and seal of the Head of the Department

Maly

Head of the Department
PG Studies'& Research in
Journalism and Mass Communication
PB No - 720

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