



SCHOOL OF MASS COMMUNICATION & JOURNALISM

Date: 20/01/14

A meeting of the School Board was held on 20th January 2014 at the Department of Mass Communication and Journalism, MANUU, Hyderabad at 11.00 am.

1-Prof. Wahab Qaiser, I/c Dean, School of MCJ	Chairperson
2-Prof. Khatija Begum, Dean, School of Education & Training	Member
3-Prof. Fazlur Rahman, Director, UGC Academic Staff College.	Member
4- Prof. Vasudha Kamat, Vice-Chancellor, SNDT University, Mumbai	Member
5- Prof. Krishna Rao, Director I/c, EMMRC, EFLU, Hyderabad –	Member
6- Prof. Sameena Godihok, MCRC, JMI, New Delhi	Member
7- Dr. Ehtesham Ahmed Khan, HoD, Dept. of MCJ	Member
8- Mr. Mohd Mustafa Ali, Associate Professor, Dept. MCJ	Member
9- Dr. Mohd Fariyad, Assistant Professor, Dept. MCJ	Special Invitee
10- Mr. Syed Hussain Abbas Rizvi, Assistant Professor, Dept. MCJ,	Special Invitee
11- Mr. Meraj Ahmed Mubarki, Assistant Professor, Dept. of MCJ	Special Invitee

Due to pre-occupation Prof. Vasudha Kamat, Vice-Chancellor, SNDT University, Mumbai and Prof. Sameena Godihok, MCRC, JMI, New Delh could not attend the meeting.

The Agenda for the 6th School Board Meeting is as follows:

- 6.1. Confirmation of the minutes of the 5th School Board Meeting held on 5 July 2013 and Action Taken Report.
- 6.2. To propose the rules and regulations for the M.A(MCJ) course that is approved by the BOS members like Patterns of Marks for Internal/ External Assessment and Practical Examinations, * Backlog & Improvement Exam Pattern, * Double Evaluation of Answer Scripts, * Internships, and its Evaluation, * Educational Tours and its outstation duration, * Evaluation of Dissertation and Submission Guidelines, * Entrance Exam Question Pattern, * Revision of Fee structure in terms of enhancement of Educational tour Fees, * Practical Fees, Semester Tuition Fee and age limit for admission in MA(MCJ) course, approved by the BOS members

Shabbas

Mustafa

Ehtesham

Mohd. Fariyad

Fly

Wahab

Mohd. Fariyad

6.3. To seek approval to launch Five Years Integrated course from the academic year 2014-15, and its syllabus and other details like * Eligibility, * Intake capacity, * Title of the Course, * Fee, * Selection Process, * Marks Pattern, * Educational Tour, * Technical and Infrastructural requirements, *Recommended Reading , approved by the BOS members.

6.4. To seek approval for the revised syllabus of M.A (MCJ) Course, approved by BOS members.

6.5. To seek approval of the revised list of the supervisors for the M.Phil and PhD programmes and the pattern of entrance test for M.Phil and PhD programmes approved BOS members.

6.6. To seek approval of a panel of paper setters and evaluators for MA (MCJ) & M.Phil and PhD Programme.

6.7. Any other item with the permission of the Chair.

The decision regarding the agenda attached here with the minutes of the meeting.

The School Board expressed its pleasure at the appointment of the Dean of Mass Communication & Journalism Prof. T.V.Kattimani as the Vice Chancellor of Indira Gandhi National Tribal University, Amarkantak, and the Department appreciated his contribution to the development of the department. The School Board welcomed Prof. S.A.Wahab as the I/C Dean of Mass Communication & Journalism.

6.1. The School Board confirmed the minutes of the previous 5th School Board meeting held on 5.07.13, and the details of **Action Taken Report** of the 5th School Board is given below:

6.1.1. The revised syllabus of the MA (MCJ) course has been implemented from Academic year 2012-13.

6.1.2. The new course titled PG Diploma in Graphics and Animations has been launched by the MCJ Department from the Academic Year 2012-13. However due to some technical reasons the course has been discontinued, from 2013-14.

6.1.3. The proposal to introduce M.Phil and PhD programme has been sent to the Academic Council. It is yet to be confirmed.

6.1.4. An Educational tour for duration of 10 days was organized by the Department in the Academic year 2012-13.

6.1.5. The HoD prepared the list of the paper setters for MA MCJ and PG Diploma in Graphics & Animations.

6.2. The School Board members have approved the Academic Regulations for the MA MCJ course of the Department of MC&J. (Annexe 'A'). The same will be implemented from academic year 2014-15.

6.2.1. The School Board members approved the weightage of pattern for Evaluation of Dissertations with moderations. (Annexe A). The same will be implemented from academic year 2014-15. The School board also proposed to enhance the evaluation fees from Rs. 100 to Rs. 200 per evaluation for MA MCJ dissertation, excluding the conveyance and sitting fees. The fees may be charged from the students at the time of filling the exam forms.

6.2.2. The School Board asked the Dept. to adopt re-evaluation system as per University rules in place of Double Evaluation system for the MA MCJ.

6.2.3. The School board approved that for the Internal Assessment in MA MCJ course, the marks should not exceed 80%, in case if it exceeds 80% it is subjected to review by a moderation committee constituted by the HOD. School Board also approves that All the internal marks, sessional tests, assignments of a particular semester will be accepted till the last working day of the particulate semester. In case of backlog, the assignment must be submitted in the succeeding semester before the last working day of that semester.

Gachibowli, Hyderabad – 500 032, A.P. India
040-23003354 (Dept. of MCJ), Mobile: 9440039625 Website: www.manuu.ac.in

Musunuri

Shankar

Emman

Mrs. A. Nubark

ies

Shahar

Mohd. Baigat

- 6.2.4. Entrance Examination Pattern/s for MA (MCJ) Course (Annexe 'A'). The same will be implemented from academic year 2014-15.
- 6.2.5. The School Board approves the age limit of admission into MA (MCJ) course as 28 years at the time of Admission. Reservation for reserved category as per University norms.
- 6.2.6. The School Board approved the guidelines for the internships of MA (MCJ) course. (Annexe B). The same will be implemented from academic year 2013-14. The School Board suggested that eminent personalities from media should be invited for guest lecturers / extension lectures as desired by the Department etc. The School Board suggested the preparation of list of media houses for internships.
- 6.2.7. The School Board approved the Educational Tours of MA (MCJ) course for a minimum duration of ten days and approved the revised fee towards the Educational tours and Semester Tuition fees and Practical fees as per the (Annexe B). The same will be implemented from academic year 2014-15.
- 6.2.8. The School Board approves improvement exam pattern as per Annexe A. The same will be implemented from academic year 2014-15.
- 6.3.1. The School Board members approved the inclusion of Reporting and Editing Practicals to be held with External Examiner. The detail is enclosed in the revised syllabus of MA (MCJ) course. This same paper will be implemented from the current academic year 2014-15.
- 6.3.2. The School Board members approved the revised marks pattern for the paper 407 titled Internship, Communication & Soft Skills, Co-curricular activities. The detail is enclosed in the revised syllabus of MA (MCJ) course. (This same paper will be implemented from the current academic year 2013-14).
- 6.3.3. The School Board members approved the inclusion of compulsory Paper titled 'Introduction to Film Studies' which will be included in the final semester as compulsory paper of the number 408. Optional papers stand withdrawn. (This paper will be taught from the current academic year 2013-14).
- 6.4. The School Board members approved the evaluators list of dissertation, paper setters and evaluators for MA (MCJ). The School Board authorized the HoD to update the list regularly.
- 6.5. The BOS members approved the schemes of Entrance for M.Phil and PhD programmes. (Annexe C). (The same will be implemented from academic year 2014-15).
- 6.5.1. The School Board members also approved the names of the paper setters and evaluators of M.Phil and PhD Programme. The School Board members approved the revised list of supervisors for M.Phil and PhD programmes. The School Board authorized the HoD to update the list regularly. (Annex C). (The same will be implemented from academic year 2014-15).
- 6.6. The School Board members approved the syllabus consisting of Core, Compulsory Add on and Breadth courses of the 5 year integrate course titled as MA in Mass Communication to be introduced from academic year 2014-15 with suggestions and corrections. However the School Board members has suggested that

Munir

Shalini

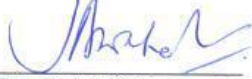
Entan
Mrsy. A. Nubanki

Fls

Mohd. Rezaq
Mohd. Rezaq

weightage of credit, inter-disciplinary subjects, internal and external evaluation procedures to be decided by the HoD after having broad consensus in the university departments and offered courses.

6.6.1 The School Board members have approved the title of the course, intake capacity, fee structure, Eligibility, Technical cum Office Staff, Infrastructure and Resource Persons. (Annexe D).



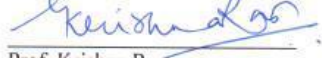
Prof.S.A. Wahab Qaiser
Chairperson



Prof. Khatija Begum
Member



Prof. Fazlur Rahman
Member



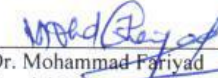
Prof. Krishna Rao
Member



Dr. Ehtesham Ahmad Khan
Member



Mr. Mohd Mustafa Ali
Member



Dr. Mohammad Farid
Special Invitee



Syed Hussain Abbas Rizvi
Special Invitee



Meraj Ahmed Mubarki
Special Invitee



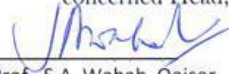
Annexe B

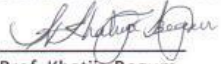
1-Educational Tours and Revised Fee Structure for MA(MCJ) Course

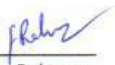
- I. The School Board members have rectified the enhancement of Educational Tour fees from Rs 400/- annually to Rs 1000 annually.
- II. Educational tours shall be of a minimum duration of 10 (ten) days including the dates of journey, from the academic year 2013-14.
- III. The School Board members have rectified reducing the Semester Fees from Rs2500/- to Rs2000/- from the academic year 2014-15
- IV. In view of the rising cost of transportation and other expenses during shooting, The School Board members have rectified to include the Practical fee of Rs 1000/ per year, from the academic year 2014-15. And recommended that the total fees should be worked out after adding other fee of the University.

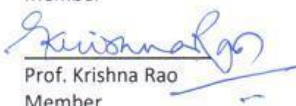
2-Internships

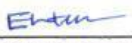
- I. The School Board members have rectified that a student may opt for internship of a minimum of four weeks as per his/her choice (Print/Electronic/New Media etc.,) on the condition that he finishes the concerned stream as per his/her semester/course.
- II. The School Board members have rectified that Internships may be availed at the end of the First, Second, and Third semester only, and during the vacations / holidays with intimation to the Head of the Department.
- III. The School Board members have rectified that the Internship Report and the Certificate awarded by the Organization should be submitted in photocopy duly attested by the concerned Head, the latest by the last working day of the Fourth Semester.



Prof. S.A. Wahab Qaiser,
Chairperson, School Board



Prof. Khatija Begum
Member



Prof. Fazlur Rahman
Member

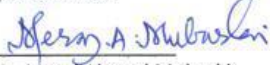

Prof. Krishna Rao
Member


Dr. Ehtesham Ahmed Khan
Member


Mr. Mohd Mustafa Ali
Member


Dr. Mohd Fariyad
Special Invitee


Mr. Syed Hussain Abbas Rizvi
Special Invitee


Mr. Meraj Ahmed Mubarki
Special Invitee

Annexe C

- 1- The School Board members have rectified that the following pattern of entrance test for M.Phil and Ph.D programmes:

Scheme of Entrance Exams For **M.Phil and Ph.D** Course:


Subjects	No. of Questions	Marks	Type of Question	Duration of Test
Objective Questions based on Masters course in Mass Communication & Journalism	20	20	Objective	2 hours
Research Methodology	20	20		
Subjective Questions based on Masters course in Mass Communication & Journalism	05	35	Descriptive	
Interview		25	Interview	
		100		

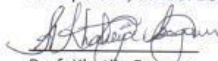
2 The School Board members have rectified the following revised list of the M.Phil and Ph.D programmes


I- Dr Ehtesham Ahmad Khan (Associate Professor)

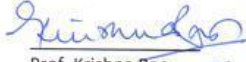
II-Dr Mohammed Fariyad (Assistant Professor)

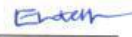
The name of the Prof P.L.V. Rao has been excluded from the list.



Prof. S.A. Wahab Qaiser,
Chairperson, School Board

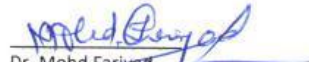

Prof. Khatija Begum
Member



Prof. Fazlur Rahman
Member

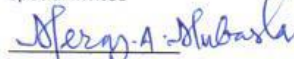

Prof. Krishna Rao
Member


Dr. Ehtesham Ahmed Khan
Member


Mr. Mohd Mustafa Ali
Member


Dr. Mohd Fariyad
Special Invitee


Mr. Syed Hussain Abbas Rizvi
Special Invitee


Mr. Meraj Ahmed Mubarki
Special Invitee

Annexe C

- 1- The School Board members have rectified that the following pattern of entrance test for M.Phil and Ph.D programmes:

Scheme of Entrance Exams For **M.Phil and Ph.D** Course:


Subjects	No. of Questions	Marks	Type of Question	Duration of Test
Objective Questions based on Masters course in Mass Communication & Journalism	20	20	Objective	2 hours
Research Methodology	20	20		
Subjective Questions based on Masters course in Mass Communication & Journalism	05	35	Descriptive	
Interview		25	Interview	
		100		

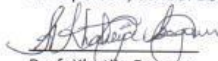
2 The School Board members have rectified the following revised list of the M.Phil and Ph.D programmes


I- Dr Ehtesham Ahmad Khan (Associate Professor)

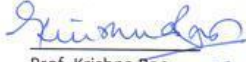
II-Dr Mohammed Fariyad (Assistant Professor)

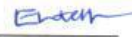
The name of the Prof P.L.V. Rao has been excluded from the list.



Prof. S.A. Wahab Qaiser,
Chairperson, School Board

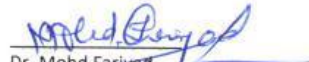

Prof. Khatija Begum
Member



Prof. Fazlur Rahman
Member

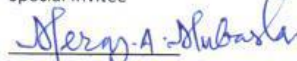

Prof. Krishna Rao
Member


Dr. Ehtesham Ahmed Khan
Member


Mr. Mohd Mustafa Ali
Member


Dr. Mohd Fariyad
Special Invitee


Mr. Syed Hussain Abbas Rizvi
Special Invitee


Mr. Meraj Ahmed Mubarki
Special Invitee

Annexe A

1. The School Board has approved the following Academic regulations for Promotion / Backlog Examination in the Semesters will be as follows:

First Semester	Second Semester
<p>I. If a student clears 50% of Internal & External Exams he/she will be promoted to the Second semester. Students will be allowed to appear for the backlog of the remaining 50% of his papers in the Second semester of the succeeding semester.</p> <p>II. If a student fails to clear 50% of Internal & External Exams he/she will not be promoted to the second semester.</p> <p>III. In case the student having 75 % of the attendance and has not cleared the exams of the first semester he/she will be allowed to appear in the succeeding year exam only by paying semester fees. In such cases, students not having 75% attendance will be required to seek fresh/ new admissions through entrance tests by paying semester fees in the new academic year.</p> <p>IV. If a student fails in the Practical exam of the First semester, then he/she will be considered to have failed. And will be required to take new admission through Entrance test by paying semester fee again.</p> <p>V. If the student is absent during practical examination in the current semester, student will be allowed to appear only once in the Practical Examination of the succeeding year only, under condition that he/she has 75% attendance in the Practical class of the concerned semester. In case the student has less than 75% attendance in the semester, he/she will be required to secure 75% attendance in the succeeding year. If the student fails to clear in the said exam, he/she will be considered to have failed, and will be required to seek new admission through Entrance Exam only.</p>	<p>I. If a student clears 50% of Internal & External Exams he/she will be promoted to the Third semester.</p> <p>II. Students who have backlog of First semester must clear the backlog papers in the Second Semester only. In case, a student fails or is absent in Backlog of the first Semester, he or she will be permitted to appear in the exams of the backlog/absent papers once more in the succeeding year. And he will not be promoted in the third semester till he clears the backlog papers of the first semester.</p> <p>III. Students who have cleared their first semester backlog during the Second semester but have cleared only 50% of his second semester will be promoted to the Third Semester.</p> <p>IV. Students, who fail to clear 50% of the Second Semester, will be required to clear their backlogs in the succeeding year. In such cases, where students have not secured 75% attendance in the second semester will be required to attain 75% attendance and pay the required semester fees again. And he will not be promoted in the third semester till he clears the backlog papers of the second semester.</p> <p>V. If the Second semester has Practical exams, any students who fail in the Practical exam will be given one more chance to appear in the practical exam of the succeeding semester only. considered to have failed.</p> <p>VI. If the student is absent during practical examination in the current semester, student will be allowed to appear only once in the Practical Examination of the succeeding year only, under condition that he/she has 75% attendance in the Practical class of the concerned</p>

Mans

Shahid

Shrey A. Shubash
Enden

Arshad

Arshad Buzjed

	<p>semester. In case the student has less than 75% attendance in the semester, he/she will be required to secure 75% attendance in the succeeding year of that semester. If the student fails to clear in the said exam, he/she will be considered to have failed, and will be required to seek new admission through Entrance Exam only.</p>
Third Semester	Fourth Semester
<p>I. If a student clears 50% of Internal & External Exams he/she will be promoted to the Forth semester.</p> <p>II. Students who have backlog of Second semester must clear the backlog papers in the third Semester only. In case, a student fails in Backlog of the Second Semester, he or she will be considered to have failed, and will be required to seek a new admission through Entrance Exam. Students who have cleared their Second semester backlog during the third semester but have cleared only 50% of his Third semester will be promoted to the Fourth Semester.</p> <p>III. Student, who fails to clear 50% of the Third Semester, will be required to clear their backlogs in the succeeding year. In such cases, where students have not secured 75% attendance in the Third semester will be required to attain 75% attendance in the succeeding year, and will be required to pay the semester fees again.</p> <p>IV. If the student fail in the Third Semester Practical exams, then student has to appear in the Practical exam of the succeeding year and have achieved 75% attendance in the Practical paper.</p> <p>V. If the student is absent during practical examination in the current semester, student will be allowed to appear only once in the Practical Examination of the succeeding year only, under condition that he/she has 75% attendance in the Practical class of the concerned semester. In case the student has less than 75% attendance in the semester,</p>	<p>I. Students who have backlog of third semester must clear the backlog papers in the succeeding year. In case, a student has Backlog of more than 50% papers the fourth Semester, he or she will be required to write his or her backlog in the succeeding year only.</p> <p>II. Students who have cleared only 50% of his fourth semester will be allowed to appear for the backlog of the Fourth Semester in the succeeding semester.</p> <p>III. In such cases, where students have not secured 75% attendance in the fourth semester will be required to attain 75% attendance in the succeeding year and will be required to pay the semester fees again.</p> <p>IV. If a student fails or absents in the Fourth Semester Practical exams, then student will be allowed to appear once only in the Practical Exam of the succeeding year only if she/he has secured 75% attendance previously.</p> <p>V. The Fourth Semester backlogs must be cleared by students within 4 years from the date of registration with the University.</p> <p>VI. In case the student has less than 75% attendance in practical paper, he/she will be required to secure 75% attendance in the succeeding year If the student fails to clear in the said exam, he/she will be en one more chance to appear in the practical exam.</p>

Munir Shaltes

Merna Mubarski
Entan

Maher

Mohd. Foujed

he/she will be required to secure 75% attendance in the succeeding year of that semester. If the student fails to clear in the said exam, he/she will be given one more chance in the succeeding year only.	
---	--

Note:

- I. *Permission to write exam will be given only in case of 75% attendance in Practical class in all semester.*
- II. *For backlog students who have not secured 75% attendance while taking re-admission and the students of all the four semesters have to secure 75% attendance in the regular classes. Moreover 10% of this may be relaxed on medical grounds if s/he has been hospitalizes due to severe illness and natural calamities the same has to be duly certified by a Medical Gazette Officer/ University Medieval officer.*
- III. *A student will be considered to have successfully completed the course only after having passed in all the Internal and External exams.*
- IV. *The pass mark for each paper of every semester will be 40% (28 marks out of 70) and 12 marks out of 30 for each Internal/ Sessional exam.*
- V. *For practical exams the pass marks will be 40%, or 20 out of 50 marks.*

3. Evaluation of Dissertations

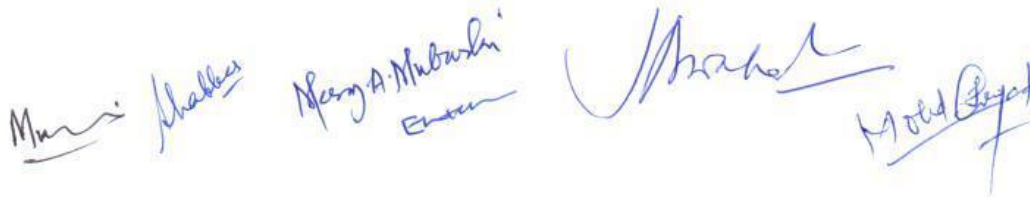
- I. The School Board members has rectified that Dissertation shall be evaluated by the external evaluator on five parameters viz., Language, Content, Originality, Power Point Presentation and Viva Voce each carrying equal weightage. The faculty members shall also be present during the presentations.

A Model for dissertation marking of 100 marks is given below:

Language	Content's Originality	Power Point Presentation	Viva Voce	Grand Total
20	40	10	30	100

4. For Improvement Exams the School Board members has rectified the following conditions:

- I. A student shall not be allowed to write an Improvement exam/s, for a /backlog paper. Improvement exams will have to be taken in the succeeding year.
- II. A student shall be allowed to write an Improvement exam/s, for any two papers in a semester in the succeeding year only.
- III. No improvement exam will be allowed in Internal/ Sessional and Practical exams.
- IV. Improvement of the fourth Semester papers will be held in the succeeding semester.
- V. Those who have attempted Improvement Exams in any semester will not be considered eligible for any Awards / Distinction based on merit list.
- VI. Students with Improvement marks in any semester shall not be eligible for Gold Medal/Award.



 Muzi Shallos
 Mesry A. Mubark
 Eman
 Mubarak
 M. O. El-Sayed


- VII. The number of papers for improvement in each semester and the improvement marks or original marks whichever is considered final by the University rules may be followed by the department.

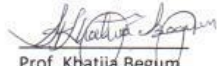
5. Entrance Examination Pattern/s


- I. For MA (MCJ) course, the School Board members have approved that from the 2014-15, the entrance exam shall consist of Written Examination). A candidate appearing for admission shall have to secure a minimum of 40% in Written. A candidate securing less than 40% in Written shall be deemed to have failed in the entrance examination. A Merit List shall be prepared of candidates having successfully qualified in the Written.
- II. The School Board members have rectified that the Written Exam of 100 marks shall consist of Print Media (20), Electronic Media (20), General Knowledge & Current Affairs (20), Language Proficiency in Urdu and English (20), Writing and Translation Skills in Urdu & English (20). The scheme of the Entrance Exams For MA MCJ course is given below:

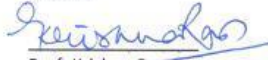
Scheme of Entrance Exams For MA MCJ course


Subjects	No. of Questions	Marks	Type of Question	Duration of Test
Print Media	20	20	Objective	2 hours
Electronic Media	20	20		
General Knowledge & Current Affairs	20	20		
Language Proficiency in Urdu and English	2	20	Descriptive	
Writing and Translation Skills in Urdu & English	2	20		
Total		100		



Prof. S.A. Wahab Qaiser,
Chairperson, School Board


Prof. Khatija Begum
Member



Prof. Fazlur Rahman
Member


Prof. Krishna Rao
Member


Dr. Ehtesham Ahmed Khan
Member


Mr. Mohd Mustafa Ali
Member


Dr. Mohd Fariyad
Special Invitee


Mr. Syed Hussain Abbas Rizvi
Special Invitee


Mr. Meraj Ahmed Mubarki
Special Invitee

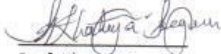
Annexe D

REQUIREMENT AND OTHER DETAILS OF THE FIVE YEARS INTEGRATED COURSE IN MASS COMMUNICATION

S.No.	Course Details	Requirement Details
1	Eligibility	10+2 with any stream
2	Title of the Course,	BA (Mass Communication) (Pass) BA (Mass Communication) (Hons) MA(Mass Communication)
3	Fee	Rs 500 Per Semester and other Yearly Fee of the University like Medical Fee, Library Fee etc. to be added later. Caution Deposit -For the Students in IV & V Year will be Rs 1000/ per year - Educational Tour Fee -f Rs 500/ per semester for the Students in the IV & V Year i.e Rs2000/- (Note: Total fees to be decided by the Dept. after adding other fee of the University)
4	Intake	20(Course to be launched with a minimum of 10 students).
5	Educational Tour	10 Days including Journey (During the IV & V Year for 5 years Integrated Course Only)
6	Technical cum Office Staff	04
7	Infrastructure	20 computers for Computer Lab, 10 Non-Linear Editing Suits, 05 ENG Camera, 02 Film Camera, 10- DSLR Camera, 02 Sony-fex Machine for Outdoor Audio Recording (Specifications to be given later)
8	Resource Persons	Professor-01 Associate Professor-02 Assistant Professor-04



Prof. S.A. Wahab Qaiser,
Chairperson, School Board



Prof. Khatija Begum
Member



Prof. Fazlur Rahman
Member



Prof. Krishna Rao
Member



Dr. Ehtesham Ahmed Khan
Member



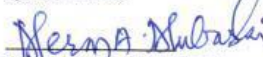
Mr. Mohd Mustafa Ali
Member



Dr. Mohd Fariyad
Special Invitee



Mr. Syed Hussain Abbas Rizvi
Special Invitee



Mr. Meral Ahmed Mubarki
Special Invitee