

Indira Gandhi National Open University

School of Journalism and New Media Studies

Minutes of the 29th School Board Meeting of SOJNMS held on 29th May 2024 (Wednesday) 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. Subhash Dhuliya, Former VC, Uttarakhand Open University, New Delhi
3. Prof. Usha Raman, Sarojini School of Communication, University of Hyderabad
4. Prof. Rabindra Manukonda, Professor, Center for Media Studies, JNU, New Delhi
5. Prof. Vigneshwara Illavarasan, IIT Delhi, New Delhi
6. Shri. Alok Verma, Editor-in-chief, NYOOZ, NOIDA
7. Prof. B. Rupini, Professor, SOITS, IGNOU
8. Prof. Rajeev Kumar Shukla, Professor, SOMS, IGNOU
9. Dr. Devesh Kumar Mishra, Associate Professor, SOH, IGNOU
10. Mr. Buta Singh, Assistant Professor, SOCE, IGNOU
11. Dr. Shikha Rai, Associate Professor, SOJNMS, IGNOU
12. Dr. Ramesh Yadav, Associate Professor, SOJNMS, IGNOU
13. Dr. Amit Kumar, Associate Professor, SOJNMS, IGNOU
14. Dr. Padmini Jain, Assistant Professor, SOJNMS, IGNOU

At the outset, the Director of SOJNMS and Chairperson of the School Board, Prof. Arul Selvan, welcomed all the members to the 29th School Board meeting of SOJNMS.

The Agenda Items were taken up for discussion and the following were decided:

29.01	Confirmation of the Minutes of the 28th School Board meeting held on 27th October 2023
	The Chairperson informed the members that the 28th School Board meeting was held on 27th October 2023 through online mode. Following that, the minutes were circulated to all the members. No comments were received. The Board confirmed the minutes of the 28th School Board minutes.
29.02	To consider and approve the Action Taken Report of the 28th School Board
	The Chairperson presented the actions taken on the individual agenda items of the 28th School Board meeting. It was noted that the majority of the agenda

Arul Selvan

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निदेशक (प.न.ज.अ.वि.) इग्नू
Prof. K.S. Arul Selvan
SOJNMS, IGNOU

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	items were implemented, and some of them were submitted to relevant Councils/Committees for further necessary actions.															
	The Board noted the action taken on the 28th School Board minutes.															
29.03	To consider and approve the Minutes of the Doctoral Research Committee Meetings including the Examiners/Evaluators list for Ph.D Scholars															
	The Programme Coordinator presented minutes of all the Doctoral Committee Meetings held in April and May 2024. The examiners' lists for the following PhDJMC scholars were presented and approved after a brief discussion: 1. Aakriti Taneja (E.No. 198570674) 2. Madhumita Das (E. No. 198570699) 3. Ashuni Pou (E. No. 198570707) 4. Aruna K C (E. No. 198570681) Research proposals of July 2022 batch scholars of PhDJMC There are seven scholars as part of the July 2022 batch of PhD in Journalism and Mass Communication programme. These scholars presented their proposal before the DRC meeting held on 15th May 2024 and after a detailed discussion the research titles were approved by the DRC. Along with the title, DRC recommended the supervisor from the SOJNMS for the respective scholars and indicated their choice of mode of pursuing their degree programme. The minutes of DRC were presented before the School Board. During the discussion on this matter, a few suggestions were given. With suggested modifications, the School Board approved the following research titles of respective scholars: <table><tr><th>S. No.</th><th>Name</th><th>PhD Thesis Title</th><th>Recommended Supervisor</th><th>Mode of Study</th></tr><tr><td>1</td><td>Sweta Rani (225035170)</td><td>Women Influencers in Social Media Advertising: A Study of Representation and Reception</td><td>Dr. Padmini Jain</td><td>Full-time</td></tr><tr><td>2</td><td>Manan Chopra (225034723)</td><td>Aesthetics and Audience Behaviour through Reality Construction in Mobile Games: a study of</td><td>Dr. Shikha Rai</td><td>Part-time</td></tr></table>	S. No.	Name	PhD Thesis Title	Recommended Supervisor	Mode of Study	1	Sweta Rani (225035170)	Women Influencers in Social Media Advertising: A Study of Representation and Reception	Dr. Padmini Jain	Full-time	2	Manan Chopra (225034723)	Aesthetics and Audience Behaviour through Reality Construction in Mobile Games: a study of	Dr. Shikha Rai	Part-time
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		Gaming Culture in India		
3	Raman Das (225035012)	लोक संस्कृति के संरक्षण एवं प्रसार में सोशल मीडिया की भूमिका: छत्तीसगढ़ के संदर्भ में एक अध्ययन	Dr. Amit Kumar	Full-time
4	Manish Kumar Kapoor (225034755)	भारत में जनसंचार शिक्षा एवं मीडिया उद्योग के बीच अंतर्संबंध: केन्द्रीय विश्वविद्यालयों के पाठ्यक्रमों का अध्ययन	Dr. Amit Kumar	Part-time
5	Suraksha Yadav (225034540)	हरियाणा में महिला स्वास्थ्य योजनाओं के प्रति लोक धारणा निर्माण में संचार की भूमिका	Dr. Padmini Jain	Full-time
The Doctoral Research Committee approved these titles and recommended for further approval processes. Minor title revision of PhDJMC scholar Gurmeet Kaur The 2019 batch PhDJMC scholar Gurmeet Kaur (E. No. 198570714) has submitted a request to make changes in her PhD thesis title through her supervisor Dr. Amit Kumar. Her earlier approved title is "Climate Change Communication on Twitter: A Study of National Capital Region based Twitter Users". Meanwhile, the social media brand name was changed from Twitter to 'X'. Hence, the scholar proposed a minor change in her title "Climate Change Communication on Social Media: A Study of National Capital Region Based Social Media Users". The matter was discussed in the Doctoral Research Committee held on 15th May 2024 and approved by the DRC. After a brief discussion, the School Board approved the revised title.				
29.04	To consider and approve the Programme Revision Form of PhD Journalism and Mass Communication (PhDJMC)			
	PhD in Journalism and Mass Communication has been offered since 2010 at the School of Journalism and New Media Studies. The School has awarded close to			

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	35 scholars in the last 15 years. As per the University guidelines for PhD programmes, six months of coursework is mandatory for all the registered students of Ph.D.. Currently, the School is offering the coursework for 18 credits. After the 2010 launch of PhDJMC, the School revised its curriculum in 2017 to align with the university guidelines. Since then, the academic discipline of media and communication studies has witnessed substantial changes, particularly in the field of Information and Communication Technology within the communication discipline. Besides that, the feedback from the research scholars on the existing coursework also gave substantial ground for revision. Accordingly, an expert committee meeting was convened on 15th April 2024 at SOJNMS, IGNOU, New Delhi, to streamline the syllabus and update the curriculum structure. The revised curriculum was discussed in detail in the expert committee meeting. The suggestions incorporated into the syllabus were presented in the School's Doctoral Research Committee meeting held on 15th May 2024. The updated coursework curriculum was circulated to the School Board members through email. After the approval of the School Board through circulation, the Programme Revision Form of PhDJMC was submitted to the 71st Academic Council Standing Committee held on 28th May 2024. The ACSC advised the School to continue with the existing coursework curriculum. In view of the ACSC decision, the revised curriculum is withdrawn. Minor revisions are being made in the RJM101, RJM102 and RJMP101 to make the curriculum updated.
29.05	To consider and approve the PDF and PPR of the PG Diploma in Media and Information Literacy
	The School of Journalism and New Media Studies have been engaged in the Media and Information Literacy field since its inception. The School's constant endeavour is to popularise and integrate MIL in different sections of society for the betterment of individuals and communities. In particular, a faculty of SOJNMS was part of UNESCO's curriculum for MIL for teachers (2010 edition and the revised 2021 edition). The School has recently conducted a series of workshops in media literacy and empowerment in 2022, and it has been running two MOOC courses on the SWAYAM platform since 2023.

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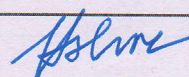
	To streamline all our activities in the field of MIL, the School is proposing to start a Post Graduate Diploma in Media and Information Literacy. The Programme Proposal Form was initially approved by the 28th School Board and subsequently approved by the 70th Academic Programme Committee. Based on these developments, the Expert Committee meeting was conducted on 24 April, and the committee recommended the development of this innovative programme and the curriculum structure of the PG Diploma. The Programme Coordinator presented the Programme Development Form (PDF) and Programme Project Report, along with the curriculum structure of the PG Diploma in Media and Information Literacy to the School Board. After a detailed discussion, the School Board approved the PDF, PPR and the curriculum structure of the PG Diploma in Media and Information Literacy.
29.06	To consider and approve the Programme Revision Form of PG Diploma and MA Journalism and Mass Communication programmes (ODL and Online modes, and all the languages)
	The MA (Journalism and Mass Communication) programme was launched in January 2020. The programme has three practicals and one project course. Over the past four years, the School has received numerous feedback from the Regional Centers as well as representations from the students regarding the issues of practical and project courses. To streamline these issues as well as update the programme as per the University guidelines, a revision has been proposed. Programme Coordinators gave detailed presentations on the revisions: 1. The electives are introduced as part of first-year and second-year practicals. Students can choose an elective as per their choices. 2. The viva components of practical courses are removed. These practical courses will have a single evaluation based on portfolio submissions. 3. A new research workbook on the lines of portfolio is being introduced as an elective. Secondly, to offer the MAJMC as per the NEP guidelines, two additional courses have been introduced in tune with the promotion of Indian language-based media education. These courses are pertinent to Media and regional languages. The courses MJM020, MJM024, MJM026 and MJM030 will have six credits due to their heavy academic load.

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	The electives of MAJMC in the first and second years will be added to the admission software system as and when the SLM materials are available/developed. The lateral entry to these revised master's degree programmes with 80 credits will be from the January 2026 admission cycle onwards. The PG Diploma holders with 40 credits will be eligible to take admission through lateral entry. The changes in the MAJMC structure will be implemented across all modes (ODL and Online) and languages (English, Hindi, and Tamil). Since the first year of MAJMC is PGJMC, the revised curriculum will be implemented accordingly. The revised curriculum will be implemented from the January 2025 admission cycle. The matter was discussed in detail. The School Board observed that introduction of the language-based education is a well-appreciated move. Offering an internship will facilitate exposure to the real-world media scenario. The School Board approved the Programme Revision Form of MAJMC/MAJMCT/MAJMCOL and PGJMC/PGJMCT/PGJMCOL.
29.07	To consider and approve the Programme Revision Form of MA Development Journalism (MADJ)/PGDDC/PGDDCOL programmes
	Based on the recommendations of IGNOU's Academic Council and in the light of NEP 2020 guidelines, as well as the recommendation of the expert committee meeting, the MA (Development Journalism) is revised into 80 credits. The School Board members suggested that the total credits should match with the University guidelines. The first year of MADJ and PGDDC/PGDDCOL are having a common curriculum. The Programme Coordinator gave a summary of the revisions of MADJ: 1. A new 4-credit course Internship/Development based Research Project is included as part of the first year. With this introduction, the first-year credits are enhanced into 40. 2. In the second year, a 4-credit course is adopted from IGNOU (MGSE010). With this modification, the second-year credits are totalled to 40. 3. Together, the revised credits of MADJ are 80. 4. The first-year MADJ is common for PGDDC/PGDDCOL programmes. The lateral exit of MADJ will be awarded with PGDDC and with PGDDC, a student can join MADJ's second-year programme through lateral entry. 5. The revised MADJ will be implemented from January 2025. 6. The lateral entry to 80 credit MADJ will be implemented from January 2026, in which 40 credit PGDDC/PGDDCOL are eligible to apply. The School Board noted all the revisions of MADJ and approved the PRF of MADJ and PGDDC/PGDDCOL.

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29.08	To consider and approve the Question Paper Setters and Evaluators for the PG Diploma in Digital Media (PGDIDM) and MA in Journalism and Digital Media (MAJDM) programmes
	The list of question paper setters and evaluators for the PGDIDM/PGDIDMOL and MAJDM programmes was submitted for the consideration and approval of the School Board. The School Board approved the list of question paper setters and evaluators of PGDIDM/PGDIDMOL and MAJDM programmes.
29.09	To consider and approve the Evaluation Methodology for BA Journalism and Digital Media (BAJDM/BAFJDM programmes)
	The School has launched a three-year BAJDM programme from July 2023 admission onwards. The students who have taken admission in July 2023 BAJDM will appear for their first term-end examinations in June 2024. The four-year undergraduate programme (FYUP) based BAFJDM has been launched in the January 2024 admission cycle. The evaluation methodology of BAJDM/BAFJDM is submitted for consideration and approval by the School Board. The methodologies of BAJDM and BAFJDM were discussed and approved by the School Board.
29.10	To consider and approve the Question Paper Setters and Evaluators for BAJDM and BAFJDM programmes
	The list of question paper setters and evaluators for the BAJDM/BAFJDM programmes was submitted to the School Board. The members were requested to provide more suitable names within a week's time. After careful consideration and discussions, the School Board approved the list.
29.11	To consider and approve the revision of eligibility criteria for the academic counsellors of SOJNMS programmes
	The School currently has the following eligibility criteria for Academic Counsellors for all the programmes of SOJNMS: "Master's degree with five years of media industry/teaching/research experiences". However, as per the revised guidelines of the University, the Academic Counsellors must have eligibility criteria to become Assistant Professor in any college/University.



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	The School Board members observed that journalism education is a professional one, and finding a trained academic counsellor could be a challenge. Hence, the eligibility criteria of an academic counsellor should meet the minimum conditions to become an Assistant Professor. The revised criteria is "<i>The Academic Counselor should have minimum eligibility to become Assistant Professor in a College/University.</i>" The Director informed the School Board that the revised eligibility conditions will apply to all the academic programmes of SOJNMS. After a detailed discussion, the School Board approved the revised eligibility conditions of Academic Counsellors for the SOJNMS programmes.
29.12	To consider and approve the New members for the School Board - outside experts
	The tenure of current external School Board members of SOJNMS is ending on 9th August 2024. As per provisions of Clause (2)(e) of Statute 10A of the Statutes of the University, the School Board of the School of Journalism and New Media Studies is recommending the following external members for the next two years: 1. Prof. Pradip Nair Professor, Department of New Media Director, Research Section Central University of Himachal Pradesh Dharamshala nairdevcom@hpcu.ac.in / 9816600218 2. Prof. Tarjeet Sabarwal Director Centre for Culture and Media Governance Jamia Millia Islamia, New Delhi tsabarwal@jmi.ac.in / 9818023685 3. Prof. Manisha Pathak-Shelat Professor of Communication Editor - SAGE Journal of Creative Communication MICA, Ahmedabad manisha.shelat@micamail.in

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	4. Prabhat Kumar, Editor (News), News 18 Uttar Pradesh - Uttarakhand Noida prabhatpandey81@gmail.com / 9953430081 5. Jitin Gandhi Head, Jagran New Media Noida mailforjatin@gmail.com / 9811770274 The School Board members noted that the experts from the industry background must have significant experience in responsible positions in place of higher academic credentials. After a detailed discussion on this matter, the School Board recommended the external experts for approval.
29.13	Any other item with the permission of the Chair 29.13.A To consider and approve the Programme Revision Form of MAJDM The MA (Journalism and Digital Media) programme was launched in the 2023 admission cycle. It is currently offered with 72 credits. As per the recent guidelines of the Academic Council and recommendations of NEP 2020, this programme is revised into 80 credits. The revision is being carried out in the following manner: 1. A new 4-credit course is being introduced in the first year of MAJDM - Social Media and Society. With this addition, the first year of MAJDM will have 40 credits. The first-year MAJDM curriculum is common for PGDIDM/PGDIDMOL programmes. Accordingly, these diploma programmes will have 40 credits. 2. A new 4-credit course is being introduced as part of the second-year MAJDM - Digital Media Economics. With the addition, the second-year MAJDM will have 40 credits. 3. Together the revised MAJDM will have 80 credits. Accordingly, the Programme Revision Form was submitted to the School Board.

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4. The revised MAJDM and PGDIDM/PGDIDMOL will be launched from the January 2025 admission cycle. The lateral entry to the 80-credit MAJDM programme will be from January 2026.

After a detailed discussion, the School Board approved the Programme Revision Form for MAJDM and PGDIDM/PGDIDMOL programmes.

29.13.B To consider and approve the Unit writers for BAJDM/BAFJDM programmes

The School has launched BAJDM in July 2023 and BAFJDM from January 2024 onwards. The first Term End Examinations are scheduled for June 2024. The list of question paper setters and evaluators was submitted for approval.

The School Board approved the list for the BAJDM/BAFJDM programme.

29.13.C To consider and approve the Programme Revision Form of MAJEM

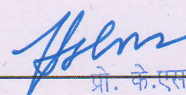
The PGJMC curriculum is the first year of MAJEM, similar to the MAJMC programme. Electronic Media programme has adopted courses from the MAJMC programme. As per agenda item 29.06 of this meeting, a revision is being made in the MAJEM as per the changes made in the MAJMC programme. As per the revised MAJEM, the total credits are 80.

The School Board approved the Programme Revision Form of MAJEM.

29.13.D To consider and approve the Programme Revision Form of PGDEME

The PG Diploma in Electronic Media programme has adopted courses from the MAJMC programme. As per agenda item 29.06 of this meeting, a revision is being made in the PGDEME as per the changes made in the MAJMC programme. As per the revised PGDEME, the total credits are 40.

The School Board approved the Programme Revision Form of PGDEME



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29.13.E Evaluators list for MJML-022/122 and MJMP-020/120

The second-year practical course MJML022 is completely managed by the SOJNMS. This is a research-based practical course. Students who complete the practical portfolio through the specified assignments which leads to the development of proposals. The research proposal is approved by the respective faculty members of SOJNMS based on their specialisation. With the revised payment norms for the practical courses, the School would like to use the approved list of evaluators for the MJML022/MJML122 courses of MAJMC. The members were requested to provide more suitable names within a week's time.

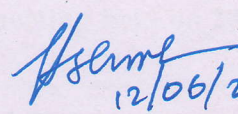
After a brief discussion, the School Board approved the list.

29.13.F List of paper setters and evaluators of MAJEM & PGDEME

The list of paper setters and evaluators for the MAJEM and PGDEME was presented by the Programme Coordinator. The members were requested to provide more suitable names within a week's time.

The School Board approved the list.

The meeting ended with a vote of thanks to all the members.


12/06/2024
(Prof. K.S. Arul Selvan)
Director, SOJNMS

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