


Department of Media Studies

Feedback on Curriculum 2021

The Department of Media Studies collects feedback from various stakeholders annually and based on the feedback received, take appropriate actions wherever necessary. During the Board of Studies meeting, it will be discussed and changes will be carried out accordingly. The department constantly keeps in touch with the alumni and industry people and ensure that the curriculum is on par with the leading institutions.



Head
Department of Media Studies
CHRIST (Deemed to be University)
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CHRIST (Deemed to be University), Bengaluru - 560029.

Feedback on Curriculum

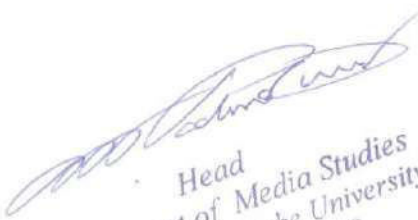
2020-21

Media Studies MA MAMCS

Category	Total Number of Requests	Total Number of Responses	Excellent %	Good %	Satisfactory %	Average %	Need to Improve %
Alumni	50	30	10	25	35	10	15
Student	115	60	20	40	30	5	5
Teachers	12	12	30	50	10	5	5

Curriculum Feedback Comments Received in Each Category

Alumni
1. Majority of the alumni are happy with the curriculum. 2. Good for placement
Student
Majority of the students are happy with courses and overall curriculum
Teachers
1. More or less happy with the courses. 2. Minor changes suggested.


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Action Taken on Feedback

Based on the student and alumni feedback 2016-17, the curriculum for MAMCS was revamped and specialisations were introduced from 2017 onwards. The specialisations were offered in multimedia reporting and advertising and corporate communications. New courses like mobile journalism, strategic storytelling, interpretative journalism, organisational behaviour, corporate and media law, copywriting were introduced.



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Action Taken Report - 2021

A complete revamping of the MAMCS curriculum, based on the suggestions from NEP and other stakeholders was proposed and approved of. These were some of the motivating factors:

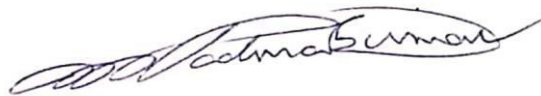
Ensuring innovation, research, skill enhancement and multidisciplinary sense-making

Ensuring more learning choices for the students with more elective options

providing opportunities for faculty to bring in their areas of expertise into the curriculum

Interlinking graduate attributes, programme outcomes, programme specific outcomes and the learning outcomes of the courses.

The VR lab that was proposed during the 2021 BoS, is now ready and operational.



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Department of Media Studies
Board of Studies

Date & Time: 1 February 2020, 10:30am
Venue: Room 110, Block IV, CHRIST - Bangalore Central Campus

Attendees List

Name	Designation		Signature
Dr Naresh Rao H	Associate Professor	Chairperson	
Mr Padmakumar M M	Assistant Professor	Member - Secretary	
Dr Fr Biju KC	Associate Professor	Member	
Dr Suparna Naresh	Associate Professor	Member	
Dr Rajesh A	Assistant Professor	Member	
Dr Shantharaju S	Assistant Professor	Member	On Duty Leave
Mr Ajay Kumar	Assistant Professor	Member	
Dr Aasita Bali	Assistant Professor	Member	
Adarsh Nalam	Industry Expert	Member	
Dr Richard Rego	Academic Expert	Member	
Mr Yash Kariwal	Alumni	Invitee	
Mr Sri Sudhan R	Alumni	Invitee	
Mr Prathik Desai	Student	Invitee	
Dr Meljo Thomas	Assistant Professor	Invitee	
Dr Kailash Koushik	Assistant Professor	Invitee	
Dr Kannan S	Assistant Professor	Invitee	On Duty Leave
Mr Alex P Joseph	Assistant Professor	Invitee	
Mr Joel M Jacob	Assistant Professor	Invitee	





Department of Media Studies
BoS Minutes

Minutes of the 12th Meeting of the Board of Studies of Department of Media Studies held on Saturday, 1 February 2020 at 10:30 am at Room 110, Block IV, CHRIST (Deemed to be University), Bangalore Central Campus

In the Chair: Dr Naresh Rao
Secretary: Mr Padmakumar M M

Members Present

All the members as per the attendance list were present.

Leave of Absence

Leave of Absence was received from the members.

Declaration of Quorum and Calling the Meeting to Order

The Chairperson declared the validity of the quorum and called the Meeting to Order. The meeting commenced by note of welcome to all the members and invitees.

Matters on the Agenda

- 1. To confirm the Minutes of the previous meeting held on 6 February 2019 at Bangalore Central Campus and 24 January 2019 on BGR Campus.**

The minutes of the previous meeting of the Board of Studies of both Campuses was duly reviewed and approved by the Board. It was noted that there were no matters arising out of the Minutes.

- 2. To consider the feedback of Alumni and Student Invitees to the BoS about the Programmes**

The Alumni invitees and Student Invitees to the BoS were asked to share their feedback of the programmes.

To begin, Mr Shri Sudhan, alumni of the MA MCS Programme shared his feedback about the MA MCS Programme. He suggested bringing the Corporate communication course to the third semester. He also suggested making copywriting as a module in Advertising, rather than as a full course. He also queried on the relevance of the Media Psychology course currently offered. Research could be optional for students in the first year, as the quality of most students who are forced to do it is not up to standard. Value Engineering and Entrepreneurship Courses, for which guest faculty come, the teachers could be better, younger and more relatable to students. Mr Sudhan also shared how the placements can be better for the students, and only organizations which offer higher packages should be asked to come and recruit. As a response, the Chairperson mentioned that for Placements to improve, the student participation also needs to be higher, as from previous experience,

the number of students who apply to the Placement office for interviews are currently really low. This makes a lot of companies refuse to come to the campus and they ask for students to travel to the organization and apply and attend interviews separately. Mr Padmakumar, Head, Department of Media Studies added that courses like Organizational Behaviour, Media Management and Project Management are courses that the Department is working towards adding from the next year, some as minor courses. He also mentioned how research is required in the University space. We need to encourage students to not just consume knowledge but contribute to it.

The Chairperson agreed to the quantity over quality debate for research papers. He opined that perhaps the research time frame can be stretched over a longer period of time to ensure quality and more time to get quality papers. On the other hand, students from previous batches have published and presented papers in conferences abroad. Teachers could impress upon the students the importance of research and guide them as to how it will help them into higher education.

Yash Kariwal, alumni from the first MA MCS Multimedia Journalism batch (2018), then shared his feedback on the programme. In the current system, in the first semester the students are asked to intern in either print or radio media. The students need to have more papers that focus on building their writing skills first to be able to write and perform better at such internships. He suggested bringing the NGO internship to the first semester and having the print/radio internship in the 3rd semester to meet this requirement. In order to ensure that the quality is not compromised, Mr Yash suggested providing more experiential training for the students in Broadcast Journalism so that they can do more quality CNews and other broadcast programs. He suggested if the Broadcast training sessions can also be brought to the first semester so the students are trained better. Another suggestion from his end was to stretch the Dissertation into two semesters so that it can be done better and won't affect the students grades. A further suggestion was to dedicate the entire 4th Semester to the Compulsory internship as it may help the students better in their job prospects.

Dr Naresh, as a response mentioned that our goal is for students to apply what they learn at the internship. He agreed that the first semester is probably too short a time for them to go into the field and that can be looked into. Fr Biju KC, Coordinator of the MAMCS Programme said that the students coming back to the classrooms after the internship in the 4th semester actually helps them better in placements. Also, the learning of the 4th Sem content will be better when they are on campus.

Next, Mr Prathik Desai, current 2nd year student of MAMCS Multimedia Journalism shared his feedback about the programme. He suggested attaching the Guest lectures to assignments and bringing them under the purview of CIAs. As the Department brings good assignments and bringing them under the purview of CIAs. As the Department brings good guest lectures for various topics, if assignments are incorporated into them, it would actually enhance the learning. He also suggested encouraging the students to continue the Research papers they do into the Dissertation. Also, more focus needs to be given on explaining to them the importance of research, its applications and tools for better learning and seriousness. For the Data Journalism course, the students spent more time on learning Excel. If this is brought in as a certificate course it will help the faculty focus more on telling stories through Data. He was also very appreciative of the Immersive Journalism course and asked if more hours could be added as it was very interesting and valuable for the students. The courses -Value Engineering and Entrepreneurship can be better by making it more practical in nature. As a final suggestion, he mentioned how internships and placement opportunities in Journalism could be better as many students are going into



Technical Writing which is not such a good shift in his opinion. If more Digital based journalism opportunities are provided for students, they can be placed better.

As a response, the Chairperson informed the Board how most available journalism jobs are instant or immediate requirements. It is difficult to get them available according to University timelines. That is the reality and nature of the job market in these streams. Padmakumar Sir mentioned how ultimately it is the students choice to join a particular job profile or not. Journalism students need to be go-getters, and need to approach organizations most of the time, rather than wait for them to come to them. Some amount of patience is required also to find the right job opportunity that suits their interests and passions. Dr Aasita Bali, Assistant Professor mentioned how some students are interested in technical writing because it is a comfortable job. We could offer a workshop based training for them for the field.

To conclude the agenda, Dr Naresh agreed that the students should have more options and not limited to a few in terms of job opportunities. However, journalism students, as mentioned, should be go getters and explore options. He informed the Board that the teachers of the Department can definitely help those students who are interested in getting local journalism jobs.

3. To consider and recommend the change in curriculum for MA MCS Programme

The Board of Studies reviewed the proposed changes in curriculum for the courses under the MA MCS Programme. Fr Biju KC, Coordinator of the Programme, informed the Board the Department's proposal to provide an introductory level Virtual Reality (VR) course in the current curriculum from this year onwards in the following courses: MCN 151, MCN 251,

MCN335, MCN355. A VR Lab is going to be built in the new Research Block of the

University. Comprehensive Viva was scrapped for both specialisations.

For the Advertising and Corporate Communication students it has been proposed to add a 2 credit course on 'Client Servicing' from next year. The code of the course is yet to be decided. A 2 credit course on Business Journalism was added for the 4th Semester Multimedia Journalism. Mr Adarsh Nalam, External Expert, suggested that a component needs to be added to the Client Servicing module focusing on the students being able to build and extract a brief and to learn skills in team building. The students are required to learn that the quality of brief really affects the work output. Conflict management could be added to Crisis Management, so that students learn these skills for the field experiences ahead. He also suggested introducing a certificate course in VR or introducing it in the first year at an introductory level so that students do not feel out of place while learning it. The members agreed to the suggestions made.

The Board also considered the Learning outcomes of the Programme that were added to the syllabus and approved them. Having considered the validity of the reasons for the suggested changes, the Board approved the same, subject to approval of the Academic Council.

4. To consider and recommend the change in curriculum for BA CEP Programme

The Board of Studies reviewed the proposed changes in curriculum for the BA CEP Programme for the courses CNM 131, CNM 151, CNM 231, CNM 211, CNM 331, CNM 051, CNM 431, CNM 541 A, CNM 541 B, CNM 631, CNM 641 A, CNM 632 B as prepared and presented at the meeting. The newly proposed Programme Objectives were also shared for the consideration of the Board, which were approved. Having considered the validity of the

reasons for the suggested changes, the Board approved the same subject to approval of the Academic Council.

5. To consider and recommend the change in curriculum for BA JPE Programme

The Board of Studies reviewed the proposed changes in curriculum for the BA JPE Programme for the courses JOU151, JOU351, JOU451A, JOU451B, JOU111, JOU311, JOU232, JOU631 as prepared and presented at the meeting. The Board also considered the Learning outcomes of the Programme that were added to the syllabus. Dr Rajesh A, Coordinator of the BA JPE Programme, also shared the proposal to introduce an Open Elective in 'Business Journalism.'

The external experts on reviewing the syllabus of the Open Elective suggested diluting the Business Journalism syllabus to make it more student friendly and to divide it into 2 levels in 2 semesters - Introductory and Advanced. The suggestions were accepted by the members present.

Having considered the validity of the reasons for the suggested changes, the Board approved the same, subject to approval of the Academic Council.

6. To consider and recommend the change in curriculum for BA Journalism (Honours) Programme

Mr Ajay Kumar, Coordinator - Discipline of Media Studies, BGR Campus, gave an overview of the BA Journalism (Honours) Programme to the members. The Board of Studies reviewed the proposed changes in curriculum for the BA Journalism (Honours) Programme for the courses BJOH131, BJOH231, BJOH432, BJOH532, BJOH634

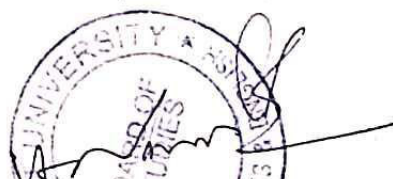
2 New papers have been introduced: BJOH441 Media Analysis (replaced BJOH441 Media Semiotics, BJOH642 A Media and Human Rights (replaced BJOH632 A Communication and Advocacy) (replaced)

On review, the Board suggested that for the course BJOH261 'Reframing Identity' in the title of the course could be reconsidered as it may raise issues in the way people perceive the course. They also suggested that teaching the courses BJOH331 Advertising and Public Relation for Journalism students may not be a good idea. It would be better to look at it as a critique of the two domains or just teach them these concepts as an integrated marketing module or in a workshop mode. They also suggested changing the nomenclature for Advertising to perhaps 'Copywriting' to focus on the writing and conceptualising skills. For the Course BJOH 541 B Sports Journalism, the mode of evaluation can be Portfolio mode.

Overall they also suggested reducing the number of 5 hour courses. Self-learning components can be introduced to ensure the students engage and apply the concepts they learn in class.

7. To consider and recommend the change in curriculum for BA MEP Programme

No changes were proposed to the Board for the BA MEP (Media Studies, Economics, and Political Science) Programme as there is just one more batch left to graduate in its current curriculum and the Programme has been revamped as BA (Economics, Media Studies, Political Science) or BA EMP.



8. To consider and recommend the change in curriculum for BA EMP Programme

No changes were proposed to the Board as the students are just one year into the Programme in its new form as BA (Economics, Media Studies, Political Science) or BA EMP.

9. To note the Generic Electives and Skill Enhancement Electives offered to other departments on both Campuses

The Board noted the Elective Programmes currently offered by the Departments on both campuses as per details given in Annexure D of the Notice and approved the same. The Board appreciated the value adding benefits of the Courses.

10. To consider any other matter with the permission of the Chair

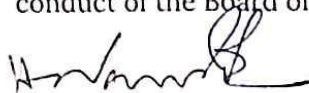
i. To note the Faculty and Student Development Initiatives of the Department

Mr Padmakumar MM, Head, Department of Media Studies informed the external experts how the students get to learn from new trends and transitions by the numerous Conferences like Media Meet, Fests, Workshops, Guest lectures, C-Hive Sessions and other events organized by the Department. This was well appreciated by the experts.

ii. To seek suggestions from the Experts for enhancing research output of Faculty members of the Department

Dr Richard Rego suggested how University Incentives can be increased to increase the Research output. Mentoring mechanisms can also be put in place for young researchers. Faculty can also look to build publications from Conferences. The best way would be to work on collaborative research either with students or other faculty. The suggestions were well taken by the faculty present.

With no other matters to discuss, the Chairperson adjourned the meeting thanking all the participants. The Chairperson particularly thanked the external experts Mr Adarsh Nalam and Dr Richard Rego, the alumni invitees and the student invitee for their presence and valuable suggestions. He also thanked the faculty members for their efforts in the smooth conduct of the Board of Studies meeting.



Dr Naresh Rao
Chairperson
Board of Studies
Department of Media Studies

