

BACHELOR OF ARTS MASS MEDIA COMMUNICATION

Minutes of the 1st BOS Meeting
Held on **Thursday, 29th August 2019**

Following members were present;

1. Mrs. Purna Sharma	HOD/Chairperson
2. Mrs. Juliet Esther	Member
3. Ms. Akshata Narkar	Member
4. Ms. Mishkaat Imrani	Member
5. Dr. Artee Aggarwal	Subject Expert
6. Dr. Manjiree Vaidya	Subject Expert
7. Dr. Sunder Rajdeep	Vice Chancellor Nominee
8. Mr. Kaizad Patel	Industry Expert
9. Ms. Ashwathi Anupkumar	Alumni
10. Dr. Gajanan Wader	Principal
11. Mrs. Deepika Sharma	Vice Principal

Meeting started at 12.00 noon under the chairmanship of Mrs. Purna Sharma after self introduction

Agenda 1: To Intimate about Notification Regarding Autonomous Status

The Chairperson welcomed members and presented the following documents awarding Autonomous status to the College

- (a) Report of UGC Expert Committee appointed for evaluation.
- (b) Approval Letter from UGC Dated 2^{4th} June, 2019
- (c) Approval Letter from University Dated 1 July, 2019

Agenda 2: To Discuss the Pattern of Revision in Syllabus undertaken uniformly by all the subject teachers.

The Board of Studies members reviewed the change in syllabus made by the respective subject teachers related to BAMMC subjects. The Chairperson intimated the members that syllabus has been revised to the extent of 5% to 10% changes.

Agenda 3: To Discuss and finalize the Revision in Syllabus of subjects under Department of BAMMC

Dr. Sunder Rajdeep, Vice Chancellor Nominee recommended to add some more reference books in the subjects Indian Regional Journalism, Media studies and Current Affairs. He also discussed with the project viva voce of THIRD YEAR for the subject of Ad Design and Newspaper and Magazine Making and same was accepted by the members of the Board.

Mrs. Aarti Aggarwal, Associate Professor and Head – Amity Innovation Incubator Mumbai at Amity University suggested some ideas for 15 marks internal allocation w.r.t projects and presentations for practical exposure in the subject of Introduction to Public Relation.

Mrs. Manjiree Vaidya, Associate Professor and Head of Institution at Amity University recommended some changes in the subject of Communication for the IT/CS stream and the same was agreed by the members of the Board.

Mr. Kaizad Patel , Business Head , West Spunlane Media Pvt Ltd, The News Minute.com was impressed with the changes in the syllabus of Advertising subjects of Third year..

After the discussions, the Board approved the revision/changes in the syllabus of following subjects on the condition of incorporation of further changes suggested by them-

Sr. No	Name of the Subject	Subject Teacher	Topic Added	Topic Removed	Reason for Replacement	Reference for Added Topic	15 Internal Marks Allocation
SEMESTER I							
1	Foundation Course I	Dr. Aarti Sukheja	Legal Rights available to Women , Stigma & Discrimination faced by the disabled, Disabled-Friendly facilities provided by the Government	Appreciate the inequalities faced by people with disabilities and understanding the issues of people with physical and mental disabilities	It is relevant to have an understanding of women rights,Also an understanding of the stigma against the challenged can create sensitivity and empathy in the youth	Edugeneral.org /blog/polity/women/rights-in-india/ Medind.nic.in/daa/t15/i1/dwasp15i1p195.pdf F.C. I & II: Micheal Vaz, Meeta Seta & Madhu Nair (Manan Prakashan)	Project and Visit to NGO and Report Writing

Visual Communication	Mishkaat Imraani	1) Elements of visual communication 2) Cover photos, Posters, Banner, display photos	1) visual communication as a process 2) Plans, organization, chronologies	The added topics will give students a clear understanding of the topic	Essentials of business communication by Bo Bergstrom	15 marks- Individual presentation And assignment
Fundamentals of Mass Communication	Mishkaat Imrani	Mass communication for Pop culture and development of advertising	Contemporary scene in Indian communication landscape	The old topic covered only one side of communication	Mass communication in India by Keval. J Kumar	15 marks- Individual assignment/ Presentation
Effective Communication I	Akshata Narkar	Written Communication and Media	Importance and Advantages of Verbal Communication	Not necessary to be included	Writing Feature Articles: Print, Digital and Online by Mary Hogarth	Individual Project – 5 Marks: Translation assignment 5 Marks: Skit/ Feature article Group Project – 5 Marks: Presentation
Current Affairs	Gopal Krishnan	Careers in Gaming Industry	Introduction to AI and data science	Too much technical at first year level	Understanding Augmented Reality: Concepts and Applications- Alan B Craig	Project – 15 marks
History of Media	Gopal Krishnan	Great masters of world cinema – Alfred Hitchcock, Sergei M Einstein, Satyajit Ray, Akira	Newspapers – a social aspect for freedom struggle	Concept cleared in the earlier topic	http://www.infoplease.com/people/biographies-23	Project

			Kurosawa, David Wark Griffith, Steven Spielberg, Mira Nair				
SEMESTER III							
1.	Introduction to Public relations	Perna Sharma	PR – Advantages and Limitations . PR as a tool of Modern Management. PR and Corporate Marketing Services. Current Trends in PR Opinion Leaders – Concept	Evolution of PR with special focus on India.	Students should have understanding of PR as modern management due to stiff competition. Trends should be known .	Strategic Planning for Public Relations - Ronald D. Apr Smith; Lawrence Erlbaum Associates.	Projects and Presentations
2.	Creative Writing	Tanzila Momin	Technical Writing	Dialogue writing	Compelling and concise written documents help students to increase productivity, resolve issues, avoid errors, and increase credibility in writing	Mc Crimson, James M, Writing with a purpose	Practical Exam
3.	Media Studies	Akshata Narkar	Impact of Media: Lifestyle, Interpersonal relationship	Constituents of Media: Discourse, Technology		M. Nava, changing cultures: Feminism, Youth and Consumerism P. 171-82.	5 Marks: Individual Project – Case Study 10 Marks: Group Project – Presentation on Media Trends

4.	Introduction to Advanced Computers	Arjuman Shaikh	E-Commerce	Low Poly Modeling, High Poly Modeling, Creation of Morph Targets.	To make students understanding of E-commerce for every day use;	Electronic Commerce: A Manager's Guide, Kalakota et al, Addison-Wesley	Practical Exam
5.	Understanding Cinema	Akshata Narkar	Indian Commercial Cinema and its distribution	In the Indian Context: Contribution and Impact of Regional Cinema Introduction to few important TECHNIQUES employed by different film makers	Repeated topics	Our Films Their Films – S. Ray 8. Fingerprinting Popular Culture: The Mythic and the Iconic in Indian Cinema – Vinay Lal and Ashish Nandy (Ed.) https://www.indianetzone.com/2/commercial_cinema.htm https://issuu.com/gbijumohan/docs/indian_film_industry_-_distribution_and_exhibition	5 Marks: Individual Project – Movie Review 10 Marks: Group Project – Make an Ad film
6.	Cultural Studies	Yvette Lee	<ul style="list-style-type: none"> • Basic concepts related to culture- Acculturation, enculturation, 	<ul style="list-style-type: none"> • Diffusionism- Kroeber • Functionalism- Malinowski, and R. Brown 	These are basic concepts the students should know to understand culture at large		Projects

			<p>ethnocentrism, cultural relativism, cultural shock, Multiculturalism & Monocultures, Counter cultures- Relevance of these concepts and its relevance in media</p> <ul style="list-style-type: none"> • Industrial Revolution and Marxism • Gender and Media Culture • Globalisation and Local culture 		<p>Important to know especially in context with mass culture and popular culture</p> <p>Important part of culture and power structures in society</p> <p>Important to understand the effect of globalisation</p>		
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SEMESTER V ADVERTISING

1.	Brand Building	Perna Sharma	<p>Measuring Sources of Brand Equity:</p> <ul style="list-style-type: none"> •Qualitative Research Techniques: Projective 	Co-ordination strategy and tactics across markets.	The students should understand the techniques both qualitative and quantitative of Brand Equity	Kishen, Ram, Strategic Brand Management- 2013	Presentations and Project on creating a strong brand.
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			Techniques: Completion, Comparison , Brand Personality and Values: The Big Five, Free Association •Quantitative Research Techniques: Brand Awareness: Recognition , Recall, Brand Image, Brand Responses				
2.	Consumer Behaviour	Perna Sharma	Factors effecting Communication Process- Source, Message, Receiver.	Motives/ Need Arousal	It is covered in the concept of motives in the earlier topic	S.Ramesh Kumar, Consumer Behaviour & Branding .Pearson Education India. 2009.	Presentations and Case Studies
3.	Media Planning and Buying	Akshata Narkar	Budget Setting	Negotiation skills in Media Buying	General topic	Media Planning and Buying – Arpita Menon - Tata McGraw-Hill Education	15 Marks – Individual Project – Prepare a Media Plan
4.	Advertising in Contemporary Society	Mishkaat Imrani	Culture and hofstedes cultural dimension	The environmental analysis of all foreign countries	The topic was vague	Advertising in contemporary society: Perspective towards understanding by Kim. B. Rotzoll	15 marks: Individual project- Work on a social market campaign.

5.	Copywriting	Akshata Narkar	Pre-Campaign Work	Writing persuasive copy techniques	Not necessary to be included	Copywriting: Successful Writing for Design, Advertising and Marketing by Mark Shaw	15 Marks: Individual Project – Assignment of writing Ads
6.	Ad Design	Akshata Narkar	Ad Campaign	Introduction to Agency Departments & Role of each department	Not necessary to be included	The Advertising Handbook Dell Denison	PROJECT PAPER 20 Marks: Internal Viva 10 Marks: Sketch Book 5 Marks: Scrap Book

SEMESTER V JOURNALISM

1.	Editing	Mishkaat Imrani	Comparing news content and stylebook of different newspapers	Vocabulary, changing usages of mixed coding and guidelines for writing according to stylebooks	Does not have a practical approach	Editing on Editing by Gerald Gross	15 mark: Individual assignment.
2.	Indian Regional Journalism	Sana Shaikh	1) G. Subramania Iyer 2) Motilal Nehru 3) Raja Ram Mohan Roy 4) Bal Gangadhar Tilak 5) Maulana Abdul Kalam Azad 6) Govind Talwarkar 7) S. Sadanand	K.P. Kesava Menon K.C. Mammem Mapallai	The other writers are already been covered in the rest of the syllabus while the extra ones added aren't. Students need to know about these writers too.	http://biography.yourdictionary.com/motilal-nehru http://www.geni.com/people/G-Subramania-Iyer/600000006244253014	Projects
3.	Reporting	Sana Shaikh	1) Nirbhaya Rape case (Med	Nira Radia Case Maharashtra Irrigation Scam	The case studies should be the recent ones. Hence I have tried to	http://pdfs.semanticscholar.org/49f6/c98837bf749709c42908c1e77bb787af6	Projects

			ia Cove rage) 2) Hash tag Me Too Mov emen t		connect the bridge by adding the two recent ones where media influenced.	Ob.pdf http://metoomvmt.org	
4.	Features and opinion	Mishkaat Imrani	Ethics in feature writing and use of photos, colour	difference between features for newspapers and magazines	Not necessary to be included	Professional feature writing by Bruce Garrison	15 marks: Individual assignment.
5.	Journalism and Public Opinion - iv	Akshata Narkar	Role of Media in shaping public opinion during conflicts: National: Gujarat riots, Mumbai 1993 bomb blast, Bhima Koregaon dispute, Kashmir crisis	Agenda Setting VS Uses and Gratifications	Repetitive	https://edition.cnn.com/2016/09/30/asia/kashmir-explainer/index.html https://www.thehindu.com/opinion/op-ed/understanding-bhimakoregaon/article22361017.ece https://www.bbc.com/news/world-asia-india-33713846 https://www.thehindu.com/news/national/the-2002-gujarat-riots-cases-and-their-statuses-so-far/article23617950.ece	5 Marks: Report Writing 10 Marks: Group Discussion

6.	Newspaper and Magazine making	Mishkaat Imrani	News judgment and value	Why & How we read. The need of updates & favorite topics	Not necessary to be included	The Art of Newspaper Making by Charles. A. Dana	Project Paper: 20 marks-external viva 60 marks-broadsheet, tabloid and magazine
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Agenda 4: To discuss and finalize the Question Paper Pattern

The question paper pattern was discussed and finalized with 60:40 pattern, 60 marks for external assessment and 40 marks for internal continuous assessment. The 40marks internal bifurcation was discussed and approved by the members of the board.

Agenda 5: To approve and recommend changed syllabus to Academic Council

Members of Board of Studies approved the revised syllabus and question paper pattern and recommended the same to be forwarded to the Academic Council for their approval.

Agenda 6: Any other matter with the permission of the chair

Ms. Ashwathi Anoopkumar, Alumni suggested to give more field visits and internships to enable students to get practical exposure of media.

Since there were no other matter for discussion the meeting was dissolved to thanks to chair.