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Centre for Research Capacity Building under UGC-STRIDE

Board of Studies Minutes

JOURNALISM

Date	Page
Date : 18/08/2023	
Venue : Google Meet meet.google.com/enj-qdsu-tnb	
Members Present	
Internal - Ms. Bhanya Shetty	
Members Rev. Fr. Marcel Rodrigues SJ	
Ms. Ashwini	
Mr. Abdul Rasheed	
Mr. Likhith Shenoy K	
Ms. Prajath Hegde	
External - Dr. Bhaskar Hegde	
Members Dr. Anisha K.	
Dr. Hampesh K.S	
Mr. Rakesh Kumar	
Ms. Naina J.A.	
Student Representation - Freddy Mathew	
<u>Agenda</u>	
① To introduce V & VI semester syllabus under NEP.	
② Any other matter.	
<u>Action taken</u>	
Semester V	
Introduction to communication, as it is an advanced paper for III year highlights, has a student can minimize misunderstandings by checking back and clarifying that they have understood correctly.	

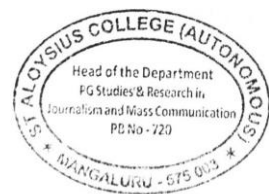
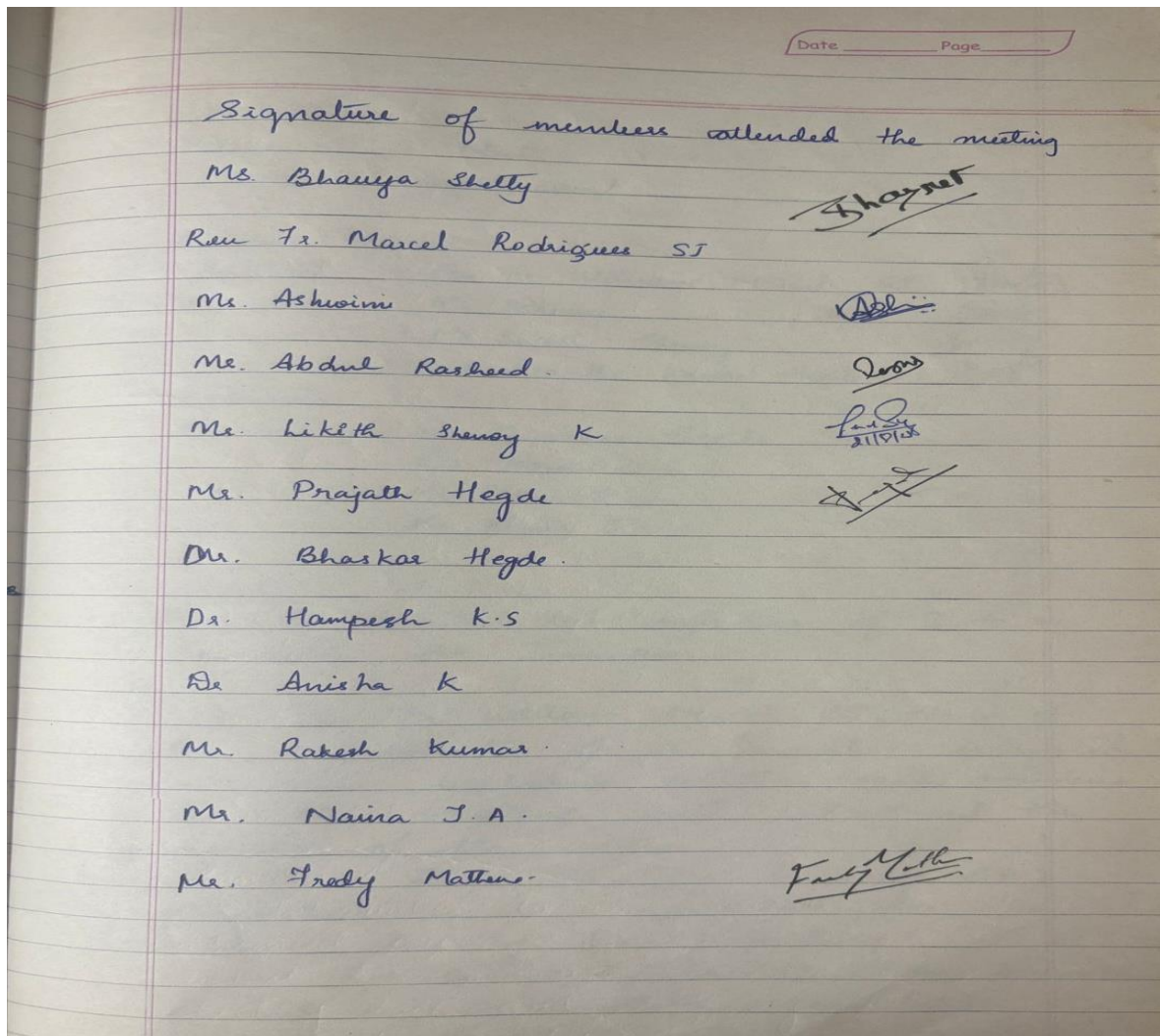
Ms. Anisha, Fr. Marcel and Mr. Hampesh K.S. suggested that the paper be filled more with communication theories and models. In Unit IV, basic and advanced concepts like the Aristotle model, two step model, cultivation analysis and uses and gratification theory need to be added.

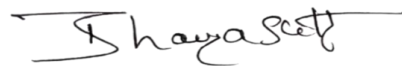
In the Practical paper Introduction to Communication, Ms. Anisha suggested adding exercise No 5, where a student draft a proposal to host a program outside the college in collaboration with the department. In the paper, Media Law & Ethics, Fr. Marcel suggested adding Fundamental Rights to Unit I. Dr. Hampesh K.S. suggested making a change in Unit IV to put it in order as Copyright, Copyright and Creative Commons. Dr. Anisha K suggested adding the legal system in India to Unit IV.

In the paper titled Fundamentals of Radio and TV, Fr. Marcel suggested adding the concept of anchoring.

Semester VI

In the paper, Digital Journalism Dr. Anisha K. clarified by making a change in the title of the unit. Instead of online/digital, it is decided to specifically mention digital in the title. In the paper Advertising and Corporate Communication, Fr. Marcel, suggested adding definitions and types to add in Unit I.





Signature and seal of the Head of the department