

## MARIAN COLLEGE KUTTIKKANAM (Autonomous)

Affiliated to Mahatma Gandhi University, Kottayam

NAAC Reaccredited with A Grade (CGPA 3.52/4)

College with Potential for Excellence

Kuttikkanam P. O., Peermade, Idukki District, Kerala, India – 685531

Minutes of the meeting of the Board of Studies in Communication and Media Studies held at the office of MCMS on 12 June 2018 at 10. A.M.

### Members Present

1. Prof. M. Vijayakumar, Chairman
2. Rev. Fr. Sobi Kannalil
3. Dr. Michael Puthenthara
4. Shri. D. Damodar Prasad
5. Dr. Sudheer S. Salam
6. Smt. Seena Johnson
7. Smt. Sridevi Narayanan
8. Shri. Biju Mathew

1. Preliminaries: Prof. M. Vijayakumar chaired the meeting of the Board of Studies – Communication and Media Studies (PG). After welcoming the members and introducing his colleagues on the Board to the members, the Chairman informed that the formal proceedings of the meeting could commence. The minutes of the second meeting of Board of Studies was circulated and approved by the members.

2) Discussion of the syllabus. During the discussion, the members gave the following suggestions and recommendations related to the proposed syllabus.



- a) The course named Introduction to Journalism in the first semester is combined with the elective course Print Journalism in the third semester and has renamed as Print media journalism. The course is added in the first semester with the course code PMS1802 Print media journalism.
- b) It is decided to change the course titled Media Analysis and Evaluation in the fourth semester as Media Theories & Practice with the course code PMS1818 and is added in the third semester. The course named Media Laws & Ethics in the third semester is shifted to fourth semester in place of Media Theories and Practice.
- c) Three new electives have been introduced in the 2018 -2019 syllabus. The courses are Magazine journalism, Science & Environmental Communication, Malayalam journalism.

**3) The board has examined and approved the following:**

**a) The following courses have direct employability content**

PMS1803	Creative and Technical Writing
PMS1804	Designing Principles and Visual Culture
PMS1805	Practical: News Reporting, editing and designing
PMS1806	Media Skills-1 Film appreciation
PMS1807	New Media
PMS1808	Magazine journalism (Elective)
PMS1809	Broadcast Journalism (Elective)
PMS1808	Magazine journalism (Elective)
PMS1810	Science & Environmental Communication (Elective)
PMS1811	Advertising: Concepts & Practice
PMS1812	Research Methodology
PMS1813	Practical: Photography
PMS1814	Internship I
PMS 1815	Media Skills-II Film Journalism
PMS1816	Public Relations & Organizational Communication



PMS1818	Media Theories & Practice
PMS1819	Development Communication (Elective)
PMS1820	Business Communication (Elective)
PMS1821	Malayalam journalism (Elective)
PMS1822	Practical: Video Production
PMS1823	Media Skills-III Health Communication
PMS1826	Media Management
PMS1829	Practical: Media Events
PMS1831	Internship II
PMS1832	MOOC Course

**4) The following courses integrate Gender, Environment and Sustainability, Human Values and Professional Ethics issues into curriculum.**

**a) Gender**

PMS1802	Print media journalism
PMS1806	Media Skills-1 Film appreciation
PMS1811	Advertising: Concepts & Practice
PMS1819	Development Communication (Elective)
PMS1818	Media Theories & Practice

**b) Environment issues**

PMS1813	Practical: Photography
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- PMS1819 Development Communication (Elective)  
PMS1810 Science & Environmental Communication (Elective)

**c) Sustainability**

- PMS1801 Introduction to Communication  
PMS1802 Print media journalism  
PMS1807 New Media  
PMS1811 Advertising: Concepts & Practice  
PMS1810 Science & Environmental Communication (Elective)

**d) Human values**

- PMS1801 Introduction to Communication  
PMS1804 Designing Principles & Visual Culture  
PMS1810 Advertising: Concepts & Practice  
PMS1814 Internship I  
PMS1810 Science & Environmental Communication (Elective)

**e) Professional ethics**

- PMS1801 Introduction to Communication  
PMS1802 Print media journalism  
PMS1803 Creative and Technical Writing  
PMS1807 New Media  
PMS1809 Broadcast Journalism (Elective)

