



Bharatiya Vidya
Bhavan

BHAVAN'S VIVEKANANDA COLLEGE
OF SCIENCE, HUMANITIES AND COMMERCE
(Accredited with 'A' Grade by NAAC)
Autonomous College – Affiliated to Osmania University

Department of Mass Communication
Faculty of BA

Board of Studies Meeting, 2019-20

18th April 2019



BHAVAN'S VIVEKANANDA COLLEGE
OF SCIENCE, HUMANITIES AND COMMERCE
Sainikpuri, Secunderabad – 500094
Autonomous College - Affiliated to Osmania University
(Accredited with 'A' grade by NAAC)

Department of Mass Communication

Board of Studies Meeting

Date: 18th April 2019, Thursday
Time: 2:00pm
Venue: Mass Communication Lab

Presentee Statement

S.No	Name of the Person	Designation	Signature
1	Dr. Seema Ghosh, Coordinator, Faculty of BA	Chairperson	Seema Ghosh 18/4/19
2	Mr. Shiva Thrishul, Lecturer, Mass Communication	Member	Shiva Thrishul 18/4/19
3	Prof. Balaswamy, Osmania University	Chariperson	Prof. Balaswamy
4	Dr. E. Satya Prakash, Associate Professor, University of Hyderabad.	Member	E. Satya Prakash 18/4/19
5	D. Nagarjuna, Advisor, Govt. Printing Institute of Technology	Member	D. Nagarjuna
6	Dr. K. Anita, HOD, St. Francis College for Women	Member	K. Anita
7.	Mr. Sai Sagar	Alumni	Sai Sagar
8.	Ms. Vrushali Chaugule	Student	Vrushali



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B.A. COURSE - MASS COMMUNICATION SYLLABUS (w.e.f 2019-20)

**Scheme of Instruction and Examination
Choice Based Credit System (CBCS) Syllabus - w.e.f, 2019-20**

Year	Semester	DSC/ GE/ DSC/ SEC	Paper	Paper Code	Title	Credits	HPW	Max Marks	
								CIA	SEE
I	I	DSC	I	MC193	Introduction to Communication	5	5	30	70
	II	DSC	II	MC293	Introduction to Journalism	5	5	30	70
II	III	DSC	III	MC393	Reporting/Editing and Writing for Print Media	5	5	30	70
	IV	DSC	IV	MC493	Writing for Media	5	5	30	70
III	V	SEC		SEC	Introduction to Photography	2	2	15	35
		DSC	V	MC593	Advertising and Public Relations	4	4	30	70
	DSE	VI (A)	Mc593 (A)	Media and Development	4		30	70	
		VI (B)	MC593 (B)	Telugu Journalism			30	70	
	VI	DSC	VII	MC693	Broadcast Journalism	4	4	30	70
		DSE	VIII A	MC693 (A)	New Media: Theories and Practices	4	4	30	70
		DSE	VIII B	MC693 (B)	Science, Environment and Health Communication			30	70
		DSE	VIII C	MC693 (C)	Introduction to Film Studies			30	70
	GE		GE	Film Appreciation/Intellectual Property Rights	2			2	15

* DSC (Discipline Specific Course), SEC (Skill Enhancement Course) and DSE (Discipline Specific Elective) for Students of Mass Communication. ** GE (Generic Elective) or Inter-Disciplinary Course for Students other than Mass Communication

HPW: Hours Per Week SEE: Semester End Examination
CIA: Continuous Internal Assessment

PERSON
Communication
Vivekananda College
Ainikpuri

[Signature]
CHAIRPERSON
Dept. of Journalism & Mass Communication
Osmania University, Hyderabad - 500 007.



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Department of Mass Communication


Board of Studies Meeting

18th April 2019, Tuesday,
Venue: Mass Communication Lab

Agenda:

1. Approval of the syllabus of Mass Communication for BAI (2019-2022 batch), 1st and 2nd semester, for the academic year 2019-20.
2. Approval of the number of units to be 5 for the BAIII (2017-20 batch) for the academic year 2019-20.
3. Approval of question paper pattern and marks distribution for internal and external examinations
4. Suggestions by Members.


CHAIRPERSON
Dept. of Journalism & Mass Communication
Osmania University, Hyderabad-500 007.


CHAIRPERSON
BOS in Mass Communication
Bhavan's Vivekananda College
Sainikpuri



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Department of Mass Communication

Board of Studies Meeting

18th April 2019, Thursday
Venue: Mass Communication Lab

S.No	Name of the Person	Designation
1	Dr. Seema Ghosh, Coordinator, Faculty of BA	Chairperson
2	Mr. Shiva Thrishul, Lecturer, Mass Communication	Member
3	Prof. Balaswamy, Osmania University	Chairperson
4	Dr. E. Satya Prakash, Associate Professor, University of Hyderabad.	Member
5	D. Nagarjuna, Advisor, Govt. Printing Institute of Technology	Member
6	Dr. K. Anita, HOD, St. Francis College for Women	Member

CHAIRPERSON
DEPT. of Journalism & Mass Communication
Osmania University, Hyderabad-500 007.

CHAIRPERSON
BOS in Mass Communication
Bhavan's Vivekananda C
Sainikpuri



BHAVAN'S VIVEKANANDA COLLEGE
OF SCIENCE, HUMANITIES & COMMERCE, SAINIKPURI, SECUNDERABAD-500094
AUTONOMOUS COLLEGE - AFFILIATED TO OSMANIA UNIVERSITY

DEPARTMENT OF MASS COMMUNICATION

BOARD OF STUDIES MEETING

WEDNESDAY, 4TH APRIL 2018
TIME: 1:30 PM
VENUE: MASS COMM LAB

PRESENTEE STATEMENT:

1. SAKSHI YADAV

CHAIRPERSON

Sakshi

2. PROF. BALASWAMY
BOS, O.U - MEMBER

CHAIRPERSON

B. Balaswamy

3. P. CLEMENT
(ACADEMIC EXPERT)

MEMBER

P. Clement
04/04/2018

4. R. SUDHAKAR
(INDUSTRY EXPERT)

MEMBER

R. Sudhakar

5. STUDENT
(MEMBER)

- SHALEENA ASHUTOSH

Shaleena



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AUTONOMOUS COLLEGE - AFFILIATED TO OSMANIA UNIVERSITY

DEPARTMENT OF MASS COMMUNICATION

BOARD OF STUDIES MEETING

WEDNESDAY, 4TH APRIL 2018

TIME: 1:30 PM

VENUE: MASS COMM LAB

AGENDA:

1. Approval of the syllabus of the V & VI semesters w.e.f. 2018-2019.
2. Approval of the Generic Elective or Inter Disciplinary Course Paper I.
3. Approval of the Generic Elective or Inter Disciplinary Course Paper II.
4. Suggestions by the members.
5. Any other points.



Bhavan's Vivekananda College
of science, humanities & Commerce, sanilkpuri, Secunderabad-500094
AUTONOMOUS COLLEGE - AFFILIATED TO OSMANIA UNIVERSITY

DEPARTMENT OF MASS COMMUNICATION
BOARD OF STUDIES MEETING

WEDNESDAY, 4TH APRIL 2018

TIME: 1:30 PM

VENUE: MASS COMM LAB

MEMBERS PRESENT:

CHAIRPERSON-

1. SAKSHI YADAV - Head of the department of Mass Communication,
Bhavan's Vivekananda Degree College.

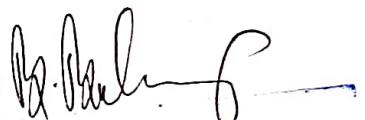
MEMBERS-

2. PROF. BALASWAMY
CHAIRPERSON, BOARD OF STUDIES, OSMANIA UNIVERSITY - MEMBER

3. P. CLEMENT
(ACADEMIC EXPERT)

4. R. SUDHAKAR
(INDUSTRY EXPERT)

5. SHALEENA ASHUTOSH
(STUDENT MEMBER)


CHAIRPERSON
Dept. of Journalism & Mass Communication
Osmania University, Hyderabad-500 007.

MINUTES OF THE MEETING:

1. BA Third Year Syllabus revision complete with modifications from five units to four units each semester.
2. Generic Elective Paper 1- Basics of Journalism & Generic Elective Paper II – Film Appreciation complete with minor changes from four to two units each paper.
3. Approval of BA Third Year Syllabus, Semester V & Semester VI w.e.f 2018-2019.
4. Approval of Generic Elective 1- Basics of Journalism & General Paper II – Film Appreciation.
5. No other suggestions.



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MINUTES OF THE BOARD OF STUDIES MEETING 2017-2018

The meeting of the Board of Studies (BoS) in Mass Communication was held on March 31st, 2017 at 2:30 pm in the Mass Communication Lab, MBA Block.

The members present for the meeting were:

1. Sakshi Yadav - Chairperson, BoS
2. Prof. Balaswamy - Member
Chairperson, BoS,
Osmania University
3. P.Clement - Member (Academic Expert)
St.Francis Degree College
4. R.Sudhakar -Member (Industry Expert)
Sakshi Newspaper

AGENDA:

- To allocate credits for all I,II & III Years.
- To decide and approve the SEC.
- Any other points

RESOLUTIONS:

- BA I, II & III Year syllabus approved with credits.
- SEC selected and approved.

The meeting concluded with the vote of thanks by the BoS Chairperson.

1. Sakshi Yadav

- Chairperson, BoS

Sign



2. Prof. Balaswamy

- Member
Chairperson, BoS,
Osmania University



3. P.Clement

- Member (Academic Expert)
St.Francis Degree College



4. R.Sudhakar

-Member (Industry Expert)
Sakshi Newspaper





Bharatiya Vidyapeeth
Bhavan

BHAVAN'S VIVEKANANDA COLLEGE OF SCIENCE, HUMANITIES AND COMMERCE,
SAINIKPURI, SECUNDERABAD.

Autonomous College
Affiliated to OSMANIA UNIVERSITY, Hyderabad.
(Accredited with 'A' grade by NAAC)
Department of Mass Communication 2017-2018

BOS in Mass Communication

31-03-2017

Attendance Sheet

BOARD OF STUDIES MEETING, was held at Bhavan's Vivekananda Degree College,
Sainikpuri on 31 March 2017, in the Mass Communication Lab, MBA Block.

1.) Prof. Balaswamy Chairperson, BoS,
Osmania University

2.) Sakshi Yadav Chairperson, BoS

3.) P.Clement Academic Expert,
(St Francis Degree College)
Member, BoS

4.) R.Sudhakar Member, BoS
Industry Expert,
(Sakshi Newspaper)



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MINUTES OF THE BOARD OF STUDIES MEETING

The meeting of the Board of Studies (BoS) in Mass Communication was held on 22 March 2016 in the Mass Communication Lab, MBA Block.

The members present for the meeting were :

1. Sakshi Yadav - Chairperson, BoS
2. Prof. Balaswamy - Chairperson, BoS, O.U - Member
3. P.Clement - Member
4. Vandana Jauhal - Member


The agenda for the meeting was:

- To frame the II year degree syllabus Mass Communication – semester wise / unit wise
- To include or exclude any topic / unit in the prescribed syllabus
- Any other points

RESOLUTIONS:

- Degree 2 year syllabus approved.
- Panel of Examiners approved.
- Question Paper pattern to be followed same as 1 year pattern.
- It was resolved that the BoS Chairperson, BoS in Mass Communication, with the consultation of the Principal of the college is authorized to appoint examiners outside the approval panel in case of urgency

The meeting concluded with the vote of thanks by the Chairperson.


CHAIRPERSON
Board of Studies, Dept. o.
Communication & Journalism
Osmania University


Gakshi





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BOARD OF STUDIES MEETING, was held at Bhavan's Vivekananda Degree College, Sainikpuri on 22 March 2016, in the Mass Communication Lab, MBA Block.

ATTENDENCE

1.) Prof. Balaswamy Chairperson, BoS
Osmania University

2.) Sakshi Yadav Chairperson, BoS

3.) P.Clement Member, BoS

4.) Vandana Jauhal Member, BoS



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DISTRIBUTION OF MARKS

BA II YEAR

70 – Theory

30 – Practical

70 Marks	50 Essay Type 20 Short Answers
30 Marks	10 (Very Short Answers) 15 (Short Answers) 05 (Assignment)

Pakshi


CHAIRPERSON
Board of Studies, Dept. of
Communication & Journalism
Osmania University



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PANEL OF EXAMINERS

- | | | |
|---------------------|--------------------------|------------|
| 1.) KRISHNA | KOTI WOMEN'S COLLEGE | 8978309695 |
| 2.) PARVEEN.SULTANA | BEGUMPET WOMEN'S COLLEGE | 9848470694 |
| 3.) ZAHRA | KOTI WOMENS COLLEGE | |
| 4.) NIRMALA.Y | OSMANIA UNIVERSITY | 9912616606 |
| 5.) C.L.PRAMODA | OSMANIA UNIVERSITY | 9849455410 |
| 6.) B.RAMAKRISHNA | OSMANIA UNIVERSITY | 7680957627 |

CHAIRPERSON
Board of Studies, Dept. of
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MINUTES OF THE BOARD OF STUDIES MEETING :

The meeting of the Board of Studies (BoS) in Mass Communication was held on June 25, 2015 in the Committee Room, MBA Block.

The members present for the meeting were:

1. Sakshi Yadav - Chairperson, BoS
2. Dr. K.Narender - Chairperson, BoS, O.U - Member
3. K.Anita - Member
4. R.Sudhakar - Member
5. Ravi Reddy - Member
6. Ms. Swetha Rao - Member

AGENDA:

- To frame the I year degree syllabus Mass Communication – semester wise / unit wise
- To include or exclude any topic / unit in the prescribed syllabus
- Any other points

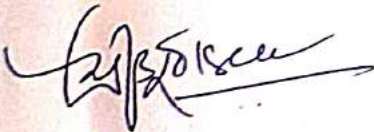
RESOLUTIONS:

- BA First Year Syllabus, approved.
- BA I Year Question Papers, approved.
- Panel of Examiners, approved.
- It was resolved that the BoS Chairperson, BoS in Mass Communication, with the consultation of the Principal of the college is authorized to appoint examiners outside the approval panel in case of urgency.

The meeting concluded with the vote of thanks by the BoS Chairperson.



CHAIRPERSON
Board of Studies, Dept.
Communication & Jour.
Osmania University.



K. Ailton

Pakhi.



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PANEL OF EXAMINERS

1.) KRISNA	KOTI WOMENS COLLEGE	8978309695
2.) PARVEEN SULTANA	BEGUMPET WOMENS COLLEGE	9848470694
3.) ZAHRA	KOTI WOMENS COLLEGE	
4.) Y. NIRMALA	OSMANIA UNIVERSITY	9912616606
5.) C.L.PRAMODA	OSMANIA UNIVERSITY	9849455410
6.) B. RAMAKRISHNA	OSMANIA UNIVERSITY	7680957627

CHAIRPERSON
Board of Studies, Dep
Communication & Jour
Osmania University.



Bharatiya Vidya Bhavan

DIVISION of MARKS for BA 1st Year

Subject : Mass Communication & Journalism

70- Theory

30- Practicals (Continuous Internal Assessment)

70 Marks	50 (Essay Type)
	20 (Short Answers)

30 Marks	10 (Very Short Answers)
	15 (Short Answers)
	5 (Assignment)