



Dwaraka Doss Goverdhan Doss Vaishnav College

(Autonomous-Affiliated to the University of Madras)

Gokul Bagh, 833 Periyar E.V.R. High Road, Arumbakkam, Chennai-600 106
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PG DEPARTMENT OF JOURNALISM AND COMMUNICATION

MINUTES OF THE BOARD OF STUDIES 2017 – 2018

The Board of Studies meeting was held on 9th March, 2017, at the department's conference room, Ganga Block to discuss the changes in the B.Sc. Visual Communication syllabi.

The meeting commenced with the welcome address was delivered by Mrs. G. Vasanth, Head of the Department.

The experts present were:

1. Dr. S Anurekha, University Nominee, Head, Department of Communication, M.O.P Vaishnav College, Chennai.
2. Mr. T K Saravanakumar, Head, Department of Visual Communication, National College of Arts and Science, Chennai.
3. Ms. Irvin S Mary, Head, Department of Visual Communication, Women Christian College, Chennai.
4. Mr. Narayan Padmanabhan, Alumini, Account Manager, Maitri Advertising Works Pvt. Ltd., Egmore, Chennai.
5. Mr. Ashwath, Industry Representative, Music Director & Ex NDTV

The experts made a number of suggestions during the course of the meeting.

Agenda:


1. Preparation and Discussion of the syllabus for the candidates admitted from the academic year 2017-2018.
2. Revising the entire Madras University syllabus followed by the first two batches.

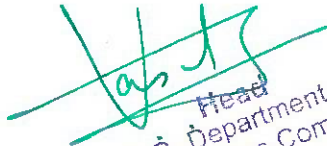
Suggestions and Revisions:

The entire syllabus followed by the previous two batches was revised.

The following suggestions were made by the experts:

- More emphasis and focus on the practical subjects
- Compulsory specialization in the 4th semester


PRINCIPAL
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28/05/2020

MINUTES OF THE BOARD OF STUDIES

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(2018-2020)

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CRITERION 1 - CURRICULAR ASPECTS
1.1 CURRICULUM DESIGN & DEVELOPMENT

PROGRAMME NAME & CODE : M.A JOURNALISM 48

**1.1.2 - LIST OF COURSES FOR WHICH SYLLABUS REVISION HAS BEEN CARRIED OUT AS
PER THE APPROVED MINUTES OF THE BOS MEETING HELD ON 9TH MARCH 2017**

SL. NO	SEMESTER	COURSE CODE	COURSE NAME	OLD / NEW COURSE / SYLLABUS REVISION	YEAR OF INTRODUCTION - SYLLABUS REVISION & NEW COURSE
1	I	1748101	Core I : Human Communication	NEW	2017-18
2	I	1748102	Core II : Reporting and Writing Skills	NEW	2017-18
3	I	1748103	Core III : Editing Skills	NEW	2017-18
4	I	1748104	Core IV : Information and Communic	NEW	2017-18
5	I	1748105	Elective - I : Photography	NEW	2017-18
6	I	1748106	Elective - II : Media Skills	NEW	2017-18
7	II	1748207	Core V: Mass Communication Theori	NEW	2017-18
8	II	1748208	Core VI : Media,Culture and Society	NEW	2017-18
9	II	1748209	Core VII : Communication Research M	NEW	2017-18
10	II	1748210	Core VIII : News Production	NEW	2017-18
11	II	1748211	Core IX : Online Journalism and Web	NEW	2017-18
12	III	1748313	Elective - IV : Media Management	NEW	2017-18
13	III	1748314	Elective - V : Advertising	NEW	2017-18
14	III	1748317	Core XI :Radio News Production	NEW	2017-18
15	IV	1748418	Elective - VII : Media laws and Ethics	NEW	2017-18
16	IV	1748419	Core XII : Film Studies	NEW	2017-18
17	IV	1748420	Core XIII : Specialisation	NEW	2017-18
18	IV	1748421	Core XIV : Audio Visual Production	NEW	2017-18


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