

**SCHOOL OF ARTS AND HUMANITIES
DEPARTMENT OF MEDIA STUDIES (CENTRAL CAMPUS)**

Structured feedback for curriculum from stakeholders:

1) Students, 2) Teachers, 3) Employers, 4) Alumni

Feedback Analysis on Syllabus from Students

1. Syllabus Designation and Content Differentiation

Students have expressed concerns regarding the designation of the syllabus, particularly noting a lack of clear differentiation between subjects such as broadcast media and multimedia production. There appears to be overlap between these areas, which may lead to confusion among students regarding the distinct concepts and skills associated with each. Clarifying and properly designating these components within the syllabus could enhance understanding and proficiency in these areas.

2. Examination Methodology and Assessment

The current examination methodology, particularly the viva component, has been critiqued by students. They feel that the viva often becomes more of a test of recalling memorized information rather than effectively assessing their understanding and application of knowledge. There is a consensus among students that assessments should focus more on evaluating comprehension, critical thinking, and practical skills rather than memorization.

3. Necessary Software requirements

Students have highlighted the need for the college to provide essential software required for their coursework. Access to relevant software tools is crucial for students to effectively engage with course materials and develop practical skills. Lack of access to necessary software can affect learning and limit students' ability to do assignments and projects.

4. Industry Orientation of Syllabus

Feedback from students indicates towards syllabus to be more aligned with industry standards and practices. Incorporating industry-relevant content and skills into the curriculum would better prepare students for the outside world. A syllabus that reflects current trends, technologies, and best practices in the field would enhance the practical relevance and employability of graduates.

5. Emphasis on Digital Media and Technology

With the increasing influence of technology on media landscapes, students emphasize the importance of giving greater attention to digital media and related subjects. They said that as technology continues to reshape media realities, it is imperative for the syllabus to reflect these changes and equip students with the necessary skills and knowledge to grow in a digital environment. Enhancing the focus on digital media would better align the curriculum with the evolving needs of the industry and enhance students' competitiveness in the job market.

Feedback from Industry Experts

1. Hands-On Training

Industry experts emphasize the need for more hands-on training for students. They suggest that students should be taught practical skills from the very beginning, starting from the basics. This approach ensures that students are well-prepared and equipped with the necessary skills to excel in their field.

2. Emphasis on Ground Reporting

Experts highlighted the importance of teaching ground reporting skills to students. They recommended that students should be trained to cover real issues and events, enabling them to develop a deeper understanding of journalism and media practices in real-world scenarios.

3. Focus on Industry-Based Skills

Industry experts suggest that more time should be dedicated to teaching skills that are directly relevant to the industry. There is a need to bridge the gap between academic learning and practical industry requirements. By focusing on industry-based skills, students can better prepare themselves for the challenges and opportunities in their careers.

Feedback on Syllabus from Alumni

1. Emphasize Practical Media Courses

Alumni strongly advocated for the inclusion of more practical media courses in the syllabus. They believe that practical, hands-on experience is invaluable for students entering the media field. By offering courses that focus on practical skills such as video production, digital media management, and content creation, students can develop the necessary expertise to excel in their careers. Practical courses not only enhance students' skillsets but also provide them with real-world experience that is essential for success in the media industry.

2. Introduce Research and Publication Courses

Alumni recommended the introduction of research and publication courses aimed at encouraging students to contribute to academic journals and books. These courses would provide students with the opportunity to conduct in-depth research on media-related topics and share their findings with a broader audience. By engaging in research and publication activities, students can enhance their critical thinking skills, deepen their understanding of media theory and practice, and establish themselves as thought leaders in the field. Moreover, publication in academic journals and books can significantly bolster students' resumes and academic credentials, enhancing their competitiveness in the job market and opening up new opportunities for career advancement.

Feedback on Syllabus from faculty

1. Discussion with subject experts before Syllabus Finalization

Faculty members suggest having discussions with subject experts before finalizing the syllabus. They believe that involving faculty in this process will ensure that the syllabus is well-rounded and addresses the needs of students effectively. By consulting with faculty, the syllabus can be tailored to cover relevant topics and meet the learning objectives of each course.

2. Syllabus should Reflect Changing Trends

Faculty members emphasize the importance of updating the syllabus every year to reflect changing trends in the field. They argue that media is constantly evolving, with new technologies and practices emerging regularly. By updating the syllabus annually, students can stay current with the latest developments in the industry and develop skills that are relevant to the current media landscape.

3. Course allocation according to expertise

Faculty members recommend allocating courses according to the expertise of each faculty member. They believe that this approach ensures that students receive instruction from faculty who are knowledgeable and experienced in specific subject areas. By matching faculty expertise with course content, students can benefit from high-quality instruction and mentorship that enhances their learning experience.

Action taken:

Many of these points have been kept in mind and incorporated into the newly passed syllabus in BOS 2023-24.