



DAYANANDA SAGAR UNIVERSITY

PROCEEDINGS OF BoS MEETING

- School : Arts and Humanities
- College : College of Journalism and Mass Communication
- Program/Department : BA Journalism and Mass Communication
- Mode of BoS Held : Hybrid
- Date : 23.06.2022
- Venue : VII Floor, Building No.13, New Business Block, CJMC, DSU, Kumaraswamy Layout, Bengaluru.
- Time : 11 am

● Members Present:

SL.No	Name	Designation & Affiliation	Signature
1	Prof. Krishna V.	Dean - SoAH and Principal - CJMC, DSU.	
2	Prof. Rakesh Katarey	Professor - CJMC, DSU.	
3	Dr. Syed Amjad Ahmed	UGC Professor Emeritus, Bengaluru.	
4	Ms. H. S. Vaishnavi	Former Chief - Zee Kannada, and former Programming Head - Colours Channel.	

Invitees

5	Mr. Giri Kurichiyath	Assistant Professor, CJMC, DSU	
6	Dr. Abhilasha R.	Assistant Professor, CJMC, DSU	

● Members Absent:

SL.No	Name	Designation & Affiliation
1	Prof. R Janardhan	Pro Vice Chancellor, DSU
2	Dr. Leela Rao	Senior Professor and Editorial Consultant of national and international journals.
3	Dr. A. S. Balasubramanya*	ICSSR Research Fellow and Former Chairman - JMC, Karnataka University
4	Ms. Annisa Joseph*	Senior Television Producer, Fremantle Media
5	Ms. Parul Agrawal	Journalist. Formerly with The Quint and CNBC

* Studied the proposals and responded in the affirmative by email.

SL.No	Particulars
	Consideration and recommendation for approval with any changes of:
1	The scheme and syllabus for the first year and the tentative scheme for the second, third and fourth years of the 4-year B.A (JMC) programme under the NEP for the 2022 batch. The scheme introduces two minors.
2	The syllabi for the second year of the 3-year B.A - JMC programme for the 2021 batch.
3	The syllabi for the third year of the 3-year B.A - JMC (with Honours option) for the 2020 batch.

● **Discussions on Agenda**

Discussions Brief

1	Suggestion by Ms. Vaishnavi to consider bringing out a digital internal newsletter as part of English for Media course.
2	Prof. Katarey stressed on adding Indian texts in the references.
3	Ms. Vaishnavi suggested adding new genres of photography such as Drone photography, high action and sports photography to make the existing syllabus more exciting for the students.
4	Prof. Katarey recommended conducting a workshop on Drone photography
5	Ms. Vaishnavi suggested training students in creative software such as Canva and Descript as part of the syllabus or in the form of a workshop.
6	It was suggested to make the syllabus of History of Science less daunting and to include components of Indian science.
7	Dr. Amjad asked to specify which classical texts and articles will be added in the Essential English syllabus.
8	Members recommended introducing Value Added Certificate Courses for content creation.
9	Ms. Vaishnavi urged the board to explore the entertainment genre in Broadcast media and to include a complete unit on different entertainment formats.
10	Ms. Vaishnavi suggested including writing for different websites, brands and sponsored content in the syllabus.
11	Ms. Vaishnavi recommended making room for modern day relevant topics such as mental health in the programme.
Incorporation of the guidelines of NEP into CJMC's syllabus	
12	As per the NEP guidelines, minors will be introduced from the II year for the 2022 batch onwards.
13	The potential of Psychology, Theatre and English as minors for the 2022 batch onwards.

	NEP for the 2022 batch onwards was recommended for approval. The scheme introduces minors: the students will have to choose two from Psychology, Theatre and English.
2	The syllabi for the second year of the 3-year B.A - JMC programme for the 2021 batch was recommended for approval.
3	The syllabi for the third year of the 3-year B.A - JMC (with Honours option) for the 2020 batch was recommended for approval.
4	It was recommended that the references and text book suggestions for English Skills include more Indian texts.
5	It was recommended that the syllabus of History of Science be made less dense.
6	It was recommended that the Political Philosophy syllabus for the 2022 batch be used for the 2020 batch as well as the newer version was found to be less dense.

- List of Enclosures based on the Decisions/Resolutions/Recommendations submitted :

Agenda	Particulars
1	Tentative 4-year Scheme (Course Matrix) and Syllabus for Year I of the 2022 BA – JMC batch.
2	Syllabus for Year II of the 2021 BA – JMC batch.
3	Syllabus for Year III of the 2020 BA - JMC (with Honours option) batch.

Signature of Chairman of BoS with Date


Prof. Krishna V.





DAYANANDA SAGAR UNIVERSITY

PROCEEDINGS OF BOS MEETING

- School : Arts and Humanities
- College : Journalism and Mass Communication
- Program/Department : BA Journalism and Mass Communication
- Mode of BOS Held : Hybrid
- Date : 13.09.2021
- Venue : VII Floor, Building No.13, New Business Block, Kumaraswamy Layout, Bangalore
- Time : 2 PM

• Members Present :

SL.N o	Name	Designation & Affiliation	Signature
1	Rakesh S. Katarey	Professor, CJMC	
2	Dr. Leela Rao	Senior Professor, Editorial Consultant of National and International Journals	
3	Dr. Syed Amjed Ahmed	UGC Professor Emeritus, Bangalore	 13/09/2021
4	Dr. S. Balasubramanya	ICSSR Research Fellow and Former Chairman, JMC, Karnatak University	
5	Ms.H S Vaishnavi	Former Chief, Zee Kannada, Radio City and former Programming Head, Colors channel	
6	Prof. Krishna V	Dean IC, SoAH and Principal, CJMC	

• Invitees Present :

SL.No	Name	Designation & Affiliation	Signature
1	Mr. Giri Kurichiyath	Asst Prof, CJMC	
2	Ms. Renuka Phadnis	Asst Prof, CJMC	
3	Dr. Meghana H R	Asst Prof, CJMC	
4	Ms. Ms. Abhilasha R	Asst Prof, CJMC	

DAYANANDA SAGAR UNIVERSITY
College of Journalism and Mass Communication
Minutes of the Meeting, Board of Studies

Date	: 23.07.2020
Venue	: CJMC, VII Floor, Building No.13, New Business Block, DayanandaSagar University, Kumaraswamy Layout, Bangalore
Time	: 11 am
Member Participants (Online)	: Dr Syed Amjad Ahmed, UGC Professor Emeritus, Bangalore Dr A.S. Balasubramanya, former Chairman, JMC, Karnatak University MsParulAgrawal, former Chief of Bureau, <i>The Quint</i> Ms H.S.Vaishnavi, former Head of Programming, Colors Super Ms Anissa Joseph, Senior Producer, Pixel Pictures
Members Present	: Prof. Krishna V., Principal, CJMC, DSU (Chairperson) Prof. Rakesh S.Katarey, CJMC
Special InviteeParticipants (Online)	: Dr H.S.Eswara, Professor Emeritus (Retd), Manipal University (email) Ms Manasi K.G., social media coach and consultant
Invitees Present	: MsRenukaPhadnis, Assistant Professor, CJMC MsMeghana H.R., Assistant Professor, CJMC Ms RashmiKumari Gaur, Assistant Professor, CJMC

AGENDA POINTS

1. Presentation and discussion on UGC's Expert Committee document on the need to focus on learning outcomes under Learning Outcomes-basedCurriculum Framework (LOCF) for journalism and mass communication programmes
2. Presentation of the proposed changes to the previous curriculum and syllabus for Year II of the BA (Honours) Journalism 2019 batch with focus on learning outcomes
3. Presentation of the proposed curriculum and syllabus for Year I and Year II of the BA (Honours) Journalism 2020 batch
4. Presentation of the proposed curriculum and syllabus for Year I and Year II of the BA (Journalism and Mass Communication) 2020 batch

5. Final recommendations after amendments to the proposed:
 - a. Curriculum and syllabus for Year II of the BA(Honours) Journalism 2019 Batch
 - b. Curriculum and syllabus for Year I and Year II of the BA (Honours) Journalism 2020 Batch
 - c. Curriculum and syllabus for Year I and Year II of the BA (Journalism and Mass Communication) 2020 Batch
 - d. Scheme of Evaluation and assessment under CIE and SEE
6. Any other matter with the approval of the chair

PROCEEDINGS

The Board of Studies for the undergraduate programmes in journalism and mass communication constituted by Dayananda Sagar University, Bengaluru, hereby places on record the following minutes of the decisions and observations made during the meeting:

Agenda Point 1: Presentation and discussion on UGC's Expert Committee document on the need to focus on learning outcomes under LOC Framework for journalism and mass communication programmes.

Discussion: The Chairperson briefed the members on the salient features of the LOCF document and read out a list of reasons for the proposed amendments. He also read out the final recommendation of the last BoS meeting wherein "All the members were of the opinion that if DSU has to remain relevant and to progress, it will have to create its own syllabus".

Agenda Point 2: Presentation of the proposed amendments to the previously recommended curriculum and syllabus for Year II of the BA (Honours) Journalism 2019 batch.

Discussion: The Chairperson began by presenting the proposed B.A. (Honours) Journalism curriculum and syllabus for Year II of the 2019 batch and opened it for discussion.

Prof A.S. Balasubramanya said that he had seen the syllabus and appreciated its content and flow. He also drew attention to the rising instances of plagiarism by students and suggested that the teachers be aware of the possibilities. One way to check this would be to put all work done by students on the Net.

Prof. Rakesh said that was an important part of the conversation at CJMC and the faculty was largely successful in preventing copying or plagiarism, especially during exams since many questions were problem-based and the rest based on analysis. This also prevented rote-learning.

To Ms Vaishnavi's suggestion that travel blogging, podcasting should be encouraged, Rakesh said Ms Parul and Ms Manasi, who have been training students in digital media, were covering

this component. It was also because of their inputs that placement was as high as 90 per cent last year.

Recommendation: Members agreed that the new curriculum was certainly an improvement over the previous one and appreciated the university's resolve to implement the UGC's LOCF recommendations in the interests of the student community. They recommended that the proposed B.A. (Honours) Journalism curriculum and syllabus for Year II of the 2019 batch be implemented.

Agenda Point 3: Presentation of the proposed curriculum and syllabus for Year I and Year II of the BA (Honours) Journalism 2020 batch.

Discussion: Members observed that the proposed curriculum not only matched but exceeded the prescriptions of UGC's BA (Honours) Journalism structure and syllabus. They felt the innovations in respect of the content and learning outcomes of the courses were indeed the way forward.

Going into details of the phraseology and units of syllabi, Prof. Amjad raised queries in respect of Communication Theory and Contemporary Indian History. These were clarified by Rakesh to his satisfaction. Prof. Amjad asked why there were so few topics in IPR. Krishna said that IPR was a no-credit course, and Prof. Amjad said in that case it was fine.

Prof. Balasubramanya said that the progression across semesters was evident in the syllabus and that he was happy that attention had been paid to the details.

Ms. Vaishnavi said the introduction of the NGO stream as an elective beginning in the fourth semester was a good idea. Traditionally MBA students have had an advantage in that area, and the elective stream would make journalism students more competitive. She said some other, broader nomenclature encompassing work in NGOs and corporates could be considered so that students with that skill could work even in areas like CSR.

She also suggested that the college include a unit on planning, development and execution of concepts and marketing of the products for the entertainment industry. Rakesh thanked her for the suggestion and said we could plug this knowledge gap with a workshop on the lines that the Hon'ble Vice Chancellor had proposed to all colleges. He invited her to conduct the workshop given her experience in heading TV channels like Colors and Zee TV.

DrBalasubramanya said we could identify areas for workshops, short term courses etc. given the dynamic nature of media industries. He also suggested that all student works be posted on the web.

DrBalasubramanya said we have a lot of space to modify the syllabus and full freedom to do so and now we only have to implement it with support from the university in the form of the right infrastructure. The syllabus is industry-ready and is a good roadmap.

Ms Anissa said the syllabus was good and must be followed up with practical, hands-on work and projects.

Ms Manasi said the students need an introduction to AI given its impact on the media. Rakesh thanked her for the idea and said a workshop could be held on the topic. He also suggested a short course/workshop on entrepreneurship given the democratisation of the media business.

Recommendation: The Board recommended that the proposed B.A. (Honours) Journalism curriculum and syllabus for Year I and Year II of the 2020 batch be implemented.

Agenda Point 4: *Presentation of the proposed curriculum and syllabus for Year I and Year II of the BA (Journalism and Mass Communication) 2020 batch.*

Discussion: Members agreed that BA(JMC) was a good addition to the palette of programmes, providing a good option to those who wish to pursue opportunities in the industry with fewer credits. With the larger basket of electives, students now have the opportunity to build their own concentrations of study.

Recommendation: The Board recommended the proposed curriculum and syllabus for Year I and Year II of the BA (Journalism and Mass Communication) 2020 batch.

Agenda Point 5: *Presentation of the document on the new scheme of evaluation and assessment under CIE and SEE.*

Discussion: Members appreciated the proposed evaluation scheme which brings variety and freedom in evaluation methods. The onus is now on the teacher to draw from this repertoire to evolve a suitable mix for evaluation. It is up to them to use viva voce and faculty councils to ensure fairness in evaluating creative projects.

Recommendation: The Board recommended the new scheme proposing a 60:40 split for CIE and SEE respectively. In case of practical subjects it recommended a complete shift away from end-semester exams to continuous internal assessment for award of marks.

FINAL APPROVALS/RECOMMENDATIONS OF THE BOARD:

1. Following discussion, the Board declared the following proposals – along with their respective schemes as enclosed - as appropriate and recommended them to the University's statutory boards for approval/ratification:
 - Curriculum and syllabus for Year II of the BA (Honours) Journalism 2019 Batch.
 - Curriculum and syllabus for Year I and Year II of the BA (Honours) Journalism 2020 Batch.
 - Curriculum and syllabus for Year I and Year II of the BA (Journalism and Mass Communication) 2020 Batch.
 - The new Scheme of Evaluation with 60:40 weightage for CIE and SEE respectively and a passing mark of 40% in aggregate.
2. In case of practical subjects, the Board recommended a complete shift away from end-semester exams to continuous internal assessment for award of marks.
3. Members appreciated the effort to increase flexibility in learning by providing greater choice of electives to students. They were of the opinion that despite a few changes, the proposed curricula and syllabi were consistent with the UGC's desire to move from teaching to learning under the CBCS scheme. If DSU has to remain relevant and to progress, it must continue to improvise.

Other matters approved after discussion:

1. CJMC should identify trending topics from time to time and conduct workshops/seminars, allocating credits where possible.
2. Three topics recommended for such workshops are i) the rising importance of artificial intelligence (AI) to media industries; ii) electronic program planning and production for TV and OTT media; and iii) media entrepreneurship for start-ups and small players.

This is for your kind reference.



Krishna V. (Chairperson)



Copy to:

1. Hon'ble Vice Chancellor, DSU
2. Prof.R. Janardhan, Pro Vice Chancellor, DSU
3. Registrar, DSU
4. Dr LeelaRao, Senior Professor, editorial consultant to national and international journals
5. DrA.S.Balasubramanya, ICSSR Research Fellow and former Chairman, JMC, Karnatak University
6. Dr Syed Amjad Ahmed, UGC Professor Emeritus, Bangalore
7. Ms Anissa Joseph, Senior Producer, Pixel Pictures
8. Ms ParulAgrawal, former Chief of Bureau, *The Quint*
9. Ms H.S.Vaishnavi, former Head of Programming,Colors Super
10. Prof. Rakesh S.Katarey, Professor, CJMC, DSU
11. Ms Manasi K.G., social media coach and consultant


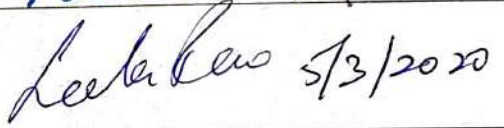
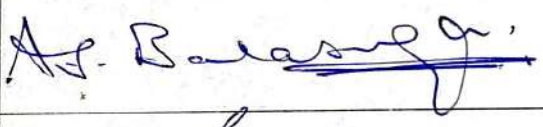




DAYANANDA SAGAR UNIVERSITY
College of Journalism and Mass Communication
Attendance, Board of Studies Meeting

Date : 05.03.2020

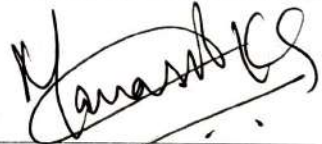
Venue : CJMC, VII Floor, Building No.13, New Business Block,
Dayananda Sagar University, Kumaraswamy Layout, Bangalore.

Time : 2 pm

Members Present

Rakesh S. Katarey, Professor, Dept. of MC & J, DSU	
Dr. Leela Rao, Senior Professor and Consultant	
Dr. A. S. Balasubramanya, Fmr. Chairman, JMC, Karnatak University	
Dr. Syed Amjad Ahmed, UGC Professor Emeritus, Bangalore	
Ms. Parul Agarwal, Former Chief of Bureau, The Quint, CNBC RISJ Fellow	
Ms. H.S. Vaishnavi, Former Chief, Zee Kannada, Radio City and Current Programming Head, Colours Channel <i>Former assignments include Super in leading roles most recent being Prog Hd. Colors Super</i>	
Prof. Krishna V., CJMC	

Special Invitee

Manasi K.G., Social Media Coach, Consultant and Speaker on digital Media strategy	
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DAYANANDA SAGAR UNIVERSITY
College of Journalism and Mass Communication
Minutes of the Meeting, Board of Studies

Date	: 05.03.2020
Venue	: CJMC, VII Floor, Building No.13, New Business Block, Dayananda Sagar University, Kumaraswamy Layout, Bangalore
Time	: 2 pm
Members Present	: Rakesh S. Katarey, Principal, CJMC, DSU Dr. Leela Rao, Senior Professor and Consultant Dr. A. S. Balasubramanya, Fmr. Chairman, JMC, Karnatak University Dr. Syed Amjad Ahmed, UGC Professor Emeritus, Bangalore Ms. Parul Agarwal, Former Chief of Bureau, <i>The Quint</i> Ms. H.S. Vaishnavi, Former Head of Programming, Colors Super Prof. Krishna V., CJMC
Invitees Present	: Manasi K.G., Social Media Coach, Consultant and Speaker on digital media strategy (Special Invitee)
Invitees Present	: Ms. Renuka Phadnis, Assistant Professor, CJMC Ms. Meghana H.R., Assistant Professor, CJMC Ms. Rashmi Kumari Gaur, Assistant Professor, CJMC

Agenda Points:

1. Discussion on UGC's CBCS scheme and syllabus for BA (Honours) Journalism Programme
2. Presentation of the Proposed Curriculum and Syllabus for Year II of the BA (Honours) Journalism 2019 batch
3. Discussions on the deviations, if any, from the UGC's CBCS scheme/syllabus (for the second year) of BA (Honours) Journalism
4. Final Recommendations after Amendments to the Proposed Curriculum and Syllabus (for the second year) of the BA (Honours) Journalism 2019 Batch
5. Any other matter with the approval of the chair

Proceedings

The Board of Studies for the undergraduate programme in journalism and mass communication constituted by Dayananda Sagar University, Bengaluru, hereby places on record the following minutes of the decisions and observations made during the meeting:

Agenda Point 1: Discussion on UGC's CBCS scheme and syllabus for BA (Honours) Journalism Programme

Discussion: The members examined the syllabus defined by the UGC.

Agenda Point 2: Presentation of the Curriculum and Syllabus Proposed by CJMC for Year II of the BA (Honours) Journalism 2019 batch

Discussion The Chairman presented the proposed B.A. (Honours) Journalism Curriculum and Syllabus (for Year 2) of the 2019 batch and opened it for discussion. The members compared the syllabus defined by UGC and the one proposed by CJMC in detail.

Recommendation The members said that we should follow the UGC syllabus and modify only to the extent of 30 per cent. For academic freedom, faculty members may improvise and teach in the classroom while remaining with the UGC syllabus.

Changes were made to the syllabi of the following subjects:

Introduction to Broadcast Media

Advertising and Public Relations

Design Principles

Media, Gender and Human Rights

Editing

Introduction to New Media

Development Communication

Technical and Promotional Writing

Agenda Point 3: Discussions on the deviations, if any, from the UGC's CBCS scheme/syllabus (for the second year) of BA (Honours) Journalism

Discussion

Members observed that the proposed curriculum not only matched but exceeded the prescriptions of UGC's BA (Honours) Journalism structure and syllabus. They found the changes made in the content of the courses fell well below the permitted limit of 30%.

Agenda Point 4: Final Recommendations after Amendments to the Proposed Curriculum and Syllabus (for the second year) of the BA (Honours) Journalism 2019 Batch

Final Approvals / Recommendations of the BoS:

1. The BoS reiterated that Reporting and Editing should be offered as two separate core papers. The Board also approved the redistribution of the content of UGC's History of Media paper across other subjects as proposed.
2. Following discussion, the Board approved and recommended that the Programme offered be titled B.A. (Honours) Journalism and its Course Curriculum, Syllabus for Year II and its accompanying schemes be approved as enclosed.
3. All the members were of the opinion that if DSU has to remain relevant and to progress, DSU will have to create its own syllabus. Otherwise, remaining with the straitjacketed syllabus will make the syllabus dated

This is for your kind reference.

Rakesh S. Katarey (Chairperson)



Copy to:

1. Hon'ble Vice Chancellor, DSU
2. Prof. R. Janardhan, , Pro Vice Chancellor, DSU

3. Registrar, DSU
4. Dr. Leela Rao, Senior Professor, Editorial of Consultant of National and International Journals
5. Dr. A. S. Balasubramanya, ICSSR Research Fellow and Former Chairman, JMC, Karnatak University
6. Dr. Syed Amjad Ahmed, UGC Professor Emeritus, Bangalore
7. Ms. Annisa Joseph, Senior Television Producer, *FremantleMedia*
8. Ms. Parul Agarwal, Former Chief of Bureau, *The Quint*
1. Ms. H.S. Vaishnavi, Former Head of Programming, Colors Super
2. Prof. Krishna V., Former Executive Editor, *Hindustan Times* and Resident Editor of *The New Indian Express* and currently Professor, CJMC, DSU

DAYANANDA SAGAR UNIVERSITY
College of Journalism and Mass Communication
Minutes of the Meeting, Board of Studies

Date	: 22.02.2019
Venue	: Floor VII, Dental Block, DSU
Time	: 2 pm
Members Present	: Rakesh S. Katarey, Professor, Dept. of MC & J, DSU Prof. R Janardhan, Pro Vice Chancellor, DSU Dr. Leela Rao, Senior Professor and Consultant Dr. A. S. Balasubramanya, Fmr. Chairman, JMC, Karnatak University Ms. Annisa Joseph, Senior Executive Producer, Fremantle Media Prof. Krishna V., CJMC Mr. Muralidharan M., Asst. Prof., CJMC.
Invitees Present	: Dr. Eswara H S, Professor Emeritus, Bangalore University (Special Invitee)
Invitees Present	: Ms. Renuka Phadnis, Asst Prof, CJMC, Ms. Meghana H R, Asst Prof, CJMC

Agenda Points:

1. Discussion of UGC's CBCS scheme and syllabus for undergraduate degree programmes of Journalism and Mass Communication
2. State of preparedness for the delivery of UGC's CBCS curriculum and syllabus beginning 2019
3. Presentation of the proposed curriculum and syllabus (for Year 1) of BAJMC 2019 batch
4. Discussion of the deviations, if any, from the syllabus (for Year 1) from UGC's CBCS scheme
5. Final recommendations after amendments to the proposed curriculum and syllabus (for Year 1) of BAJMC 2019 Batch
6. Any other matter with the approval of the chair.

Proceedings

The Board of Studies for the undergraduate programme for journalism and mass communication proposed by DayanandaSagar University, Bengaluru, hereby places on record the following minutes of the decisions and observations made during the meeting:

Agenda point 1& 2

Upon placing the agenda of the meeting by the Chairperson, members began deliberations on the minimum course curriculum announced by the UGC for undergraduate courses under choice based credit system. They expressed the view that the UGC's prescribed BA(JMC) programme, combines three different disciplines, suitable, where collaboration of different arts, humanities and social science departments were possible.

They expressed the view that the existing programme as well as the one that is being proposed, were almost identical in credit structure and course content of the UGC's BA (Hons) Journalism programme. They reminded that the width of media studies had widened considerably in recent past, especially with the advent of digital media. Media graduates would have to be trained to become proficient to take up the opportunities in emerging areas. There is therefore, a need to create space for training such professionals and researchers. A Bachelor's course with greater concentration in media studies like BA (Hons) Journalism will be better placed to respond to these challenges and the need for research into new areas than a BA(JMC) degree with different concentrations would.

Members said, the UGC's prescribed BA(JMC) will also require the creation of a wider range of departments offering a variety of concentrations without commensurate benefits to the student community.

Recommendation : The Board recommended that the University consider offering a BA (Hons) Journalism degree as opposed to a BA(JMC) degree, at least until the creation of wider number of disciplines and departments offering them.

Agenda point 3 & 4:

The Chairman presented the proposed curriculum and syllabus (for Year 1) of the 2019 batch and opened it for discussion.

Members observed that the proposed curriculum both, matched and enhanced the prescriptions of UGC's prescribed BA (Hons) Journalism structure and syllabus. They found the changes made in the content of the courses fell well below the permitted limit of 30%.

Members however, noted the following deviations made by the proposed curriculum:

1. The prescribed Reporting and Editing core course had been split into two separate courses.
2. The course, History of Media had been omitted.

They sought the rationale behind the deviation made.

Discussion on Point 1. Prof Krishna V. took up to explain that the course content of the prescribed Reporting and Editing course had to be split in two for phased delivery and practice. In Year 1, the students are about 18 years old, some of them lacking writing skills and texts prescribed during their schooling may not suffice. Their first year in CJMC is usually spent improving their comprehension and writing. Editing should follow reporting. And at least one year is required to help them overcome accumulated deficits. However, the UGC's syllabus prescribes covering entire editing in a single unit, which may be almost impossible. It would therefore be prudent to teach editing in the second year.

Members said that an editor corrects the work of writers and reporters. It helps if the editor has already learnt the rules of reporting, he/she will know what checks the reporter may have missed. Members shared their long and distinguished experience in support of the ground realities. A staggered approach being proposed by the University was a good remedy to the problem arising out of clubbing the two. Also, since more than the prescribed syllabus was proposed to be covered, the split was logical, necessary and was strongly recommended.

Recommendation: The BoS recommended that Reporting and Editing may be offered as two separate core papers since the two subjects could not be learnt simultaneously together.

Discussion on Point 2. Members said media history was important an area to study. However, the timeline approach being prescribed by UGC may not serve the purpose and spirit of its inclusion. Perhaps there was a need to provide for a more nuanced and contextual understanding of the history of media than its complete omission.

Recommendation: Given the necessity to cover the syllabus prescribed by the UGC, the different units prescribed by UGC could be redistributed under other core subjects dealing with different media and communication courses .

Similarly, since the UGC had asked universities to offer its Discipline Specific Electives (DSE) in addition to those recommended, the Board recommended that the Discipline Specific Electives recommended by UGC be offered along with the electives proposed by the University. This will, both, satisfy the UGC recommendations, as well as provide increased choice available to students.

Agenda point 5

Recommendation: Following the changes suggested by the Board in the proposed curriculum prepared and placed before it, the Board unanimously discussed, approved and recommended the enclosed curriculum for the batch of 2019-20 batch.

Agenda Point 6:

Discipline Specific Electives - Since the UGC had asked universities to offer its Discipline Specific Electives (DSE) in addition to those being proposed, the Board also recommended that the Discipline Specific Electives recommended by UGC be offered along with the electives proposed by the University. This will, both, satisfy the UGC recommendations, as well as provide increased choice available to students.

Final Approvals / Recommendations of the BoS:

1. The Board strongly recommended that the University consider offering a BA (Hons) Journalism degree as opposed to a BA(JMC) degree, at least until the creation of wider number of disciplines and departments offering them.
2. The BoS recommended that Reporting and Editing may be offered as two separate core papers since the two subjects could not be learnt simultaneously together.
3. Given the necessity to cover the syllabus of core courses prescribed by the UGC, the different units prescribed by UGC for History Of Media could be redistributed under other core subjects dealing with different media and communication courses.
4. The Board recommended that the Discipline Specific Electives recommended by UGC be offered as electives along with the electives proposed by the University. This will, both, satisfy the UGC recommendations, as well as provide increased choice to students.
5. Following amendments, the Board approved and recommended that the Programme offered be titled B.A. (Honours) Journalism and its Course Curriculum, Syllabus for Year 1 and its accompanying schemes be approved as enclosed.

- Members recommended that the college introduce a seminar culture leading to new learning and publications. They also suggested higher use of updated books and materials.

This is for your kind reference.


Rakesh S. Katarey (Chairperson)



Copy to:

- Hon'ble Vice Chancellor, DSU
- Prof. R. Janardhan, , Pro Vice Chancellor, DSU
- Registrar, DSU
- Dr. Leela Rao, Senior Professor, Editorial of Consultant of National and International Journals
- Dr. A. S. Balasubramanya, ICSSR Research Fellow and Former Chairman, JMC, Karnatak University
- Dr. Syed Amjad Ahmed, UGC Professor Emeritus, Bangalore
- Dr. Eswara H S, Professor Emeritus, Bangalore University
- Ms. Annisa Joseph, Senior Television Producer, Freemantle Media.
- Ms. Parul Agarwal, Chief of Bureau, *The Quint*, CNBC
- Ms. H S Vaishnavi, Former Chief, Zee Kannada, Radio City and Current Programming Head, Colours Channel.
- Prof. Krishna V, Former Executive Editor, Hindustan Times and Resident Editor of The New Indian Express, and currently, Professor, CJMC, DSU.
- Mr. Muralidharan, Former Special Correspondent Reporter TV, and currently, Lecturer, CJMC, DSU.

DAYANANDA SAGAR UNIVERSITY
College of Journalism and Mass Communication
Meeting of the Board of Studies

Date : 13.01.2018
Venue : Floor VI, Dental Block, DSU
Time : 10.30 pm
Members Present : Rakesh S. Katarey, Principal, Chairperson

Members/Invitees: Shri R. Janardhan, Dr. Leela Rao, Dr. Amjed Ahmed, Maya Chandra, Krishna V., Muralidharan M., Renuka Phadnis and Meghana H. R.

Agenda Points:

1. Review of the course delivered so far
2. Introduction of the 50:50 evaluation scheme for grading
3. Discussion on alternative methods of internal assessment (Item UG 8.6.3. of CJMC Regulations)
4. Recommend syllabus and curriculum for the BAJMC III year (2016 batch)
5. Recommend syllabus and curriculum for BA (JMC) II year & III year of the 2017 batch
6. Explore introduction of certificate courses
7. Inclusion of Kannada and Audit courses
8. Any other matter with the approval of the chair.

Proceedings:

Agenda point 1.

Review of the course delivered so far

- The Board of Studies for the BA Journalism and Mass Communication programme proposed by Dayananda Sagar University, Bengaluru, hereby places on record the following minutes of the decisions and observations made during the meeting:
- The Chairperson introduced and discussed the primary agenda of the meeting and called for a review and progress of the Bachelor of Arts Program in Journalism & Mass Communication so far. Appreciating the proposed Digital Media and Journalism course, members suggested expanding the digital thrust across courses, tuning them to the needs of the new and emerging digital media. The Chairperson sought the cooperation of members in redesigning the programme and welcomed suggestions in the run-up to the 2019 batch.

- Members felt that the intensity in courses was necessary, and, student performance in the exams must not be factored while modifying the syllabus. Remedial teaching would better address students who wish to improve performance.

Agenda point 2 & 3: *Introduction of the 50:50 evaluation scheme for grading and discussion on alternative methods of internal assessment (Item UG 8.6.3. of CJMC Regulations)*

- The Board discussed the current evaluation scheme (Item UG 8.6.3. of CJMC Regulations) for grading. Members felt that 50 per cent of the marks be allocated for Continuous Internal Evaluation (CIE) to replace the 40 per cent currently allocated. Members stated that a 50 per cent internal assessment component is better suited for mass communication courses where application-based learning is the objective of the course. Members also examined the methods of evaluation being proposed and felt that the new scheme had enough safeguards to protect the interests of the students for a fair evaluation.
- To materialize the intent of continuous assessment, the Board strongly recommended that where learning practical skills may be the objective of a course, the current written internal assessment test/s or sessional/s be replaced by equally intensive practical exercises and projects. A written internal test/s in such courses may not serve the objectives and learning outcomes too well.

Agenda point 4: *Recommend syllabus and curriculum for the BAJMC III year (2016 batch)*

- The Board recommended that the program be delivered as follows for the batch of 2016-17:
- Following the changes in the curriculum and syllabus prepared and placed before it, the Board unanimously discussed, approved and recommended the following syllabus of BA (Journalism and Mass Communication) for the V and VI semesters of 2016 -17 batch.

SEMESTER V

Sl.No	Course	L	T	P	Total Credits	Total Hours
16UJ501	Media Studies	4	0	2	5	6
16UJ502	Media Business	4	0	2	5	6
16UJ503	Reporting III	3	0	4	5	7
16UJ504	Corporate Communication	4	0	2	5	6
16UJ505	Video Production	4	0	2	5	6
	Environment (Audit course)					2
	Total Credits	2	0	0	0	33

SEMESTER VI

Sl.No	Course	L	T	P	Total Credits	Total Hours
16UJ601	Political Communication	5	0	0	5	5
16UJ602	Digital Media and Journalism	2	0	6	5	8
16UJ603	Technical and Promotional Writing	3	0	4	5	7
16UJ604	IMC	4	0	2	5	6
16UJ605	Research Methodology	4	0	2	5	6
	Kannada	2	0	0	0	2
	Total Credits				25	34

Agenda Point 5: Recommend syllabus and curriculum for BA (JMC) II year & III year of the 2017 batch

- The Board felt that there was no need to make further alterations in the III and IV Semester curriculum and syllabus approved for the 2016 batch by the Academic Council and recommended continuation of the same syllabus for the forthcoming batches. The same are as follows.

SEMESTER III

Sl.No	Course	L	T	P	Total Credits	Total Hours
17UJM301	Indian Constitution	4	0	2	5	6
17UJM302	Advertising & Public Relations	4	0	2	5	6
17UJM303	Reporting II	2	0	6	5	8
17UJM304	Radio News Production	2	0	6	5	8
17UJM305	Digital Journalism	3	0	4	5	7
	Total Credits				25	35

SEMESTER IV

Sl.No	Course	L	T	P	Total Credits	Total Hours
17UJM401	Media Laws & Ethics	4	0	2	5	6
17UJM402	Understanding Movies	5	0	2	6	7
17UJM403	Television Journalism	4	0	4	6	8
17UJM404	Editing I	4	0	4	6	8
17UJM405	IPR	2	0	0	2	2
	Total Credits				25	31

- Following the changes in the curriculum and syllabus prepared and placed before it, the Board unanimously discussed, approved and recommended the following syllabus of BA (Journalism and Mass Communication) for the V and VI semesters of 2017-18 batch.

SEMESTER V

Sl.No	Course	L	T	P	Total Credits	Total Hours
17UJ501	Media Studies	4	0	2	5	6
17UJ502	Media Business	4	0	2	5	6
17UJ503	Reporting III	3	0	4	5	7
17UJ504	Corporate Communication	4	0	2	5	6
17UJ505	Video Production	4	0	2	5	6
	Environment (Audit course)	2	0	0	0	2
	Total Credits					33

SEMESTER VI

Sl.No	Course	L	T	P	Total Credits	Total Hours
17UJ601	Political Communication	5	0	0	5	5
17UJ602	Digital Media and Journalism	2	0	6	5	8
17UJ603	Technical and Promotional Writing	3	0	4	5	7
17UJ604	IMC	4	0	2	5	6
17UJ605	Research Methodology	4	0	2	5	6
	Kannada	2	0	0	0	2
	Total Credits				25	34

Agenda point 6: Explore introduction of certificate courses

- The Board asked the college to explore the introduction of certificate courses. The Board felt that this will enable the college to test new courses and add-on skills that may also be of immense help to the BA JMC students. Further, this will answer the needs of students looking for a specialized and focused career area, apart from publicizing the college as a more broad-based institute of communication learning.

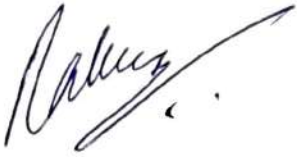
Approvals/Recommendations:

- The Board approved and recommended the proposed schemes and syllabus of B.A. (Journalism & Mass Communication) for the 5 and 6 Semesters of the 2016 batch.
- Recommend syllabus and curriculum for BA (JMC) II year & III year of the 2017 batch;

The Board further approved and recommended the proposed schemes and syllabus of B.A. (Journalism & Mass Communication) for the 3, 4, 5 and 6 Semesters for the batch of 2017-18 batch.

3. The Board approved and recommended the continuation of the 2017 scheme and syllabus for the 2018 batch. Further, semesters 3, 4, 5 and 6 for the batch of 2016 and 2017 of B.A. (Journalism & Mass Communication) programme should remain identical.
4. The Board recommended that certificate courses on a wider range of subjects be introduced simultaneously during vacations without detriment to regular academic work.
5. It also strongly recommended use of equivalent practical project work and submission in lieu of written sessional tests (Item UG 8.6.3. of CJMC Regulations) in skill-based courses.

This is for your reference.



Rakesh S. Katarey (Chairperson)



Copy to:

1. Hon'ble Vice Chancellor, DSU
2. Shri R. Janardhan, SEVP, DSI
3. Registrar, DSU
4. Rakesh S. Katarey, Professor, Dept. of MC & J, DSU
5. Dr. Leela Rao, Senior Professor and Consultant
6. Maya Chandra, Corporate Film maker, Teacher and Member, BoS at universities
7. Annisa Joseph, Senior Executive Producer, Freemantle Media
8. Ms. H. S. Vaishnavi, Former Chief, Zee Kannada, and currently, Radio City, Bangalore
9. Krishna V., Professor, CJMC
10. Muralidharan M., Asst. Prof., CJMC.

Special Invitees:

Dr. Amjed Ahmed, Senior Professor, BU and Former Director, AVRC
Renuka Phadnis, Asst Prof, CJMC
Meghana H R, Asst Prof, CJMC

Enclosures:

1. Syllabus for III, IV, V, VI Semesters of 2017-18 batch
2. Syllabus for V and VI Semesters of the 2016-17 batch
3. Copy of the Certificate courses proposed
4. Scheme of evaluation with proposed amendments

**Meeting of the Board of Studies of the College of Journalism and Mass
Communication, Dayananda Sagar University, Bangalore**

Date : 10.11.2016
Venue : Floor VII, Dental Block, DSU
Time : 2.30 pm
Members Present : Chaired by Rakesh S. Katarey, Principal
Attended by Dr. Leela Rao, Maya Chandra, Anni Joseph,
Prof. Krishna V, Mr. Muralidharan M.

Agenda Points:

1. Review of the program by Prof. Krishna V. so far.
2. Review and approval of the proposed schemes and syllabus of B.A. (Journalism & Mass Communication) for the III and IV semester of 2016 – 17
3. Review and approval of the proposed scheme of evaluation of B.A. (Journalism & Mass Communication) program for the I and II semester of 2017 – 18
4. Any other matter with the approval of the chair.

Proceedings:

The Board of Studies for the BA Journalism and Mass Communication programme proposed by Dayananda Sagar University, Bengaluru, hereby places on record the following minutes of the decisions and observations made during the meeting:

- The Chairperson introduced and discussed the primary agenda of the meeting asking Prof Krishna V. to undertake a review and progress of the Bachelor of Arts Program in Journalism & Mass Communication so far.
- The Board recommended that the program be delivered as follows for the batch of 2016-17:

SEMESTER III

SLNo	Course	L	T	P	Total Credits	Total Hours
16UJM301	Indian Constitution	4	0	2	5	6
16UJM302	Advertising & Public Relations	4	0	2	5	6
16UJM303	Reporting II	2	0	6	5	8
16UJM304	Radio News Production	2	0	6	5	8
16UJM305	Digital Journalism	3	0	4	5	7
	Total Credits				25	35

SEMESTER IV

Sl.No	Course	L	T	P	Total Credits	Total Hours
16UJM401	Media Laws & Ethics	4	0	2	5	6
16UJM402	Understanding Movies	5	0	2	6	7
16UJM403	Television Journalism	4	0	4	6	8
16UJM404	Editing I	4	0	4	6	8
16UJM405	IPR	2	0	0	2	2
	Total Credits				25	31

- The Board recommended that the program be delivered as follows for the batch of 2017-18:

SEMESTER I

Sl.No	Course	L	T	P	Total Credits	Total Hours
17UJM101	Mass Communication Theory	4	0	2	5	6
17UJM102	Contemporary Indian History	4	0	2	5	6
17UJM103	Journalism Appreciation	4	0	2	5	6
17UJM104	Photography & Videography	2	0	6	5	8
17UJM105	English Skills	2	0	6	5	8
	Total Credits				25	34

SEMESTER II

Sl.No	Course	L	T	P	Total Credits	Total Hours
17UJM201	Political Philosophy	4	0	2	5	6
17UJM202	Understanding Sociology	4	0	2	5	6
17UJM203	Reporting Basics	2	0	6	5	8
17UJM204	Media Technology	4	0	2	5	6
17UJM205	Design Principles	2	0	6	5	8
	Total Credits				25	34

- Following the above changes, the Board unanimously discussed and approved the syllabus of BA (Journalism and Mass Communication) for the III and IV semesters of 2016 -17 batch, based on the curriculum prepared and placed before it.
- Following the above changes, the Board unanimously discussed and approved the syllabus of BA (Journalism and Mass Communication) for the I and II semesters of 2017-18 batch, based on the curriculum prepared and placed before it.

Approvals:

1. The Board reviewed and approved the proposed schemes and syllabus of BA (Journalism and Mass Communication) for the III and IV semesters of 2016-17 batch
2. The Board reviewed and approved the proposed scheme of teaching and evaluation of BA (Journalism and Mass Communication) programme for semesters I and II for the batch of 2017-18

This is for your reference.



Rakesh S Katarey (Chairperson)



To:

1. Hon'ble Vice Chancellor, DSU
2. Shri . R. Janardhan, SEVP, DSI
3. Registrar, DSU
4. Rakesh S. Katarey, Professor, Dept. of MC & J, DSU
5. Dr. Leela Rao, Senior Professor and Consultant
6. Maya Chandra , Corporate Film maker, Teacher and Member, BoS at universities
7. Annisa Joseph, Senior Executive Producer, Freemantle Media
8. Ajay Ramanuja, Sr. Marketing Manager and Consultant, Major TV networks in Telugu & Kannada
9. Ms. H S Vaishnavi, Former Chief, Zee Kannada, and currently, Radio City, Bangalore
10. Krishna V., Professor, CJMC
11. Muralidharan M., Asst. Prof., CJMC.

**Meeting of the Board of Studies of the School of Journalism & Mass
Communication, Dayananda Sagar University, Bangalore**

Date : 05.08.2015
Venue : Board Room, Heritage Building, DSU
Time : 3 pm
Members Present : Chaired by Rakesh S. Katarey, Professor & Head
Attended by Mr R Janardhan, Dr. Leela Rao, Ajay
Kumar, Annisa Joseph, Maya Chandra, H S
Vaishnavi

Agenda Points:

1. Review and approval of the proposed schemes and syllabus of B.A. Journalism & Mass Communication program
2. Review and approval of the proposed scheme of evaluation of B.A. Journalism & Mass Communication program
3. Any other matter with the approval of the chair.

Proceedings:

The Board of Studies for the B.A Journalism and Mass Communication programme proposed by Dayananda Sagar University, Bengaluru, hereby places on record the following minutes of the decisions and observations made during the meeting:

- The Chairperson introduced the primary agenda of the meeting, namely to discuss and approve the proposed introduction of Bachelor of Arts Program in Journalism & Mass Communication beginning 2016.
- The Board unanimously approved the introduction of B A Journalism and Mass Communication, based on the curriculum/schemes/syllabus prepared and placed before it by the University for the first year. The Board noted that the curriculum is largely based on the principles of UNESCO's Model Curriculum and strongly recommended its introduction.
- The Board recommended that the programme in its proposed form may be delivered with change of title of one of the subjects listed in the first semester namely, from Creative Communication to English, without changing its content.
- Members discussed ways to help realize the University's role in contributing to both, society and its communication industry. In recent times, it has also become essential that the media becomes accountable and self-reflective. It is therefore apt that the proposed programme addresses the need for well-informed and socially responsible media professionals.

- Members also felt it was getting difficult to find young persons with good media skills and therefore DSU's programs had an opportunity to do the needful with at least the minimum infrastructure.
- Members emphasized that given that the programmes are new and of professional nature, there is a need to use and accommodate domain experts from the field as faculty on adjunct and visiting basis.
- Members also felt that there is dearth of media and communication professionals in many new and emerging areas. Therefore, the industry component in the syllabus can also be enriched from time to time by providing for an informal mechanism whereby active professionals and distinguished alumni currently working in the industry may interact and inform the faculty of the important changes taking place.

Approvals:

1. The Board reviewed and approved the proposed schemes and syllabus of B.A. Journalism & Mass Communication program for the first year
2. Review and approval of the proposed scheme of teaching and evaluation of B.A. Journalism & Mass Communication program

This is for your reference.



Rakesh S Katarey (Chairperson)



To:

1. Hon'ble Vice Chancellor, DSU
2. Shri . R. Janardhan, SEVP, DSI
3. Registrar, DSU
4. Rakesh S. Katarey, Professor, Dept. of MC & J, DSU
5. Dr. Leela Rao, Senior Professor and Consultant
6. Maya Chandra , Corporate Film maker, Teacher and Member, BoS at universities
7. Annisa Joseph, Senior Executive Producer, Freemantle Media
8. Ajay Ramanuja, Sr. Marketing Manager and Consultant, Major TV networks in Telugu & Kannada
9. Ms. H S Vaishnavi, Former Chief, Zee Kannada, and currently, Radio City, Bangalore

04.08.2015

From

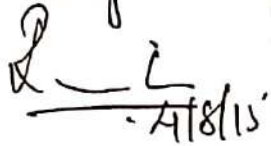
Rakesh S Katarey,
Professor,
Dept of MC & J

To

The Hon. Vice Chancellor,
DSU, Bangalore.

H'onable Vice Chancellor

Requesting your kind
approval. Rdgp.

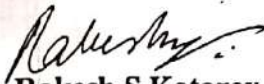

4/8/15

Respected Hon. Vice Chancellor Sir,


Sub: Proposed panel for constitution of BoS, School of Journalism and Mass Communication

Based on the discussions held amongst your goodselves and the Registrar, I am forwarding the following names for approval to constitute the BoS of School of Journalism and Mass Communication, DSU.

1. Rakesh S. Katarey, Professor, School of MC & J, DSU — *Chair*
2. Dr. Leela Rao, Senior Professor and Consultant
3. Shri . R. Janardhan, SEVP, DSI
4. Maya Chandra, Corporate Film maker, Teacher and Member, BoS at various universities
5. Ms. Annisa Joseph, Senior Television Producer, Freemantle Media.
6. Ajay Ramanuja, Sr. Marketing Manager and Consultant, Major TV networks in Telugu & Kannada
7. Ms. H S Vaishnavi, Former Chief, Zee Kannada, and currently, Radio City, Bangalore


Rakesh S Katarey
Professor MC & J, DSU

Approved.


4/8/15

To:

1. Hon'ble Vice Chancellor, DSU
2. Shri . R. Janardhan, SEVP, DSI
3. Registrar, DSU

Meeting of the Board of Studies of the School of Journalism & Mass
Communication, Dayananda Sagar University, Bangalore

Date : 05.08.2015
Venue : Board Room, Heritage Building, DSU
Time : 3 pm
Members Present : Chaired by Rakesh S. Katarey, Professor & Head
Attended by Mr R Janardhan, Dr. Leela Rao, Ajay
Kumar, Annisa Joseph, Maya Chandra, H S
Vaishnavi

Agenda Points:

1. Review and approval of the proposed schemes and syllabus of B.A. Journalism & Mass Communication program
2. Review and approval of the proposed scheme of evaluation of B.A. Journalism & Mass Communication program
3. Any other matter with the approval of the chair.

Proceedings:

The Board of Studies for the B.A Journalism and Mass Communication programme proposed by Dayananda Sagar University, Bengaluru, hereby places on record the following minutes of the decisions and observations made during the meeting:

- The Chairperson introduced the primary agenda of the meeting, namely to discuss and approve the proposed introduction of Bachelor of Arts Program in Journalism & Mass Communication beginning 2016.
- The Board unanimously approved the introduction of B A Journalism and Mass Communication, based on the curriculum/schemes/syllabus prepared and placed before it by the University for the first year. The Board noted that the curriculum is largely based on the principles of UNESCO's Model Curriculum and strongly recommended its introduction.
- The Board recommended that the programme in its proposed form may be delivered with change of title of one of the subjects listed in the first semester namely, from Creative Communication to English, without changing its content.
- Members discussed ways to help realize the University's role in contributing to both, society and its communication industry. In recent times, it has also become essential that the media becomes accountable and self-reflective. It is therefore apt that the proposed programme addresses the need for well-informed and socially responsible media professionals.

- Members also felt it was getting difficult to find young persons with good media skills and therefore DSU's programs had an opportunity to do the needful with at least the minimum infrastructure.
- Members emphasized that given that the programmes are new and of professional nature, there is a need to use and accommodate domain experts from the field as faculty on adjunct and visiting basis.
- Members also felt that there is dearth of media and communication professionals in many new and emerging areas. Therefore, the industry component in the syllabus can also be enriched from time to time by providing for an informal mechanism whereby active professionals and distinguished alumni currently working in the industry may interact and inform the faculty of the important changes taking place.

Approvals:

1. The Board reviewed and approved the proposed schemes and syllabus of B.A. Journalism & Mass Communication program for the first year
2. Review and approval of the proposed scheme of teaching and evaluation of B.A. Journalism & Mass Communication program

This is for your reference.



Rakesh S Katarey (Chairperson)



To:

1. Hon'ble Vice Chancellor, DSU
2. Shri . R. Janardhan, SEVP, DSI
3. Registrar, DSU
4. Rakesh S. Katarey, Professor, Dept. of MC & J, DSU
5. Dr. Leela Rao, Senior Professor and Consultant
6. Maya Chandra , Corporate Film maker, Teacher and Member, BoS at universities
7. Annisa Joseph, Senior Executive Producer, Freemantle Media
8. Ajay Ramanuja, Sr. Marketing Manager and Consultant, Major TV networks in Telugu & Kannada
9. Ms. H S Vaishnavi, Former Chief, Zee Kannada, and currently, Radio City, Bangalore



NOTIFICATION

No. DSU / 2016-17/ BOS

Dated:21-10-2016

Sub: Constitution of Board of Studies in School of Arts and Humanities -College of Journalism & Mass Communication, of Dayananda Sagar University, Bengaluru.

In supersession of the previous notification in this regard and in accordance with Sections 22 (vi), 28 and 32(i) of the Dayananda Sagar University Act 2012, the Vice Chancellor, has been pleased to constitute a Board of Studies in in School of Arts and Humanities -College of Journalism & Mass Communication comprising of the following:

Board of Studies in School of Arts and Humanities -College of Journalism & Mass Communication

SN	Name	Affiliation & Contact details	Designation
1	✓ Prof Rakesh S Katarey	Dean , College of Journalism & Mass Communication , DSU	Chairman
2	Dr Leela Rao	Senior Professor, Editorial of Consultant of National & International Journals	Member
3	Shri R Janardhan	Pro Vice Chancellor and Senior Advertising Professional	Member
4	Ms Maya Chandra	Corporate Film Maker	Member
5	Ms Annisa Joseph	Senior Television Producer, Freemantle Media	Member
6	Mr Ajay Ramanuja	Senior Manager and Consultant, Professor, Acharya University	Member
7	Ms H S Vaishnavi	Former Chief , Zee Kannada, Radio City and Current Programming Head , Colors Channel	Member
8	Prof Krishna V	Professor , CJMC, DSU	Member
9	Mr Muralidharan	Lecturer, CJMA, DSU	Member

P.T.O.

The term of the Board shall be TWO years from the academic year 2016-17 or till re-constitution, whichever is earlier.

The Board shall follow the guidelines stipulated by the University, from time to time, in all academic issues to be decided by it.


Registrar 21/10/16

To,
Concerned

CC: The Chief Finance Officer, DSU
The Concerned Dean, DSU

Registrar
Dayananda Sagar University
Bangalore