

**MINUTES OF THE 26th SCHOOL BOARD MEETING OF SOJNMS HELD ON OCTOBER 13, 2022
(Thursday), AT 11.00 A.M, THROUGH VIRTUAL MODE**

The following members attended the meeting.

1. Prof. K.S. Arul Selvan, Director, SOJNMS, IGNOU - Chairperson
2. Prof. Subhas Dhuliya, Former VC, Uttarakhand Open University
3. Prof. Usha Raman, Sarojini School of Communication, University of Hyderabad
4. Sh. Alok Verma, Editor-in-Chief, NYOOZ, NOIDA
5. Prof. B. Rupini, Professor, SOITS, IGNOU
6. Prof. Rajeev Kumar Shukla, Professor, SOMS, IGNOU
7. Dr. Devesh Kumar Mishra, Associate Professor, SOH, IGNOU
8. Mr. Buta Singh, Assistant Professor, SOCE, IGNOU
9. Prof. S.N. Singh, SOJNMS, IGNOU
10. Prof. O.P. Dewal, SOJNMS, IGNOU
11. Dr. Shikha Rai, SOJNMS, IGNOU
12. Dr. Ramesh Yadav, SOJNMS IGNOU
13. Dr. Amit Kumar, SOJNMS, IGNOU
14. Dr. Padmini Jain, SOJNMS, IGNOU

Prof. Rabindra Manukonda and Prof. Vigneshwara Ilavarasan could not attend the meeting.

At the outset, the Director of SOJNMS welcomed all the newly nominated external and internal members of the 26th School Board and presented a brief account of activities undertaken by the School. The Chairperson thanked previous members of the School Board for their immense contributions and valuable inputs in the overall growth of the School.

Subsequently, the Agenda items of the 26th School Board meeting were taken up for discussion.

26.01	Confirmation of the Minutes of the 25th School Board Meeting held on April 21st, 2022
	The Chairperson informed the School Board members that the 25 th meeting was held on 21 st April 2022 and subsequently the minutes were circulated to all the members. There were no comments received from any members. The Board confirmed the minutes of the 25 th School Board.
26.02	To consider and approve the ATR on the Minutes of the 25th School Board Meeting held on April 21, 2022
	The action taken report on agenda items of the 25 th School Board were presented, and the Board noted actions taken thereon.
26.03	To consider and approve the minutes of the Doctoral Research Committee Meeting held on 15th June 2022, 10th August 2022, 16th August 2022, 16th Sep. 2022, 26th Sept. 2022 and 10th Oct. 2022 including Evaluators' lists of PhD. Scholars of Sunil Kumar (Enrolment No. 179342209), Ravinder Kumar (Enrolment No. 179342190) and Aditya Ojha (Enrolment No. 198570650).


प्रो. के.एस. अरुल सेल्वन
निदेशक (प.न.ज.अ.वि.) इग्नू
Prof. K.S. Arul Selvan
Director (SOJNMS) IGNOU

पत्रकारिता एवं नवीन जनसंचार अध्ययन विद्यापीठ
School of Journalism & New Media Studies
T : +91-11-29571601
E : sojnms@ignou.ac.in

इन्दिरा गाँधी राष्ट्रीय मुक्त विश्वविद्यालय
Indira Gandhi National Open University

मैदान गढ़ी, नई दिल्ली-110068 भारत | www.hindi.ignou.ac.in
Maidan Garhi, New Delhi-110068, INDIA | www.ignou.ac.in

1. All the mentioned minutes of the Doctoral Research Committee of SOJNMS were presented in the meeting. After careful scrutiny, the Board approved the minutes and recommended the examiners list of the following students for the approval by the Competent Authority:
 - a. Sunil Kumar (Enrolment No. 179342209)
 - b. Ravinder Kumar (Enrolment No. 179342190)
 - c. Aditya Ojha (Enrolment No. 198570650)
2. The research proposals of the PhDJMC 2020 batch of students were considered and recommended by the DRC of SOJNMS. Proposals of the following students of PhDJMC were considered by the Board and recommended for the approval of the Research Council:

S. No.	Name	Enrolment No.	Proposed Title	Proposed Supervisor
1	Namit Hans	202493814	Outrage in Social Media Discourse: A Study of Short Video Platforms in India	Dr. Shikha Rai
2	Garvit Garg	202493821	Political Communication Through Satire and Parody: A Study of Videos on Indian Digital Media Platforms	Dr. Shikha Rai
3	Ritika Bora	202483846	Effects of Social Media on Agricultural Practices of Farmers: A Study of Western Uttar Pradesh	Dr. Amit Kumar
4	Y Sraavan Kumar	202493839	Curricula of Development Communication: Exploratory Study of Academic Programmes from South Asia	Dr. Ramesh Yadav (guide) Prof. K. S. Arul Selvan, (co-guide)

3. In the DRC meeting held on 10th August 2022, an agenda item was taken up to consider and approve the candidature of Dr. Padmini Jain as an eligible research supervisor. The Board went through the details of Dr. Padmini Jain and recommended for the approval of the Research Council.
4. In the DRC meeting held on 10th August 2022 an agenda (No. 3) to transfer a scholar (Kaikho Ashuni, Enrol. No. 198570707) of Prof. O.P. Dewal to Prof. K.S. Arul Selvan was considered and approved. The School Board approved the recommendation of the DRC.
5. In the DRC meeting held on 10th August 2022 an agenda (No. 5) to appoint Dr. Amit Kumar, Assistant Professor, SOJNMS as Co-supervisor for Ph.D. scholar Niranjan Kumar (Enrol no. 179342183) was considered and approved. The School Board approved the recommendation of the DRC.

26.04 To consider and approve the Learning Outcome-based Curriculum Framework of the MAJMC programme

	The Programme Coordinators of MAJMC presented the Learning Outcome-based Curriculum Framework. LOCF highlighted the expected outcome of the stated pedagogical goals through various courses. After detailed deliberation, the Board approved the LOCF of MAJMC.
26.05	To consider and approve the list of units adopted/adapted from the University and recommended for revision for inclusion in the PGDEME programme
	The Board noted the developments and approved the proposal for the payments of revised units as per the University norms.
26.06	To consider and approve the list of units adopted/adapted from the University and recommended for revision for inclusion in the PGDAIC programme
	The Board noted the developments and approved the proposal for the payments of revised units as per the University norms.
26.07	To consider and approve the payments for the units/courses adopted/adapted from the University and recommended for revision for inclusion in the BAJDM programme
	Programme Coordinators of BAJDM have informed the Board that the Undergraduate programme will be developed over the next three years. As per the CBCS model, few courses are adopted from the University list. Hence there is no payment involved in this part. On the other hand, units will be adopted/adapted into core courses of BAJDM. The Board noted the developments and approved the proposal for the payments of revised units as per the University norms.
26.08	To consider and approve the Evaluation Methodology of the PGDEME programme
	The Programme Coordinator gave a detailed presentation on the Evaluation Methodology of Post Graduate Diploma in Electronic Media. The entire evaluation methodology of PGDEME was drawn from the approved Programme Development Form (PDF) of this programme. The Board considered and approved the evaluation methodology of PGDEME.
26.09	To consider and approve the re-appropriation of Credits from the MAJMC Programme
	As per the National Education Policy and guidelines of the University, the total credit structure of MA in Journalism and Mass Communication need to be rationalised. Accordingly, all the practical courses and projects are enhanced to six credits from four. In this process, the revised credit structure of the MAJMC programme would be 72 credits (First year 36 credits and second year 36 credits). Since the first year of MAJMC programme is the same as of PGJMC programme, therefore, the overall credit structure of PGJMC is also being rationalised into 36 credits by increasing credits of two practical courses.

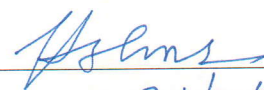
	The Board members sought details of the entire credit structure of the MAJMC programme and external members shared that practicals and projects of media-related programmes normally carry six credits in many central universities. After a detailed discussion, the Board approved the rationalised credit structure of MAJMC and PGJMC programmes. The revised credit structure will be applicable to all the modes of MAJMC and PGJMC in all the offered languages. The Board advised the School to implement the revised scheme after taking approval from the Academic Council.
26.10	To consider and approve the proposal of a promotional fee structure for the MAJMC programme offered in Regional Languages To meet the stated objectives of the National Educational Policy, the School of Journalism and New Media Studies has launched MA in Journalism and Mass Communication programme in Tamil and Hindi languages from July 2022 admission cycle. The translation work in other languages i.e., Bangla and Odiya is under process. The first admission cycle of MAJMC Tamil has received only two registrations, whereas English and Hindi have received a substantial number of registrations. To identify the reasons for low enrollment in the regional languages, the School has scrutinised the existing masters level programmes in the field of Journalism and Mass Communication offered through Open and Distance Learning modes from the states of Tamil Nadu and Odisha. It is observed that many MAJMC-related programmes are offered through ODL modes in the fee range of 5000 to 12,000. The detailed report was presented to the School Board. Given the stated recommendation of National Educational Policy, and to promote mother tongue-based higher education, the School has recommended a promotional fee of Rs. 10,000 (Rs. 5000 for the first year and Rs. 5000 for the second year) for the MAJMC programme offered in the regional languages (Tamil, Bangla, Odiya etc.). The promotional fee structure is proposed initially for two years, and after that as per the assessment of four admission cycles, this promotional fee structure may be reviewed. The Board members have expressed views on the need for mother tongue-based higher education and appreciated the School for taking steps in this direction. After detailed deliberations, the Board recommended the proposal of the promotional fee structure of MAJMC for the approval of the Academic Council.
26.11	To consider and approve the revision of eligibility criteria for MAJMC Lateral Entry admission into the MAJMC programme.

Arul Selvan
31/10/22
प्रो. के.एस. अरुल सेल्वन
निदेशक (प.न.ज.अ.वि.) इग्नू
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Director (SOJNMS) IGNOU

	The lateral entry option to the MAJMC programme was introduced in the July 2020 admission cycle. Under this option, the students who have passed out from the PGJMC programme from IGNOU are eligible to join the second-year programme of MAJMC. The credits and marks of their PGJMC [old] are treated as the first year of the MAJMC programme. However, due to the complete transformation of the revised PGJMC as well as the new structure of the MAJMC programme, the old PGJMC students who are entering the MAJMC programme are finding it hard to complete the courses. The old PGJMC had only four courses, however, the revised PGJMC is having eight courses. There were no practicals in the previous version of PGJMC and the current one is having two practicals. The second-year research practical and projects need a better understanding of all the courses of the MAJMC programme, which were not adequately addressed in old PGJMC programme.
	Based on these academic considerations about the old PGJMC and the revised PGJMC, the School proposed that the lateral entry option may be restricted only to the revised PGJMC programme, i.e., the students who graduated from the PGJMC [revised] on or after the introduction of the revised PGJMC programme i.e. from January 2020 batch. Students from earlier batches of PGJMC [old] may be allowed to transfer their credits as per the University norms and pursue their MAJMC programme. After a detailed discussion on this matter, subsequently, the Board approved the revised norms for the lateral entry to MAJMC second-year programme.
26.12	To consider and approve the PPF, PPR and PDF Forms for MA in Journalism and Electronic Media
	The Programme Coordinator was invited to present the concept note and other details of the proposed programme MA in Journalism and Electronic Media. The full programme structure was also presented in the meeting along with the Programme Proposal Form (PPF), Programme Project Report (PPR) and Programme Development Form (PDF). A considerable discussion happened on this agenda and subsequently, the Board approved the PPF, PPR and PDF of the MA in Journalism and Electronic Media along with the programme structure.
26.13	To consider and approve the PPF, PPR, and PDF Forms for MA in Journalism and Digital Media
	The Programme Coordinator presented the Programme Proposal Form (PPF), Programme Project Report (PPR) and Programme Development Form (PDF) of the MA in Journalism and Digital Media along with the programme structure.

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31/10/24
प्रो. के.एस. अरुल सेल्वन
निदेशक (प.न.ज.अ.वि.) इग्नू
Prof. K.S. Arul Selvan
Director (P.N.J.A.V.) IGNOU

	The Board members appreciated the detailed programme structure of MAJDM and suggested a few observations that data storytelling and visualisation, and Digital Media Production techniques may be incorporated into the structure. As per the advice of the Board members, the necessary changes were incorporated into the programme structure. With these observations, the Board approved the PPF, PPR and PDF of the MA in Journalism and Digital Media programme.
26.14	To consider and approve the PPF, PPR and PDF Forms for MA in Development Journalism The Programme Coordinator was invited to make a presentation on the proposed programme MA in Development Journalism. A detailed concept note along with the need for this programme was presented. A detailed discussion happened on the proposal. The Programme Coordinator mentioned that the School is already running a PG Diploma programme in Development Communication. The necessary academic resources from this PG Diploma would be used for the proposed MA in Development Journalism programme. The Programme Proposal Form (PPF), Programme Project Report (PPR) and Programme Development Form (PDF) for MA in Development Journalism were presented and subsequently approved by the Board. Since an agenda item of an expert committee is being part of this School Board meeting, members approved the constitution of an expert committee. As a follow up, based on the approval and advice of the Board, the School conducted the Expert Committee meeting on 19th October 2022 through virtual mode after taking the due administrative approval. The minutes of the expert committee was circulated along with the programme structure to all the School Board members for their consideration and approval. The Board approved the PPF, PPR and PDF along with the programme structure of MA in Development Journalism.
26.15	To consider and approve the launch of PGJMC (Revised) in Online mode The programme structure of PGJMC and first-year MAJMC are common. The entire MAJMC is currently offered through online mode since the January 2022 admission cycle. The PGJMC programme is being offered in the online platform for the Guyana students under a special arrangement. Since the PGJMC programme is already on offer indirectly through online mode, hence the Programme Coordinator presented the Online Launch form for the PGJMC programme. The Board sought details of the School's performance in the online education field. Subsequently, the Board approved the online launch of the PGJMC programme.



26.16	To consider and approve the launch of PGJMC (Revised) in Indian Languages (Tamil, Bangla and Odia)
	The School has already initiated the process of offering the master's degree in Journalism and Mass Communication in the regional languages. Since the PGJMC and the first year of MAJMC are sharing a common curriculum, hence without any additional efforts PGJMC programme can also be offered in the regional languages. Accordingly, the School presented the proposal to launch the PGJMC programme in the regional languages. To start with, the Tamil language will be introduced. Bangla and Odiya will be launched once the MAJMC is launched in those languages. After a detailed discussion, the Board approved the proposal of offering PGJMC in the regional languages. The promotional fee structure recommended for the MAJMC in the regional languages will also apply to the PGJMC programme. Accordingly, Rs. 5000 is recommended for approval. The fee revision of MAJMC concerning the regional languages is directly applicable to the PGJMC programme.
26.17	Any other items with the permission of the Chair.
26.17 (a) - To consider and approve the Programme Costing of B.A. (Hons.) in Journalism and Digital Media	
	26.17(a) – The School is in the process of developing a BA [Hons] in Journalism and Digital Media programme. As per the norms, the School requested the Planning and Development Division of the University to calculate the cost analysis of this programme and recommend the fee structure. Accordingly, a detailed cost analysis was undertaken by the P&DD and recommended fees of Rs. 10,600/ per year per student. The details of the fee structure along with the cost analysis were presented before the School Board. The Board took note of the details of the proposed fee structure of BA [Hons] in Journalism and Digital Media and recommended for the approval of the Academic Council.
26.17(b) – To consider and approve the List of Experts for MDJ Expert Committee	
	26.17(b) – In continuation to the previous agenda number of 26.14, the Board approved the constitution of the experts for the proposed programme MA in Development Journalism.
26.17 (c) - To consider and approve the revised fee structure of the Post Graduate Diploma and PG Certificate in Advertising and Integrated Communications	

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31/10/22
प्रो. के.एस. अरुल सेल्वन
निदेशक (प.न.ज.अ.वि.) इग्नू
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(SOJNMS) IGNOU

	26.17(c) – The Programme Coordinator presented the revised fee structure for Post Graduate Diploma in Advertising and Integrated Communication. As per the cost analysis done by the Planning and Development Division, the revised fee structure for the PG diploma is Rs. 8,000/- per student, and fee structure for the Post Graduate Certificate is Rs. 3,700/-
26.17 (d) - To consider and approve the Entry Option for Post Graduate Certificate in Advertising and Integrated Communications	
	26.17(d) – The Programme Coordinator informed the meeting that as part of the PG Diploma in Advertising and Integrated Communication, the exit option after the first semester was approved by the relevant Boards and Councils, hence a proposal of a separate entry to the Post Graduate Certificate in Advertising and Integrated Communication may be approved. The PG Diploma in AIC is scheduled to be launched in January 2023. The Board advised the Programme Coordinator to follow the University rules and regulations while proposing any new standalone programme. The Programme Coordinator needs to submit all the relevant programme-related forms to the School Board. Accordingly, the Board advised the Programme Coordinator to submit the PPF, PPR and PDF forms to the School Board.
26.17 (e) - Feedback Analysis Report of subject experts on the teaching-learning process	
	26.17(e) – As per the requirements of the NAAC process, the School has undertaken an extended survey among the experts who are regularly involved with the School's programme development. A similar exercise was conducted a few years back. In this combined survey, a total of 20 experts' comments and inputs were collated and presented in a report form. The Board took note of it and approved it.

The meeting ended with a vote of thanks to all.

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31/10/22

Prof. K S Arul Selvan
Chairperson, School Board, SOJNMS

प्रो. के.एस. अरुल सेल्वन
निदेशक (प.न.ज.अ.वि.) इग्नू
Prof. K.S. Arul Selvan
Director (SOJNMS) IGNOU