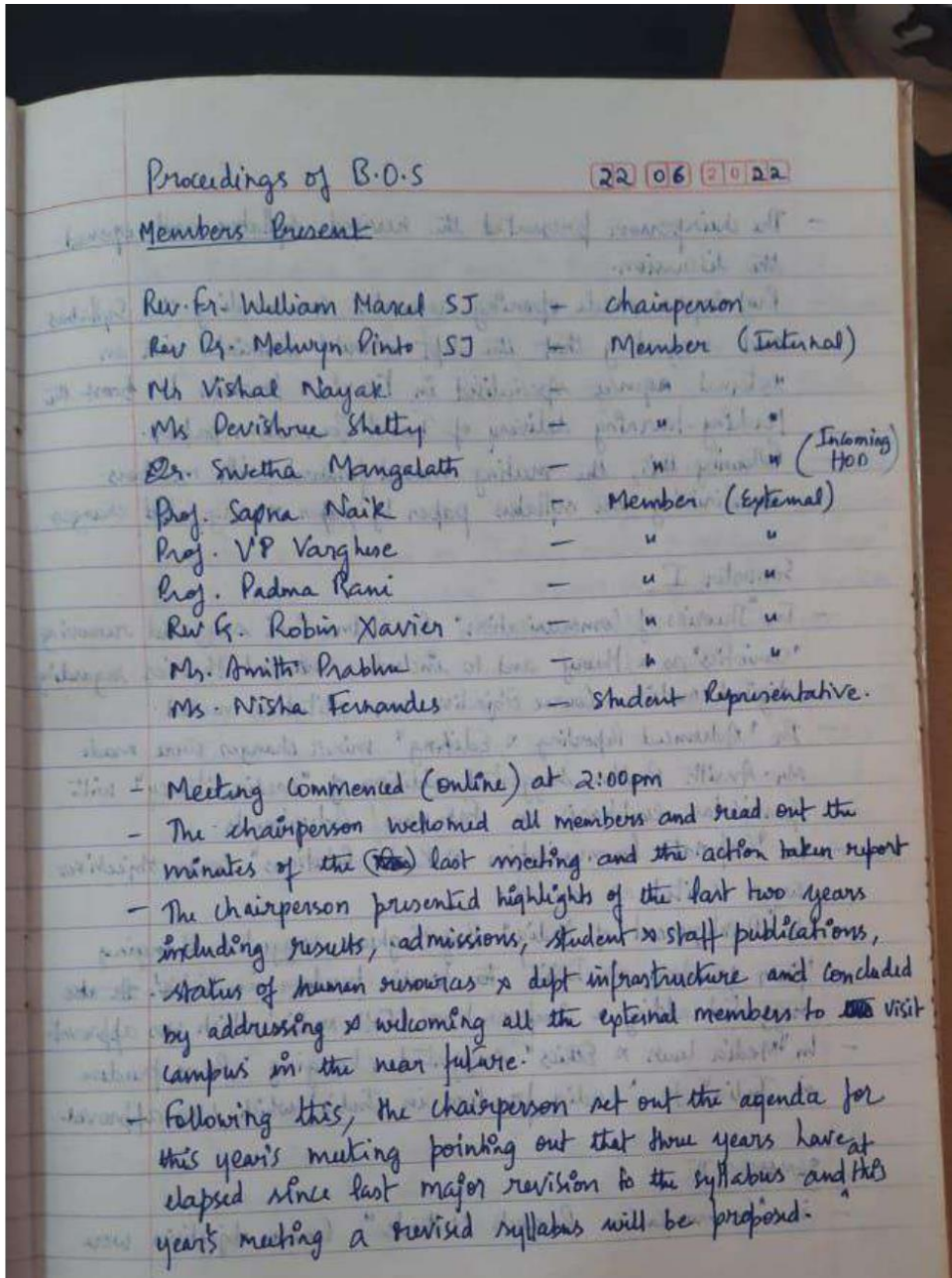




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### Board of Studies Minutes



- 2020
- The chairperson presented the revised syllabus and opened the discussion.
  - Prof. Sapna made opening remarks commending the syllabus and suggesting that the dept should associate with an external agency specialised in travel & tourism to boost the teaching-learning delivery of Travel Journalism paper.
  - Following this, the meeting moved forward with members scrutinising the syllabus paper by paper & suggested changes.

### Semester I

- In "Theories of Communication" Dr. Padma Rani suggested removing "Semiotics" as a theory and to include relevant theories regarding digital media. Course Objective were edited as needed.
- In "Advanced Reporting & Editing" minor changes were made. Mr. Amith Prabhu suggested addition of "media literacy" with particular emphasis on Fake news / Advertorials.
- In "Corporate Communication & Public Relations" Course objectives were edited as needed.
- In "Development of Media" Prof. Vaghuse suggested changing '~~press freedom in India~~' to 'media freedom in India'. He also suggested adding a component on 'Folk media' which was approved.
- In "Media laws & Ethics" suggested changing 'Press freedom in India' to 'media freedom in India' which was approved.

### SEMESTER II

- In "Communication Research Methods" Course objectives were



edited as needed.

- In "Introduction to AV media" Prof. Varghese suggested uniformity in arranging units according to media being discussed. Course objectives were changed/edited as needed.
- In "Film Studies", changes proposed were accepted and course objectives were edited where needed.
- In "Development Communication" changes proposed were accepted and course objectives were edited. Prof. Padma Rani suggested to include a component on "Indian media & Development Comm".
- In "Broadcast Communication" CBS was changed to 'Open Elective'.
  - Prof. Varghese suggested title should reflect all professions
  - Dr. Melwyn Pinto suggested to keep it light
  - Prof. Padma Rani suggested better stick to 'Broadcast' with Radio & TV.
- In "Travel Journalism", changes proposed were accepted. 'CBS' was changed to 'open Elective'. Prof. Padma Rani suggested including 'Social media for promoting travel destinations'. Fr. Robin suggested including a component on travel shoot equipment.

### SEMESTER III

- In "Television Production" proposed changes were accepted.
- In "Digital Media Marketing" " " " " " "
- In "Radio Production" " " " " " "  
and certain course objectives were edited/changed.
- In "Kannada Language Press" Prof. Padma Rani suggested that we promote this subject because media outlets show prefer multi-lingual students.



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- "Malayalam Language Buss" was scrapped from next year.
  - In "Creative Strategy & Communication" proposed changes were accepted.
  - "Advertising & Marketing Communication" course title was changed to "Marketing Communication & Advertising".
  - "Environment & Media" changes proposed were accepted.
  - No changes to "Media Tutorship".
  - "Film Appreciation" 'CBCS' was changed to 'Open Elective'.
  - "Gender & Media" Prof. Varghese suggested that in certain places topic should refer to all genders instead of only 'women' changes proposed were accepted.

#### SEMESTER IV

- "Dissertation" - Prof. Varghese suggested few minor alterations in outlining chapter schemas. Proposed changes were accepted. He also said appendix should be expanded to include plagiarism Rpt.
- "Online Broadcasting" Prof. Varghese suggested to include components on TV, IPTV and OTT. Changes were approved.
- "Magazine Journalism" Prof. Varghese & Fr. Robin Xavier said the syllabus could include graphic design tools. Fr. Melwyn & Mr. Vishal suggested not to include any brand names. Changes proposed were accepted.
- "Instructional Design & Content Writing" Mr. Vishal proposed an entire unit to include component of Instructional Design that was missing in previous syllabus. Changes were approved.
- ~~to~~ changes made to project were approved.
- changes proposed to "Media Culture Studies" were approved.

- "Political Communication" course objectives were edited.
- Revision of syllabus ended with this.
- Meeting ended with vote of thanks by chairperson at 4:00pm

Fr. William Marcel (Chairperson)

*W Marcel*

Fr. Melvyn Pinto

Mr. Vishal Nayak

*Vishal*

Ms. Devashree Shetty

*Devashree*

Mr. Abdul Rashid

*Abdul Rashid*

Ms. Nisha Frenander  
(Student Representative)

*Nisha*

*WMC*  
*18/7/2022*

Signature and seal of the Head of the Department

*W Marcel*

