



Re-Accredited by NAAC with 'A' Grade

VEER NARMAD SOUTH GUJARAT UNIVERSITY

University Campus, Udhna-Magdalla Road, SURAT - 395 007, Gujarat, India.

વીર નર્મદ દક્ષિણ ગુજરાત યુનિવર્સિટી

યુનિવર્સિટી કેમ્પસ, ઉધના-મગદલ્લા રોડ, સુરત - ૩૯૫ ૦૦૭, ગુજરાત, ભારત.

Tel : +91 - 261 - 2227141 to 2227146, Toll Free : 1800 2333 011, Fax : +91 - 261 - 2227312

E-mail : info@vnsgu.ac.in, Website : www.vnsgu.ac.in

M.A Mass Communication

Department Of Journalism And Mass Communication

No Jour:

November 30,2021

Minutes Of Meeting

The meeting of the Faculty members of Department Of Journalism And Mass Communication was held in the Meeting Room of the department on November 30, 2021 at 3.00 pm.

The agenda of this meeting was to analyse the following feedback reports on curriculum for the Academic Year 2020-2021 and to decide the plan of action required.

1. Students Feedback Analysis
2. Faculty Feedback Analysis

The attendance of the members of the faculty of the department at the said meeting was as follows:

Faculty	Present/Absent
Dr.Kalpana Rao	Present
Dr.Kiran Mittal	Present
Ms.Toral Dalal	Present
Shri.Nilay Puranik	Present
Ms.Binni Patel	Present
Shri.Bassar Patel	Present
Ms.Sweta Singh	Present
Shri.Ashok Patel	Present
Shri.Mihir Chevli	Present
Ms.Khyati Joshi	Present
Dr.Manoj Sharma	Present

The said feedback reports were discussed and analysed and consequently the following observations were made, decisions were taken and an action plan was proposed as follows: The overall feedback received from students, teachers reflects high level of satisfaction. In view of the requirements of NEP

2020 and contemporary opportunities for employability, the following changes in the curriculum emerged from the analyses and discussion:

- To enhance the scope for employability in the curriculum
- To strengthen the curricular component for communicative competence
- To introduce a core course on Translation Studies in view of NEP 2020
- To introduce New Elective courses on : Professional and Research Ethics/
Environmental Studies
- List of reference books should accompany the list of textbooks

Kalpana Rao

Dr.Kalpana Rao

Kiran Mittal

Dr.Kiran Mittal

Toral Dalal

Ms.Toral Dalal

Nilay P. Puranik

Shri.Nilay Puranik

B. Patel

Ms.Binni Patel

B. Patel

Shri.Bassar Patel

Sweta Singh

Ms.Sweta Singh

Ashok Patel

Shri.Ashok Patel

Mihir Chevli

Shri.Mihir Chevli

Khyati Joshi

Ms.Khyati Joshi

Manoj Sharma

Dr.Manoj Sharma

Annexure 1: Students Feedback Analysis

Annexure 2: Faculty Feedback Analysis



Re-Accredited by NAAC with 'A' Grade

VEER NARMAD SOUTH GUJARAT UNIVERSITY

University Campus, Udhna-Magdalla Road, SURAT - 395 007, Gujarat, India.

વીર નર્મદ દક્ષિણ ગુજરાત યુનિવર્સિટી

યુનિવર્સિટી કેમ્પસ, ઉધના-મગદલ્લા રોડ, સુરત - ૩૯૫ ૦૦૭, ગુજરાત, ભારત.

Tel : +91 - 261 - 2227141 to 2227146, Toll Free : 1800 2333 011, Fax : +91 - 261 - 2227312

E-mail : info@vnsgu.ac.in, Website : www.vnsgu.ac.in

Annexure 1: Students Feedback Analysis

M.A Mass Communication & Journalism

Department of Mass Communication & Journalism

Feedback received from Students

Academic year 2020-2021

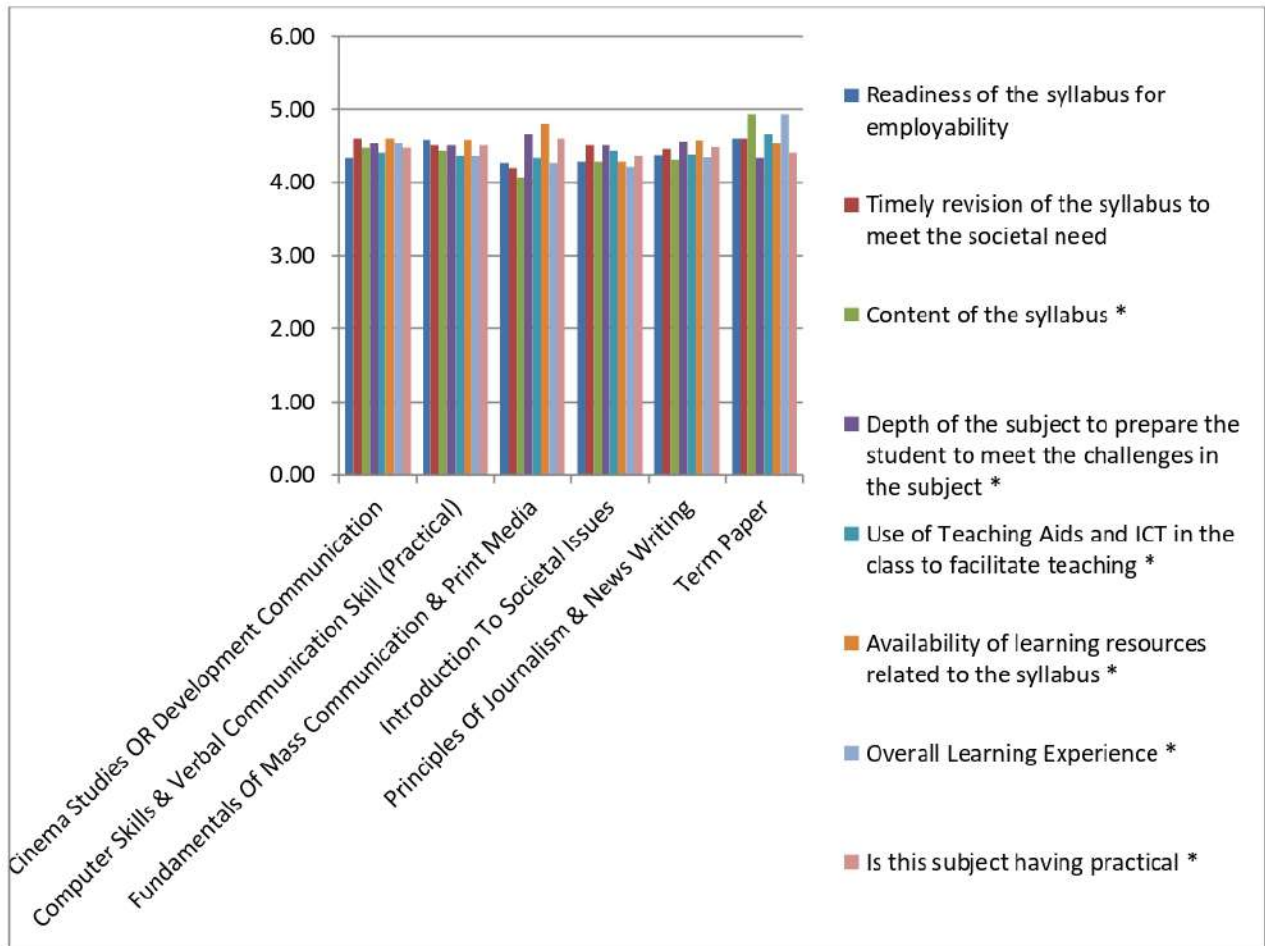
Semester 1,2,3,4

A Google Form was created to get feedback from students about the curriculum. The average score per items is provided in the table and graph given below:

Semester 1

Table and graphs (Score out of 5)

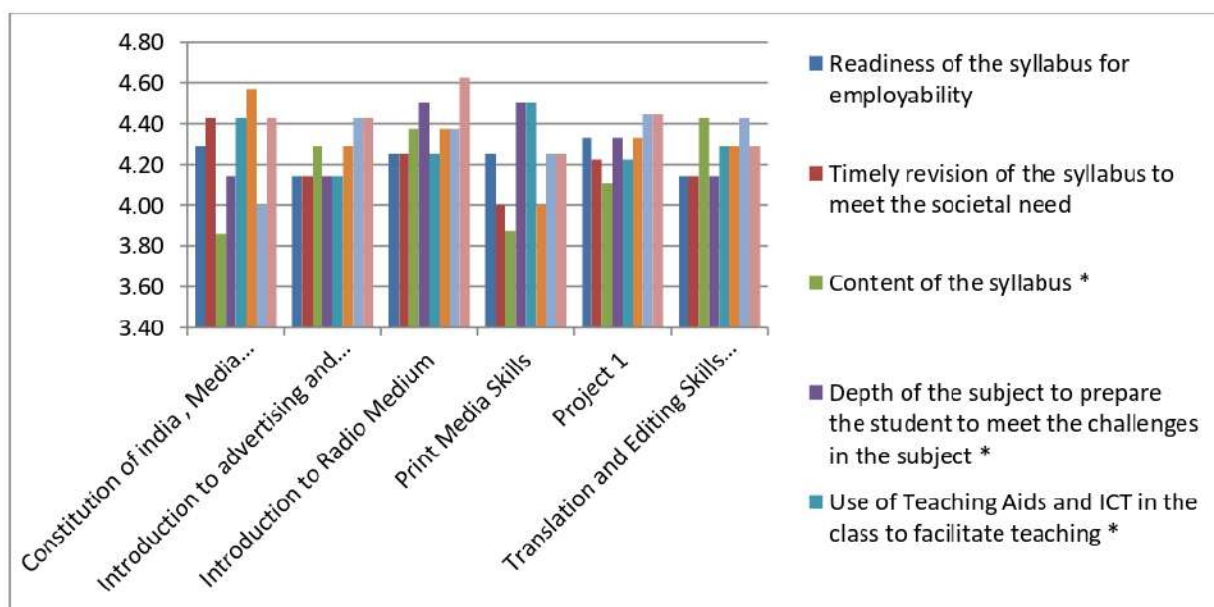
Academic Year 2020-2021	Readiness of the syllabus for employability	Timely revision of the syllabus to meet the societal need	Content of the syllabus *	Depth of the subject to prepare the student to meet the challenges in the subject *	Use of Teaching Aids and ICT in the class to facilitate teaching *	Availability of learning resources related to the syllabus *	Overall Learning Experience *	Is this subject having practical *
Cinema Studies OR Development Communication	4.33	4.60	4.47	4.53	4.40	4.60	4.53	4.47
Computer Skills & Verbal Communication Skill (Practical)	4.57	4.50	4.43	4.50	4.36	4.57	4.36	4.50
Fundamentals Of Mass Communication & Print Media	4.27	4.20	4.07	4.67	4.33	4.80	4.27	4.60
Introduction To Societal Issues	4.29	4.50	4.29	4.50	4.43	4.29	4.21	4.36
Principles Of Journalism & News Writing	4.36	4.45	4.31	4.55	4.38	4.56	4.34	4.48
Term Paper	4.60	4.60	4.93	4.33	4.67	4.53	4.93	4.40



Semester 2

Table and graphs (Score out of 5)

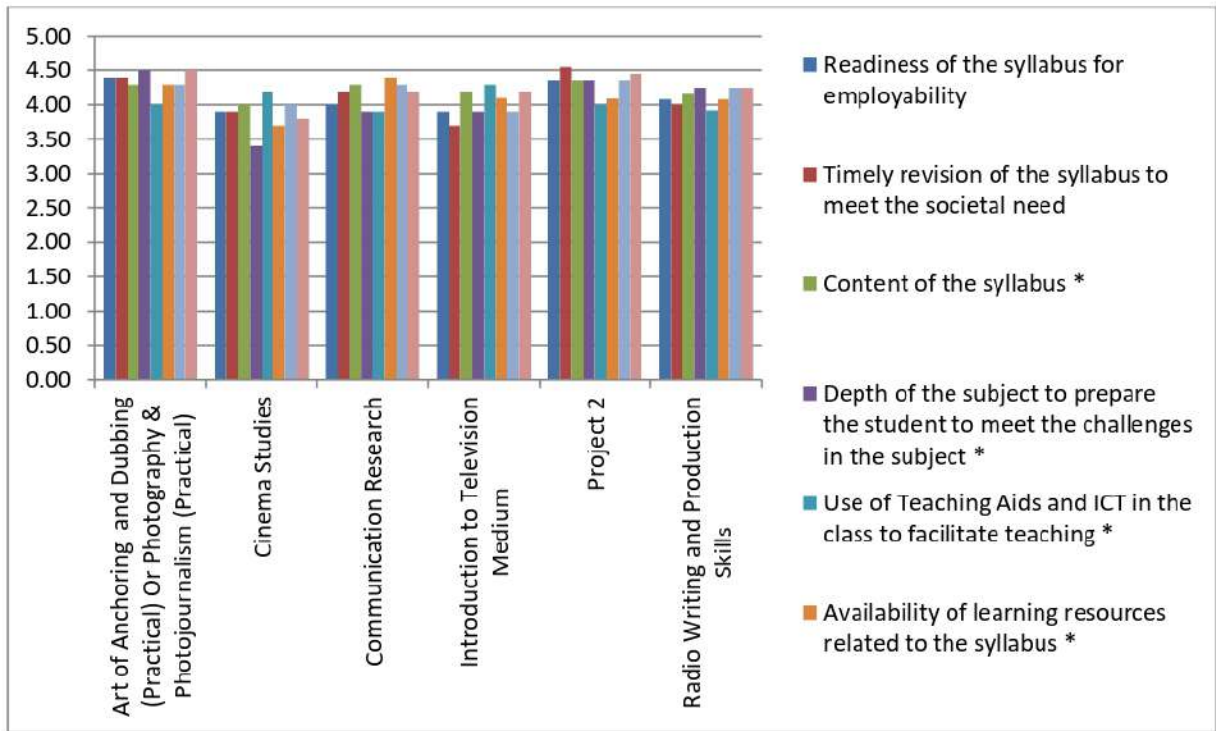
Academic Year 2020-2021	Readiness of the syllabus for employability	Timely revision of the syllabus to meet the societal need	Content of the syllabus *	Depth of the subject to prepare the student to meet the challenges in the subject *	Use of Teaching Aids and ICT in the class to facilitate teaching *	Availability of learning resources related to the syllabus *	Overall Learning Experience *	Is this subject having practical *
Constitution of india , Media Law and Ethics	4.29	4.43	3.86	4.14	4.43	4.57	4.00	4.43
Introduction to advertising and Public Relations	4.14	4.14	4.29	4.14	4.14	4.29	4.43	4.43
Introduction to Radio Medium	4.25	4.25	4.38	4.50	4.25	4.38	4.38	4.63
Print Media Skills	4.25	4.00	3.88	4.50	4.50	4.00	4.25	4.25
Project 1	4.33	4.22	4.11	4.33	4.22	4.33	4.44	4.44
Translation and Editing Skills (Practical) Or Feature Writing and Editing Skills (Practical)	4.14	4.14	4.43	4.14	4.29	4.29	4.43	4.29



Semester 3

Table and graphs (Score out of 5)

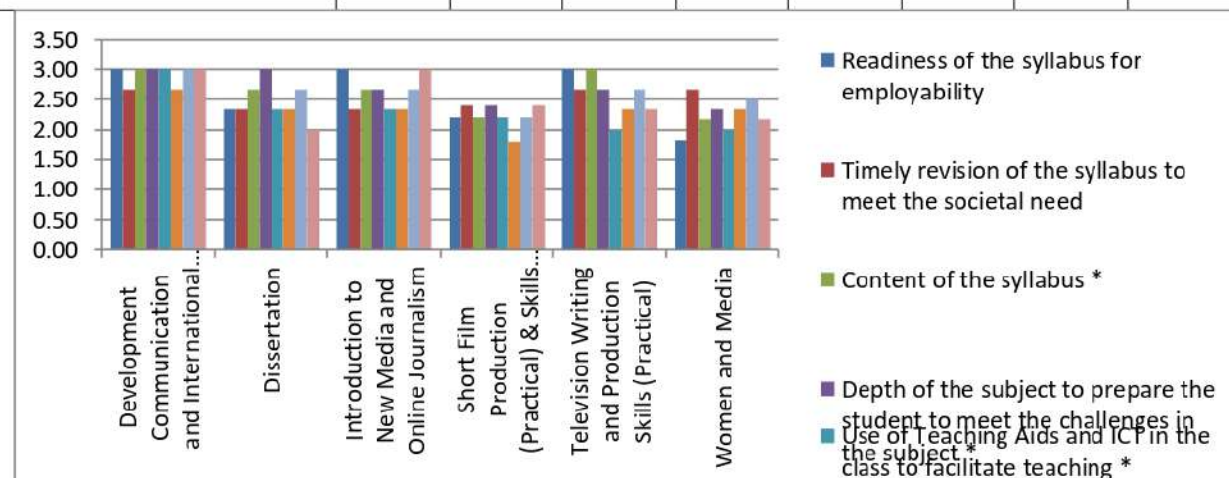
Academic Year 2020-2021	Readiness of the syllabus for employability	Timely revision of the syllabus to meet the societal need	Content of the syllabus *	Depth of the subject to prepare the student to meet the challenges in the subject *	Use of Teaching Aids and ICT in the class to facilitate teaching *	Availability of learning resources related to the syllabus *	Overall Learning Experience *	Is this subject having practical *
Art of Anchoring and Dubbing (Practical) Or Photography & Photojournalism (Practical)	4.40	4.40	4.30	4.50	4.00	4.30	4.30	4.50
Cinema Studies	3.90	3.90	4.00	3.40	4.20	3.70	4.00	3.80
Communication Research	4.00	4.20	4.30	3.90	3.90	4.40	4.30	4.20
Introduction to Television Medium	3.90	3.70	4.20	3.90	4.30	4.10	3.90	4.20
Project 2	4.36	4.55	4.36	4.36	4.00	4.09	4.36	4.45
Radio Writing and Production Skills	4.08	4.00	4.17	4.25	3.92	4.08	4.25	4.25



Semester 4

Table and graphs (Score out of 5)

Academic Year 2020-2021	Readiness of the syllabus for employability	Timely revision of the syllabus to meet the societal need	Content of the syllabus *	Depth of the subject to prepare the student to meet the challenges in the subject *	Use of Teaching Aids and ICT in the class to facilitate teaching *	Availability of learning resources related to the syllabus *	Overall Learning Experience *	Is this subject having practical *
Development Communication and International Communication	3.00	2.67	3.00	3.00	3.00	2.67	3.00	3.00
Dissertation	2.33	2.33	2.67	3.00	2.33	2.33	2.67	2.00
Introduction to New Media and Online Journalism	3.00	2.33	2.67	2.67	2.33	2.33	2.67	3.00
Short Film Production (Practical) & Skills in New Media, Online Journalism, Public Relations	2.20	2.40	2.20	2.40	2.20	1.80	2.20	2.40
Television Writing and Production Skills (Practical)	3.00	2.67	3.00	2.67	2.00	2.33	2.67	2.33
Women and Media	1.83	2.67	2.17	2.33	2.00	2.33	2.50	2.17





Re-Accredited by NAAC with 'A' Grade

VEER NARMAD SOUTH GUJARAT UNIVERSITY

University Campus, Udhna-Magdalla Road, SURAT - 395 007, Gujarat, India.

વીર નર્મદ દક્ષિણ ગુજરાત યુનિવર્સિટી

યુનિવર્સિટી કેમ્પસ, ઉધના-મગદલ્લા રોડ, સુરત - ૩૯૫ ૦૦૭, ગુજરાત, ભારત.

Tel : +91 - 261 - 2227141 to 2227146, Toll Free : 1800 2333 011, Fax : +91 - 261 - 2227312

E-mail : info@vnsgu.ac.in, Website : www.vnsgu.ac.in

Annexure 2: Teachers Feedback Analysis

M.A In Mass Communication & Journalism

Department of Mass Communication & Journalism

Feedback received from Teachers

Academic year 2020-2021

A Google Form was created to get feedback from Teachers about the curriculum. The average score per items is provided in the table and graph given below:

Table :Score per questions (2020-2021, Semester 4)

Program Name	The syllabus is suitable to achieve the outcome, of course.	Syllabus of the course is contemporary and need-based.	The course content adds the value of the students.	The aims and objectives of the syllabi are well defined and clear to teachers and students.	Course content is followed by reference books.	The books prescribed/listed as reference materials are relevant, updated, and appropriate.	The course of my subject enriches my perception of the subject area.	The course content covers in-depth knowledge to impart to the students	Total contact is sufficient to complete within stipulated time assign to cover the entire syllabus.	The course has a right balance between theory and Lab. (FOR PRACTICAL ORIENTED COURSES ONLY)
P-16 Women and Media	4	5	4	5	4	3	4	5	5	4
P-16 Women and Media	5	5	5	5	4	4	5	5	5	5
P-17 Development Communication and International Communication	4	4	5	5	4	4	4	4	5	5
P-17 Development Communication and International Communication	5	5	5	5	4	5	5	5	5	5
P-18 Introductionto New Media and Online Journalism	4	5	5	5	5	4	5	5	5	5
P-18 Introductionto New Media and Online Journalism	5	5	4	5	4	5	4	5	4	5
P-19 Television Writing and Production Skills (Practical)	5	5	4	5	5	4	5	4	5	5
P-19 Television Writing and Production Skills (Practical)	5	5	4	5	4	5	5	4	5	5
P-20 A Short Film Production (Practical) Or P-20 B Skills In New Media,Online Journalism,Public Relations and Advertising (Practical)	4	4	5	4	5	4	5	5	5	4
P-20 A Short Film Production (Practical) Or P-20 B Skills In New Media,Online Journalism,Public Relations and Advertising (Practical)	5	4	4	4	4	4	5	4	4	4
Term Paper- Dissertation	4	5	5	5	5	5	5	5	5	5
Term Paper- Dissertation	5	4	4	4	4	4	5	4	4	4
	4.58	4.67	4.50	4.75	4.33	4.25	4.75	4.58	4.75	4.67

Dr.Kalpana Rao

Kalpana Rao
HEAD
Department of
Journalism and Mass Communication
Veer Narmad South Gujarat University
Surat-395007.



Re-Accredited by NAAC with 'A' Grade

VEER NARMAD SOUTH GUJARAT UNIVERSITY

University Campus, Udhna-Magdalla Road, SURAT - 395 007, Gujarat, India.

વીર નર્મદ દક્ષિણ ગુજરાત યુનિવર્સિટી

યુનિવર્સિટી કેમ્પસ, ઉધના-મગદલા રોડ, સુરત - ૩૯૫ ૦૦૭, ગુજરાત, ભારત.

Tel : +91 - 261 - 2227141 to 2227146, Toll Free : 1800 2333 011, Fax: +91 - 261 - 2227312

E-mail : info@vnsgu.ac.in, Website : www.vnsgu.ac.in

P.G In Diploma In Journalism & Mass Communication

Department Of Journalism And Mass Communication

No Jour:

November 30,2021

Minutes Of Meeting

The meeting of the Faculty members of Department of Mass Communication & Journalism

was held in the Meeting Room of the department on November 30, 2021 at 3.00 pm.

The agenda of this meeting was to analyse the following feedback reports on curriculum for the Academic Year 2020-2021 and to decide the plan of action required.

1. Students Feedback Analysis
2. Faculty Feedback Analysis

The attendance of the members of the faculty of the department at the said meeting was as follows:

Faculty	Present/Absent
Dr.Kalapna Rao	Present
Dr.Kiran Mittal	Present
Ms.Toral Dalal	Present
Shri.Nilay Puranik	Present
Ms.Binni Patel	Present
Shri.Bassar Patel	Present
Ms.Sweta Singh	Present
Shri.Ashok Patel	Present
Shri.Mihir Chevli	Present
Ms.Khyati Joshi	Present
Dr.Manoj Sharma	Present

The said feedback reports were discussed and analysed and consequently the following observations were made, decisions were taken and an action plan was proposed as follows: The overall feedback received from students, teachers and alumni reflects high level of satisfaction. In view of the requirements of NEP 2020 and contemporary opportunities for employability, the following changes in the curriculum emerged from the analyses and discussion:

2020 and contemporary opportunities for employability, the following changes in the curriculum emerged from the analyses and discussion:

- To enhance the scope for employability in the curriculum
- To strengthen the curricular component for communicative competence
- To introduce a core course on Translation Studies in view of NEP 2020
- To introduce New Elective courses on : Professional and Research Ethics/
Environmental Studies
- List of reference books should accompany the list of textbooks



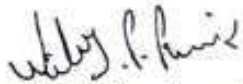
Dr. Kalpana Rao



Dr. Kiran Mittal



Ms. Toral Dalal



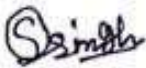
Shri. Nilay Puranik



Ms. Binni Patel



Shri. Bassar Patel



Ms. Sweta Singh



Shri. Ashok Patel



Shri. Mihir Chevli



Ms. Khyati Joshi



Dr. Manoj Sharma

Annexure 1: Students Feedback Analysis

Annexure 2: Faculty Feedback Analysis



Re-Accredited by NAAC with 'A' Grade

VEER NARMAD SOUTH GUJARAT UNIVERSITY

University Campus, Udhna-Magdalla Road, SURAT - 395 007, Gujarat, India.

વીર નર્મદ દક્ષિણ ગુજરાત યુનિવર્સિટી

યુનિવર્સિટી કેમ્પસ, ઉઘના-મગદલ્લા રોડ, સુરત - ૩૯૫ ૦૦૭, ગુજરાત, ભારત.

Tel : +91 - 261 - 2227141 to 2227146, Toll Free : 1800 2333 011, Fax: +91 - 261 - 2227312

E-mail : info@vnsgu.ac.in, Website : www.vnsgu.ac.in

Annexure 1: Students Feedback Analysis

P.G In Diploma In Journalism & Mass Communication

Department Of Journalism And Mass Communication

Feedback received from Students

Academic year 2020-2021

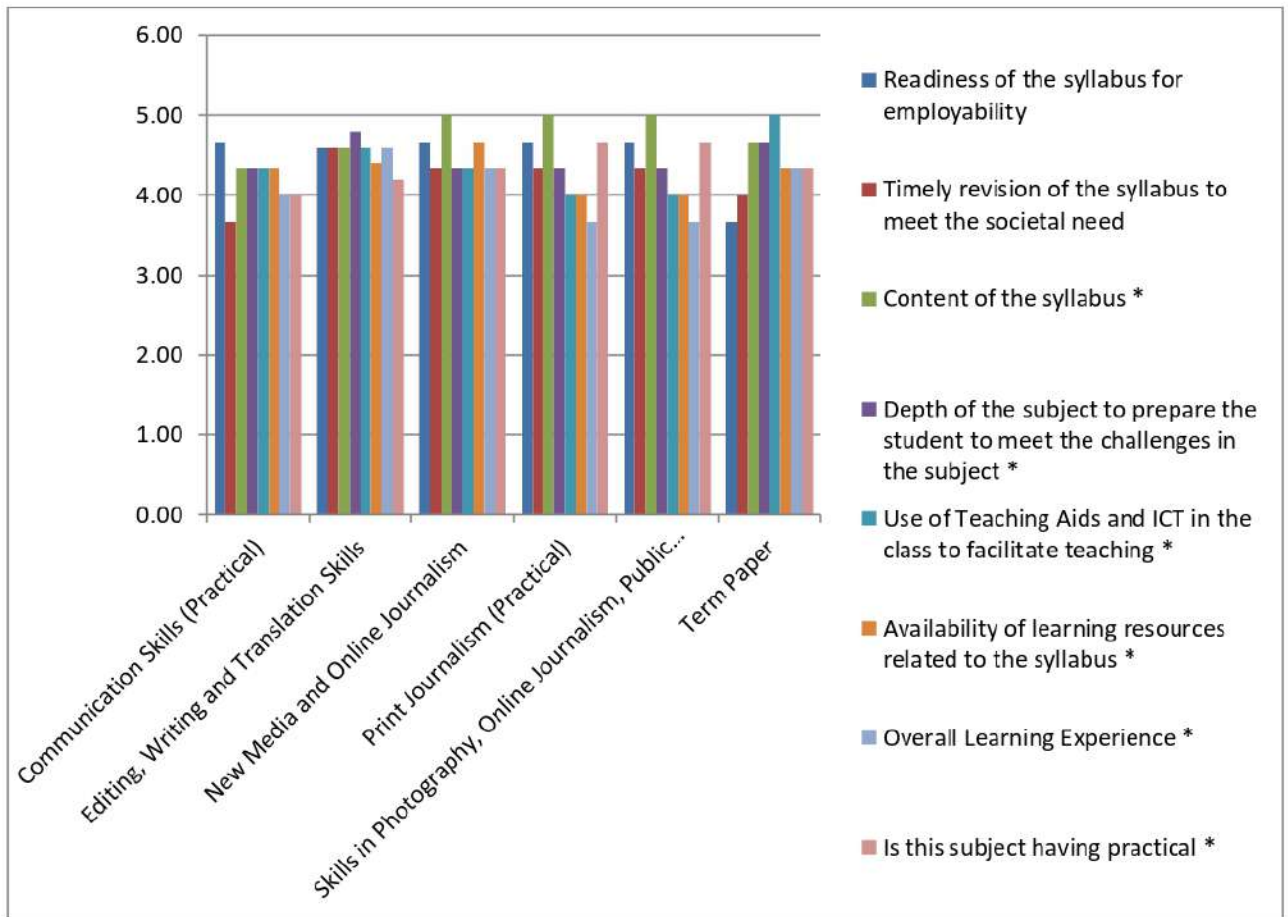
Semester 1,2

A Google Form was created to get feedback from students about the curriculum. The average score per items is provided in the table and graph given below:

Semester 1

Table and graphs (Score out of 5)

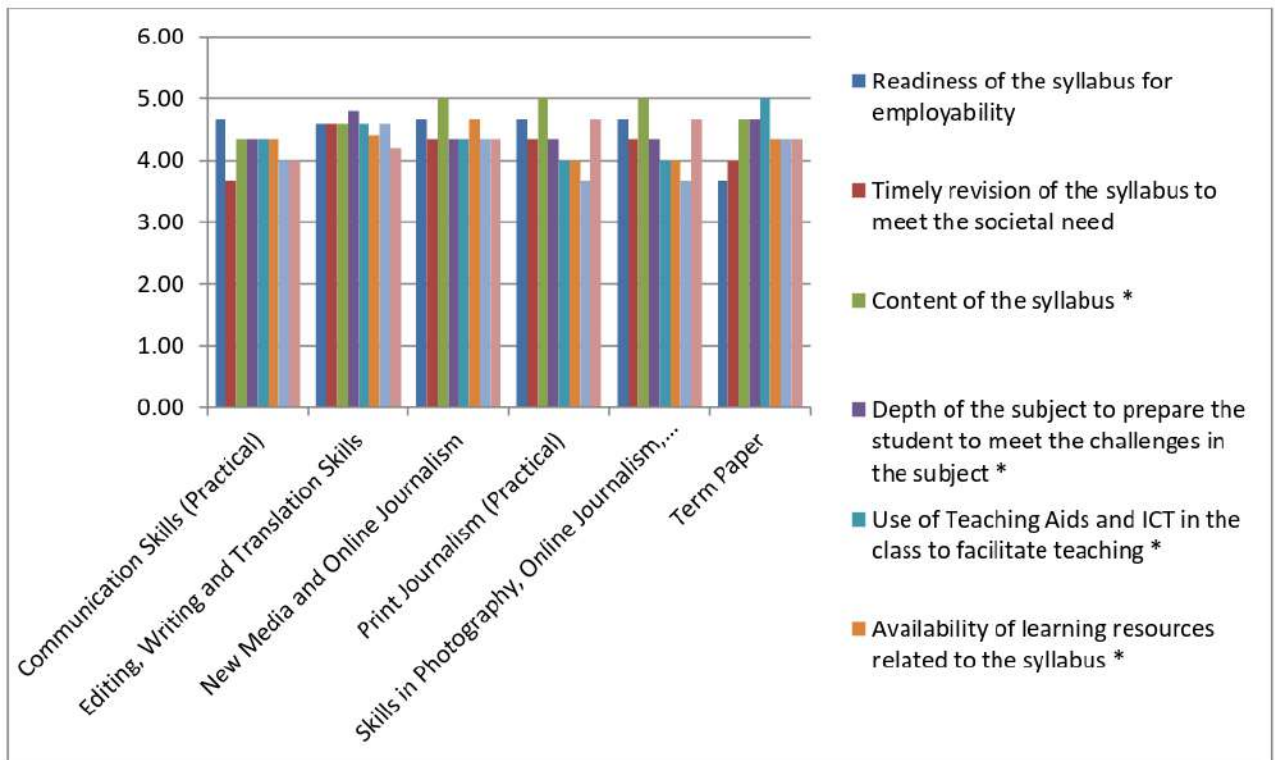
Academic Year 2020-2021	Readiness of the syllabus for employability	Timely revision of the syllabus to meet the societal need	Content of the syllabus *	Depth of the subject to prepare the student to meet the challenges in the subject *	Use of Teaching Aids and ICT in the class to facilitate teaching *	Availability of learning resources related to the syllabus *	Overall Learning Experience *	Is this subject having practical *
Computer Skills (Practical)	4.13	4.00	4.13	4.13	3.88	3.75	3.88	4.13
General Knowledge and Law of the Press	4.13	4.25	4.13	4.25	4.13	4.25	4.25	4.00
Introduction to Public Relations and Advertising	4.44	4.33	4.44	4.44	4.56	4.33	4.44	4.33
Principles of Journalism and History of Gujarati Journalism	3.86	4.00	4.17	4.29	4.14	4.14	4.14	4.14
Reporting and Newspaper Translation	4.13	4.00	4.25	4.38	4.50	4.25	4.50	4.75
Term Paper	3.57	3.57	3.86	4.00	3.86	4.29	4.00	4.14



Semester 2

Table and graphs (Score out of 5)

Academic Year 2020-2021	Readiness of the syllabus for employability	Timely revision of the syllabus to meet the societal need	Content of the syllabus *	Depth of the subject to prepare the student to meet the challenges in the subject *	Use of Teaching Aids and ICT in the class to facilitate teaching *	Availability of learning resources related to the syllabus *	Overall Learning Experience *	Is this subject having practical *
Communication Skills (Practical)	4.67	3.67	4.33	4.33	4.33	4.33	4.00	4.00
Editing, Writing and Translation Skills	4.60	4.60	4.60	4.80	4.60	4.40	4.60	4.20
New Media and Online Journalism	4.67	4.33	5.00	4.33	4.33	4.67	4.33	4.33
Print Journalism (Practical)	4.67	4.33	5.00	4.33	4.00	4.00	3.67	4.67
Skills in Photography, Online Journalism, Public Relations and Advertising (Practical)	4.67	4.33	5.00	4.33	4.00	4.00	3.67	4.67
Term Paper	3.67	4.00	4.67	4.67	5.00	4.33	4.33	4.33





Re-Accredited by NAAC with 'A' Grade

VEER NARMAD SOUTH GUJARAT UNIVERSITY

University Campus, Udhna-Magdalla Road, SURAT - 395 007, Gujarat, India.

વીર નર્મદ દક્ષિણ ગુજરાત યુનિવર્સિટી

યુનિવર્સિટી કેમ્પસ, ઉધના-મગદલા રોડ, સુરત - ૩૯૫ ૦૦૭, ગુજરાત, ભારત.

Tel : +91 - 261 - 2227141 to 2227146, Toll Free : 1800 2333 011, Fax : +91 - 261 - 2227312

E-mail : info@vnsgu.ac.in, Website : www.vnsgu.ac.in

Annexure 2: Teachers Feedback Analysis

P.G In Diploma In Journalism & Mass Communication

Department Of Journalism And Mass Communication

Feedback received from Teachers

Academic year 2020-2021

A Google Form was created to get feedback from Teachers about the curriculum. The average score per items is provided in the table and graph given below:

(Table Per questions 2020-2021,Semester 4)

Program Name	The syllabus is suitable to achieve the outcome, of course.	Syllabus of the course is contemporary and need-based.	The course content adds the value of the students.	The aims and objectives of the syllabi are well defined and clear to teachers and students.	Course content is followed by reference books.	The books prescribed/listed as reference materials are relevant, updated, and appropriate.	The course of my subject enriches my perception of the subject area.	The course content covers in-depth knowledge to impart to the students	Total contact is sufficient to complete within stipulated time assign to cover the entire syllabus.	The course has a right balance between theory and Lab. (FOR PRACTICAL ORIENTED COURSES ONLY)
P-6 Editing, Writing and Translation Skills	4	4	5	5	5	5	5	5	5	5
P-6 Editing, Writing and Translation Skills	4	5	4	5	4	5	5	5	5	5
P-7 New Media and Online Journalism	5	5	5	5	5	5	5	5	5	5
P-7 New Media and Online Journalism	5	4	5	5	5	5	5	5	4	5
P-8 Communication Skills (Practical)	5	5	4	5	5	4	5	4	5	4
P-8 Communication Skills (Practical)	5	4	5	5	4	5	5	5	5	5
P-9 Skills in Photography , Online Journalism,Public Relations and Advertising (Practical)	5	4	5	5	5	5	5	5	5	5
P-9 Skills in Photography , Online Journalism,Public Relations and Advertising (Practical)	5	5	5	5	5	5	5	5	5	5
P-10 Print Journalism (Practical)	5	5	4	5	5	5	5	5	4	4
P-10 Print Journalism (Practical)	5	5	4	5	5	4	5	4	5	4

Term Paper	4	5	4	5	4	5	5	5	5	5
Term Paper	5	4	5	5	4	5	5	5	5	5
	4.75	4.58	4.58	5.00	4.67	4.83	5.00	4.83	4.83	4.75

Kalpana Rao

Dr. Kalpana Rao

HEAD
Department of
Journalism and Mass Communication
 Veer Narmad Surajmal University
 Surat-395007.