

Indira Gandhi National Open University

School of Journalism & New Media Studies

Minutes of Seventh School Board Meeting held on October 14, 2011 at Conference Room, EMPC, IGNOU, Maidan Garhi, New Delhi 110068

Following were present:

Prof. Subhash Dhuliya, Director, SOJNMS, IGNOU	Chairperson
Dr. K.S. Arul Selvan, Associate Professor, SOJNMS, IGNOU	Member
Dr. O.P. Dewal, Associate Professor, SOJNMS, IGNOU	Member
Dr. Ramesh Yadav, Assistant Professor, SOJNMS, IGNOU	Member
Dr. Deo Shankar Naveen, Associate Professor, Director, School of Translation Studies, IGNOU	Member
Dr. S.K.Yadav, Associate Professor, School of Agriculture, IGNOU	Member
Dr. Sonia Sharma, Assistant Professor, Director(I/c), School of Tourism and Hospitality Management, IGNOU	Member
Mr. Sunit Tandon, Director General, IIMC, Delhi	Member
Prof. G. Ravindran, Professor and Head – Department of Journalism and Communication, University of Madras	Member

The following attended the meeting as special invitee

1. Mr. Amit Kumar, Assistant Professor, SOJNMS
2. Ms. Padmini Jain, Assistant Professor, SOJNMS
3. Ms. Usha Chandra, Research Officer, SOJNMS

Prof. B.K. Kuthiala, Vice Chancellor, Makhnallal Chaturvedi National University of Journalism, Siddarth Vardhajan, Bureau Chief Delhi, The Hindu, Prof. D. Gopal, Professor, IGNOU and Dr. Kiron Bansal, Associate Professor, SOJNMS could not attend the meeting.

The Director of the School Prof. Subhash Dhuliya welcomed the members and expressed sincerely thanks to accepting the invitation to attend the meeting. He informed the members that Prof. S. N. Singh has moved to take over as VC of Patna University and he has taken over as Director. The members congratulated Prof. Dhuliya on his assumption as Director of the School.

The Director moved the agenda for consideration and approval.

Agenda Item No: 7.1: To consider and approve the confirmation of the minutes of the 6th School Board Meeting

The minutes of the 6th School Board Meeting held on 8th April 2011 after a detailed discussion and the ATR submitted in this regard as there were no comments received on the minutes circulated earlier. The Board approved the minutes of the 6th School Board Meeting.

Agenda Item No: 7.2: To consider and approve the action taken report on the minutes of the 6th School Board Meeting held on 8th April 2011

The items were taken up for discussion and after going through the ATR submitted as annexure to the agenda the board approved the ATR on the 6th School Board Meeting.

Agenda Item No: 7.3: To consider and approved the revised course structure and evaluation methodology of BA-AVFX IGNOU MAAC Collaborative programme:

This item was deferred by the 6th School Board Committee and advised to re-present the item in the next School Board Meeting accordingly. This item is placed before the 7th School Board and the academic experts of animation and visual effects from MAAC were invited before the committee for a brief presentation.

It was pointed out that history of animation arts should be accommodated in the relevant course of the programme. It was further pointed out that there has to be a balance between technical and academic components of the programme. It was observed that at present the programme is dominantly focused on technical aspects making it purely a trade course. The university education demand adequate attention to academic components that include concepts and theories, it was observed that adequate attention is not being paid to basic subjects of English and Accountancy it was recommended that competent resource person should be engaged to deal with the subject. In number of course the distribution of marks between theory and practical are not evenly distributed and this needs to be corrected. Maya representative pointed out at present the ratio between theoretical and practical input is 30:70. In some of the courses there is no balance between credits and contact hours it needs to be rationalized and contact hours need to be work out in accordance with credits of a course. With these suggestions the Board approved the revised course structure and evaluation methodology of BA-AVFX IGNOU MAAC Collaborative programme.

The programmes being conducted in collaboration with MAAC and also the issues concerning to implementation of the MoU also came up for discussion. It was specifically pointed out that the academics excellence needs to be combined with technical competence. The school needs to develop expertise and competence to evaluate and monitor the programmes being conducted by MAAC. It was stressed upon that there is a need to create faculty resources to fill the gaps that are arising in the course of implementation of a MoU with MAAC. The faculty members pointed out certain discrepancies that they noticed in the course of inspection undertaken by faculty members. It was specifically pointed out that academic institutions need to be more careful in collaborating in the areas of the trade courses. It was further pointed out that the trade courses are focused on technical skills and are generally devoid of any academic component. It was underlined that vendors are in control in most of the animation centres being run in the country and IGNOU needs pay attention to this dimension. It was pointed out that the fact needs to be looked into whether the faculty of MAAC qualified to meet the standards of university education. The control of IGNOU also came up for discussion and it was stressed upon that IGNOU must have an effective control over all the activities that are being conducted under the MoU. It was felt that an effective monitoring mechanism needs to be put in place. To meet this purpose either faculty resources need developed or some of the existing faculty members need to be trained in the area. There is a need to review all the MAAC centres in the light of

the provisions of MoU. It was strongly felt that inclusion of franchises without having any MoU with them need to be scrutinized thoroughly.

Agenda Item No: 7.4: To consider and approve the vision paper on SOJNMS for coming five years & the layout plans of activities to be presented by Prof. Subhash Dhuliya, Director, SOJNMS.

The vision paper for the future activities of the School was prepared in consultation with the faculty of the School and submitted to the competent authorities for consideration and as suggested by the authorities the item is placed before the School Board for consideration and approval.

It was observed that the term electronic media needs to be replaced by broadcast media and the centre title 'Electronic Media Production' needs to be re-titled as 'Broadcast Media Studies' and should be made a discipline rather than a centre. It was stressed upon that an inter-disciplinary and trans-disciplinary approach needs to be evolved across the various disciplines, units and centres.

It was observed that the discipline "Communication marketing & Management" be made crisper by titling it as Advertising and Public Relations. It was also observed that in due course radio component needs to be treated independent of television as they have already emerged as such. It was further observed that radio medium in the country is dominantly entertainment and journalism component is largely confined to the government sector.

The proposal for establishment of centre for Indian Language Media Studies was appreciated and it was pointed out that it will be a challenging task and will demand a lot of resources. It was further observed that this centre needs to be scaled up with more faculty and professional resources. It was stressed upon that Film and Cinema is a huge project and has to be treated accordingly rather than just inclusion in the national media resource centre and needs to be projected as a long term goal.

Journalism Studies discipline was also appreciated as it will incorporate conceptual and theoretical foundation of Journalism rather than focusing on craft component which is in practice generally. It was explained that while introducing the discipline of Journalism Studies, it has been conceptualized that Journalism needs to be studied with greater theoretical frameworks rather than only imparting skills. It was further explained that the term studies have been conceptualized as a combination of research, education and training rather than focusing the stream on the craft component.

After a detailed discussion about the action plan of the School for the next five year, the Board approved the vision paper of the School.

Agenda Item No: 7.5: To consider and approve the integrated programme structure of MA-JMC (ODL)/F2F to be presented by programme coordinators Dr. K. Bansal (ODOL) & Dr. Arul Selvan (F2F) respectively.

It was observed that there is a need to introduce commonality in MA- ODL and F2F and some variations may be maintained in accordance with the delivery mode. Dr. Arul Selvan,

while presenting the outline of the syllabus of F2F programme explained that the UNESCO syllabus has now been adapted taking into consideration the last two years experience. He further explained that efforts have been made to introduce commonality in ODL and F2F. The detailed syllabus, design and programme structure submitted by Dr. Kiron Bansal was approved with the following observations.

It was pointed out that in F2F "Media and Society" be made as first course and communication theories need to be paid more attention. The adapted programme design presented by Dr. Arul Selvan was approved by the School Board with the observation that detailed syllabus, design and programme structure for F2F programme be drafted on lines the ODL and incorporating the points mentioned in the course of deliberations of the Board meeting.

The programme design and syllabus submitted by Dr. Kiron Bansal was discussed and it was observed that the Course -10 of Practical Training needs to have an option of Internship; in Course-II an unit on art of translation be introduced; in the same course Typography be added under Editing and Designing Block; the title of Course-8 be only Media Management and there is no need to add 'Marketing'; In Course-6 the Development Journalism Blocks need to be reworked. With these suggestions the Board Approved programme design and syllabus with the incorporating the above changes.

Agenda Item No: 7.6: To consider and approve introduction of Radio Production Training in place of internship and project in CCR. Submitted by Dr. Ramesh Yadav, Programme Coordinator.

Having recognizing the fact that most of the community Radio Station have not taken the full shape and organising internship with these stations is bound to be problematic. The Board deliberated the internship programme being conducted at present and accepted with the revised internship which is mostly focused on production techniques. With this the Board approved the proposal.

Agenda Item No: 7.7: To consider and approve the syllabus of course work/structure for the Ph.D. programme to be presented by Prof. Subhash Dhuliya, Programme Coordinator of Ph.D. programme.

The syllabus of course work presented by Prof. Subhash Dhuliya for the Ph.D. programme of SOJNMS was discussed at length and the Board approved the same with the following observations:

The Ph.D course work was discussed at length and it was decided that in addition to six months course work another six months (a total of two semesters) may be added for further research and the programme be launched as a full fledged M. Phil. with a provision to complete dissertation and option of exit. In this context, it was proposed that Course IV be split in two parts. The first part will be an extensive research paper and the second part would be a working paper which will be the crux of the proposed thesis and will incorporate review of literature. It was also decided that 55 percent score in M. Phil. Be introduced as an eligibility criteria to move to Ph.D.

It was further decided that first three courses be made of six credits each and the research paper and working paper be made of seven credits each. The evaluation methodology may include presentation of the papers in seminars and before the doctoral committee.

The Board approved the syllabus and list of supervisors with the above recommendations.

Agenda Item No: 7.8: To consider and approve the list of paper setters, members of moderation board, evaluators & external experts for viva voice and practical examinations of various programmes.

The list of paper setters, members of moderation board, evaluators and external experts for viva voice and practical examinations of various programmes such as On Campus, ODL & Collaborative programmes of SOJNMS were approved by the School Board with the inclusion of all the internal faculty members of SOJNMS as paper setters and evaluators in their area of expertise/specialization.

Agenda Item No: 7.9: To consider and approve proposal to offer the PG Diploma in Journalism & Mass Communication (PG-JMC) programme in Hindi also (at present the programme is being offered in English only) till M.A. (JMC) ODL is launched. Submitted by Prof. Subhash Dhuliya.

The PGJMC ODL programme is on offer since 1994. At the time of launch the course structure were designed to cater the training needs of working media professionals. The School has now introduced MA programmes and opened it for fresh graduates. The first year of MA-ODL programme that is being developed would be equivalent to PG-JMC and will be open for fresh graduates. Thus the PG-JMC would be merged into MA-JMC which in turn will be open for fresh graduates and will also be offered in English & Hindi in this background the proposal has been made to offer PG-JMC in Hindi & English and open it for fresh graduates by abolishing two year experience as essential eligibility criteria for admission to PG-JMC. Hence forth all PG-JMC ODL Programme shall be opened to all fresh and working graduates without work experience from January 2011 Admission Cycle. With this the Board approved the proposal.

Agenda Item No: 7.10: Any other items with the permission of the chair.

The list of internal supervisors of admitted for Ph.D. programme was approved. It was further observed that external supervisors be associated, if and when required, depending on the expertise and specialisation of internal supervisors

The Phase-II Form of Post Graduate Diploma in Television Journalism submitted by Shri Amit Kumar was approved by the School Board.

The meeting ended with thanks to the Chair.