

Department of Mass Communication and New Media (MCNM)
Central University of Jammu (CUJ)

MCNM_BoS_2024/1

Dated: 29.07.2024

Sub.: MoM of the Meeting of BoS of Dept. of MCNM

The Board of Studies (BoS) of the Department of Mass Communication and New Media (MCNM) was constituted vide notification No. 189/2023 [CUJ/Acad./04-II/2023/658 dated 04.12.2023.

The second meeting of the BoS was held on 29 July 2024 at 3 pm at the Office of HoD, MCNM. The following members attended the meeting:

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| 1. Dr. Abhay SD Rajput, Asso. Prof. and Head, MCNM | - Chairperson |
| 2. Dr. Umesh Kumar, Asso. Prof., MCNM | - Member |
| 3. Dr. Bharat Bhushan, HoD, Hindi & Other Languages | - Member |
| 4. Dr. Pramod Kumar, IIMC, New Delhi | - Member (External) |
| 5. Prof. Suram Singh, Dean Academics | - Special Invitee |
| 6. Dr. Uday P. Singh, Associate Dean Academics | - Special Invitee |

Mr. Manish Prakash could not attend the meeting.

Item No. 1: Approval of New Curriculum including course matrix and syllabus of MA (MCNM) programme effective from batch 2024-26 onwards.

The Members of BoS thoroughly discussed the proposed new curriculum including course matrix and syllabus for MA (MCNM) programme w.e.f. from the academic batch 2024-26 and onwards or till further modifications.

Resolution: The BoS approved the new curriculum including course matrix and syllabus (**Annexure 1**). The new course matrix approved is reproduced from the Annexure 1 as below:

New Course Matrix for MA in Mass Communication and New media (112 Credits)
Semester 1

Course Code*	Course Title	Course Type	Credit	Total Marks
Core Courses				
	Communication: Concepts and Theories	Core Compulsory	4	100
	Writing for Media	Core Compulsory	4	100
	Radio and Podcast Production	Core Compulsory	4	100
	Fake News and Fact-Checking	Core Compulsory	2	50
	Indian Knowledge System in Communication	Core Compulsory	2	50
	Language Skills for Media (English)	Ability Enhancement Course (AEC)	2	50
	Multimedia Lab – I (Page Layout and Design)	Skill Enhancement Course (SEC)	2	50
	Multimedia Lab – II (Audio Recording and Editing)	Skill Enhancement Course (SEC)	2	50

	Media Portfolio – I	Value Addition Course (VAC)	2	50
Open Elective Courses (OEC)/MOOC (any Two)				
	Science Communication	Departmental OEC	2	50
	Photography and Image Editing	Departmental OEC	2	50
	Media Reviews and Critique	Departmental OEC	2	50
	Mobile Journalism	Departmental OEC	2	50
	Any relevant OEC offered by other departments at CU Jammu with prior approval of the HoD, MCNM	Interdisciplinary OEC	2	50
	Appropriate MOOC from SWAYAM platform with prior approval of the HoD, MCNM	Swayam MOOC	2	50
Total			28	700

Semester 2

Course Code	Course Title	Course Type	Credit	Total Marks
Core Courses				
	Communication Research	Core Compulsory	4	100
	New Media: Theory and Practice	Core Compulsory	4	100
	Advertising and Public Relations	Core Compulsory	4	100
	Television Broadcasting	Core Compulsory	4	100
	Language Skills for Media (Hindi)	Ability Enhancement Course (AEC)	2	50
	Multimedia Lab – III (Video Editing)	Skill Enhancement Course (SEC)	2	50
	Multimedia Lab – IV (Professional Camera Handling)	Skill Enhancement Course (SEC)	2	50
	Media Portfolio – II	Value Addition Course (VAC)	2	50
Open Elective Courses (OEC)/MOOC (any Two)				
	Drone Photography and Videography	Departmental OEC	2	50
	Science Communication: Advanced	Departmental OEC	2	50
	Digital and Social Media Marketing	Departmental OEC	2	50
	Film Appreciation	Departmental OEC	2	50
	Any relevant OEC offered by other departments at CU	Interdisciplinary OEC	2	50

	Jammu with prior approval of the HoD, MCNM			
	Appropriate MOOC from SWAYAM platform with prior approval of the HoD, MCNM	Swayam MOOC	2	50
Total			28	700
Mandatory Summer Internship (2 Credits)				

Semester 3

Course Code	Course Title	Course Type	Credit	Total Marks
Core Courses				
	Media Laws, Policies and Ethics	Core Compulsory	4	100
	Documentary Production	Core Compulsory	4	100
	Media Entrepreneurship and Startup Culture	Core Compulsory	4	100
	Deepfakes and AI for Media	Core Compulsory	2	50
	Dissertation (Part-1)	Compulsory Research Project	2	50
	Internship	Core Compulsory	2	50
	Multimedia Lab – V (Ad Design)	Skill Enhancement Course (SEC)	2	50
	Multimedia Lab – VI (Working with AI tools)	Skill Enhancement Course (SEC)	2	50
	Media Portfolio – III	Value Addition Course (VAC)	2	50
Open Elective Courses (OEC)/MOOC (any Two)				
	Defence Journalism	Departmental OEC	2	50
	Environmental Communication	Departmental OEC	2	50
	Health Communication	Departmental OEC	2	50
	Development Communication	Departmental OEC	2	50
	Any relevant OEC offered by other departments at CU Jammu with prior approval of the HoD, MCNM	Interdisciplinary OEC	2	50
	Appropriate MOOC from SWAYAM platform with prior approval of the HoD, MCNM	Swayam MOOC	2	50
Total			28	700

Semester 4

Course Code	Course Title	Course Type	Credit	Total Marks
Core Courses				
	Dissertation (Part-2)	Compulsory Research Project	16	400
	Major Media Project	Skill-based Major Project	8	200
Minor Project (Any One)				
	Media Startup Idea	Skill-based Minor Project	4	100
	Review of Media Startup			
Total			28	700

* Course Codes to be assigned by the Academics Section as per the University norms.

Item No. 2: Approval of new course matrix and syllabus of PhD coursework.

The Members of BoS thoroughly discussed the proposed new course matrix and syllabus of the PhD coursework at MCNM w.e.f. from the academic year 2024-25 and onwards or till further modifications.

Resolution: The BoS approved the new course matrix and syllabus of the PhD coursework (**Annexure 2**). The new course matrix approved is reproduced from the Annexure 2 as below:

Course Code*	Course Title	Credits	ESE	Max. Marks	Remarks
Mandatory Courses					
	Research Publication and Ethics	2	50	50	Syllabus as per the UGC notification
	Research Methodology	4	100	100	Syllabus as per the UGC notification
Subject Specific Elective Courses					
	Academic Writing	2	50	50	Attached
	Advanced Research Readings	4	100	100	Attached
	Total	12	300	300	

* Course Codes to be assigned by the Academics Section as per the University norms.

Item No. 3: Approval of re-structuring of courses in semester IV of MA (MCNM) Batch 2023-25.

The Members of BoS thoroughly discussed the proposed re-structuring of courses along with syllabus in Semester IV of MA (MCNM) programme batch 2023-25.

Existing Semester-IV courses of Batch 2023-25:

Core Courses			
Course Code	Course Title	Credit	Max Marks

MMCM2O001D	Dissertation	10	250
MMCM2O001I	Internship	10	250
Total		20	500

Resolution: The BoS approved the revised and re-structured courses in 4th Semester of the batch 2023-25 (**Annexure 3**). The old matrix having 20 credits is revised with the new matrix having 28 credits. The revised matrix of 4th Semester for batch 2023-35 from Annexure 3 is reproduced as below:

Revised Matrix for Semester-IV of Batch 2023-25

Revised Matrix for Semester-IV of Batch 2023-25				
Course Code*	Course Title	Course Type	Credit	Total Marks
Core Courses				
	Dissertation	Compulsory Research Project	16	400
	Internship	Core Compulsory	2	50
	Major Media Project	Skill-based Major Project	8	200
Minor Project (Any One)				
	Media Startup Idea	Skill-based Minor Project	2	50
	Review of Media Startup			
Total			28	700

* Course Codes to be assigned by the Academics Section as per the University norms.

Item No. 4: Allotment of Supervisor to new PhD scholars.

In the January 2024 round of PhD admissions, two scholars have been admitted in the department.

Resolution: The BoS approved the allotment of Supervisor to these scholars as per the following details:

S. No.	Name PhD Scholar	Enrolment No.	Name of Supervisor Assigned
1.	Aditya Negi	23PMCM01	Dr. Abhay SD Rajput
2.	Sunaina Harit	23PMCM02	Dr. Abhay SD Rajput1

Item No. 5: Any other point with permission of the chair.

Nil.

(Dr. Umesh Kumar)
Member

(Dr. Uday P. Singh)
Special Invitee

(Prof. Bharat Bhushan)
Member

(Prof. Suram Singh)
Special Invitee

(Prof. Pramod Kumar)
Member

(Dr. Abhay SD Rajput)
Chairperson