



AMITY UNIVERSITY  
— R A J A S T H A N —

Amity School of Communication -Minutes of Board  
of Studies  
2019-2020

# AMITY SCHOOL OF COMMUNICATION, AMITY UNIVERSITY RAJASTHAN

## MEETING OF BOARD OF STUDIES (Journalism and Mass Communication) (Through circulation)

*Thursday May 28, 2020*

### Convener

**Dr. Jayati Sharma,**  
Coordinator and Associate Professor- ASCO

### External Subject Expert

**Prof. Subhash Dhuliya**  
Senior Professor- Central University of Rajasthan

**Mr. Manoj Sharma**  
Director, Goldmine PR

### Internal Subject Expert

**Dr. Pallavi Mishra**  
Associate Professor- ASCO

**Dr. Gayatri Rai**  
Assistant Professor- ASCO

### AGENDA POINTS

1. Uniform evaluation scheme for core and domain elective courses across BA(J&MC) and MA(J&MC) programs
2. Swapping of the core and domain elective courses in BA(JMC) courses
3. Redesigning of the Minor-Track in Public Relations and Advertising to be offered by ASCO  
\*Elaborated from page no. 02- 04 of this document.



## Uniform evaluation scheme for core and domain elective courses

	Current Status	Proposed Changes																
<b>Agenda 01</b>	<p>Currently, Amity School of Communication has three kinds of evaluation schemes for the courses:</p> <p>i) 30:70 wherein students are to be assessed for 30 marks through continuous evaluation and 70 marks are reserved for end semester examination. The scheme is applicable for the theory-based courses</p> <p>ii) 50:50 wherein students are to be assessed for 50 Marks through continuous evaluation and 50 marks are reserved for the end term examination. The scheme is applicable to practice-based courses like Photography, Film and Television Production, Computer Graphics and Animation, Television Journalism etc.</p> <p>iii) 100 Marks evaluation for Project and Non-Teaching Credit Courses.</p> <p>Following is the existing component-wise division of continuous assessment:</p> <table border="1" style="width: 100%; border-collapse: collapse; margin-top: 10px;"> <thead> <tr> <th style="width: 5%;">Sr. No.</th> <th style="width: 25%;">Component</th> <th style="width: 20%;">30 Marks Continuous Evaluation</th> <th style="width: 20%;">50 Marks for Continuous Evaluation</th> </tr> </thead> <tbody> <tr> <td style="text-align: center;">1</td> <td>Mid Term Examination</td> <td style="text-align: center;">15</td> <td style="text-align: center;">15</td> </tr> <tr> <td style="text-align: center;">2</td> <td>Attendance</td> <td style="text-align: center;">5</td> <td style="text-align: center;">5</td> </tr> <tr> <td style="text-align: center;">3</td> <td>Assignments /Presentation/ Viva-Voce/ Class Test/ Field based project etc</td> <td style="text-align: center;">10 (Minimum two components are required to be employed for the evaluation)</td> <td style="text-align: center;">30 (Minimum Three-Component are required to be employed for the evaluation)</td> </tr> </tbody> </table>	Sr. No.	Component	30 Marks Continuous Evaluation	50 Marks for Continuous Evaluation	1	Mid Term Examination	15	15	2	Attendance	5	5	3	Assignments /Presentation/ Viva-Voce/ Class Test/ Field based project etc	10 (Minimum two components are required to be employed for the evaluation)	30 (Minimum Three-Component are required to be employed for the evaluation)	<ol style="list-style-type: none"> <li>1. It is proposed to adopt 50:50 evaluation scheme for all the core and domain elective courses wherein total evaluation would be of 100 marks out of which student would be evaluated for 45 marks through continuous evaluation and 5 marks would be reserved for attendance as per AUR policy.</li> <li>2. It is proposed to make it compulsory to adopt minimum four-component for continuous evaluation excluding attendance and including mid-term examination as a compulsory component.</li> <li>3. NTCC courses may be continued with the existing evaluation scheme.</li> </ol>
Sr. No.	Component	30 Marks Continuous Evaluation	50 Marks for Continuous Evaluation															
1	Mid Term Examination	15	15															
2	Attendance	5	5															
3	Assignments /Presentation/ Viva-Voce/ Class Test/ Field based project etc	10 (Minimum two components are required to be employed for the evaluation)	30 (Minimum Three-Component are required to be employed for the evaluation)															



**Swapping of the core and domain elective courses in BA(JMC) courses**

	<b>Current Status</b>	<b>Proposed Changes</b>
<p><b>Agenda 02</b></p>	<ol style="list-style-type: none"> <li>1. Current program structure of BA (J&amp;MC) contains courses two courses of same area placed in the same semester. For eg. BA(J&amp;MC) V semester has Online Journalism as core course along with a Domain elective course in Online Journalism Portfolio Development in the same semester.</li> <li>2. Course in Event Management is being taught as domain elective. Since It is the only course on event management across the program, the faculties along with the students have been requesting to make it a core course instead of domain elective.</li> <li>3. Course on Multimedia is appears as domain elective in current syllabus. The course dwells into the skill set required to prepare the professionals to work using multi-media platforms. Keeping in view the demand of multimedia journalists; it is proposed to convert the course from domain elective to core course. Similarly some other alterations are required to.</li> </ol> <p>The need of streamlining the courses is felt so that students get to study all the job oriented courses, a justified progression and balanced the course distribution across the semesters can be ensured.</p>	<ol style="list-style-type: none"> <li>1. Core Course Media Management to be shifted from IV semester BA (JMC) to III semester of BA(J&amp;MC) program as <b>domain elective course</b>.</li> <li>2. Core Course Online Journalism to be shifted from V to IV semester. Online Journalism Portfolio Development will continue to be in V semester.</li> <li>3. Domain elective Multimedia to be shifted from V semester to IV Semester. The course will be useful for the students here since they are also studying Online Journalism in this semester only.</li> <li>4. Domain elective course Event Management to be shifted from III semester of BA(J&amp;MC) to V semester of BA(J&amp;MC) as <b>core course</b>.</li> <li>5. Domain elective course Brand Management to be shifted from BA (J&amp;MC) IV semester to BA (J&amp;MC) V semester.</li> </ol>



**Minor-Track in Public Relations and Advertising to be offered by ASCO**

		<b>Current Status</b>	<b>Proposed Changes</b>	
<b>Agenda 03</b>	<p>Currently ASCO offers Minor Track (Open elective) in Journalism for other department's students. Following is the structure of current track:</p>		<p>Newly proposed structure is designed to provide the OE students a chance to study courses that will expose them to the field of PR, Corporate Communication and Advertising.</p>	
	<b>Sr.No</b>	<b>Course</b>	<b>Semester</b>	<b>Credits</b>
	1	Radio Journalism	II	3
	2	TV Journalism	III	3
	3	Media Management	IV	3
	4	Online Journalism	V	3
	5	National and International Issues and Affairs	VI	3
	<b>Sr.No</b>	<b>Course</b>	<b>Semester</b>	<b>Credits</b>
	1	Advertising Principles and Practice	II	3
	2	Public Relations	III	3
3	Corporate Communication	IV	3	
4	Event Management	V	3	
5	National and International Issues and Affairs	VI	3	
<p>The faculties teaching various courses in journalism track have experienced the problems in conducting practice classes for the OE students; due to limited resources for audio-video production.</p> <p>Also, the track was to start with Print Journalism, which creates the base for the students. After the university decided to allot the OE from second semester onwards; Print Journalism has been omitted from the track.</p> <p>Keeping in view the limitations of practical sessions for Audio-video production and to design a course that allows the students to utilize their earned knowledge in to their professional careers; it is proposed to alter the courses in the minor track.</p>		<p>The minor track would also allow the students to utilize their earned skills in multiple areas of their professional careers choices and will open multiple areas of employment for them.</p>		



Fw: Fw: ASCO BOS (Journalism and Mass Communication)

**Jayati M. Sharma** <[jmishra@jpr.amity.edu](mailto:jmishra@jpr.amity.edu)>

Tue 3/22/2022 4:36 AM

To: Devendra K. Sharma <[dksharma@jpr.amity.edu](mailto:dksharma@jpr.amity.edu)>

*Warm regards!*

**Dr. Jayati Sharma**

Deputy Director- Amity School of Communication, Jaipur  
Chairperson- Gender Cell- Amity University Rajasthan  
Amity University Rajasthan, Jaipur  
Kant Kalwar, Delhi Highway (Main Road), Jaipur- 303 002  
Tel: +91-1426-405641 (Direct)/ Mobile: +91- 09829880661

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**From:** Prof. Subhash Dhuliya <[sdhuliya@curaj.ac.in](mailto:sdhuliya@curaj.ac.in)>

**Sent:** Friday, May 29, 2020 2:23 PM

**To:** Jayati M. Sharma <[jmishra@jpr.amity.edu](mailto:jmishra@jpr.amity.edu)>

**Subject:** Re: Fw: ASCO BOS (Journalism and Mass Communication)

I have gone through the agenda. All proposed agenda items sounds to be fine. Accept my concurrence for the same.

Best wishes,

On Fri, May 29, 2020 at 1:19 AM Jayati M. Sharma <[jmishra@jpr.amity.edu](mailto:jmishra@jpr.amity.edu)> wrote:

**Dear sir,**

Reference trail mail. Detailed agenda points are mentioned in the attached file for perusal.

Best regards.

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**From:** Jayati M. Sharma

**Sent:** Thursday, May 28, 2020 5:26 PM

**To:** Prof. Subhash Dhuliya <[sdhuliya@curaj.ac.in](mailto:sdhuliya@curaj.ac.in)>; manoj sharma <[manojsharma76us@yahoo.com](mailto:manojsharma76us@yahoo.com)>; Dr. Pallavi Mishra <[pmishra1@jpr.amity.edu](mailto:pmishra1@jpr.amity.edu)>; Gayatri Rai <[grai@jpr.amity.edu](mailto:grai@jpr.amity.edu)>

**Subject:** ASCO BOS (Journalism and Mass Communication)

Respected sir/madam,

Greetings.

I hope you all are doing well.

As discussed over the phone, Amity School of Communication plans to hold a discussion with the members of the Board of Studies (Journalism and Mass



Communication) on certain key agenda points with regard to syllabus updation and evaluation scheme. The meeting via circulation of the document is okayed by the AUR authorities.

Attached please find the document mentioning the elaborated agenda points for your perusal and deliberations. Please write your queries/approval/disapproval in the mail. I would happy to present further clarification/ supporting information that may be needed to decide on the agenda points.

Thanks and regards,



**Dr. Jayati Sharma**

Associate Professor & Coordinator  
Amity School of Communication Amity  
University Rajasthan

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Prof. Subhash Dhuliya Professor  
Department of Culture and Media Studies  
School of Social Sciences  
Central University of Rajasthan  
NH-8, Bandarsindri, Kishangarh  
Ajmer - 305817, Rajasthan  
Mobile: 9312266340 & 7827212039  
Alternative Email: [sdhuliya@gmail.com](mailto:sdhuliya@gmail.com)

**Fw: ASCO BOS (Journalism and Mass Communication)**

Jayati M. Sharma &lt;jmishra@jpr.amity.edu&gt;

Tue 3/22/2022 4:37 AM

To: Devendra K. Sharma &lt;dksharma@jpr.amity.edu&gt;

*Warm regards!***Dr. Jayati Sharma**

Deputy Director- Amity School of Communication, Jaipur

Chairperson- Gender Cell- Amity University Rajasthan

Amity University Rajasthan, Jaipur

Kant Kalwar, Delhi Highway (Main Road), Jaipur- 303 002

Tel: +91-1426-405641 (Direct)/ Mobile: +91- 09829880661

**From:** manoj sharma <manojsharma76us@yahoo.com>**Sent:** Friday, May 29, 2020 11:40 AM**To:** Jayati M. Sharma <jmishra@jpr.amity.edu>**Subject:** Re: ASCO BOS (Journalism and Mass Communication)

Dear Dr. Jayati Ji,

Good day and greetings to you.

I hope and pray all at Amity, Jaipur are doing fine and safe during Corona Time.

My sincere thanks for giving me an honor to serve and contribute as a part of your esteemed BOS.

Let me congratulate you and your learned team members who have worked hard to research and come up with such student friendly changes in syllabus. I feel it has better chances to increase their employability in the media arena plus enhance their knowledge base and improve their skill sets too.

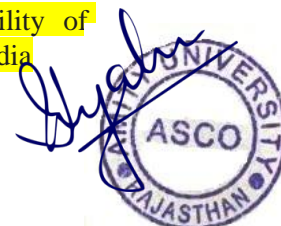
I have gone through both the syllabuses and proposed changes you are planning to make for coming season at ASCO, Jaipur. I will humbly like to put forward the following inputs which can be incorporated in the Syllabuses if you find merit in it.

**1. Fake News -**

In last few years we have seen the phenomena of FAKE News which has suddenly cropped up and the dangers it poses to our society. I feel students should be taught about it and they should be able to spot and identify fake news and bust it too.

**2. Vernacular Journalism -**

Recent studies conducted by FICCI, KMPG and CII have pointed out the emergence and profitability of Vernacular Journalism. Slowly but steadily we are incorporating the concept of GLOCAL in Media





Industry. Thus , students can be polished for Vernacular Journalism too.

### 3. Focus on Data and Analytical Journalism -

Since I do not have the privilege of going through detailed Syllabus and Lecture plan, I do not know if you are teaching Data and Analytical Journalism in Online Journalism courses. But I strongly feel that it should be taught too MA Students if not BA Students.

### 4. Writing Skills

' Content is the King ', and also an area which offers largest employment to media students. Writing skills needs to be enhanced , nourished and nurtured amongst students so that their employment chances improves and and we make them ATMANIRBHAR .

Last but not the least , I really missed an opportunity to avail the famous Rajasthani Hospitality at your lush green campus.

Eagerly waiting for this lockdown to end and visit the campus and get to interact with your smart students.

# I also request you all to let me know PR ,Ad and Print Journalism students who need Internships or Training at Delhi / NCR , will feel happy to help them.

God bless you all and do share detailed syllabus if possible with LP too . Regards

Manoj Kumar Sharma 9810645307

[Sent from Yahoo Mail on Android](#)

On Thu, May 28, 2020 at 17:26, Jayati M. Sharma <jmishra@jpr.amity.edu> wrote:

Respected sir/madam,

Greetings.

I hope you all are doing well.

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Thanks and regards,



**Dr. Jayati Sharma**

Associate Professor & Coordinator  
Amity School of Communication  
Amity University Rajasthan

**Fw: ASCO BOS (Journalism and Mass Communication)**

Jayati M. Sharma &lt;jmishra@jpr.amity.edu&gt;

Tue 3/22/2022 4:38 AM

To: Devendra K. Sharma &lt;dksharma@jpr.amity.edu&gt;

*Warm regards!***Dr. Jayati Sharma**

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**From:** Jayati M. Sharma <jmishra@jpr.amity.edu>  
**Sent:** Friday, May 29, 2020 11:58 AM  
**To:** Dr. Pallavi Mishra <pmishra1@jpr.amity.edu>  
**Subject:** Re: ASCO BOS (Journalism and Mass Communication)

Dear Dr. Pallavi,

Thank you for your inputs.

Best.

Dr. Jayati Sharma

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**From:** Dr. Pallavi Mishra <pmishra1@jpr.amity.edu>  
**Sent:** Friday, May 29, 2020 2:29 AM  
**To:** Jayati M. Sharma <jmishra@jpr.amity.edu>  
**Subject:** Re: ASCO BOS (Journalism and Mass Communication)

Dear Sir/Ma'am,  
Greetings!

I went through the key agenda points with regard to syllabus updation and evaluation scheme. The swapping of core and domain elective in BA(JMC) courses will bring greater uniformity, it will avoid repetition and recurrence.

I appreciate the uniformity in evaluation of core and domain electives. I express my satisfaction in redesigning of the Minor- Track in PR and Advertising.



After a careful deliberation of the Agenda items, I would like to express my approval for the revised syllabus.

Warm Regards Dr.Pallavi  
Mishra, Associate  
Professor, ASCo

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**From:** Jayati M. Sharma <jmishra@jpr.amity.edu>

**Sent:** Thursday, May 28, 2020 5:26 PM

**To:** Prof. Subhash Dhuliya <sdhuliya@curaj.ac.in>; manoj sharma <manojsharma76us@yahoo.com>; Dr. Pallavi Mishra <pmishra1@jpr.amity.edu>; Gayatri Rai <grai@jpr.amity.edu>

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Thanks and regards,



**Dr. Jayati Sharma**

Associate Professor & Coordinator Amity School  
of Communication Amity University Rajasthan

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**Sent:** Friday, May 29, 2020 11:58 AM  
**To:** Gayatri Rai <grai@jpr.amity.edu>  
**Subject:** Re: ASCO BOS (Journalism and Mass Communication)

Dear Ma'am,

Thank you so much for your valuable inputs.

Best.

Dr. Jayati Sharma

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**From:** Gayatri Rai <grai@jpr.amity.edu>  
**Sent:** Thursday, May 28, 2020 7:41 PM  
**To:** Jayati M. Sharma <jmishra@jpr.amity.edu>  
**Subject:** Re: ASCO BOS (Journalism and Mass Communication)

Dear Mam,

Thanks for sharing the documents. I have gone through it and after the detailed discussion on phone, All the changes suggested here are fine and accurately proposed as per the need.

Thanks  
Dr. Gayatri Rai,  
Assistant Professor,  
ASCO,AUR



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**From:** Jayati M. Sharma <jmishra@jpr.amity.edu>  
**Sent:** Thursday, May 28, 2020 6:29 PM  
**To:** Prof. Subhash Dhuliya <sdhuliya@curaj.ac.in>; manoj sharma <manojsharma76us@yahoo.com>; Dr. Pallavi

Mishra <pmishra1@jpr.amity.edu>; Gayatri Rai <grai@jpr.amity.edu>

**Subject:** Re: ASCO BOS (Journalism and Mass Communication)

Dear all,

Further to trail mail; attached please find the existing program structure of BA(J&MC) and MA(J&MC) for your reference and perusal.

Regards,

Dr. Jayati Sharma

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**From:** Jayati M. Sharma

**Sent:** Thursday, May 28, 2020 5:26 PM

**To:** Prof. Subhash Dhuliya <sdhuliya@curaj.ac.in>; manoj sharma <manojsharma76us@yahoo.com>; Dr. Pallavi Mishra <pmishra1@jpr.amity.edu>; Gayatri Rai <grai@jpr.amity.edu>

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**Dr. Jayati Sharma**

Associate Professor &

Coordinator Amity School of

