

BACHELOR OF ARTS MASS MEDIA COMMUNICATION

Minutes of the 2nd BOS Meeting
Held on **Saturday, 11th January, 2020**

Following members were present;

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| 1. Mrs. Prerna Sharma | HOD/Chairperson |
| 2. Mrs. Juliet Esther | Member |
| 3. Ms. Akshata Narkar | Member |
| 4. Ms. Mishkaat Imrani | Member |
| 5. Dr. Artee Aggarwal | Subject Expert |
| 6. Dr. Manjiree Vaidya | Subject Expert |
| 7. Dr. Sunder Rajdeep | Vice Chancellor Nominee |
| 8. Mr. Kaizad Patel | Industry Expert |
| 9. Ms. Ashwathi Anupkumar | Alumni |
| 10. Dr. Gajanan Wader | Principal |
| 11. Mrs. Deepika Sharma | Vice Principal |

Meeting started at 11.00 a.m. under the chairmanship of Mrs. Prerna Sharma after self introduction

Agenda 1: To confirm the minutes held on 29th August, 2019.

The chairperson welcomed members and read the minutes of meeting held on 29th August, 2019.

Agenda 2: To Discuss and Finalise the revision in the Syllabus of subjects under Department of Multimedia and Mass Communication.

The Board of Studies members reviewed the change in syllabus made by the respective subject teachers related to BAMMC subjects.

Dr. Sunder Rajdeep, Vice Chancellor nominee recommended few changes in subject Introduction to Journalism and Content Writing. He also suggested to conduct a workshop on the topic 'Big Data' for students.

Mr. Kaizad Patel, Industry expert recommended some changes in subjects Mass media research, and content writing. He also suggested to conduct a seminar on 'Podcast' for students.

Agenda 3: To discuss and verify the verification of the question papers for SEM 1,3 and 5

The Board of Studies members reviewed the question papers for SEM 1,3, and 5.

After the discussions, the Board approved the revision/changes in the syllabus of following subjects on the condition of incorporation of further changes suggested by them-

Revised Autonomy Syllabus Sem II, IV, VI - BAMMC

| Sr. No | Name of the Subject | Subject Teacher | Topic Added | Topic Removed | Reason for Replacement | Reference for Added Topic | 15 Internal Marks Allocation |
|--------------------|-----------------------------|------------------------|---|-----------------------------|---|--|---|
| SEMESTER II | | | | | | | |
| 1. | Content Writing | Akshata Narkar | Writing for traditional media: print & broadcast | Essentials of good writing | Repetitive topic. It will be covered while practising the writing techniques. | Writing for the Mass Media by James Glen Stovall | Assignment |
| 2 | Introduction to Advertising | Prerna Sharma | Forms of untruthful advertising Careers in advertising | email advertising | Students should know forms of unethical ads | Advertising Principles and Practices (7 th Edition) William D. Wells, John Burnett, Sandra Moriarty | Projects & ad video |
| 3. | Introduction to Journalism | Mishkaat Imraani | Top 5 Indian Journalists | Audit bureau of circulation | The new topic gives more insights on career in journalism | Women Journalists in India: swimming against the Tide: R.Akhileshwari | Individual Presentation-10 Assignment-05 |

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| 4. | Media Gender & Culture | Yvette Lee | <ul style="list-style-type: none"> • Industrial Revolution and Marxism • Popular culture and Mass culture and High Culture and Low culture and folk culture | <ul style="list-style-type: none"> • Gender issues in news media (TV, radio, newspapers & online news) • Culture industry and communication - with reference , to film, TV, social media, advertisements etc., | <p>Important to know especially in context with mass culture and popular culture</p> <p>Important to know in context of consumerist behaviour and changing trends based on impact of media</p> <p>** Both points are repetition in the old syllabus**</p> | Media Gender and Popular Culture in India- Tracking Change and Continuity – Sanjukthe-Dasgupta | Assignments Presentations |
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SEMESTER IV

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| 1. | Introduction to Journalism | Mishkaat Imrani | Top 5 Indian Journalists | What makes a good story | The old topic was similar to anatomy of a good news story | Women Journalists in India: swimming against the Tide: R.Akhileshwari | Individual Presentation-10 written Assignment-05 |
| 2. | Print, Production and Photography | Akshata Narkar | Structure of a camera | Operation of a film camera | Repetitive topics | John Hedgecoe – John Hedgecoe’s Basic Photography – Collins and | Photography Assignment |

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| 3. | Organisational Behaviour | Prerna Sharma | Meditation – Concept, whistle blowing | Group Think, risky shift & Polarisation. | Covered in groups | Griffin, Ricky W: Organizational Behaviour, Houghton Mifflin Co., Boston. | Presentations |
| 4. | TV - Radio | Akshata Narkar | Case Study - BBC Radio and AIR Broadcasting | Convergence trends | The deleted topic will be covered precisely in Case Studies and while studying the formats | History of International Broadcasting, Volume 2 By James Wood | Assignment |
| 5. | Introduction to Advertising | Prerna Sharma | Women and advertising, Children and advertising, Senior citizen and advertising , Pop Culture and advertising Classification of advertising , Ambush advertising (Concept), Careers in advertising | Criticism of advertising | Already covered in limitation | Advertising Principles and Practices (7 th Edition) William D. Wells, John Burnett, Sandra Moriarty | Projects and ad video |
| 6. | Mass | Akshata | Application of | The | Too much | De Fleur; | Assign |

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| | Media Research | Narkar | results to media | semiotic approach to the construction of meaning | detailing on Semiotic Approach is not required | Milestones in Mass Communication Research | ment |
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SEMESTER VI ADVERTISING

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|----|---------------------|------------|---|--|---|--|-------------------------------|
| 1. | Contemporary Issues | Yvette Lee | <p>1. New Education Policy 2019 (Draft)</p> <p>2. Electoral Behaviour & need for electoral reforms in India</p> <p>3. Communal Violence</p> | <p>Transplantation of Human organs Act of 2002 and Prohibition of sale of cigarettes and other tobacco products around educational institutions 2004</p> <p>Police reforms: Problems faced by Police and the Need for Reforms</p> <p>Illegal immigration from Bangladesh : Challenges and impact</p> | <p>NEP is currently in discussion</p> <p>In light of the current national elections and the rise of extreme nationalism</p> <p>Current scenario with mob lynching etc becoming rampant</p> <p>*** The Units of the syllabus have been reshuffled***</p> | | Presentations and Assignments |
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| 3. | Agency Management | Akshata Narkar | Case Study: Sales Promotion | Psychological theories behind sales promotion | Irrelevant topic | Advertising Promotion and Other Aspects of Integrated Marketing Communications by Terence A. Shimp | Presentation |
| 4. | Advertising and Marketing Research | Prerna Sharma | Plagiarism | Association, b. Completion, c. Construction d. Expressive | Not required | Research for Marketing Decisions Paul E. Green, Donald S. Tull | Projects and Presentation |
| 5. | Legal environment and advertising ethics | Ms. Gurpreet Kaur | Case Laws pertaining to Advertising in Media and IPR | Critique of Advertising | Facilitates better understanding of the topic | Advertising Laws in India: An Overview (An Essay on Advertising Laws) 1. Lawteacher.net 2. Indiakanoon.org | |
| 6. | Digital Media | Mishkaat Imrani | Intro to Big Data, Data mining & Management Data Management Platforms | None | The new topic is connected to digital marketing | Big Data: A Revolution That Will Transform How We Live, Work, and Think By Viktor Mayer-Schönberger, Kenneth Cukier | Written Assignment |
| 7. | Principles and Practices of Direct Marketing | Prerna Sharma | Trends, Ethics in DM | 3Tasks of Direct and Interactive marketing = Customer Acquisition, Development and Retention | Knowledge is required to students | Direct and Database Marketing Graeme Mc Corkell | Presentations |

| SEMESTER VI JOURNALISM | | | | | | | |
|------------------------|----------------------|----------------|---|--|---|---|-------------------------------|
| 1. | Contemporary Issues | Yvette Lee | <p>4. New Education Policy 2019 (Draft)</p> <p>5. Electoral Behaviour & need for electoral reforms in India</p> <p>6. Communal Violence</p> | <p>Transplantation of Human organs Act of 2002 and Prohibition of sale of cigarettes and other tobacco products around educational institutions 2004</p> <p>Police reforms: Problems faced by Police and the Need for Reforms</p> <p>Illegal immigration from Bangladesh : Challenges and impact</p> | <p>NEP is currently in discussion</p> <p>In light of the current national elections and the rise of extreme nationalism</p> <p>Current scenario with mob lynching etc becoming rampant</p> <p>*** The Units of the syllabus have been reshuffled***</p> | | Presentations and Assignments |
| 2. | Broadcast Journalism | Akshata Narkar | New Media: Use of blogs, social media, SEO Content | Traditional Journalism | Repetitive topic. | Nath, Shyam. Assessing the State of Web Journalism. | Assignment |

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| | | | Community Radio | | | Authors Press, New Delhi, 2002 John Vernon Pavlik New Media Technology Allyn & Bacon ISBN 020527093X | |
| 3 | Business and Magazine Journalism | Mishkaat Imrani | Harshad Mehta scam, PNB scam | None | The new topics will give more insights of the subject | The Scam: Who Won Who Lost Who Got Away Suchitadalal, Debashis Basu | presentation – 10 Assignment - 05 |
| 4. | Issues of Global Media | Mishkaat Imrani | Media Imperialism | Emergence of Al Jazeera as an alternate voice | The topic was covered in the topic, Global media's coverage of Third World countries | | Group Presentation- 10 Assignment - 05 |
| 5. | News Media Management | Akshata Narkar | Managing resources in news media agency: Specialized training for skilled workers, HRD | Making News: Truth, Ideology and News work | Irrelevant topic to be covered separately. It be simultaneously studied in further topics. | News Media Management: Mr P.K Ravindranath | Assignment |

Revised Autonomy Syllabus Sem II Subjects: ECS-II, B.Com, BAF, BFM, BMS – 2019-20

| Sr. No | Name of the Subject | Subject Teacher | Topic Added | Topic Removed | Reason for Replacement | Reference for Added Topic | 15 Internal Marks Allocation |
|--------------------|---------------------|-----------------|-------------|---------------|------------------------|---------------------------|------------------------------|
| SEMESTER II | | | | | | | |

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| 1 | Effective communication –II | Gurpreet Kaur | Analytical Writing- Editorials and Opinion Columns | Circulars and Notices | More Relevant | Writing Editorials- An Essay by Alan Weintron. https://www.geneseo.edu/~bennett/EdWrite.htm | |
| 2 | Business Communication-II | Juliet Esther | Unit III 1)Follow-Up Letters And 2)Cover Letter | Unit III Promotional leaflets and fliers | The rest of the topics in module go hand in hand with the new one | Business Letter Handbook By Michael Muckian, John A Woods | Project & Presentation |

Agenda 4: To recommend the approved syllabus to Academic Council:

Members of Board of Studies approved the revised syllabus and question paper and recommended the same to be forwarded to the Academic Council for their approval.

Agenda 5: Any other matter with the permission of Chair.

Ms. Ashwathi Anupkumar, Alumni suggested that the current students should have more seminars and interaction with Alumni.

Dr. Sunder Rajdeep , Vice chancellor Nominee suggested to get an approval from UGC regarding certificate course and that it should be named as Add on Course.

He further suggested the a two day seminar should be conducted on the topic 'Hands on training on Research methodology'.

Since there was no other matter to discuss, the meeting was dissolved to thanks to chair.