



S M V E C
SCHOOL OF ARTS AND SCIENCE

(Approved by Government of Puducherry, Affiliated to Pondicherry University)
Madagadipet, Puducherry - 605107



Department of Media Studies

B.A. Journalism and Mass Communication

Minutes of 9th Meeting of Board of Studies

The ninth 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 27.12.2024 at 10:30 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

R. Rajeswari

5/1

Internal Member		
5	Mrs. N. Deepika Assistant Professor Department of Media Studies School of Arts and Science Sri Manakula Vinayagar Engineering college Puducherry – 605107	Member
6	Ms. M. Deepa Assistant Professor Department of Media Studies School of Arts and Science Sri Manakula Vinayagar Engineering college Puducherry – 605107	Member
7	Mr. A. Thangapandian Assistant Professor Department of Media Studies School of Arts and Science Sri Manakula Vinayagar Engineering college Puducherry – 605107	Member
8	Mr.K. Vimal Raj Assistant Professor Department of Media Studies School of Arts and Science Sri Manakula Vinayagar Engineering college Puducherry – 605107	Member
Co-Opted Member		
9	Mr. M. Elamaran Assistant Professor Department of English Sri Manakula vinayagar Engineering college Puducherry	Member
Industry Expert		
10	Mr. Suburayan Creative artist Integra Pvt Ltd, Puducherry	Industry Member

R. Rajeswari

5/1

Agenda of the meeting

Agenda	Description
BOS/2024/SAS/B.A. Journalism and Mass Communication / 9.1	❖ Confirmation of minutes of the Board of Studies - Eighth meeting held on 02.07.2024
BOS/2024/SAS/ B.A. Journalism and Mass Communication / 9.2	❖ To discuss and approve the modification (if any) in existing syllabi of B.A. Journalism and Mass Communication (Semester IV) as per Autonomous Regulation- 2023 under NEP – 2020. ❖ To discuss and approve the modification (if any) in existing syllabi of B.A. Journalism and Mass Communication (Semester II) as per Autonomous Regulation- 2024 under NEP – 2020.
BOS/2024/SAS/ B.A. Journalism and Mass Communication / 9.3	❖ To share the Academic achievements of the students. ❖ To share the department activities and placement training provided by our institution.
BOS/2024/SAS/ B.A. Journalism and Mass Communication / 9.4	❖ Any other additional points to be discussed with the permission of the chair.


R. Rajeswari

5/1

Minutes of the Meeting

Item 9.1	<p>The 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 meeting thereafter deliberated on agenda items that had been approved by the Chairman. Chairman, BoS, appraised the minutes of 8th BoS, its implementation and was approved by the BoS members.</p>																							
Item 9.2	<p>The Bos Members approved the modification (if any) in existing syllabi of B.A. Journalism and Mass Communication (Semester IV) as per Autonomous Regulation- 2023 under NEP – 2020.</p> <p>The Bos Members approved the modification (if any) in existing syllabi of B.A. Journalism and Mass Communication (Semester II) as per Autonomous Regulation- 2024 under NEP – 2020.</p>																							
<p>The Bos Members approved the modification (if any) in existing syllabi of B.A. Journalism and Mass Communication (Semester IV) as per Autonomous Regulation- 2023 under NEP – 2020 and recommended the same to academic council.</p>																								
<table border="1"> <thead> <tr> <th data-bbox="341 1090 459 1211">Sl.No.</th> <th data-bbox="459 1090 644 1211">Regulation</th> <th data-bbox="644 1090 810 1211">Semester</th> <th data-bbox="810 1090 1029 1211">Couse Title with Course Code</th> <th data-bbox="1029 1090 1142 1211">Unit No.</th> <th data-bbox="1142 1090 1436 1211">Particulars</th> </tr> </thead> <tbody> <tr> <td data-bbox="341 1218 459 1619">1</td> <td data-bbox="459 1218 644 1619">2023</td> <td data-bbox="644 1218 810 1619">IV</td> <td data-bbox="810 1218 1029 1619">Media Ethics/ A23JMT407D</td> <td data-bbox="1029 1218 1142 1619">5</td> <td data-bbox="1142 1218 1436 1619">RTI – Functions and Importance. Case studies on RTI and Defamation cases are included to enhance students’ knowledge on live events. The Bos members approved the same.</td> </tr> <tr> <td data-bbox="341 1626 459 2074">2</td> <td data-bbox="459 1626 644 2074">2023</td> <td data-bbox="644 1626 810 2074">IV</td> <td data-bbox="810 1626 1029 2074">Principles of advertising/ A23JMT408D</td> <td data-bbox="1029 1626 1142 2074">4</td> <td data-bbox="1142 1626 1436 2074">Social Media Marketing – Create a product of your own and create an ad for the same.is added to enhance students’ knowledge on latest marketing trends. The Bos members approved</td> </tr> </tbody> </table>							Sl.No.	Regulation	Semester	Couse Title with Course Code	Unit No.	Particulars	1	2023	IV	Media Ethics/ A23JMT407D	5	RTI – Functions and Importance. Case studies on RTI and Defamation cases are included to enhance students’ knowledge on live events. The Bos members approved the same.	2	2023	IV	Principles of advertising/ A23JMT408D	4	Social Media Marketing – Create a product of your own and create an ad for the same.is added to enhance students’ knowledge on latest marketing trends. The Bos members approved
Sl.No.	Regulation	Semester	Couse Title with Course Code	Unit No.	Particulars																			
1	2023	IV	Media Ethics/ A23JMT407D	5	RTI – Functions and Importance. Case studies on RTI and Defamation cases are included to enhance students’ knowledge on live events. The Bos members approved the same.																			
2	2023	IV	Principles of advertising/ A23JMT408D	4	Social Media Marketing – Create a product of your own and create an ad for the same.is added to enhance students’ knowledge on latest marketing trends. The Bos members approved																			

R. Rajeswar



					the same.
<p>The Bos Members approved the modification (if any) in existing syllabi of B.A. Journalism and Mass Communication (Semester II) as per Autonomous Regulation- 2024 under NEP – 2020 and recommended the same to academic council.</p>					
Sl.No.	Regulation	Semester	Couse Title with Course Code	Unit No.	Particulars
1	2024	II	Applications of Computer in mass media/ A24JMT204D	II & IV	Incorporate multimedia elements for online distribution including AI, AR and VR. UI & UX designs (Create a layout for Website) is included in the syllabus to enhance students knowledge on latest industrial techniques. The Bos members approved the same.
2	2024	II	Indian politics and constitution/ A24JMD202D	III	Consumer court is included in the syllabus to enhance students knowledge on day to day live events. The Bos members approved the same.
3	2024	II	Photo Magazine/ A24JMS202D	-	Photo Montage is included in the syllabus to enhance students knowledge on various new techniques in photography.

R. Rajeswari




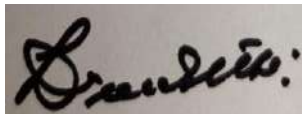


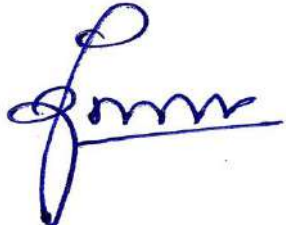
						The Bos members approved the same.
(Curriculum Given in Annexure- I, Modified Syllabus given in Annexure - II)						
Item 9.3	The Academic achievements, Department activities training and placement credentials of students of Batch 2021 – 24 were shared and the BoS members applauded for their achievements.					
Item 9.4	Latest industrial trends were discussed and ways through which the same could be implemented for the wellness of the students were discussed.					

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

R. Rajeswari

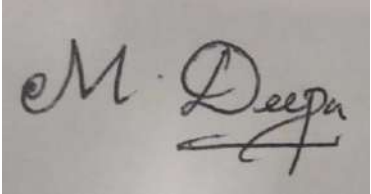


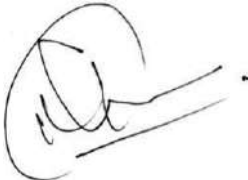
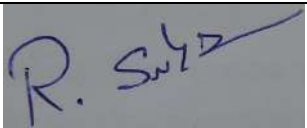
5/5

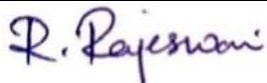
Minutes of the Meeting

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	Mrs. N. Deepika Assistant Professor Department of Media Studies School of Arts and Science Sri Manakula Vinayagar Engineering college Puducherry – 605107	Member	

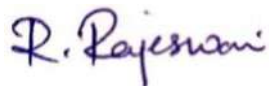




6	Ms. M. Deepa Assistant Professor Department of Media Studies School of Arts and Science Sri Manakula Vinayagar Engineering college Puducherry – 605107	Member	
7	Mr. A. Thangapandian Assistant Professor Department of Media Studies School of Arts and Science Sri Manakula Vinayagar Engineering college Puducherry – 605107	Member	
8	Mr.K. Vimal Raj Assistant Professor Department of Media Studies School of Arts and Science Sri Manakula Vinayagar Engineering college Puducherry – 605107	Member	
Co-Opted Member			
9	Mr. M. Elamaran Assistant Professor Department of English Sri Manakula vinayagar Engineering college Puducherry – 605107	Member	
Industry Expert			
10	Mr. Suburayan Creative artist Integra Pvt Ltd, Puducherry – 605008	Industry Member	

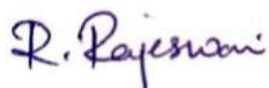



Mrs. R. Rajeswari
Assistant Professor and Head
Chairman –BoS (B.A. Journalism and Mass Communication)



Head of the Department
(R.Rajeswari)


Dean SAS
(S. Muthulakshmi)





R. Rajeswari

B.A. Journalism and Mass Communication

5/5