



Action Taken Report of Department of Communication and Media Studies

Action Taken Report (ATR) on Curriculum

A structured (rating-based) feedback form, designed by IQAC feedback committee, is circulated among stakeholders such as Students, Teachers, Alumni, and Industry experts by the department to get their suggestions with regard to the quality of the curriculum. The responses from stakeholders are analysed by the members of the feedback committee and suggestions are communicated to the department. The suggestions are discussed in the BOS meeting and necessary changes are recommended to the curriculum. These recommendations are forwarded to the Academic Council for approval. Based on the amendments made by the Academic Council, an Action Taken Report (ATR) is prepared by the department and is submitted to the IQAC.





Criterion I - **Curricular Aspects**

Action Taken Report 2017-18

Suggestions Received	Action Taken
To make PMS1708: Print Journalism (Elective) an elective along with PMS1709: Broadcast Journalism (Elective)	Course PMS1708: Print Journalism (Elective) has been made an elective along with PMS1709: Broadcast Journalism (Elective)
Introduce a course for Creative and Technical Writing as it provided inputs on new media writing including writing for the web and social media and reduce the overall content under one course and also distribute the information evenly for a holistic learning experience.	Course PMS1703: Creative and Technical Writing introduced.
Course titled PMS1718: Development Communication is to be made an elective along with PMS1719: Business Communication which needs to be added into the syllabus. This combination would create an ideal choice for students with differing interests in media.	Course titled PMS1718: Development Communication is made an elective along with PMS1719: Business Communication which needs to be added into the syllabus.
Course titled Introduction to Film Studies is to be separated into two different courses, PMS1716: World Cinema and PMS1725: Indian Cinema ; considering the depth of the subject it can be introduced in the third and fourth semesters respectively. In each concept of film studies, a corresponding film should be taken as visual text so that the students will get to understand things completely.	Course titled Introduction to Film Studies is separated into two different courses, PMS1716: World Cinema and PMS1725: Indian Cinema
The new wave in Indian cinema is to be included in PMS1725: Indian Cinema as the students will get a perspective on how film directors are experimenting with the format.	The new wave in Indian cinema was included in PMS1725: Indian Cinema
Course title Event Management may be changed to PMS1727: Practical: Media Events to focus on the media aspects of managing an event and not on the logistical part of it.	Course title Event Management changed to PMS1727: Practical: Media Events .





Criterion I - **Curricular Aspects**

Include the concept of 'listening' in the first module of Introduction to Communication in the course PMS1701: Communication and media Concepts as the concept 'listening' holds paramount importance	Inclusion of the concept of 'listening' in the first module of Introduction to Communication in the course PMS1701: Communication and media Concepts .
Addition of course in Designing Principles and Visual Culture which involves practical of infographics.	The course titled PMS1704: Designing Principles and Visual Culture was added.
Use of Microsoft Publisher for designing purpose than using software like Indesign and QuarkExpress for News Reporting, Editing and Designing as the confirmed software is user friendly.	The course titled PMS1705: Practical: News Reporting, Editing and Designing is confirmed to use Microsoft Publisher for designing purpose.
Inclusion of technological additions in New Media for better employability.	Course PMS1707: New Media included new technological additions.
New additions needed in the Research Methodology course as the syllabus was very brief and basics of methodology were not touched.	In the course PMS1711: Research Methodology new additions have been made.
Inclusion of concepts like Pro-Tools, Logic, Two Track Editing and Sound Forge as it served the practical purpose of the course.	In the Third Semester PMS1720: Practical: Video Production concepts like Pro-Tools, Logic, Two Track Editing and Sound Forge were added.
To add SPSS in Dissertation for the effective completion of the course.	It was decided to add SPSS in PMS1722: Dissertation and an external faculty may provide a detailed class.
Inclusion of New media Management in Media Management Course for diversifying the course to match the technological advancements.	Modified the syllabus catering to the technological needs.
Reduction of module three in Indian Cinema to films in Eastern, Northern, Western and Southern India as it provides more opportunity for discussion and review.	In PMS1725: Indian Cinema Module three is reduced to Films in Eastern, Northern, Western and Southern India.
Rename Managing Media Events to Media Events as the title covers a vast domain than specifically fit into Media.	The course titled Managing Media Events is changed to PMS1727: Practical: Media Events .





Criterion I - **Curricular Aspects**

Action Taken Report 2018-19

Suggestions Received	Action Taken
Course PMS1701: Communication and Media Concepts is to be renamed PMS1801: Introduction to Communication as the title covers a vast domain than specifically fit into Media.	Course PMS1701: Communication and Media Concepts was renamed PMS1801: Introduction to Communication.
The course PMS1702: Introduction to Journalism was to be renamed to PMS1802: Print media journalism as the title covers a vast domain than specifically fit into Journalism.	The course PMS1702: Introduction to Journalism was renamed to PMS1802: Print media journalism.
Rename Media Skills-I to PMS1806: Media Skills-I film appreciation as the title specifies the course to be covered.	The course PMS1706: Media Skills-I was renamed to PMS1806: Media Skills-I film appreciation.
The course PMS1715: Public Relations was to be renamed to PMS1816: Public Relations & Organizational Communication as the title covers a vast domain than specifically fit into Public Relations and Corporate Communication	The course PMS1715: Public Relations was renamed to PMS1816: Public Relations & Organizational Communication.
The course PMS1721: Media Skills-III was to be renamed to PMS1823: Media Skills-III Health Communication as the title covers a vast domain than specifically fit into Media.	The course PMS1721: Media Skills-III was renamed to PMS1823: Media Skills-III Health Communication.
The course PMS1722: Dissertation and Viva Voce Exam was to be renamed to PMS1824: Dissertation as the title covers a vast domain which gives more emphasis to the research point of view rather than view dissertation from an examination point of view.	The course PMS1722: Dissertation and Viva Voce Exam was renamed to PMS1824: Dissertation.
Addition of new content in the course PMS1801: Introduction to Communication for the effective completion of the course.	New content added in the course PMS1801: Introduction to Communication.
Addition of new content in the course PMS1803: Creative & Technical Writing for better employability.	New content added in the course PMS1803: Creative & Technical Writing
Addition of new content in the course PMS1809: Broadcast Journalism (Elective)	New content added in the course PMS1809: Broadcast Journalism (Elective)





Criterion I - **Curricular Aspects**

for diversifying the course to match the technological advancements.	
Addition of new content in the course PMS1811: Advertising: Concepts & Practice for the effective completion of the course.	New content added in the course PMS1811: Advertising: Concepts & Practice
Addition of new content in the course PMS1812: Research Methodology for the effective completion of the course.	New content added in the course PMS1812: Research Methodology
Addition of new content in the course PMS1813: Practical: Photography for diversifying the course to match the technological advancements and for better employability.	New content added in the course PMS1813: Practical: Photography
Addition of new content in the course PMS1817: World Cinema for the effective completion of the course.	New content added in the course PMS1817: World Cinema
Addition of new content in the course PMS1822: Practical: Video Production for diversifying the course to match the technological advancements and for better employability.	New content added in the course PMS1822: Practical: Video Production
Addition of new content in the course PMS1825: Media Laws & Ethics for the effective completion of the course.	New content added in the course PMS1825: Media Laws & Ethics
Addition of new content in the course PMS1826: Media Management for better employability.	New content added in the course PMS1826: Media Management
Addition of new content in the course PMS1827: Indian Cinema for the effective completion of the course.	New content added in the course PMS1827: Indian Cinema
Addition of new content in the course PMS1828: Digital Media and Society for diversifying the course to match the technological advancements and for better employability.	New content added in the course PMS1828: Digital Media and Society





Criterion I - **Curricular Aspects**

Action Taken Report 2019-20

Suggestions Received	Action Taken
Addition of the topics like cognitive dissonance theory, demassification and participatory theory in the course named PMS1901: Introduction to Communication for the effective completion of the course.	In the course named PMS1901: Introduction to Communication , the topics like cognitive dissonance theory, demassification and participatory theory was included in the module titled Communication Theories.
Inclusion of topics such as hyper local journalism, diasporic journalism, ethnic media and vernacular journalism for diversifying the course to match the technological advancements and for better employability in PMS1902: Introduction to Journalism	In the course named PMS1902: Introduction to Journalism in the first semester topics like hyper local journalism, diasporic journalism, ethnic media and vernacular journalism was included in module one.
Rename Print Media to PMS 1903: Reporting and Editing for the Print Media . Inclusion of topic named Newsroom Diversity in module three of the course for diversifying the course to match the technological advancements and for better employability.	Course named Print Media was changed to PMS 1903: Reporting and Editing for the Print Media . The topic named Newsroom Diversity is included in module three of the course.
The course named Introduction to Art & Design is to be changed to PMS1904: Media and Aesthetics Include topics like multimedia design and newspaper design.	The course named Introduction to Art & Design is changed to PMS1904: Media and Aesthetics . Included topics like multimedia design and newspaper design
The course named Creative Writing is suggested to be changed to PMS1907 (A): Creative writing for Media Remove literary terms and jargons from the syllabus for the effective completion of the course and for better employability.	The course named Creative Writing is changed to PMS1907 (A): Creative writing for Media and removed literary terms and jargons from the syllabus.
Addition of three more specialized reporting- cultural reporting, sports reporting and business reporting for the effective completion of the course and for	PMS1907 (C): Specialized Reporting : proposed to add three more specialized reporting: cultural reporting, sports reporting and business reporting.





Criterion I - **Curricular Aspects**

better employability in the course PMS1907 (C): Specialized Reporting.	
A new elective named PMS1912 (C): Educational Communication (Elective) is recommended to be included in the syllabus replacing Web Journalism for better employability.	A new elective named PMS1912 (C): Educational Communication (Elective) is included in the syllabus replacing Web Journalism.
Addition of Right to Privacy, Intellectual Property Right and Aadhar in course PMS1926: Media Law and Ethics for the effective completion of the course and for better employability.	In the course PMS1926: Media Law and Ethics , topics like Right to Privacy, Intellectual Property Right and Aadhar are added.
Add case studies of Video Volunteers, PARI and PDS in the elective course PMS1919: Development Communication for the effective completion of the course.	Added the case studies of Video Volunteers, PARI and PDS in the elective course PMS1919: Development Communication.
The second elective named Media and Event Management is recommended to be changed to PMS1921 (B): Event Management for the effective completion of the course and for better employability.	The second elective named Media and Event Management is changed to PMS1921 (B): Event Management.

Action Taken Report 2020-21

Suggestions Received	Action Taken
Addition of PMS2012A: Intimate Journalism (Elective) for International focus.	Added PMS2012A: Intimate Journalism (Elective).
Modify the course PMS2004: Media and Aesthetics pertaining to international needs	Modified PMS2004: Media and Aesthetics
Need for courses pertaining to national needs	Added PMS2022: Health, Food and Travel Blogs (Practical).
Modification of PMS2006: Print Media Productions (Practical) for regional focus.	Modified PMS2006: Print Media Productions (Practical)





Criterion I - Curricular Aspects

better employability in the course PMS1907 (C): Specialized Reporting.	
A new elective named PMS1912 (C): Educational Communication (Elective) is recommended to be included in the syllabus replacing Web Journalism for better employability.	A new elective named PMS1912 (C): Educational Communication (Elective) is included in the syllabus replacing Web Journalism.
Addition of Right to Privacy, Intellectual Property Right and Aadhar in course PMS1926: Media Law and Ethics for the effective completion of the course and for better employability.	In the course PMS1926: Media Law and Ethics , topics like Right to Privacy, Intellectual Property Right and Aadhar are added.
Add case studies of Video Volunteers, PARI and PDS in the elective course PMS1919: Development Communication for the effective completion of the course.	Added the case studies of Video Volunteers, PARI and PDS in the elective course PMS1919: Development Communication.
The second elective named Media and Event Management is recommended to be changed to PMS1921 (B): Event Management for the effective completion of the course and for better employability.	The second elective named Media and Event Management is changed to PMS1921 (B): Event Management.

Action Taken Report 2020-21

Suggestions Received	Action Taken
Addition of PMS2012A: Intimate Journalism (Elective) for International focus.	Added PMS2012A: Intimate Journalism (Elective).
Modify the course PMS2004: Media and Aesthetics pertaining to international needs	Modified PMS2004: Media and Aesthetics
Need for courses pertaining to national needs	Added PMS2022: Health, Food and Travel Blogs (Practical).
Modification of PMS2006: Print Media Productions (Practical) for regional focus.	Modified PMS2006: Print Media Productions (Practical)

