



Meeting - I

**DEPARTMENT OF PG STUDIES & RESEARCH IN JOURNALISM &
 MASS COMMUNICATION
 Proceedings of BOS meeting**

Date : 10-12-2022

Time : 10.00 PM

Venue : Department of Journalism & Mass Communication

AGENDA NO.	AGENDA
SDMCU/JMC-PG-BOS/2022-23/01/01	Reading the minutes of the previous BOS meeting and Action Taken Report
SDMCU/ JMC-PG-BOS/2022-23/01/02	Revision and Approval of the syllabus: a) Identifying the issues of Gender Equity, Human Values, Environment, Professional Ethics b) Identifying the Local, National and Global issues in the courses c) Identifying skill /employability components
SDMCU/ JMC-PG-BOS/2022-23/01/03	Revision and Approval of Soft core/OE/VAC courses if any a) Identifying the issues of Gender Equity, Human Values, Environment, Professional Ethics b) Identifying the Local, National and Global issues in the courses c) Identifying skill /employability components
SDMCU/ JMC-PG-BOS/2022-23/01/04	Review of results of previous even sem exams and other achievements, feedback of the

	department/Stakeholders if any
SDMCU/ JMC-PG-BOS/2022-23/01/05	Finalizing the list of examiners
SDMCU/ JMC-PG-BOS/2022-23/01/06	Any other matter

Members Present:

Sl. No.	Name & Address	Designation
1.	Dr. Bhaskar Hegde Chairman, Department of Journalism & Mass Communication, SDM Collge (Autonomous), Ujire bhegde@sdmcujire.in Ph: 9448911926	Internal Member
2.	Dr. Sathish Kumar Professor, Department of Journalism & Mass Communication Kuvempu University, Shankaragatta, Shimoga. sathishandinje@gmail.com , Ph: 9448870461	Subject Experts
3.	Dr. Vahini Aravind Associate Professor & Chairman, Department of Electronic Media, Bangalore University, vahinias@gmail.com Ph: 9482218980	Subject Experts
4.	Mr. Chethan Chief Sub-Editor, Suvarna News (Website) No.36, Crescent Road, Opp Mallige Hospital Shivananda Circle, Bangalore Pin: 560001 chethankumar25@gmail.com , M: 9844665579	Alumni Representative
5.	Dr. Hampesh K S Associate Professor , Department of Journalism & Mass Communication, SDM Collge (Autonomous), Ujire hampeshks@gmail.com Ph: 9845183586	Internal Member

6.	Dr. Padmanabha Assistant Professor , Department of Journalism & Mass Communication, SDM Collge (Autonomous), Ujire padmanabha@sdmcujiire.in Ph: 9902698445	Internal Member
7.	Mr. Sunil Hegde Assistant Professor, Department of Journalism & Mass Communication, SDM Collge (Autonomous), Ujire skumar.hegde@gmail.com Ph: 9880478096	Internal Member
8.	Dr. Geetha A J Assistant Professor, Department of Journalism & Mass Communication, SDM Collge (Autonomous), Ujire geethabilinele@gmail.com Ph:9663591284	Internal Member

Member Not Present:

1.	Dr. Anisha, Associate Professor, NITTE Institute of Communication, NITTE Deemed to be University, Deralakatte, anisha8566@gmail.com , Ph: 7676565368	University Nominee
2.	Mr. Chandrahas Charmadi Editor, Niranthara Pragathi, Dharmastala chandracharmady@gmail.com Ph: 9480248072	Representation from Industry

The Chairperson welcomed the BOS members and placed the agenda before the board for deliberations. The deliberations are as given below:

SDMCU/JMC-PG-BOS/2022-23/01/01

Reading the Minutes of the Previous BOS meeting& Action Taken Report

The chairperson read out the minutes of the previous meeting and action taken report. The following actions were taken based on the suggestions given by the members.

Suggestions:

Members suggested to give importance for Search Engine Optimization as skill enhancement initiative and also suggested to conduct interactive sessions with industrial experts.

Action Taken:

Based on the suggestions given by the board, department has conducted Search Engine Optimization training for 4th Semester students and also conducted interactive sessions with industry representatives.

The Board approved the agenda and noted the action taken.

SDMCU/JMC-PG-BOS/2022-23/01/02**Revision and Approval of the syllabus:**

- a) Identifying the issues of Gender Equity, Human Values, Environment, Professional Ethics
- b) Identifying the Local, National and Global issues in the courses
- c) Identifying skill /employability components

The chairperson presented the syllabus of the department for the academic year 2022-23 before the board for suggestion and modification. The board reviewed the existing syllabus and approved the same.

The chairman presented the modified version of the question paper patter for the semester examination. The board reviewed the question paper pattern and approved the same.

The board also reviewed the issues of Gender Equity, Human Values, Environment, Professional Ethics, Local, National and Global issues in the courses and also identified the skill /employability components in the syllabus.

Agenda Approved

SDMCU/JMC-PG-BOS/2022-23/01/03

Revision and Approval of Soft core/OE/VAC courses if any

- a) Identifying the issues of Gender Equity, Human Values, Environment, Professional Ethics
- b) Identifying the Local, National and Global issues in the courses
- c) Identifying skill /employability components

The board reviewed the issues of Gender Equity, Human Values, Environment, Professional Ethics, Local, National and Global issues in the courses and also identified the skill /employability components in the soft core courses.

Agenda Approved

SDMCU/JMC-PG-BOS/2022-23/01/04

Review of results of previous even semester exams and other achievements, feedback of the department/Stakeholders if any

The chairman presented the results of 2021-22 statistics and expressed its satisfaction.

The department achievements were highlighted before the board. Highlights were as follows:

Research:

- Dr Hampesh K S, Assistant Professor of the Department has been recognized as PhD guide from Mangalore University and he has been allotted four students.
- Dr. Hampesh K S (2022), P Lankesh Chitragalalli Samajada Bimba. *Shikshana Soudha*, 12(01); 17-20. ISSN: 2249 – 2429.
- Ganapathi Bhat G.K, Geetha A .J (2022), Yakshagana and Newmedia. *Shodha*, Ha.Ma. Nayaka Research Centre, Sri Dharmasthala Manjunatheshwara College, Ujire. 12(01); 60-77. ISSN: 2249 – 0396
- Geetha A J. (2021), Attitude and Perception towards Institutional Social Responsible Practices in Higher Educational Institutions. *Education India*, 10(04); 40-47, ISSN: 2278-2435.
- Mr. Sunil Kumar (2022), Digital Media V/s Traditional Media: A Study of the Youth of Dakshina Kannada, *Communication Today*, 26(1-2); 176-178, ISSN: 0975-217X.

Book Publication

- Dr Padmanabha, (2022), *Chalisuva Bimbgalu*, Prasaranga, Kuvempu University, ISBN: 978-93-83985-37-1.
- Dr Padmanabha, (2022), *Bannada Paradeya Sanchari*, Kannada Abhivruddhi Pradhikara, Bangalore.

Other Achievements:

- Four media houses Viacom 18 Media Pvt. Ltd, Asianet News Network Pvt. Ltd, VRL Media Pvt. Ltd, Network 18 Media & Inv. Ltd conducted campus interview and announced the list of selected candidates.
- Dr. Hampesh K S presented the MOOC course details of the department. Total 67 certificate courses were completed by the students in the academic year 2021-22.

- Mr. Sunil Kumar has presented the achievements of the SDM Multimedia studio. Multimedia Studio created 480 video content in the 2021-22 academic year. It includes 140 information and infotainment videos for social media handles, 30 various success stories, 40 agriculture-based stories, 4 interviews of Guests who visited the college in the academic year 2021-22 and 266 e-lectures of the faculties of various departments of the college.
- Telecast of 48 news bulletin ‘NammuraVarte’ through Mangalore-based V4 channel.
- Dr Padmanabha, Assistant Professor of the department presented the highlights of the SDM Gazette, Daily Practice Journal of the Department. Student editors of the practice journal write and publish news content related to contemporary issues and day-to-day events of the college. Gazette covers all institutional and educational programs through the news content. Student editors are also bringing out special book titled ‘Deepa Samanvaya’ highlighting glimpses of Laksha Deepotsava, Mega Religious Event of Shree Kshetra Dharmasthala, every year.
- Mrs. Geetha A J, Assistant Professor of the Department presented the highlights of the student’s publications in various newspapers and in digital media. Nearly 200 articles were published in various media during the academic year 2021-22. Two issues of “Hongirana” a collection of published articles in various media was brought by the department.
- She also presented students programme in public broadcaster AIR Mangalore in the academic year 2021-22. A total of 15 students gave various variety programmes.

The board noted the report

SDMCU/JMC-PG-BOS/2022-23/01/05

Finalizing the list of examiners

The board reviewed the list of examiners and modified the same.

The list is updated based on the suggestions by the members.

Deletion

1. **Dr. Rukma Vasudev**, Assistant Professor, Dept. of M.C.J, Jain University, Palace Road, Bangalore
(During the Covid she is no more)

Addition

1. **Mr. Sandeep**, Assistant Professor, Department of Journalism and Mass Communication, Akkamahadevi Women’s, University, Jnanashakti Toravi,

Vijayapura - 586108, Karnataka State. E-Mail: sandeep26vn@yahoo.co.in, Ph: 9844681398.

2. **Dr. Nesara Kadanakuppe**, Associate Professor, Nitte Institute of Communication, Nitte (Deemed to be University), Paneer Campus, Deralakatte, Mangaluru – 575018 E-Mail: nesarakadanakuppe@nitte.edu.in, Ph: 9844206083.
3. **Dr. Anisha**, Associate Professor, NITTE Institute of Communication, NITTE Deemed to be University, Deralakatte, Mangaluru – 575018 E-Mail: anisha8566@gmail.com, Ph: 7676565368.
4. **Mr. Rakesh V Talikoti**, Assistant Professor, Department of Journalism and Mass Communication, vijayanagara Sri Krishnadevaraya University, Contonment, Ballari – 583105, E-Mail: info44rakesh@gmail.com, Ph: 9986131144.

Modification: Nil

Agenda Approved

SDMCU/JMC-BOS/2021-22/02/04

Any Other Matters

The chairman highlighted the 100 per cent admission in the academic year 2022-23 and 100 per cent placement in the academic year 2021-22 in various media organizations particularly in digital media.

- Dr. Sathish Kumar, Professor suggested to give training in content creation for news apps.
- Dr. Vahini Aravind, Associate Professor suggested to focus on job opportunities in NGO's, Entertainment Media, Political PRO's, Development Projects like Dev.net (International Job Opportunities in various field).
- Mr. Chethan explained job opportunities by Meta's Third-party Fact-Checking Programme.

Meeting concluded with proposing vote of thanks to all the members.

Sd/-
Dr. Bhaskar Hegde
(B.O.S. Chairperson)

SRI DHARMASTHALA MANJUNATHESHWARA COLLEGE (AUTONOMOUS)

UJIRE - 574 240



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Meeting -II

DEPARTMENT OF PG STUDIES & RESEARCH IN JOURNALISM & MASS COMMUNICATION

Proceedings of BOS meeting

Date : 18-08-2023

Time : 03.00 PM

Venue : Department of Journalism & Mass Communication (Virtual Mode)

AGENDA

SDMCU/JMC-PG-BOS/2022-23/02/01	Reading the minutes of the previous BOS meeting and Action Taken Report
SDMCU/ JMC-PG-BOS/2022-23/02/02	Revision and Approval of the syllabus: a) Identifying the issues of Gender Equity, Human Values, Environment, Professional Ethics b) Identifying the Local, National and Global issues in the courses c) Identifying skill /employability components
SDMCU/ JMC-PG-BOS/2022-23/02/03	Revision and Approval of Soft core/OE/VAC courses if any a) Identifying the issues of Gender Equity, Human Values, Environment, Professional Ethics b) Identifying the Local, National and Global issues in the courses c) Identifying skill /employability components
SDMCU/ JMC-PG-BOS/2022-23/02/04	Review of results of previous sem exams and other achievements, feedback of the department/Stakeholders if any

SDMCU/ JMC-PG-BOS/2022-23/02/05	Finalizing the list of examiners
SDMCU/ JMC-PG-BOS/2022-23/02/06	Any other matter

Members Present:

Sl. No.	Name & Address	Designation
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2.	Dr. Sathish Kumar Professor, Department of Journalism & Mass Communication Kuvempu University, Shankaragatta, Shimoga. sathishandinje@gmail.com , Ph: 9448870461	Subject Experts
3.	Dr. Vahini Aravind Associate Professor & Chairman, Department of Electronic Media, Bangalore University, vahinias@gmail.com Ph: 9482218980	Subject Experts
4.	Mr. Chethan Chief Sub-Editor, Suvarna News (Website) No.36, Crescent Road, Opp Mallige Hospital Shivananda Circle, Bangalore Pin: 560001 chethankumar25@gmail.com , M: 9844665579	Alumni Representative
5.	Dr. Anisha Associate Professor, NITTE Institute of Communication, NITTE Deemed to be University, Deralakatte, anisha8566@gmail.com , Ph: 7676565368	University Nominee

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7.	Dr. Hampesh K S Associate Professor , Department of Journalism & Mass Communication, SDM Collge (Autonomous), Ujire hampeshks@gmail.com Ph: 9845183586	Internal Member
8.	Dr. Padmanabha Assistant Professor , Department of Journalism & Mass Communication, SDM Collge (Autonomous), Ujire padmanabha@sdmcyjire.in Ph: 9902698445	Internal Member
9.	Mr. Sunil Hegde Assistant Professor, Department of Journalism & Mass Communication, SDM Collge (Autonomous), Ujire skumar.hegde@gmail.com Ph: 9880478096	Internal Member
10.	Dr. Geetha A J Assistant Professor, Department of Journalism & Mass Communication, SDM Collge (Autonomous), Ujire geethabilinele@gmail.com Ph:9663591284	Internal Member

The Chairperson welcomed the BOS members and placed the agenda before the board for deliberations. The deliberations are as given below:

SDMCU/JMC-PG-BOS/2022-23/02/01

Reading the Minutes of the Previous BOS meeting& Action Taken Report

The chairperson read out the minutes of the previous meeting and action taken report. The following actions were taken based on the suggestions given by the members.

Suggestions:

Members suggested to give training in content creation for news apps and also focus on job opportunities in NGO's, Entertainment Media, Political PRO's, Development Projects like Dev.net (International Job Opportunities in various field) and job opportunities by Meta's Third-party Fact-Checking Programme.

Actions Taken:

Based on the suggestions given by the board, department has conducted training programmes in entertainment media and content creation guest lectures and training programmes for 2nd and 4th Semester students and also conducted interactive sessions with industry representatives.

The Board approved the agenda and noted the action taken.

SDMCU/JMC-PG-BOS/2022-23/02/02

Revision and Approval of the syllabus:

- a) Identifying the issues of Gender Equity, Human Values, Environment, Professional Ethics
- b) Identifying the Local, National and Global issues in the courses
- c) Identifying skill /employability components

The chairperson presented the syllabus of the department for the academic year 2023-24 before the board for suggestion and modification. The board reviewed the existing syllabus and approved the same.

The chairman presented the modified version of the question paper patter for the semester examination. The board reviewed the question paper pattern and approved the same.

The board also reviewed the issues of Gender Equity, Human Values, Environment, Professional Ethics, Local, National and Global issues in the courses and also identified the skill /employability components in the syllabus.

Agenda Approved

SDMCU/JMC-PG-BOS/2022-23/02/03

Revision and Approval of Soft core/OE/VAC courses if any

- a) Identifying the issues of Gender Equity, Human Values, Environment, Professional Ethics
- b) Identifying the Local, National and Global issues in the courses
- c) Identifying skill /employability components

The chairperson presented the open elective syllabus of the department for the academic year 2023-24 before the board for suggestion and modification. The board reviewed the existing syllabus and approved the same.

The board reviewed the issues of Gender Equity, Human Values, Environment, Professional Ethics, Local, National and Global issues in the courses and also identified the skill /employability components in the soft core courses.

Agenda Approved

SDMCU/JMC-PG-BOS/2022-23/02/04

Review of results of previous even semester exams and other achievements, feedback of the department/Stakeholders if any

The chairman presented the results of 2022-23 statistics and expressed its satisfaction.

The department achievements were highlighted before the board. Highlights were as follows:

Research:

- Dr. Hampesh K S promoted as Associate Professor.
- Dr Padmanabha, Assistant Professor of the Department has been recognized as PhD guide from Mangalore University and he has been allotted three students.
- Dr. Geetha A J, Assistant Professor, Department of Journalism and Mass Communication awarded with PhD degree by Kuvempu University, Shivamoga under the guidance of Dr. Sathyaprakash M R. The title of the research is 'Institutional Social Responsibility as a PR tool in Higher Educational Institutions: A Study of Dakshina Kannada District.
- Dr. Hampesh K S, Associate Professor, Department of PG Studies and Research in Journalism and Mass Communication published an article entitled *Dr. Narendra Rai Derlara Barahagalalli Parisara Pragne* in a UGC Care Listed Journal *Shikshana Soudha*, Volume 13, Issue 01, 15-20. ISSN: 2249 – 2429.
- Dr. Hampesh K S, Associate Professor & Guruprasad T S, Research Scholar, Department of PG Studies and Research in Journalism and Mass Communication published an article entitled *Influence of Digital Payment Through Smart Phone on Marketing: A Study on Mangalore Fishermen Community* in a UGC Care Listed Journal, *Journal of Asiatic Society of Mumbai*, Volume 97, Issue 07, 50-57. ISSN: 0972 – 0766.

- Dr. Hampesh K S, Associate Professor, Department of Journalism and Mass Communication presented a paper titled ‘Influence of Digital Payment in Marketing: A Study on Mangalore Fishermen Community’ in the Two Days International Conference on Digitalization for Sustainable Development, organized by the Department of Commerce and Business Administration, Field Marshal K M Cariappa College, Madikeri on 16th and 17th June, 2023.
- Dr. Hampesh K S, Associate Professor, Department of Journalism and Mass Communication presented a paper titled ‘Mobile as a Medium of Information, Pros & Cons: A Study on Fishermen Community’ during the National Conference on Media Literacy in the Digital Era, organized by the PG Department of Journalism & Mass Communication, Tumkur University on 21st July, 2023.
- Dr. Geetha A J, Assistant Professor, Department of Journalism and Mass Communication presented a paper titled Social Media and Mental Health among Gen Z and Millennials during COVID-19’ at the National Sociology Conference organized by the PG Studies and Research in Sociology held on 9th and 10th December 2022 at Kuvempu University Shivamoga.

Other Achievements:

- Two media houses Udayavani and Vijayavani conducted campus interview and announced the list of selected candidates.
- Dr. Hampesh K S presented the MOOC course details of the department. Total 48 certificate courses were completed by the students in the academic year 2022-23.
- Mrs. Geetha A J, Assistant Professor of the Department presented the highlights of the student’s publications in various newspapers and in digital media. Nearly 200 articles were published in various media during the academic year 2022-23. Two issues of “Hongirana” a collection of published articles in various media was brought by the department.

The board noted the report

SDMCU/JMC-PG-BOS/2022-23/02/05: Finalizing the list of examiners

The board reviewed the list of examiners and modified the same.

The list is updated based on the suggestions by the members.

Deletion

2. Dr. B K.Ravi, Vice-Chancellor, Koppal University, Koppal

Addition

1. Mr. Harshavardhan, Assistant Professor, Department MCJ, Alvas College, Moodabidri

Agenda Approved

SDMCU/JMC-BOS/2022-23/02/06

Any Other Matter

The chairman highlighted the 100 per cent admission in the academic year 2022-23 and 100 per cent placement in the academic year 2022-23 in various media organizations.

- Dr. Bhaskar Hegde, HOD, Department of Journalism and Mass Communication, highlighted the college outstanding achievements reflected through the NAAC Grade, considerable recognition as 6th ranking at national level and 2nd ranking at Karnataka regional level in Open Magazine Survey and MAAM Awards for the students of the Department. HOD also furnished the details of planned national seminar to be held in the month of December 2023.
- Mr. Chethan, Alumni suggested to guide the students to get mastery of expertise in technological as well as conceptual aspects of media wings.
- Dr. Anisha Kumaran, Associate Professor, mentioned the innovative footsteps of the department and interpreted it as the center of professional excellence. She also appreciated the students of the department who have achieved success in grabbing job opportunities in various wings of mass media for which the department has the consistent brand image.

Meeting concluded with proposing vote of thanks to all the members.

Sd/-

Dr. Bhaskar Hegde
(B.O.S. Chairperson)