

INDIRA GANDHI NATIONAL OPEN UNIVERSITY

SCHOOL OF JOURNALISM AND NEW MEDIA STUDIES

Minutes of the Fourth School Board Meeting held on 20th April 2009 at 11.30 am in the Board Room, Block No. 8, IGNOU, Maidan Garhi, New Delhi -110 068.

Members present:

1. Prof. Shambhu Nath Singh, Director, SOJNMS	Chairman
2. Prof. B. P Sanjay, Vice Chancellor, TNCU	Member
3. Prof. Kiran Thakur, Former Professor, Pune University	Member
4. Dr. R. Sreedher, director, CEMCA, New Delhi	Member
5. Ms. Sevanti Ninan, Editor, 'The Hoot', New Delhi	Member
6. Prof. Madhu Bala, Professor, SOSS, IGNOU	Member
7. Prof. Subhash Dhulia, Professor, SOJNMS	Member
8. DR. Kiron Bansal, Reader, SOJNMS	Member
9. Mr. T. Ranjith, Lecturer, SOJNMS	Member

The following could not attend:

1. Dr. Harivansh, Chief Editor, 'Prabhat Khabar', Ranchi	Member
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Ms. Bandana Mukhopadhyay, Sr. Consultant, SOJNMS was present in the meeting as a special invitee.

Prof. Shambhu Nath Singh, the Chairman of the School Board welcomed all the members of the School Board and apprised them briefly about the activities of the new School and sought guidance and support of the members of the School Board.

The item-wise discussions and recommendations of the school board are as under:

Relevance to Agenda Item No.	
SOJNMS 4.1	<p>Confirmation of the minutes of the Third School Board Meeting.</p> <p>No comments were received on the Minutes of the Third School Board Meeting held on 8th July 2008 circulated along with our letter no. IG/P&DD/NU/SOJNMS/26 dated 11th July 2008. The Minutes were therefore approved unanimously.</p>
SOJNMS 4.2	<p>To Consider and implement the MOU between IGNOU and MAYA Academy of Advanced Cinematics (MAAC), Mumbai. Initially, the collaborative programmes will be launched by July 2009:</p> <ol style="list-style-type: none"> 1. Certificate in Digital Film Making 2. Diploma in Computer Generated Imagery 3. B.A. in 3 D animation and Visual Effects. <p>The members were briefed in detail about the MoU signed between IGNOU and M/s Maya Academy for launching collaborative programmes in animation. He also</p>

SOJNMS 4.2
(Cont'd....)

introduced the representatives of the Maya Academy to the School Board members. The representatives of the M/s Maya Academy were asked to wait in adjacent room. In the discussion that followed during the absence of the representatives of M/s Maya Academy following opinions were expressed by the members.

Prof. B.P. Sanjay was of the opinion that:

“The digital animation programme in collaboration with M/s Maya Academy seems to be more loaded in favour of the academy and indicates minimal role for IGNOU particularly with regard to the university practices of student monitoring, evaluation and admission policy and criteria; the coordination mechanism particularly regarding the school participation at this stage is short of needed expertise to effectively monitor and negotiate.”

Dr. Kiran Thakur said, “The fee structure should be affordable to common students. There must be proper control on the admission and exam procedures in case of partnership such as with MAYA.”

Ms Sevanti Ninan felt that the collaboration with M/s/ Maya Academy represents departure from distance learning mode and the collaborating institution would benefit more than IGNOU.

The members were briefed that the present offering of programmes is under PPP (Public Private Partnership) and is generally followed by many universities and institutions to provide highly specialised professional courses. The programmes offered in association with M/s Maya Academy are not entirely in face-to-face mode, but in dual mode. Face-to-face mode mainly consists of practical components which accounts for substantial portion of total component.

As to the unaffordable fee structure, it was pointed out that many public funded professional institutions offer courses which are financed by educational loans available for professional studies.

Addressing the members' concern about the quality assurance and control of the programmes, it was explained that MOU provides for a Joint Coordination Committee and an Expert Committee for monitoring and regulating the conduct of the programme in entirety i.e. from designing the course structure to certification of the course.

After the above deliberations, representatives of M/s Maya Academy gave a presentation about the course structure and infrastructural facilities available with them to conduct the programmes.

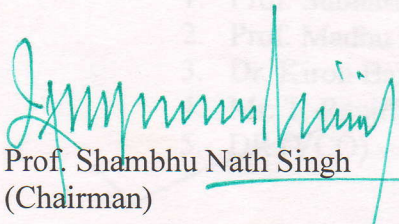
The Board finally approved the proposal with a suggestion that all academic formalities with respect to launching of new programmes

	should be followed.
SOJNMS 4.3	<p>To consider and approve the proposal for launching of M.Phil. and PhD programmes in Journalism & Mass Communication (M.A. programme has already been approved and being developed).</p> <p>Prof. Shambhu Nath Singh proposed to launch M.Phil and PhD programmes under SOJNMS from July 2009. It was decided that</p>
SOJNMS 4.3 (Cont'd....)	<p>the guidelines issued from time to time by the Research Council, IGNOU shall be followed for the same and the Faculty of the School – both the existing and the newly joining – are competent enough to supervise the work of the research scholars. For inter disciplinary research in media the school could hire subject experts as co supervisors.</p> <p>The members unanimously approved the proposal.</p>
SOJNMS 4.4	<p>To consider and approve launching of need based short-term face-to-face training programmes for Media Professionals and Educators.</p> <p>The members were briefed about the present requirements of the educators and media professionals in the industry and the School's intention to focus on such requirements. The members appreciated the initiative and suggested that a study may be conducted to assess the needs of the media persons at local and regional level. The members also felt that the School need not refer these types of short-term training programmes to the School Board.</p> <p>The Board approved the proposal in principle.</p>
SOJNMS 4.5.1	<p>To consider and approve integrated structure of PGJMC and First year of MAJMC.</p> <p>After a brief discussion, the Board approved the integration of the revised structure of PGJMC with 1st year of MA in Journalism and Mass Communication in cognisance with the decision approved by the Academic Council.</p>
SOJNMS 4.5.2	<p>To consider and approve launching of M.A. in Journalism and Mass Communication in conventional face-to-face mode under convergence scheme by July 2009. The proposed programme under conventional scheme would be the integrated structure of PGJMC and First year of MAJMC. The proposed programme may also be re-launched in ODL mode after some modifications at a later date.</p> <p>The programme coordinator of MA (JMC) Dr. Kiron Bansal expressed her concern over the launching of MA programme advertised and proposed to be launched by July 2009 without the prior approval of the School Board.</p> <p>It was clarified that the present announcement of programme was for MA (JMC) as full-time dual mode offering. The School Board had originally approved the proposal of MA in Journalism and</p>

	<p>Mass Communication way back on 19th May 2006 in ODL mode. However, despite the written commitment of launching of the programme by July 2009, the programme is still in developmental stage. It was therefore proposed to launch the MA (JMC) in face-to-face mode and speed up the entire process of creating content and course material for the ODL mode.</p>
<p>SOJNMS 4.5.2 (Cont'd....)</p>	<p>The members expressed concern over launching programmes in face-to-face mode and stated that the University is deviating from its main mandate and basic character.</p> <p>To this, the Chairman clarified to the board that the proposed programme of M.A. in Journalism and Mass Communication will be in dual mode. He further stated citing examples that many premier ODL institutions across the world are using dual mode to enrich the ODL system.</p> <p>The Board approved the proposal in principle and suggested that the School constitute a panel of experts to chalk out the syllabus of the programme before proceeding further.</p>
<p>SOJNMS 4.5.3</p>	<p>To consider and approve M.A. programme in Electronic Media Production and Management in conventional face-to-face mode by July 2009. The proposed programme may be re-launched in ODL mode after some modifications at a later date.</p> <p>The board took note of the proposal to launch MA programmes in face-to-face mode (MA in Journalism and Mass Communication and MA in Electronic Media Production and Management) and expressed concern that face to face teaching mode is not in the mandate of the University.</p> <p>Dr. Sreedher suggested that at least 25% of the component of the programme be in ODL mode. Dr. Madhu Bala endorsed his views and pointed out that in open university system it is mandatory to follow the ODL mode even if face-to-face component is given preference in courses like media production where practical component is important.</p> <p>It was clarified that the internal discussions within IGNOU made it clear that the proposed MA Programmes (JMC) (SOJNMS 4.5.2) and Electronic Media: Production and Management (SOJNMS 4.5.3) are being offered in a flexible mode with a significant content of technology – ODL component of at least 50%.</p> <p>The Board approved the proposal in principle and suggested that the School constitute a panel of experts to chalk out the syllabus of the programme before proceeding further.</p>
<p>SOJNMS 4.6</p>	<p>To consider and approve launching of Post Graduate Diploma in Media Studies.</p> <p>The Board was informed that the concept note along with Phase-I form was approved by the Hon. Vice Chancellor on 4th November</p>

	<p>2008.</p> <p>The Board ratified the proposal for launching the programme of PG Diploma in Media Studies.</p>
SOJNMS 4.7	To consider and approve the Phase-II form of PG Diploma in Science Communication submitted to APC meeting held on
SOJNMS 4.7 (Cont'd....)	<p>28-01-2009.</p> <p>The Board was briefed about the approval of the Phase-II Form for PG Diploma In Science Communication submitted and approved by APC in its meeting held on 28th January 2009. The Board ratified the same.</p> <p>The Phase-III Form was submitted before the School Board for consideration. On this, the members felt that the structure of the programme is very heavy for the Diploma Level learners and suggested that the structure may be simplified after interaction with other institutions working in the field.</p> <p>With the above recommendations the Board approved the Phase-III Form (Programme Structure and Syllabus) of PG Diploma in Science Communication.</p>
SOJNMS 4.8	<p>Report on DW Training Programme on Online Journalism & Web 2.0 conducted by the school from 23/3/09 to 17/4/09 and to consider the suggestion for future training programme.</p> <p>The Board appreciated the initiative taken by the School in conducting the training programme and honouring the spirit of MoU between IGNOU and DW.</p>
SOJNMS 4.9	<p>Briefing about the status of the programmes approved by the school board and the current activities of the school by the Chairman, School Board.</p> <p>Due to the lack of feedback from some of the programme coordinators the item was deferred for next School Board Meeting.</p>

As there was no other agenda item to be discussed, the meeting ended with the vote of thanks to the chair.


 Prof. Shambhu Nath Singh
 (Chairman)