



**Central University of Himachal Pradesh**

(ESTABLISHED UNDER CENTRAL UNIVERSITIES ACT 2009)

Dharamshala, Himachal Pradesh-176215



# **NAAC Criterion-I**

## **Key Indicator – 1.1.2**

**Approved Minutes of relevant BOS  
meeting highlighting the syllabus revision**

### **1.1.2 Evidences**



**Department of New Media**

**Central University of Himachal Pradesh, Dharamshala,  
Kangra**



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S. No.	DESCRIPTION	Agenda item	Page No.
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2	Approved Minutes of the 4 <sup>th</sup> BOS meeting highlighting the <b>syllabus revision</b> dated 03/10/2017	MCE-BoS-4.2	7
3	Approved Minutes of the 5 <sup>th</sup> BOS meeting highlighting the <b>syllabus revision</b> dated 16/4/2019	MCE-BoS-5.3	10
4	Approved Minutes of the 6 <sup>th</sup> BOS meeting highlighting the <b>syllabus revision</b> dt 20/9/2021	NMC-BoS 6.2	13
5	<b>Percentage of syllabus revision</b> as per structurer of the course during each academic years	More than <b>20 %</b>	



# Central University of Himachal Pradesh

(Established under Central Universities Act 2009)

PO BOX: 21, DHARAMSHALA, DISTRICT KANGRA – 176215, HIMACHAL PRADESH

[www.cuhimachal.ac.in](http://www.cuhimachal.ac.in)

## Department of Mass Communication and Electronic Media

### Minutes of the Third BoS Meeting Held on November 8, 2016

The Meeting of the Third Board of Studies (BoS) for the Department of Mass Communication and Electronic Media was held on November 8, 2016 at 12.00 P.M at Temporary Academic Block (TAB) of Central University of Himachal Pradesh. The meeting formally started with a Welcome Note delivered by the Chairman and Convener of BoS Dr. Nair to all the distinguish members present.

The following members were present:

1. Dr. Pradeep Nair - Chairman & Convener
2. Sh. Sanjay Dwivedi - Subject Expert–Makhanlal Chaturvedi National University of Journalism, Bhopal
3. Sh. Ajai Srivastava - Subject Expert–ICDEOI, Himachal Pradesh University, Shimla
4. Dr. Sanjeev Gupta – Head, Department of Accounting and Finance, CUHP ( VC Nominee)
5. Dr. R.P.Rai – Assistant Professor, Department of MC&EM, CUHP
6. Mr. Kuldeep Singh, Assistant Professor New Media, CUHP (Special Invitee)

Prof. H.R. Sharma, Dean, School of Social Sciences, CUHP could not attend the meeting due to prior engagements.

The deliberations held and decisions taken in the BoS as per the Agenda were as follows:

**Item MCE-BoS-3.1:**

Review and formal confirmation of minutes of the meeting of the second BoS.

**Decision:**

The minutes of the second Board of Studies (BoS) which was held on 03.03.2015 were confirmed.

**Item MCE-BoS-3.2:**

Approval of the new courses to be included in the existing course catalogue.

**Decision:**

The proposed courses were thoroughly discussed and approved by the members of BoS.

**Item MCE-BoS-3.3:**

Review of the existing course catalogue for M.A. programme in New Media Communication.

**Decision:**

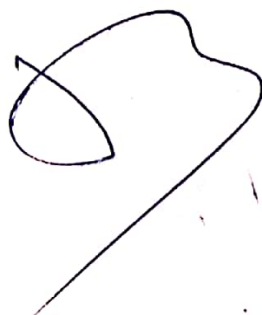
The consolidated list of courses approved by CDC, first and second BoS were discussed, reviewed and approved by the members of BoS.

**Item MCE-BoS-3.4:**

Placement of notification of allotment of supervisors to research scholars enrolled in research degree programmes for the session 2015-18 for approval.

**Decision:**

BoS approved the allotment of supervisors to research scholars enrolled in Department of Mass Communication and Electronic Media as per the notification no. SOJMC7NM/1-2/CUHP/13/678 dated 09.12.2015 enclosed with the agenda notes as annexure – 4.



**Item MCE-BoS-3.5:**

Ratification of the minutes of meetings of Research Progress Monitoring Committees held during 2015-16.

**Decision:**

BoS approved and ratified the minutes of RPMC meetings held during 2015-16 notification no. SOJMC7NM/1-2/CUHP/2013 dated 17.08.2016 enclosed with the agenda notes as annexure – 5.

**Item MCE-BoS-3.6:**

Synopsis submitted by the research scholars – Ms. Reeta Kumari, Mr. Sudhir and Ms. Sandhya Yadav for approval and consideration.

**Decision:**

BoS approved the synopsis of Ms. Reeta Kumari titled – ***'Mobile governance and citizen engagement: challenges and opportunities of people participation'***. The experts suggested that since governance is a wide area hence the scholar is advised to narrow-down the approach and shall focus on the area of health in specific.

BoS approved the synopsis of Mr. Sudhir titled – ***'Television, Agricultural Practices and Tribal Community: A Study of Kinnaura Tribe'*** with minor changes. The experts advised that the study should be on Kinnaur as a Tribal district rather than on the whole kinnaura tribe, since the tribe has wider geographical expansion outside the Kinnaur district. The experts further suggested that since Kinnaur has tough geographical conditions, it is very difficult to ensure that the entire area taken for study will have access to television programmes, specifically related to agricultural information for this tribal community. The scholar was suggested to consult with Doordarshan Kendra, Shimla about the access of agricultural programmes to Kinnaur people. If the access is limited then the experts suggested that Radio programmes shall also be considered for study.

BoS approved the synopsis of Ms. Sandhya Yadav titled – ***'Study of Youth Behaviour in Social Media: In context of Uses and Gratification Theory'***. The experts suggested that the sample for the study should be carefully selected at the time of field study while keeping in view the tehsil, tehsil headquarter, urban and semi-urban populace of Kangra district.





**Item MCE-BoS-3.7:**

Review and feedback of BoS members on the detailed course outlines of courses offered in MA programme in New Media Communication in January-June 2015, August to December 2015, January –June 2016 and August to December 2016 semesters.

**Decision:**

BoS broadly approved the detailed course content of different courses being offered in the department during semesters - January-June 2015, August to December 2015, January –June 2016 and August to December 2016.

**Item MCE-BoS-3.8:**

Review and feedback of BoS members on the question papers of end-term examinations held in June 2015, December 2015 and June 2016.

**Decision:**

BoS broadly approved the question papers of end-term examinations held in June 2015, December 2015 and June 2015 and appreciated the quality and content of the question papers of various courses offered in the department.

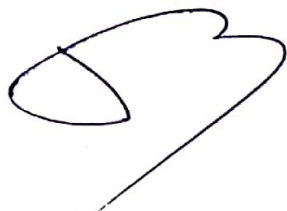
**Item MCE-BoS-3.9:**

To discuss the matter of RD scholars – Ms. Reeta Kumari and Mr. Sudhir as they have qualified the Himachal Pradesh Service Commission Examination for Lecturership (College Cadre) and the provision of relaxation for their staying period in CUHP campus as per the PhD Ordinance of CUHP.

**Decision:**

The matter was discussed thoroughly in the meeting and the members were in the view that in case of **Ms. Reeta Kumari** there is no issue related to residential period, as she is about to complete her three years residential period in December 2016. Hence the process may be initiated at department level as per the provisions of PhD Ordinance to allow her to take the assignment.

In the case of **Mr. Sudhir**, it has been observed that since Sudhir has only completed his two years and as per the Ordinance he has to spend one more year in CUHP campus to complete his residential period. The members deliberated that qualifying Public Service Commission Examination for a Tribal student who belongs to a remote area without proper academic facilities is matter of pride and encouragement for the students coming from the remotest



areas of the state. The members suggested that efforts should be taken at department level to approach the Hon'ble Vice-Chancellor to give relaxation from residential period as a special case while keeping in view the interest of the student who belongs to unprivileged area.

**Item MCE-BoS-3.10:**

Any other item with the permission of chair.

BoS approved the change in the pattern of question papers as per CBCS which is already approved by the Academic Council and Executive Council of CUHP.

The meeting ended with vote of thanks to all the members of the board.

(Dr. Pradeep Nair)  
Chairman and Convener  
Board of Studies – Mass Communication & Electronic Media  
Central University of Himachal Pradesh

Copy of the above is forwarded to the following for information and necessary action:

1. All the members of the Board of Studies, Department of Mass Communication and Electronic Media, CUHP, Dharamshala for approval.
2. The Registrar, CUHP, Camp Office for kind information and for record.
3. The Finance Officer, CUHP, Dharamshala for kind information and for record.
4. Dean, School of Journalism, Mass Communication and New Media for kind information and for record.
5. PS to Vice-Chancellor, for the kind information of the Hon'ble Vice-Chancellor please.

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## Department of Mass Communication and Electronic Media

### Minutes of the Fourth BoS Meeting Held on October 3, 2017

The Meeting of the Fourth Board of Studies (BoS) for the Department of Mass Communication and Electronic Media was held on October 3, 2017 at 12.30 P.M at Temporary Academic Block (TAB), Dharamshala, Central University of Himachal Pradesh. The meeting formally started with a Welcome Note delivered by the Chairman and Convener of BoS Dr. Nair to all the distinguish members present.

The following members were present:

1. Dr. Pradeep Nair - Chairman & Convener
2. Prof. Sanjay Dwivedi - Subject Expert–Makhanlal Chaturvedi National University of Journalism, Bhopal
3. Sh. Ajai Srivastava - Subject Expert–ICDEOI, Himachal Pradesh University, Shimla
4. Dr. R.P.Rai – Assistant Professor, Department of MC&EM, CUHP
5. Mr. Kuldeep Singh, Assistant Professor New Media, CUHP (Special Invitee)

Prof. H.R. Sharma, Dean, School of Social Sciences, CUHP and Dr. Sanjeev Gupta, Dean, SBMS could not attend the meeting due to some other engagements.

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The deliberations held and decisions taken in the BoS as per the Agenda were as follows:

**Item MCE-BoS-4.1:**

Review and formal confirmation of minutes of the meeting of the Third BoS.

**Decision:**

The minutes of the meeting of Third Board of Studies (BoS) which was held on 08.11.2016 was confirmed.

**Item MCE-BoS-4.2:**

Review of the existing course catalogue for M.A. Programme in New Media Communication and PhD Course Work.

**Decision:**

The existing courses were thoroughly discussed and approved by the members of BoS.

**Item MCE-BoS-4.3:**

Approval of the synopsis submitted by the research scholars – Ms. Manisha Pandit, Mr. Sandeep Sharma and Mr. Rahul Arya.

**Decision:**

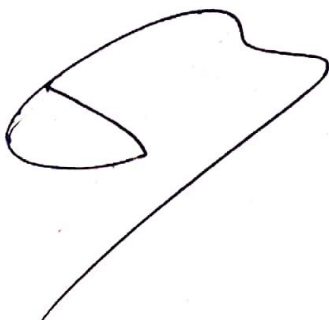
The proposals were thoroughly discussed and the scholars have been given an opportunity to present their proposals in front of the experts. The proposals were approved.

**Item MCE-BoS-4.4:**

Ratification of the minutes of the meeting of RPMC held in 2016-17.

**Decision:**

BoS approved the minutes of RPMC held on February 2, 2017, February 22, 2017 and September 25, 2017.



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**Item MCE-BoS-4.5:**

Review and feedback from the members of BoS on detailed course contents of the courses offered in the department in Fall Semester August-December 2016 and Spring Semester January – June 2017.

**Decision:**

BoS approved the course contents and appreciated the quality of the same.

The meeting ended with vote of thanks to all the members of the board.

  
(Dr. Pradeep Nair)  
Chairman and Convener  
Board of Studies – Mass Communication & Electronic Media  
Central University of Himachal Pradesh

Copy of the above is forwarded to the following for information and necessary action:

1. All the members of the Board of Studies, Department of Mass Communication and Electronic Media, CUHP, Dharamshala for approval.
2. The Registrar, CUHP, Camp Office for kind information and for record.
3. The Finance Officer, CUHP, Dharamshala for kind information and for record.
4. Dean, School of Journalism, Mass Communication and New Media for kind information and for record.
5. PS to Vice-Chancellor, for the kind information of the Hon'ble Vice-Chancellor please.



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## Department of Mass Communication and Electronic Media

### Minutes of the Fifth BoS Meeting Held on April 16, 2019

The Meeting of the Fifth Board of Studies (BoS) for the Department of Mass Communication and Electronic Media was held on April 16, 2019 at 12.30 P.M at Temporary Academic Block (TAB), Dharamshala, Central University of Himachal Pradesh. The meeting formally started with a Welcome Note delivered by the Chairman and Convener of BoS to all the distinguish members present.

The following members were present:

1. **Prof. Pradeep Nair** - Chairman & Convener
2. **Mr. Samanwaya Nanda** - Subject Expert–Hindustan Samachar Agency, Bhubaneswar, Odisha
3. **Prof. Roshan Lal Sharma**, Dean, SoHL Vice-Chancellor Nominee
4. **Prof. B.C. Chauhan**, Dean, SoPMS Vice Chancellor Nominee
5. **Mr. Kuldeep Singh**, Assistant Professor New Media, CUHP (Member)

*Prof. Baldev Bhai Sharma, Head, Department of Journalism and Mass Communication and Dr. R.P. Rai, Assistant Professor New Media attended the meeting as Special Invitees.*

Mr. Lalit Mohan, Subject Expert could not attend the meeting due to some other engagements.

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The deliberations held and decisions taken in the BoS as per the Agenda were as follows:

**MCE-BoS 5.1**

Review and formal confirmation of the minutes of the meeting of Fourth BoS held on October 3, 2017.

**Decision:** The minutes of the meeting of Fourth Board of Studies (BoS) which was held on 03.10.2017 was confirmed.

**MCE-BoS 5.2**

Information regarding the renaming of the Department from Department of Mass Communication and Electronic Media to Department of New Media amended in the statute of the University, approved by the Hon'ble President of India and published in Gazette, Government of India.

**Decision:** The members appraised the development.

**MCE-BoS 5.3**

Review of the existing Course Catalogue for M.A. programme in New Media Communication and PhD Course Work.

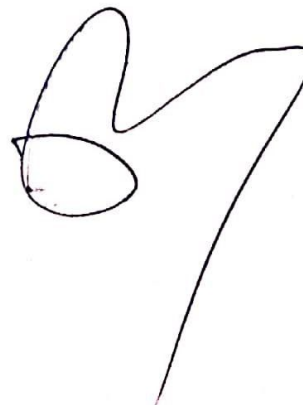
**Decision:** The existing courses were thoroughly discussed and approved by the members of BoS.

**MCE-BoS 5.4**

Approval of the Synopsis submitted by the research scholars – Mr. Gaurav Yadav, Mr. Gaurav Vishwas and Mr. Rahul Kumar

**Decision:** The proposals were thoroughly discussed and the scholars have been given an opportunity to present their proposals in front of the experts. The proposals were approved with useful suggestions.

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#### MCE-BoS 5.5

Ratification of the minutes of the meeting of Research Progress Monitoring Committee held during 2017-18.

**Decision:** BoS approved the minutes of RPMC held in 2017-18 in the department of Mass Communication and Electronic Media.

#### MCE-BoS 5.6

Review and feedback from the members of BoS on the detailed contents of the courses offered in the department in Fall Semester August – December 2017, Spring Semester Jan-June 2018 and Fall Semester August – December 2018.

**Decision:** BoS approved the course contents and appreciated the quality of the same.

**Item discussed with the permission of Chair.**

The research scholar **Rahul Arya** enrolled under the supervision of **Dr. R.P. Rai** placed a request to allow him to make a minor change in the title of his synopsis and the corrected title – ***Military Advertising in India: A Study of its effectiveness among urban military aspirants of District Kangra of Himachal Pradesh*** is approved by the members of the BoS.

The meeting ended with vote of thanks to all the members of the board.

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Pradeep Nair  
Dean, SoJMC & NM

(Prof. Pradeep Nair)  
Chairman and Convener

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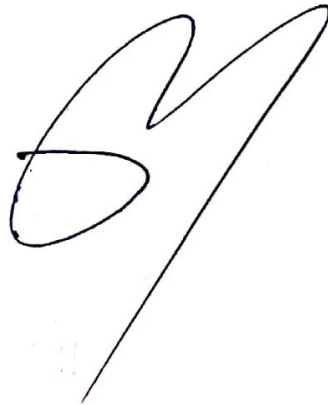
**Board of Studies – Mass Communication & Electronic Media**  
**Central University of Himachal Pradesh**

Copy of the above is forwarded to the following for information and necessary action:

1. All the members of the Board of Studies, Department of Mass Communication and Electronic Media, CUHP, Dharamshala for approval.
2. The Registrar, CUHP, Camp Office for kind information and for record.
3. The Finance Officer, CUHP, Dharamshala for kind information and for record.
4. Dean, School of Journalism, Mass Communication and New Media for kind information and for record.
5. PS to Vice-Chancellor, for the kind information of the Hon'ble Vice-Chancellor please.

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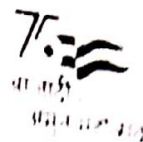




Central university of Himachal Pradesh

Department of New Media

Dauladhar Campus-1, Dharamshala, Distt. Kangra-176215-118



Minutes of the Sixth Meeting of Board of Studies of Department of New Media held on  
September 20, 2021

Venue: Online (google meet)

Time: 12.00 noon

NMC-BoS 6.1

Confirmation of the minutes of the 5<sup>th</sup> meeting of BOS, Department of Mass Communication and Electronic Media held on 16<sup>th</sup> April, 2019 at Dhauladhar Campus-1, Dharamshala.

**Decision:**

The BoS confirmed the minutes of the 5<sup>th</sup> Meeting of BoS held on 16<sup>th</sup> April 2019

NMC-BoS 6.2

In principle approval of revisions required in the current programme structure of MA New Media in the light of the New Education Policy-2020. All the **revisions** made in the syllabus of the programme time to time as per the NEP-2020 guidelines will be reported to the upcoming BOS meetings. (Anneture-1)


**Decision:**

The BoS gave in principle approval to all the **revisions** taking place in the programme structure of MA New Media in the light of New Education Policy 2020 and all those changes in the programme/course structure will be reported in the next BoS meeting.

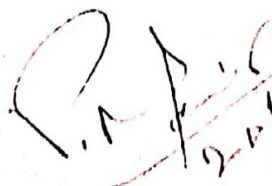
NMC-BoS 6.3

To approve the list of new courses introduced in the existing programme structure as per NEP-2020. (Anneture-2)

  
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20/9/21





**Decision:**

The BoS approved the list of new courses to be included in the programme/course structure of MA New Media as per NEP 2020. The detailed course content of these courses will be placed in the next BoS meeting for consideration.

**NMC-BoS 6.4**

To approve **the new courses** for PhD programmes in New Media as per NEP 2020.  
(Anneture-3)

**Decision:**

The BoS approved the list of new courses to be included in the programme/course structure of PhD New Media as per NEP 2020. The detailed course content of these courses will be placed in the next BoS meeting for consideration.

**NMC-BoS 6.5**

To review the existing course structure and syllabus of M.A. New Media.

**Decision:**

The BoS reviewed the existing course structure and syllabus of MA New Media and gave in principle approval to all the changes to be made in view of the implementation of NEP 2020. All the changes will be reported in the next BoS meeting.

**NMC-BoS 6.6**

To approve the revision made in the courses during the academic year 2020-21.  
(Anneture-4)

**Decision:**

The BoS approved the revisions made in certain courses during the academic year 2020-21.

**NMC-BoS 6.7**

To approve the list of subject experts for various academic purposes of the department.

*K. M. L.*  
20/09/21

*g. m. i.*  
20/09/21

*P. P. D.*  
20/09/21



**Decision:**

The BoS approved the list of subject experts for various academic and research purpose and authorized the Head of Department to appoint any subject expert in case of exigency with the prior approval of the Vice-Chancellor.

**NMC-BoS 6.8**

To report the PhD awarded in the department of New Media during the academic session 2020-21. (Annexure-5)

**Decision:**

The BoS was apprised about the two PhD Degree awarded to Mr. Rahul Arya and Ms. Reeta Kumari in the academic session – 2020-21 in the Department of New Media.

**NMC-BoS 6.9**

To review the question papers and examination pattern for the programme M.A. in New Media and PhD in New Media.

**Decision:**

The BoS reviewed the question papers and examination patterns for the programme MA in New Media and PhD in New Media and gave valuable suggestions.

**NMC-BoS 6.10**

To take in principle approval for academic and research collaboration with professional media and research organisations. All such initiatives will be regularly reported in upcoming BOS meetings

**Decision:**

The BoS gave in principle approval to take necessary initiatives for academic and research collaboration with professional media and research organizations. Sh. Lalit Mohan suggested that the department should explore possible collaboration with media organizations working on monetization of web contents and should also workout on possibilities to collaborate with social media networks.

20/Sept/2021

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20/9/21

NMC-BoS 6.11

Approval of the minutes of RAC meetings conducted during 2020-21 for the research scholars enrolled in the department.

**Decision:**

The BoS approved the minutes of RAC meetings conducted during academic session 2019-20 and 2020-21.

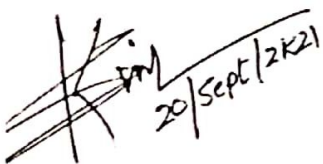
NMC-BoS 6.12

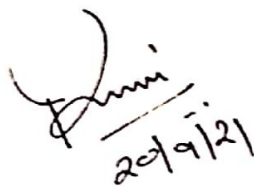
Any other item with the permission of the chair.

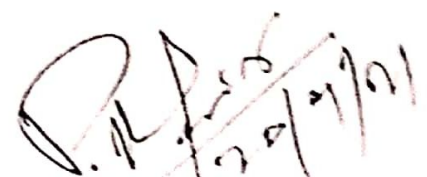
The chairman apprised the board members that the department is planning to offer a Certificate value added programme on News Anchoring. The course structure and operational modalities will be worked out and the same will be reported in the next BoS meeting.

**Decision:**

The BoS approved the proposal and appreciated that the idea of the certificate value added programme in the field of news anchoring is job oriented and may be able to provide the students professional experience to face the camera and anchor news stories.

  
20/Sept/2021

  
20/9/21

  
(Prof. Pradeep Nair)  
Department of New Media  
Central University of Himachal Pradesh  
Dhauladhar Campus-I, Dharamshala

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