

**IGNOU**  
**SCHOOL OF JOURNALISM AND NEW MEDIA STUDIES**

**Minutes of the Sixth School Board Meeting held on 8<sup>th</sup> April 2011 at 11.00 a.m. in the Conference Room, Block No. 7, IGNOU, Maidan Garhi, New Delhi -110 068.**

Following were present:

Prof. Shambhu Nath Singh, Director, SOJNMS, IGNOU	Chairman
Prof. Subhash Dhuliya, Professor, SOJNMS, IGNOU	Member
Dr. K.S. Arul Selvan, Assoc. Professor, SOJNMS, IGNOU	Member
Dr. Kiron Bansal, Assoc. Professor, SOJNMS, IGNOU	Member
Dr. O.P. Dewal, Assoc. Reader, SOJNMS, IGNOU	Member
Dr. Ramesh Yadav, Asstt. Professor, SOJNMS, IGNOU	Member
Ms. Shikha Rai, Asstt. Professor, SOJNMS, IGNOU	Member
Prof. D. Gopal, Director, School of Gandhi and Peace Studies, IGNOU	Member
Dr. Deo Shankar Naveen, Assoc. Professor, Director, School of Translation Studies, IGNOU	Member
Dr. S.K.Yadav, Assoc. Professor, School of Agriculture, IGNOU	Member
Dr. Sonia Sharma, Asstt. Professor, Director(I/c), School of Tourism and Hospitality Management, IGNOU	Member
Prof. B.K. Kuthiala, Vice Chancellor, Makhanlal Chaturvedi National University of Journalism and Communication	Member
Mr. Sunit Tandon, Director-IIMC, Delhi	Member
Prof. G. Ravindran, Professor and Head – Deptt. of Journalism and Communication, University of Madras	Member
Mr. Qamar Waheed Naqvi, Director, TV Today Network Ltd.	Member
Mr. Siddarth Varadarajan, Bureau Chief (Delhi), 'The Hindu', could not be present.	

Prof. Parvin Sinclair, Pro-Vice Chancellor, being the in-charge of the School as a special invitee took part in the proceedings.

The chairman welcomed all the members of the School Board and apprised them of the activities of the School and the future plans and sought guidance and support of the members towards realising the set objectives.

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

Agenda Item No	
6.1	<b>Confirmation of the minutes of the 5<sup>th</sup> school Board Meeting held on 15<sup>th</sup> February 2010 at 11.00 a.m. in the Board Room, Block No. 8, IGNOU, Maidan Garhi, New Delhi -110 068.</b>
6.1.1	The minutes of the Fifth School Board Meeting held on 15 <sup>th</sup> February, 2010 at 11. a.m., Board Room Block No.8, IGNOU, Maidan Garhi, New Delhi-110068 were presented. As there were no comments received on the minutes distributed earlier, the minutes were approved.
6.2	<b>Action taken report on the decisions taken in the 5<sup>th</sup> School</b>



		<b>Board Meeting held on 15<sup>th</sup> February 2010 at 11.00 a.m. in the Board Room, Block No. 8, IGNOU, Maidan Garhi, New Delhi -110 068.</b>
6.2.1		The action taken report on the decisions of the 5 <sup>th</sup> School Board was approved.
6.3		<b>To consider and approve the recommendations of the Doctoral Committee Meeting held on 19<sup>th</sup> and 20<sup>th</sup> January 2011 in the Committee Room 6, Convention Centre, IGNOU, Maidan Garhi, New Delhi-110068.</b>
6.3.1		The names of seventeen selected candidates under category 'B' and two candidates under category 'A' for admission to Ph.D. as recommended by the Doctoral Committee were placed before the School Board. Further, the Chairperson mentioned that the Research Unit had asked for the details of the guides under whose supervision the selected candidates would pursue their Ph.D. along with the specific title of research.
6.3.2		It was suggested that to avoid delay in the registration of students for Ph.D programme, the Board may approve the recommendations of the Doctoral Committee and the School should finalise the topic and allot the guide to the respective registrants and report the matter in the next School Board.
6.3.3		With these suggestions the Board approved the recommendations of the Doctoral Committee.
6.4		<b>To consider and approve the list of external supervisors and members of the doctoral committee for the PhD programme of SOJNMS.</b>
6.4.1		The list of external supervisors was presented to the Board. During the discussions it was pointed out that the list ought to contain their CVs or at least the professional and academic experience & qualifications, areas of specialisation and full contact details etc.
6.4.2		Since the list was not complete in the abovementioned respects, it was suggested that the list may be completed in all respects and if need be circulated among the School Board members for their approval at the time of circulation of minutes or be placed before the next School Board meeting.
6.5		<b>To consider and approve the revised course structure of IGNOU-MAAC BA AVFX programme recommended by the expert committee and approved by the JCC in its meeting held on 28<sup>th</sup> February 2011.</b>
6.5.1		The Board was informed about the need to revise the course curriculum in the context of the fast changing industry requirements as well as technological advancements. With a view to maintain the contemporariness a meeting of the faculty of MAAC and SOJNMS and two external experts was held on 9 <sup>th</sup> Sept 2010 during which the revised course curriculum was put to discussion. The present curriculum has incorporated the suggestions and recommendations of the course revision meeting conducted on the 9 <sup>th</sup> September 2010.
		The Board was also informed that the 2 <sup>nd</sup> JCC meeting held on 28 <sup>th</sup>



	February 2011 has approved the revised course curriculum.
6.5.2	During the discussion, it was felt that the discussion would have been incomplete without the earlier curriculum to understand the changes that have been made in the present structure.
6.5.3	On preview of the revised curriculum, it was felt necessary to assess the academic content of the programme since this is a Degree Programme and therefore need to have a balanced mix of theory and practical.
6.5.4	Further, it was felt that the examination and other evaluation system ought to dovetail the content of a normal degree programme which from the given content is not sufficient enough to judge the revised curriculum.
6.5.5	<p>In view of above mentioned insufficient information, it was felt that the revision needs to be reviewed academically and therefore it was suggested to get the revised curriculum vetted by academic experts for its academic robustness as well as assess the evaluation system to maintain the relevance of the programme offered at degree level.</p> <p>In difference to the suggestions, it was decided to defer the approval of the revised curriculum to complete the assessment process and until such time the approval and ratification of the proposed revised syllabus is completed, the present syllabus and structure would continue to be in operation.</p>
6.6	<b>To consider and approve the list of paper setters, members of the moderation board and evaluators for BA AVFX.</b>
6.9	<b>To consider and approve the list of paper setters, members of the moderation board, evaluators for MA JMC on-campus programme.</b>
6.10	<b>To consider and approve the list of paper setters, members of the moderation board, evaluators for MA EMPM on-campus programme.</b>
6.18	<b>To consider and approve list of paper setters, Evaluators, Moderators for SOJNMS programme of Certificate in Community Radio (CCR) submitted programme coordinator Dr. Ramesh Yadav.</b>
1	The above listed items were variously taken up for discussion.
2	However, it was pointed that the (a) the listing need to be course-wise; even if the members of the list have to appear more than once when they are assigned to more than one course(s), and (b) the list should contain members' CV or at the least their professional and academic experience and qualification and area of specialisation besides complete contact details.
3	Since all the submitted lists did not contain the professional and academic details of the persons in the list or not assigned the course(s), the respective faculty members were asked to complete the details in the format in which the respective authorities needed



		them and re-submit at the next School Board meeting.
	4	Thus Agenda Items No. 6.6, 6.9, 6.10 and 6.18 concerning the approval of the list of paper setters, members of the moderation board and evaluators for IGNOU-MAAC BA AVFX, MA JMC on-campus, MA EMPM on-campus, Certificate in Community Radio (CCR) programmes could be used for the present requirement but will be required to be reported to the next School Board with full details.
6.7		<b>To consider and approve the modified evaluation methodology in accordance with the revised the course structure of BA AVFX programme.</b>
	6.7.1	Since the revised course curriculum presented to the School Board was sought be reviewed citing the need to academically vet the structure, the evaluation methodology which reflects the revised curriculum will also have to be vetted in tandem with academic vetting of the revised course structure.
	6.7.2	Therefore, the revised the evaluation methodology of IGNOU-MAAC BA AVFX programme would be reviewed at the next School Board Meeting along with revised course curriculum and present evaluation methodology would continue to be in force until the revised syllabus and evaluation is approved.
6.8		<b>To consider and approve progress report submitted by the programme coordinators of the new programmes proposed and approved in the 5<sup>th</sup> School Board meeting.</b>
	6.8.1	The programme coordinators of MA JMC on-campus, MA EMPM on-campus presented the status of the programmes. Both cited the lack of infrastructure mainly equipments and laboratory facilities impeding the smooth functioning.  The Board was informed that the acquisition of the equipments for the MA (EMPM) laboratory has already been completed and its installation and training is pending. The acquisition of the multimedia equipments for MA (JMC) is in progress. The Room No. 12 in the New Class Room Block-I has been allotted to the School for operating as laboratory.
	6.8.2	The coordinator for Certificate for Community Radio dealt with CCR enrolment and proposed launch in the vernacular as well as in Hindi to obtain maximum enrolment. The coordinator at length dealt with cost of internship which was proposed to be resolved by seeking alternative measures. The suggestion to utilise the Gyan Vani Stations wherever available as internship facilitating centres for CCR was accepted.
	6.8.3	Dr. Kiron Bansal while presenting the progress on Programme on Development Communication shared the major findings of the Need Assessment Survey conducted by her. The members suggested that initially material worth 8-16 credits based on the suggestions of the expert committee may be developed. This may form part of MA (JMC-ODL) and later can also be offered as a separate programme.
	6.8.4	Mr. Amit Kumar, faculty, SOJNMS presented the status report of



		P.G. Diploma in Television Journalism. The programme structure developed by an expert committee was presented and phase-II form was submitted for approval. The Board approved the phase – II form and allowed for further steps to develop the content.
6.8.5		Dr. K.S. Arul Selvan the coordinator of programmes under development i.e. MS in Internet Studies and PG Diploma in Community Media reported the status of programmes under development to the School Board.
6.8.6		In General it was pointed out that (a) The Phase forms presented to the Board are not complete in that the forms are not signed.  (b) The School Board while evaluating the progress report suggested that the School should try to rationalise all the programmes making them complimentary to its flagship MA programmes.
6.11		<b>To consider and approve the revised course structure along with the evaluation methodology for MA EMPM on-campus programme submitted by Dr. O.P. Dewal, Reader, SOJNMS.</b>
6.11.1		The course coordinator Dr. O.P. Dewal presented the revised structure of the MA EMPM on-campus programme along with revised evaluation policy to reflect the changes in the revised structure. While presenting the revised structure the coordinator submitted the rationale for changes stating that the present structure and consequent changes to the evaluation policy is based on actual teaching experience of the first batch which was into its 3 <sup>rd</sup> semester and that changes are minor.
6.11.2		The School Board approved the proposed changes to the course structure and consequent changes in the evaluation policy of on-campus programme MA EMPM.
6.12		<b>To consider and approve the Phase-II Form of PG Diploma in Television Journalism by the programme coordinator Mr. Amit Kumar.</b>
6.12.1		Mr. Amit Kumar, faculty, SOJNMS presented the status report of P.G. Diploma in Television Journalism. The programme structure developed by an expert committee was presented and phase-II form was submitted for approval.
6.12.2		The Board approved the phase – II form and allowed for further steps to develop the content.
6.13		<b>To consider and approve the proposals (a) for relaxation of two years experience for admission to PG Diploma in JMC programme of SOJNMS and (b) for the launch of PG Diploma in JMC programme in Hindi medium from July 2011 admission cycle submitted by Prof. Subhash Dhuliya Professor (SOJNMS) and Programme Coordinator (PGJMC).</b>
6.13.1		The programme coordinator presented the proposal to do away with the requirement of two years professional experience for eligibility and to make it open for fresh graduates in order to enhance the enrolment. The coordinator also sought to launch the programme in Hindi.



	6.13.2	The discussions in the School Board focussed on the need to rationalise the programmes. Towards this end it was suggested that the two MA on-campus programmes be made its flagship programme and all other programmes including PGJMC (ODL) be complimentary to them. Under such circumstances it was suggested not to alter the programme eligibility or structure.
	6.13.3	The School Board decided not to alter the PGJMC eligibility criteria and maintain the status-quo.
	6.13.4	It also suggested the School work towards integration of PGJMC with its MA programme.
	6.13.5	The Board approved the proposal to offer PGJMC (ODL) in Hindi in its present form.
6.14		<b>To consider and approve the Phase-I form for the programme in MA in Development Communication submitted by the programme coordinator Dr. Kiron Bansal.</b>
	6.14.1	The programme coordinator presented the Phase-I Form for approval of the School Board.
	6.14.2	Like earlier discussions, the Board felt that the proposed programme be dovetailed to its main flagship MA programme at an appropriate level and depth.
	6.14.3	Based on the discussions the Board suggested the School to review and reconfigure it to suit to main flagship MA programme and present it at the next School Board.
6.15		<b>To consider and approve Phase-I Form of PG Diploma in Community Media submitted by the programme coordinator Dr. K.S. Arul Selvan.</b>
	6.15.1	The coordinator while presenting the Phase-I form of PG Diploma in Community Media explained the collaboration with the CEMCA in launching the programme as well as the scholarships CEMCA propose to give.
	6.15.2	The Board while discussing the proposal suggested that the School might ascertain the feasibility of providing linkage to its Certificate programme in Community Radio. The Board also suggested that like all other programmes under development the PG Diploma in Community Media may be made complimentary to the main flagship MA programme.
6.16		<b>To Consider the proposal for integration and re-structuring the on-campus MA programmes in Journalism and Mass Communications and Electronic Media Production and Management.</b>
	6.16.1	Dr. K.S. Arul Selvan while presenting the proposal stated that the present proposal is necessitated to economise on the resources of teaching as some subjects are taught in both MA (JMC) and MA (EMPM) but at different times / semesters.
	6.16.2	The Board was of view that the proposal relates to class-level



		coordination it may be implemented in mutual consultation.
6.16.3		The Board approved the proposal. However it asked the School to report to the next Board if such class-level teaching arrangement involves re-configuring the semester-wise credits or structure or examination.
6.17		<p><b>1) To consider and approve scheduling of internship for students of regular on-campus programme of the School MA in Journal and Mass Communications (JMC) from end of second semester to end of fourth semester.</b></p> <p><b>(2) To consider and approve scheduling of internship for students of regular on-campus programme of the School and MA in Electronic Media Production and Management (EMPM) from end of second semester to end of fourth semester.</b></p>
6.17.1		The coordinator presented the proposal stating that the present arrangement offering internship in the second semester in both the MA programmes is too early in the programme. Besides, most often organisations offering tend to continue with the services of the interneers providing them with very valuable opportunities. By changing the internship programme from second to last semester would obviate the necessity of attending regular classes post internship.
6.17.2		The Board was of view that as long as the proposal does not interfere with the mandated teaching hours, practical classes, assignments and projects the School may alter the internship schedule.
6.17.3		The Board approved the proposal and asked the School to notify any change in the semester-wise credit structure resulting from the rescheduling of the internship of both the MA programmes at the next School Board.
6.19		<p><b>Any other items with the permission of the Chair.</b></p> <p>Under the item following proposals were taken up for discussion and approval:</p> <p><b>6.19.1 Ratification of the proceedings of the 2<sup>nd</sup> Joint Coordination Committee Meeting of the IGNOU-MAAC BA AVFX programme.</b></p> <p>The Board was presented with summary proceedings of the 2<sup>nd</sup> Joint Coordination Committee (JCC) meeting of the IGNOU-MAAC BA AVFX programme held on the 28<sup>th</sup> February 2011 at Conference Hall, Block -7, IGNOU, Maidan Garhi.</p> <p>The Board was informed of the decision of the JCC to roll-out the IGNOU-MAAC programme nationally. Towards this end, the JCC had decided on the frame work to recognise additional centres for offering IGNOU-MAAC BA AVFX programme. The framework mandates the School to satisfy itself as to the capability and suitability of the proposed centres to offer the collaborative programme BA AVFX. Once recognised by the School, such recognised centres could be used for teaching theory, practical and conducting theory and practical examinations.</p> <p>Accordingly, the School has got the following centres inspected by</p>



the observers duly approved by the Hon'ble VC and PVC and found them satisfactory to offer collaborative BA AVFX programme:

1. MAAC, Indore
2. MAAC, Indira Nagar, Bangalore.
3. MAAC, JM Road, Pune.
4. MAAC, Patna.
5. MAAC, Lucknow
6. MAAC, Dilsukh Nagar, Hyderabad.
7. MAAC, Kakurgachi, Kolkatta.

The relevant inspection forms were presented to the board.

In addition to the formalities of recognising the centres by the School, the JCC also approved the revised course curriculum. The JCC also reviewed the administrative aspects of the BA AVFX Programme and suggested several measures to streamline the administrative functions at MAAC, School and IGNOU Level.

The Board after considering the report on the proceedings approved

- (a) The additional seven Centres as listed above together with their respective centre inspection reports which are inspected by the duly approved observers and found to be satisfactory for offering IGNOU-MAAC collaborative programme BA AVFX.
- (b) The proceedings in general of the 2<sup>nd</sup> JCC meeting held on 28<sup>th</sup> February 2011 at IGNOU except for the revised course curriculum.

The Board as discussed in Item 6.5 of this minutes decided to defer the approval of the revised curriculum to complete the assessment process and until such time the approval and ratification of the proposed revised syllabus is completed, the present syllabus and structure would continue to be in operation.

**6.19.2 To consider and approve the proposal for launching the PG Diploma in AdPR proposed by Ms. Padmini Jain, Asstt. Professor, SOJNMS.**

The Board after considering the Phase-I form of the PG Diploma in AdPR was approved the programme.

The School Board meeting ended with thanks to the Chair.

  
Prof. Shambhu Nath Singh