



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



Department of Media Studies

B.A. Journalism & Mass Communication

Minutes of 5th Meeting of Board of Studies

The fifth 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 16th September 2022 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

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Internal Member		
5	Mr. S. Satish Kumar Assistant Professor Department of Media Studies B.Sc. Visual Communication Sri Manakula vinayagar Engineering college Puducherry	Member
6	Ms. R. Sukanya Assistant Professor Department of Media Studies B.Sc. Visual Communication Sri Manakula vinayagar Engineering college Puducherry – 605107	Member
Co-Opted Member		
7	Mr. M. Elamaran Assistant Professor Department of English Sri Manakula vinayagar Engineering college Puducherry	Member
Industry Expert		
8	Mr. Suburayan Creative artist Integra Pvt Ltd, Puducherry	Industry Member

Agenda of the meeting

Item No.: BoS/UG/B.A. Journalism and Mass Communication 5.1

Welcome Address, presenting the value based recent credentials and achievements to the members.

Introducing new faculties of the department to the committee

Item No.: BoS/UG/ B.A. Journalism and Mass Communication 5.2

Confirmation of minutes of the Fourth Meeting of the Board of Studies.

Item No.: BoS/UG/ B.A. Journalism and Mass Communication 5.3

To discuss and approve the modifications/revisions in the existing syllabi of B.A. Journalism and Mass Communication Degree for the IV to VI semesters as per Autonomous Regulations 2020.

To review procedures and parameters for Internship and Project (VI Semester).

To discuss placement strategies for final years.

Item No.: BoS/UG/ B.A. Journalism and Mass Communication 5.4

To discuss about the Innovative Teaching / Practices Methodology adopted to handle the emerging. / Advanced Technological concept courses like Constructive and Collaborative Teaching Methodology



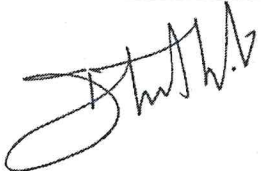
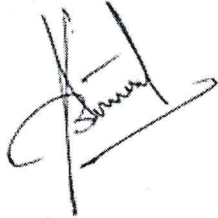

Item No.: BoS/UG/ B.A. Journalism and Mass Communication 5.5

To consider any other item with the permission of chair

Minutes of the Meeting


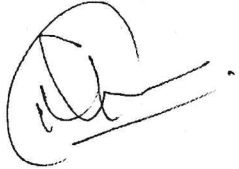
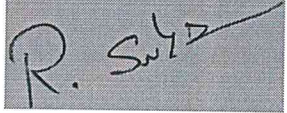
Item 5.1	Mrs. R. Rajeswari, Chairman, BoS opened the meeting by welcoming and introducing the External members, to the Internal members. The attainments and awards of the Institution have been briefed for the benefit of the members of the Board. The new faculties of the department were introduced to the committee. The meeting thereafter deliberated on agenda items that had been approved by the Chairman.					
Item 5.2	Chairman, BoS, appraised the minutes of 4 th BoS, its implementation and then it was confirmed with the approval for the incorporation of minor revisions needed.					
Item 5.3	The BoS Members approved the Curriculum Structure and Syllabus of the B.A. Journalism and Mass Communication programme from the AY 2020-21 with few corrections and recommended the same to academic council.					
	Sl.No.	Regulation	Semester	Course Title with Course Code	Unit No.	Particulars
	1.	2020	IV	New Media A20JMD404		The Course title and syllabus of New Media is changed to Mojo – Mobile Journalism. The course and syllabus was modified to provide latest trend syllabus which will fetch better industrial knowledge to the students.
2.	2020	VI	Broadcasting Media A20JMT621		The Course title and syllabus of Broadcasting Media changed to Commercial Broadcasting. The course and syllabus was modified to provide production oriented syllabus.	
	The above corrections are incorporated and are approved by the BOS members. (Given in Annexure- I)					
Item 5.4	Discussed about the Innovative Teaching Practice Methodology adopted to handle the emerging and Advanced Technological concept courses.					
Item 5.5	Discussed and received suggestions about the best channels to be opted for internship during the VI semester.					

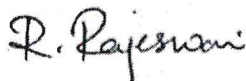
The meeting was concluded at 11.30 A.M with the vote of thanks by Mrs. Rajeswari R, Assistant Professor, Department of Journalism & Mass Communication.

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	

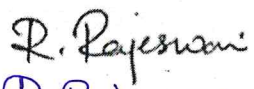
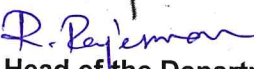
B.A. Journalism and Mass Communication

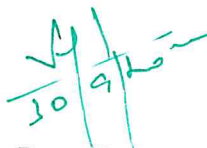
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6	Ms. R. Sukanya Assistant Professor Department of Media Studies B.Sc. Visual Communication Sri Manakula vinayagar Engineering college Puducherry – 605107	Member	
Co-Opted Member			
7	Mr. M. Elamaran Assistant Professor Department of English Sri Manakula vinayagar Engineering college Puducherry – 605107	Member	
Industry Expert			
8	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)

Dr. S. Muthulakshmi
Dean
School of Arts and Science
Sri Manakula Vinayagar Engineering College
[An Autonomous Institution]
Puducherry -605107

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ANNEXURE I

Dr. S. Muthulakshmi
Dean
School of Arts and Science
Sri Mankula Vinayagar Engineering College
[An Autonomous Institute]
Puducherry - 605007

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SEMESTER –IV										
Sl No	Course Code	CourseTitle	Category	Periods			Credits	Max.Marks		
				L	T	P		CAM	ESM	Total
Theory										
1	A20JMT412	Media ethics	DSC	3	1	0	4	25	75	100
2	A20JMT413	Media Writing	DSC	3	1	0	4	25	75	100
3	A20JMT414	Principles of advertising	DSC	3	1	0	4	25	75	100
4	A20JMD404	Mojo – Mobile Journalism	IDC	3	1	0	4	25	75	100
5	A20XXO4XX	Open Elective–2**	OE	2	0	0	2	25	75	100
6	A20JME4XX	DSEII*	DSE	2	1	0	3	25	75	100
Practical										
7	A20JML415	Magazine designing	DSC	0	0	4	2	50	50	100
8	A20JML416	Designing for Web	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
IVSemesterTotalCredits/Marks							27	450	550	1000

R. Rajaman

SEMESTER – VI

SI No.	Course Code	Course Title	Category	Periods			Credits	Max. Marks		
				L	T	P		CAM	ESM	Total
Theory										
1	A20JMT621	Commercial Broadcasting	DSC	3	1	0	4	25	75	100
2	A20JMT622	Media culture and communication	DSC	3	1	0	4	25	75	100
3	A20JMT623	Cultural studies	DSC	3	1	0	4	25	75	100
4	A20JME6XX	DSE IV*	DSE	3	1	0	4	25	75	100
Practical										
5	A20JML624	Documentary film	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

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B.A. Journalism and Mass Communication

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A20JMD404

MOJO – MOBILE JOURNALISM

L T P C Hrs

3 1 0 4 60

Course Objectives

- To know how different types of media evolved from the ancient period.
- To know the history and development of MOJO.
- To understand the importance of the MOJO.
- To understand the Role of internet in developing the communication.
- To learn marketing communication for MOJO

Course Outcomes

After completion of the course, the students will be able to

CO1 - learn the concepts of MOJO

CO2 - know the structure and workflow of MOJO

CO3 - understand the influence of Mobile

CO4 - have a thorough knowledge of audience research

CO5 - have detailed understanding of future of mobile

UNIT I MOJO INTRODUCTION

(12 Hrs)

MOJO — origin and development, MoJo Overview, Features of MoJo, Understanding MoJo, MOJO in India.

UNIT II MOJO WORKFLOW

(12 Hrs)

Steps of mobile reporting, create and share quality mobile journalism content, use simple mobile apps to make an audio or video documentary, or a narrated photoessay. Accessories that enhance the camera or audio quality of smartphones and tablets.

UNIT III GLOBAL ADOPTION AND INFLUENCE OF THE MOBILE

(12 Hrs)

Global adoption and influence of the Mobile, History of MOJO, Case Studies: Arab Revolution, Anna Hazare Movement, Jallikattu Protest.

UNIT IV AUDIENCE RESEARCH

(12 Hrs)

Audience Research and Engagement, Social media branding and Marketing, Storytelling and User Generated Content creations, Content marketing, Keyword marketing like SEO, SEM

UNIT V FUTURE OF MOBILE

(12 Hrs)

Evolution of wearables, rise of Google Glass, Glass Journalism, augmented reality Story telling and journalism

Text Books

1. Burnett, —How Images Think, March 2004
2. Hansen, —New Philosophy for New Media, February 2004
3. Hayles, —Writing Machines, November 2002



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Reference Books

1. Manovich, —The Language of New Media, February 2001
2. Shaviro, —Connected II, October 2003
3. Wysocki, Johnson-Eilola, Selfe, and Sirc, —Writing New Media, March 2004

Web Reference

1. <https://ourworldindata.org/internet#:~:text=Globally%20the%20number%20of%20internet,online%20for%20the%20first%20time>.
2. <https://datafloq.com/read/5-types-of-new-media/3353>
3. <https://newmediacomm.com>

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B.A. Journalism and Mass Communication

2.E.9.10

A20JMT621

COMMERCIAL BROADCASTING

L T P C Hrs

3 1 0 4 60

Course Objectives

- To learn the history of broadcasting
- To understand and explore the industry of Broadcast media
- To learn the basic fundamentals of broadcast production including writing, producing and computer editing
- To learn basic training in photography and videography
- To learn the techniques using digital technology to create various broadcasts for TV and the Internet

Course Outcomes

After completion of the course, the students will be able to

- CO1** – acquire the working knowledge of state of the art electronics
- CO2** - know the structure and distribution of programs in broadcast media
- CO3** – learn the leadership skills in managing personalities and talents of all while working on both group and individual projects
- CO4** – develop their skills through a series of in class exercises, studio and field exercises and critical evaluations of past and present production styles.
- CO5** - have detailed understanding of recent techniques used in broadcast media

Unit 1 Development of ideas

(12 Hrs)

Client brief - agency interpretation - advertising strategy - creative work- idea/ concept development - popular radio, TV and new media ad formats - script/ story board - client approval - media approval.

Unit 2 Pre-production in broadcast

(12 Hrs)

Radio, TV and new media commercial production - planning of special elements, choosing the production team – crew - cast- sources of casting - role and responsibilities of casting director - Pre production meeting- agenda- Finalizing.

Unit 3 Commercial Production & Editing

(12 Hrs)

Production of radio, TV, new media commercial - set shooting/ location shooting recording the soundtrack and creating the special effects- Pre scoring and Post scoring, Editing the commercial for radio and TV - non-linear editing, finishing the audio elements- confirming the picture- special effects and animations.

Unit 4 Economics of radio and television commercial production

(12 Hrs)

Budgeting and other factors affecting production - choosing production companies - specialization of production companies - future of radio and TV commercial production – mobile radio and digital audio broadcast

Unit 5 Broadcasting Law

(12 Hrs)

Press Council of India, Prasar Bharati Act, Cable TV Network (Regulation) Act, Advertising code, Cinematography Act 1952 and Film Censorship

Text Books

1. Boyd, A. (2001). Broadcast journalism: Techniques of radio and television news. Taylor & Francis.

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2. Chatterji, P.C. (1991). Broadcasting in India. New Delhi: Sage.
3. White T., & Barnas, F. (2010). Broadcast news writing, reporting, and producing. London: Focal Press

Reference Books

1. Luthra, H.R. (1986). Indian Broadcasting. New Delhi: Publication Division
2. Mehra, M. (1985). Broadcasting and People. New Delhi: National Book Trust.
3. Smith, F. L. (1979). Perspectives on Radio and Television: An Introduction to Broadcasting in the United States. HarperCollins Publishers.

Web Reference:

1. <https://www.encyclopedia.com/media/encyclopedias-almanacs-transcripts-and-maps/radio-broadcasting>
2. <https://mediahelpingmedia.org/2011/12/05/tips-for-writing-radio-news-scripts/>
3. Chrome-distiller://3c53ade5-e0b8-4c7f-b271-004b04d42622_1640ae14f670ffbba6481d7fb05ec47b6178d595d8afcac4787da26a31492a33/?title=Broadcast+Law+in+India+-+Santaniello+%26+Partners&url=http%3A%2F%2Fwww.legalsl.com%2Fit%2Fbroadcast-law-in-india-1.htm

R. Perjeman

B.A. Journalism and Mass Communication

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