

MINUTES OF THE 16TH SCHOOL BOARD MEETING OF SOJNMS HELD ON NOVEMBER 11, 2016 AT 11 A.M. AT THE CONVENTION CENTRE, IGNOU MAIDAN GARHI, NEW DELHI

The following members attended the meeting:

1. Prof. Shambhu Nath Singh, Director, SOJNMS, IGNOU – Chairperson
2. Prof. D. Gopal, SOSS, IGNOU – Member
3. Prof. M.S. Parmar, VC, KTPAJ Vishwavidyalaya, Raipur – Member
4. Prof. N. Usha Rani Narayana, University of Mysore – Member
5. Prof. Ashok Ogra, AIMC, New Delhi – Member
6. Dr. Sonia Sharma, SOTHSSM, IGNOU – Member
7. Dr. K. S. Arul Selvan, SOJNMS, IGNOU – Member
8. Dr. O.P. Dewal, SOJNMS, IGNOU – Member
9. Dr. Shikha Rai, SOJNMS, IGNOU – Member
10. Dr. Ramesh Yadav, SOJNMS, IGNOU – Member
11. Dr. Usha Chandar, SOJNMS, IGNOU – Special Invitee
12. Mr. Amit Kumar, SOJNMS, IGNOU – Special Invitee
13. Ms. Padmini Jain, SOJNMS, IGNOU – Special Invitee

Prof. J. S. Yadav, Prof. Rajbir Singh, Prof. Subhash Dhuliya, Prof. A.K. Singh and Dr. Nehal A Farooqui could not attend due to their preoccupations and personal reasons.

Prof. Shambhu Nath Singh, Chairperson and Director of SOJNMS welcomed all the newly constituted Members of School Board of SOJNMS to the 16th School Board meeting of SOJNMS and introduced all the external members present in the meeting to all other members of the School Board and placed on record appreciation of the contribution made by the outgoing members of the School Board. Subsequently, the agenda items of the 16th School Board meeting were taken up for discussion.

16.01 : Confirmation of the Minutes of the 15th School Board Meeting held on May 10, 2016

It was explained by the Director that on circulation of the 15th School Board Meeting's Minutes among the members, no comments were received. The Board considered and confirmed the minutes of the 15th School Board Meeting.

16.02: To consider and approve the ATRs on the Minutes of the 15th School Board Meeting held on May 10, 2016

The decisions taken and approved in the 15th School Board Meeting's agenda and the ATR on this presented in the 16th School Board Meeting was considered and approved by the School Board.



16.03: To consider and approve the Minutes of the Doctoral Committee Meetings (held on August 11-12, 2016; September 27, 2016; October 27, 2016) and List of External Examiners of following Ph.D. Scholars – Ms. Romana Isar, Enrl. No.-118700993, Ms. Poonam Gaur, Enrl. No.-118701060, Sh. Amrendra Kumar, Enrl. No.-118700961, Sh. Sunil Kumar Das, Enrl. No.-118700954, Ms. Manasvi Maheshwari, Enrl. No.-118701092, Ms. Afsana Rashid, Enrl. No.-127723844 and Sh. Daljeet Sachdeva, Enrl. No. -118701039.

This item was taken up for discussion and during the discussions Prof. D Gopal suggested that while listing the Seminar Presentation and Progress Report work of any research scholar the details such as the name of the candidate, registration number, name of Supervisor, title of their thesis and an abstract must be mentioned. Prof. Ashok Ogra and Prof. Parmar also agreed with him and said it is necessary to get an essence of the topic of research.

With the above suggestions the minutes of the Doctoral Committee Meeting (held on August 11-12, 2016; September 27, 2016; October 27, 2016) were considered and approved by the School Board.

After a detailed discussions, the List of Examiners of following Ph D Scholars - **Ms. Romana Isar, Ms. Poonam Gaur, Sh. Amrendra Kumar, Sh. Sunil Kumar Das, Ms. Manasvi Maheshwari, Ms. Afsana Rashid and Sh. Daljeet Sachdeva** were approved by the School Board.

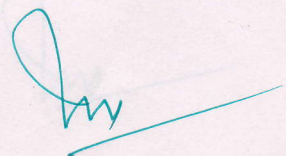
16.04: To consider and approve new Members for Doctoral Committee

The Chairperson presented to the School Board the list of new members of the Doctoral Committee of SOJNMS, and the list of new members was considered and approved by the School Board with suggestion to add a few more names e.g. Prof. K. Narendra, Osmania University.

16.05: To consider and approve Need Assessment Study Report of Post Graduate Diploma in Electronic Media along with list of Experts for Expert Committee

At the outset Dr. Arul Selvan, Associate Professor, SOJNMS, IGNOU explained in the meeting that a decision to convert all the 'PG Diploma' titled proposed programmes to 'Diploma' has been taken by the School in view of suggestions received by the School on the decisions of the recently held Academic Programme Committee of Planning Board meeting of IGNOU.

The Need Assessment Study Report of PG Diploma in Electronic Media along with list of Experts for Expert Committee was taken up for consideration. It was presented by Mr. Amit Kumar, Assistant Professor, SOJNMS, IGNOU. It comprised of three components Radio, Television, & Digital photography.



On this, Prof. Ashok Ogra pointed out that since the term 'electronic' denotes 'technology' whether replacing it with 'broadcast' would be better. To this Mr. Amit Kumar explained that in all the previous forums this point had been raised but since the course would include the non broadcast media also, it was decided to retain the term 'electronic media' as it was familiar to Indian learners.

It was also pointed out that while 'electronic media' such as 'Television' and 'Radio' were considered modern in India, in the US they were considered 'traditional media' probably due to historic reasons.

Further to this, Prof. Parmar suggested that the School may consider for developing of further specialized Diploma programmes of Radio, Television, Digital Photography separately.

Prof. D. Gopal appreciated the conducting of Need Assessment Study as a good step. He suggested a 32 credit Diploma of two semesters of four Courses each with synchronized focus. He called for a rethink of the Structure. He also explained to all present about the reason for the higher authorities in the university suggesting a Diploma programme. There was apprehension of delays if Programmes of PG Diploma are proposed as they may have to go to UGC for approval.

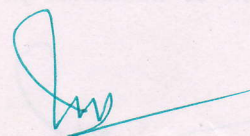
With the above suggestions, the Need Assessment Study Report of **PG Diploma in Electronic Media** along with **list of Experts for Expert Committee** were considered and approved by the School Board.

16.06.: To consider and approve Need Assessment Study Report of Post Graduate Diploma in AD & PM along with list of Experts for Expert Committee

The Need Assessment Study Report of PG Diploma in AD & PM along with list of Experts for Expert Committee was taken up for consideration. It was presented by Ms. Padmini Jain, Assistant Professor, SOJNMS, IGNOU.

Again there was discussion on the need for making it a Diploma and whether AD & PM need to be separated etc. Ms. Padmini Jain mentioned that she would have preferred newer name such as 'persuasive media' and so on. Prof. Usha Rani intervened to say that care must be taken to check with UGC approved nomenclature for courses to avoid rejection by UGC at a later stage or to pre-empt learners from facing problems at the time of job recruitment due to non-acceptance of certain programme titles.

Prof. Ashok Ogra suggested that it was time for SOJNMS to be creative and take the initiative to lift media education in the country to a higher level. He said that IGNOU being a premier institution needs to create new bench marks. Prof. Parmar felt that UGC did not have to approve titles at Diploma level so a lot of experimentation is being carried out by his university, Makhanlal Chaturvedi National University of Journalism & Communication and others.



Ms. Padmini Jain sought for new names to be suggested for Expert Committee. Prof. Ashok Ogra wanted her to include active industry professionals, Prof. Usha Rani sought a week's time to provide her inputs of list of experts from South especially Bengaluru.

With the above deliberations the Board approved the proposal and agreed for extending the list of experts on receipt of the names from the Members present in the School Board.

With the above suggestions, the Need Assessment Study Report of **Post Graduate Diploma in AD & PM** along with **list of Experts for Expert Committee** were considered and approved by the School Board.

16.07.: To consider and approve Need Assessment Study Report of Post Graduate Diploma in Digital Media along with list of Experts for Expert Committee

The Need Assessment Study Report of **PG Diploma in Digital Media** along with **list of Experts for Expert Committee** was taken up for consideration and the same was considered and approved by the School Board. It was presented by Dr. K .S. Arul Selvan, Associate Professor, SOJNMS, IGNOU.

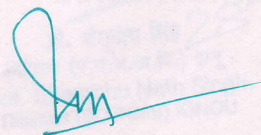
16.08.: To consider and approve additional list of Unit Writers, Editors and Translators for Post Graduate Diploma in Journalism and Mass Communication (PGJMC) Programme

The list of Unit Writers, Editors, and Translators for PG Diploma in Journalism & Mass Communication (PGJMC) was taken up for consideration.

Prof. Parmar suggested that there be a greater representation from experts across the country as the existing lists were more skewed towards Delhi / NCR. Though budgetary constraints were cited for inviting local experts the School was open to suggestions for experts from all over India with these suggestions the additional list of Unit Writers, Editors and Translators for Post Graduate Diploma in Journalism and Mass Communication (PGJMC) Programme were considered and approved by the School Board. The School Board approved the list of Experts to be used interchangeably for various programmes.

16.09.: To consider and approve additional names of Unit Writers and Editors for M.A.(Journalism & Mass Communication) Programme

The list of Unit Writers and Editors for M.A. in Journalism & Mass Communication (MAJMC) Programme was taken up for consideration. Dr. Arul Selvan wanted the approval for the list of experts to be used interchangeably for various programmes. The Board agreed to this suggestion and approved additional names of Unit Writers and Editors for M.A.(Journalism & Mass Communication) Programme.



16.10.: To consider and approve Expert Committee list for revision of Research Degree Programmes –M.Phil and Ph.D.

The Expert Committee list for revision of Research Degree programmes M.Phil and Ph D was taken up for consideration. Prof. D. Gopal suggested that an integrated programme be offered. He mentioned that while UGC specified a minimum 16-credit Coursework there was always scope for going beyond. He suggested that all eligible School Board members must be part of this list to the extent possible. With these suggestions, the Board approved the Expert Committee list for revision of Research Degree Programmes – M.Phil and Ph.D. in Journalism and Mass Communication.

16.11.: To ratify the approval of new Diploma Programme “Diploma in Community Media”.

The approval of the new Diploma programme in Community Media was taken up for ratification. Concept Note and Phase-I form for “Diploma in Community Media” was ratified by the School Board.

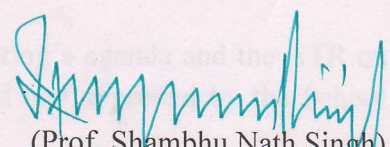
16.12.: To consider and approve new Diploma Programme “Diploma in Research Methodology (DRM) –[Concept Note & Phase-1 form]

The Concept Note and Phase –I form of the new Diploma Programme in Research Methodology (DRM) was submitted by Dr.Usha Chandar, Research Officer. Prof. Parmar suggested additional names of experts from all over India and the same are included in the existing list and the final list of experts for ‘Diploma in Research Methodology’ was approved by the School Board. With these suggestions, the Board considered and approved the new Diploma Programme “Diploma in Research Methodology (DRM) –[Concept Note & Phase-1 form]

16.13.: To consider and approve the Concept Note for PG Diploma programmes of SOJNMS

In continuation of agenda items 16.05 to 16.07, the programme proposers - Dr. Arul Selvan, Mr. Amit Kumar and Ms. Padmini Jain presented their revised Phase -I forms of their respective Diploma programmes. Accordingly, revised Phase-I forms of ‘Diploma in Digital Media’, ‘Diploma in Electronic Media’ and ‘Diploma in Advertising and Persuasive Media’ were re-presented and was considered and approved by the School Board.

The meeting ended with a Vote of Thanks to the Chair.


(Prof. Shambhu Nath Singh)
Director, SOJNMS
प्रो. शंभुनाथ सिंह
निदेशक (प.न.ज.अ.वि.) इग्नू
Prof. Shambhu Nath Singh
Director (SOJNMS) IGNOU