

Department of Mass Communication & Media Studies Central University of Punjab, Bathinda-151001.

(Established vide Act No. 25(2009) of Parliament)

Ref. N. CUPB/MCMS/01/07/2020/306

Date 01/07/2020

Minutes of AAC

The meeting of AAC of the department was held on 1 July, 2020 at 12.30 p m in the office. The minutes of the meeting are as follows:-

Agenda 1:- To discuss data to be submitted for AQAR form (1 July 2020 to 30 June, 2020)

Resolution:- Following information would be submitted from the department:-

- 1. Programmes for which revision was done— MA (Journalism and Mass Communication) revised in School Board meeting held on 31/5/2018
- 2. Programmes/Courses focussed on employability/Enterpreneurship/skill development during the Academic year--- Programme name: MA (Journalism and Mass Communication), Programme Code: 81, Date of introduction: 31/05/2020 (for both programme and course)
 - JMC508- Writing for Media
 - JMC509- Basics of Photography
 - 3. JMC510- Advertising and Public Relations
 - 4. JMC522- Reporting and Editing
 - 5. JMC523- Television Production
 - 6. JMC551- Development Communication
 - 7. JMC552- Page Designing and Layout Designing
 - 8. JMC553- Radio Production
 - 9. JMC554- New Media-I
 - 10. JMC600-Dissertation-I
 - 11. JMC572- Documentary and Film Production
 - 12. JMC573- Internship
 - 13. JMC574- New Media-II
 - 14. JMC599- Project
 - 15. JMC600- Dissertation-II
- 3. New programmes/courses introduced during the academic year—Ph.D (Journalism and Mass Communication) and 4 Inter-disciplinary Courses
- 4. Value-added courses imparting transferable and life skills offered during the year- Nil
- 5. Field projects/internships undertaken during the year

Project/Programme title—Internship

Number of students enrolled—6

6. Whether structured feedback received from all the stakeholders-Nil at department level

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 Percentage of teachers using ICT for effective teaching with Learning Management System(LMS), E-learning resources etc. (current year data)

Number of teachers on roll-- 3
Number of teachers using ICT in Department-- 3
ICT tools and resources available—Youtube, powerpoint presentations, websites
Number of ICT enabled classrooms-- 1
Number of smart classrooms-- Nil
E-resources and techniques used – epg- pathshala, swayam

8. Workshops/Seminars conducted on Intellectual Property Rights (IPR) and Industry-Academia Innovative practices during the year

Title of Workshop/Seminar: Business on Social Media

Name of the Department: Journalism and Mass Communication

From: 31 August, 2018 To: 31 August, 2018

Title of Workshop/Seminar: Media visit (AIR, Bathinda)
Name of the Department: Journalism and Mass Communication

From: 31 October, 2018 To: 31 October, 2018

Title of Workshop/Seminar: Media visit (Dainik Bhaskar, Bathinda) Name of the Department: Journalism and Mass Communication

From: 31 November, 2018 To: 31 November, 2018

Title of Workshop/Seminar: Internship-cum-placement orientation Name of the Department : Journalism and Mass Communication

From: 7 February, 2019 To: 7 February, 2019

Title of Workshop/Seminar: Creative Writing

Name of the Department: Journalism and Mass Communication

From: 23 February, 2019 To: 23 February, 2019

Title of Workshop/Seminar: Workshop on Drone Handling Name of the Department: Journalism and Mass Communication

From: 18 April, 2019 To: 18 April, 2019

Title of Workshop/Seminar: Media Visit (The Tribune, Chandigarh) Name of the Department: Journalism and Mass Communication

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From: 9 May, 2019 To: 10 May, 2019

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 Students participating in extension activities with Government Organisations, Non-Government Organisations and programmes such as Swach Bharat, Aids Awareness, Gender Issue, etc., during the year

Name of the scheme—National Youth Parliament and Swachh Bharat
Organising unit/agency/collaborating agency—Ministry of Parliamentary Affairs and MHRD
Name of the activity—National Youth Parliament Competition
Number of teachers coordinated-- Nil

Number of students participated—2

- Number of collaborative activities for research, faculty exchange, student exchange during the year—Nil
- Linkages with institutions/industries for internship, on-the-job training, project work, sharing of research facilities etc. during the year--- Nil
- 12. Number of capability enhancement and development schemes such as Soft skill development, Remedial, Coaching, Language lab, Bridge Courses, Yoga, Meditaation, Personal Counselling and Mentoring etc.—Not organised at department level but students participated

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Mahesh Kumar

Dr Paramveer Singh

Dr Rubal Kanozia

Dr Chhavi Garg