

GOVERNMENT DEGREE COLLEGE FOR WOMEN, BEGUMPET
(AUTONOMOUS)

Re-Accredited with 'B' Grade by NAAC

DEPARTMENT OF JOURNALISM

Board of Studies Meeting on 04-10-2019

MINUTES RECORD

The Board of Studies Meeting of the Department of Journalism was held on 21-10-2019 at 2:00 PM in the Department Govt. Degree College for Women, Begumpet, Hyderabad.

The following resolutions were taken in the meeting

1. It is resolved to introduce Journalism at 5 Credit Course per Semester following UGC guidelines for allocation of Credits as per the teaching hours per week.

The Division of the syllabus for the 5th semester Discipline Specific Course Paper – V consists of Osmania University **ADVERTISING** syllabus which is as follows.

- a. Unit – I: Advertising
- b. Unit – II: Types of Advertising
- c. Unit – III: Advertising Agency
- d. Unit – IV: Advertising Campaign
- e. Unit – V: Laws related to Advertising

The Division of the syllabus for the 5th semester Discipline Specific Elective Paper – VI consists of Osmania University **MEDIA AND DEVELOPMENT** syllabus which is as follows.

- f. Unit – I: Development
- g. Unit – II: Development Communication
- h. Unit – III: Agricultural Communication
- i. Unit – IV: Development Support Communication
- j. Unit – V: Writing for Development stories

The Division of the syllabus for the 6th semester Discipline Specific Course Paper – VII consists of Osmania University **PUBLIC RELATIONS** syllabus which is as follows.

- a. Unit – I: Public Relations
- b. Unit – II: Organisation
- c. Unit – III: PR Tools

- d. Unit – IV: Community Communications
- e. Unit – V: PR in Government

The Division of the syllabus for the 6th semester Discipline Specific Elective Paper – VIII consists of Osmania University **BUSINESS COMMUNICATION** syllabus which is as follows.

- a. Unit – I: Introduction to Communication
- b. Unit – II: Types of Communication
- c. Unit – III: Application of Communication Skills
- d. Unit – IV: Effective Correspondence
- e. Unit – V: Event Management

2. The Board of Studies approved the division and adoption of syllabus as mentioned above.
3. It was resolved to follow the prescribed text books and reference books as recommended by the Osmania University.
4. The division and adoption of the syllabus for the V, VI, VII and VIII semester Discipline Specific Course and Discipline Specific Elective consists of Osmania University syllabus.
5. The Board of Studies has approved and ratified the same.
6. It is resolved to follow the existing Osmania University syllabus prescribed for Journalism. 100 marks per semester. 75 marks to be awarded for external end evaluation and 25 marks for internal evaluation.
7. It is resolved to follow the following internal assessment scheme for 25 marks.

Internal Assessment I+II (written Test-15 Marks)	
Assignment -	5 Marks
Seminar -	5 Marks
Total -	25 Marks
8. The maximum marks for the end semester theory examination is 75 marks and the pattern of examination is as follows:

Section – A: Essay Questions
 Answer all questions with Internal Choice. Each question carries 10 marks
 $5 \times 10 = 50$ marks

Section – B: Short Questions
 Answer 5 questions out of 10 . Each question carries 5 marks
 $5 \times 5 = 25$ marks
Total = 75 marks
9. The Board approved the above mentioned examination pattern and scheme of evaluation.
10. The Board approved the panel of examiners mentioned.
11. The duration of exam time for internals will be 60 min/ 1 hour

12. Paper setting and valuation to be done by external examiners from the approved panel for theory papers.
13. It was resolved to approved the GENERAL ELECTIVE on "TV REPORTING AND SCRIPT WRITING "for V & VI semesters for B.A. 3rd year students under CBCS for the academic year 2019-2020.
14. The Board approved the above mentioned examination pattern and scheme of evaluation.
15. It was resolved to approve the **Skill Enhancement Course SEC – III AND SEC – IV TELUGU JOURNALISM AND MEDIA ETHICS AND LAWS "** for V &VI for semesters for B.A. 3rd year students under CBCS for the academic year 2019-2020.
16. It is resolved to follow the question paper pattern for **SEC**and **GE**at college level by taking approval from the academic council.
17. The division of syllabus for, V and VI semesters for the **SEC** and **GE**consists of 2 units under each semester and 2 credits allocated per semester.
18. The board approved the division and adoption of syllabus as mentioned above.
19. It was resolved to follow the prescribed text books and reference books recommended by the Osmania University.
20. The model paper is prescribed for the convenience of the students.

Chairman BOS

University Nominee

Members of BOS