

Kanya Maha Vidyalaya, Jalandhar

(An Autonomous College)



Minutes of 12th Meeting of Board of Studies
Department of Journalism and Mass Communication

Date: 11-07-2026
Time: 11:00 am
Online Meeting through Zoom

Kanya Maha Vidyalaya, Jalandhar
(UGC Autonomous College)

PG Department of Journalism and Mass Communication

The Twelfth meeting of the Board of Studies of Department of Journalism and Mass Communication was held via zoom on July, 11, 2026 at 11:00 am.

Date: 11-07-2026

Time: 11:00 am

Venue: Online Meeting via Zoom

The following members have attended meeting and detailed minutes are listed below:

Members of BOS:

	Dr. Madhumeet, Dean, PG Dept. of Journalism and Mass Communication, Kanya Maha Vidyalaya. Dean, Department of Journalism and Mass Communication	Chairperson	Present
	Dr. Namarta Joshi Associate Professor, Department of Journalism and Mass Communication, Guru Nanak Dev University Regional Campus, Jalandhar G.N.D.U. VC Nominee	Member	Present
	Dr. Ranbir Singh Professor & Head Dept. of Journalism and Mass Communication, IKGPTU, Kapurthala, Outside Parent University Nominee	Member	Absent
	Dr. Chavvi Garg Assistant Professor Dept. of Journalism and Mass Communication, Central University of Punjab, Bathinda Outside Parent University Nominee	Member	Present
	Mr. Ravi Dawla Freelance Filmmaker, Pune	Member	Absent

	Industry Expert		
	Ms. Manvi Matharu PR Manager PR Fuzion, Mohali Alumni	Member	Present
	Dr. Gopi Sharma , Academic Dean, PG Dept of Journalism and Mass Communication, Kanya Maha Vidyalaya, Jalandhar	Member	Present
	Mr. Sehajpal Singh, Assistant Professor & Head, PG Dept of Journalism and Mass Communication, Kanya Maha Vidyalaya, Jalandhar	Member	Present

Agenda:

Item JMC:2026:12:1

To approve proceedings of Eleventh meeting of Board of Studies held on July 05, 2025.

Item JMC:2026:12:2

To discuss the Action Taken Report.

Item JMC:2026:12:3

To discuss and approve the syllabus of **MA Journalism and Mass Communication Semester I,II,III & IV** under Credit Based Continuous Evaluation Grading System for the session 2026-27 with 30% internal assessment.

Item JMC:2026:12:4

To discuss and approve the proposed syllabus of

B. A. Journalism and Mass Communication (Honours) Semester I, II, III, IV, V & VI under Credit Based Continuous Evaluation Grading System (CBCEGS) with 30% internal assessment for the session 2026-27.

Item JMC:2026:12:5

To discuss the proposed syllabus of **Journalism and Mass Communication Semester I, II, III, IV, V & VI** in BA pass Course under Credit Based Continuous Evaluation Grading System (CBCEGS) with 30% internal assessment for the session 2026-27.

Item JMC:2026:12:6

To discuss and approve the proposed list of Paper Setters and Evaluators for MA Journalism and Mass Communication, BA Journalism and Mass Communication and

Journalism and Mass Communication in BA Pass Course semester I, II,III,IV,V & VI for the session 2026-27.

Item JMC :2026:12:7

To discuss Research Inputs and Plans of department for session 2026-27.

Item JMC:2026:12:8

To discuss Teaching Methodologies adopted in department and inputs required to upgrade the same.

Item JMC:2026:12:9

To discuss the Programme & Course outcomes of above stated courses and programmes.

**KANYA MAHA VIDYALAYA, JALANDHAR
(UGC Autonomous College)**

P.G. Department of Journalism and Mass Communication

The twelfth meeting of the Board of Studies of P.G. Department of Journalism and Mass Communication was started with welcome address by Dr. Madhumeet, Dean, Department of Journalism and Mass Communication. She apprised the members about the programmes in the department along with teaching and research strengths of the department. Mr. Sehajpal Singh, Head, PG Department of Journalism & Mass Communication took up the agenda items for deliberation one by one with the permission of committee members.

Item JMC:2026:12:1

To approve proceedings of Eleventh meeting of Board of Studies held on July 05, 2025.

Proceedings:

The proceedings of previous meeting were put up by the Chairperson which were discussed and approved by all the members of Board of Studies.

The house approved the Item: JMC 12: 2026: 1

Item JMC:2026:12:2

To discuss the Action Taken Report based on the decisions/ suggestions taken during tenth meeting of Board of Studies on July 05, 2025.

Action Taken Report of Eleventh Board of Studies Meeting held on July 06, 2026 (Online)

Sr.No.	Agenda Item	Decision taken in Meeting	Action Taken
<u>Item: JMC</u> <u>11:2025:3</u>	To discuss and approve the syllabus of MA Journalism and Mass Communication , Semester I & II under Credit Based Continuous Evaluation Grading System (CBCEGS) for the session 2025-26 with 30% internal assessment.	The House suggested that the Internal Assessment should be kept 30% only. The house approved the syllabus with the following changes: The content of M.A. Journalism and Mass Communication Sem-I,II was kept same.	The approved syllabus was implemented in the semester I, II of MA Journalism and Mass Communication during the session 2025-26
<u>Item: JMC</u> <u>11:2025:4</u>	To discuss and approve the syllabus of MA Journalism and Mass Communication , Semester III & IV under Credit Based Continuous Evaluation Grading System (CBCEGS) for the session 2025-26 with 30% internal assessment.	The Chairperson explained the successful commencement of Credit based Continuous Evaluation Grading System for MA Journalism and Mass Communication during the session 2023-24. The following points were highlighted and discussed and approved. Overall M.A . Journalism and Mass Communication for session 2025-26 will have 90 credits. • The proposed syllabus for semester	The approved syllabus was implemented in the semester III & IV of MA Journalism and Mass Communication for the session 2025-26.

		III and IV for the session 2025-26 was discussed and approved during the meeting with some valuable inputs were also given by the worthy members.	
<u>Item: JMC 11:2025:6</u>	To discuss the proposed syllabus of B. A. Journalism and Mass Communication Semester I & II under Credit Based Continuous Evaluation Grading System (CBCEGS) with 30% internal assessment for the session 2025-26.	The House welcomed the initiative explained by the chairperson regarding commencement of Credit Based Continuous Evaluation Grading System (CBCEGS) at Under Graduate Level.	The approved syllabus was implemented in the semester I,II of BA Journalism and Mass Communication for the session 2025-26.
<u>Item: JMC 11:2025:6</u>	To discuss and approve the syllabus of BA Journalism and Mass Communication semester III, IV,V&VI under Credit Based Continuous Evaluation Grading System for the session 2025-26 with 30% internal assessment.	The syllabus of BA Journalism and Mass Communication Semester III, IV, V & VI under credit based continuous evaluation grading system for the session 2025-26 was discussed and approved by the members with suggestions.	The approved syllabus was implemented in the semester III, IV, V & VI of BA Journalism and Mass Communication.
<u>Item: JMC 11:2025:7</u>	To discuss the proposed syllabus of Journalism and Mass Communication Semester I & II in	The content of the syllabus was approved without changes.	The approved syllabus of the course was implemented in the session 2025-26.

	BA pass Course under Credit Based Continuous Evaluation Grading System (CBCEGS) with 30% internal assessment for the session 2025-26.		
<u>Item: JMC 11:2025::8</u>	To discuss and approve the syllabus of Journalism and Mass Communication semester III, IV, V & VI in BA Pass Course under Credit Based Continuous evaluation Grading system for the session 2025-26 with 30% internal assessment.	The syllabus of Journalism and Mass Communication Semester III,IV,V & VI in BA Pass Course under Credit Based Continuous Evaluation Grading System for the session 2025-26 was discussed and approved during meeting by the members. No changes were suggested and it was decided to carry forward the syllabus of previous session.	The approved syllabus of the course was implemented in the session 2025-26.
<u>Item: JMC 11:2025:9</u>	To discuss and approve the proposed list of Paper Setters and Evaluators for MA Journalism and Mass Communication, BA Journalism and Mass Communication, Journalism and Mass Communication in BA Pass Course semester I,II,III,IV,V	The proposed list of Paper Setters and Evaluators for MA Journalism and Mass Communication, BA Journalism and Mass Communication and Journalism and Mass Communication in BA Pass Course semester I,II,III,IV,V & VI for the session 2025-26 was discussed and approved during the meeting.	The list of approved paper setters and evaluators was sent to CoE office.

	& VI for the session 2025-26.		
<u>Item: JMC 11:2025::11</u>	To discuss Research Inputs and Plans of department for session 2025-26.	Various research inputs and plans of the department for the session 2025-26 were also discussed with the members of the Board of Studies including conducting the exercise of research on various topics for the students & to impart practical training to the students by making them conduct field studies. The faculty was suggested to undertake research initiatives and to enhance their pedagogical skills.	Students of BAJMC Sem V were given Pilot Study to conduct on various topics.
<u>Item: JMC 11:2025:12</u>	To discuss the outcomes of above stated courses and programmes.	The outcomes of above stated courses and programmes were discussed and approved by the members.	All the outcomes were carefully considered during teaching the curriculum.

The Action Taken Report based on decisions taken during previous meeting was discussed and approved by all the members of Board of Studies.

The house approved the Item: JMC 12: 2026: 2

Item JMC:2026:12:3

To discuss and approve the syllabus of **MA Journalism and Mass Communication Semester I,II,III & IV** under Credit Based Continuous Evaluation Grading System for the session 2026-27 with 30% internal assessment.

Moreover, it was proposed to embed AI in the curriculum with the following additions in the syllabus:

Programme	Semester	Course Title	AI Topic Proposed for Integration	Purpose/Outcome
MAJMC	Semester II	Reporting & Editing, Unit-II	AI Tools for News Writing and Content Creation; Generative AI (ChatGPT, Gemini, Claude, Copilot)	To equip students with practical knowledge of AI-assisted news writing, editing, headline generation, content creation, prompt writing, and the ethical use of generative AI in journalism.
MAJMC	Semester III	Communication Research–II, Unit IV	AI-powered Media Research and Content Analysis	To enable students to use AI tools for media research, content analysis, data interpretation, trend identification, and AI-assisted qualitative and quantitative research while understanding ethical and methodological considerations.

Proceedings:

The house approved the syllabus.

The house approved the Item: JMC 12: 2026: 3

Item JMC:2026:12:4

To discuss and approve the proposed syllabus of

B. A.

Programme	Semester	Course Title	AI Topic Proposed for Integration	Purpose/Outcome
BAJMC	Semester III	Reporting & Editing, Unit- I	AI Tools for News Writing and Content Creation	To enable students to use AI tools for news writing, headline generation, story structuring, editing, and content optimization.
BAJMC	Semester IV	Video Production, Unit- II	AI for Image, Audio and Video Generation	To familiarize students with AI-powered tools for creating and enhancing images, audio, videos, for digital media production.
BAJMC	Semester V	Media Research Methodologies, Unit- III	Fact-checking using AI Tools	To develop students' skills in AI-assisted verification of news, identification of misinformation and deepfakes.

Journalism and Mass Communication (Honours) Semester I, II, III, IV, V & VI under Credit Based Continuous Evaluation Grading System (CBCEGS) with 30% internal assessment for the session 2026-27.

Proceedings:

It was apprised to the worthy members that according to the syllabus of Guru Nanak Dev University, Amritsar, following changes has been made in BAJMC Sem V& VI.

Semester	Removed Courses	Added Courses
Semester V	* Pilot Study * Social Media Lab * Event Management Lab	* Internship
Semester VI	* Specialised Reporting * Film Project * Current Affairs-II * Specialised Reporting Lab * Audio Lab	* Media Management & Digital Photography Techniques

Moreover, it was proposed to embed AI in the curriculum with the following additions in the syllabus:

Scheme of Studies and Examination
Bachelor of Arts Hons. (Journalism & Mass Communication)
(Session 2026-27)
Semester- V

Course Code	Course Name	Course Type	Credits	Marks				Examination Time (in Hours)
				Total	Ext.		CA	
					L	P		
BJML-5311	Current Affairs: Contemporary Issue in Media	DSC	4-0-0	100	70		30	3
BJML-5312	Media Research Methodologies	DSC	4-0-0	100	70		30	3

BJML-5313	Social Media	DSC	4-0-0	100	70		30	3
BJML-5314	Public Relations	DSC	4-0-0	100	70		30	3
BJMM-5315	Event Management: Principles and Methods	DSC	3-0-1	100	50	20	30	3+3
BJMI-5316	Internship		0-0-2	50		50		3
SECI-5541	*Innovation Entrepreneurship and Creative Thinking	VAC	2-0-0	50	35	-	15	1
Total			24	600				

***Marks of these papers will not be added in total marks and only grades will be provided.**

AEC- Ability Enhancement Course

VAC-Value Added Course

DSC- Discipline Specific Course

SEC- Skill Enhancement Course

MDC- Multidisciplinary Course

Scheme of Studies and Examination Bachelor of Arts (Journalism & Mass Communication)

**(Session 2026-27)
Semester- VI**

Course Code	Course Name	Course Type		Marks				Examination time (in Hours)
			Credits	Total	Ext.		C A	
					L	P		
BJML-6311	Global Media and International Communication	DSC	4-0-0	100	70		30	3
BJML-6312	Media Management	MDC	4-0-0	100	70		30	3

BJMM-6312	Perspective of Audio Sound	DSC	3-0-1	100	50	20	30	3+3
BJMM-6313	Video Electronic Film Production	DSC	3-0-1	100	50	20	30	3+3
BJML-6314	Digital Photography Techniques	SEC	4-0-0	100	70		30	3
Total				20	500			

DSC- Discipline Specific Course

SEC- Skill Enhancement Course

MDC- Multidisciplinary Course

The house approved the Item: JMC 12: 2026:4

Item JMC :2026:12:05

To discuss the proposed syllabus of **Journalism and Mass Communication Semester I, II, III, IV, V & VI** in BA pass Course under Credit Based Continuous Evaluation Grading System (CBCEGS) with 30% internal assessment for the session 2026-27..

Proceedings:

The House suggested that the Internal Assessment should be kept 30% only. The content of the syllabus was approved without changes.

The house approved the Item: JMC 12: 2026: 05

Item: JMC 12:2026:07

To discuss and approve the proposed list of Paper Setters and Evaluators for MA Journalism and Mass Communication, BA Journalism and Mass Communication, Journalism and Mass Communication in BA Pass Course semester I,II,III,IV,V & VI for the session 2026-27.

Proceedings:

The proposed list of Paper Setters and Evaluators for MA Journalism and Mass Communication, BA Journalism and Mass Communication and Journalism and Mass Communication in BA Pass Course semester I,II,III,IV,V & VI for the session 2026-27 was discussed and approved during the meeting.

The house approved the Item: JMC 12: 2026:07

Item :JMC 12:2026:08

To discuss Research Inputs and Plans of department for session 2026-27

Proceedings:

Various research inputs and plans of the department for the session 2026-27 were also discussed with the members of the Board of Studies including conducting the exercise of research on various topics for the students & to impart practical training to the students by making them conduct field studies. The faculty was suggested to undertake research initiatives and to enhance their pedagogical skills.

The house approved the Item: JMC 12: 2026: 07

Item: JMC 12:2026:08

To discuss Teaching Methodologies adopted in department and inputs required to upgrade the same.

Proceedings:

All the members of BOS were appreciative of innovative teaching methodologies being used by the department through institution's own Learning Management System. They also appreciated the practical based education imparted by the department. It was assured to the house that the department will organise more research oriented and practical based activities to enhance the skills of the students.

The house approved the Item: JMC 12: 2026: 08

Item JMC 12::2026:09

To discuss the Programme & Course outcomes of above stated courses and programmes.

Proceedings:

The outcomes of above stated courses and programmes were discussed and approved by the members.

The house approved the Item: JMC 12: 2026: 09

After a healthy discussion on all the Agendas, the BOS meeting was summed up by the Chairperson Dr. Madhumeet with a Vote of Thanks.

Dr. Namarta Joshi (VC Nominee)	Prof. Dr. Ranbir Singh (Outside Parent University Nominee)	Dr. Chavvi Garg (Outside Parent University Nominee)
Mr. Ravi Dawla (Industry Expert)	Ms. Manvi Matharu (Alumni)	Dr. Madhumeet (Member)
Dr. Gopi Sharma (Member)	Mr. Sehajpal Singh (Member)	

Dean