

Himachal Pradesh University, Shimla - 17105
Department of Journalism and Mass Communication

Proceedings of the meeting of
Postgraduate Board of Studies in Journalism and Mass Communication

Date and time: 11th May 2015 (10.30 a.m.)

Venue: Department of Journalism and Mass Communication
Himachal Pradesh University, Shimla - 171005

The following were present:

Prof. Vir Bala Aggarwal	Department of Journalism and Mass Communication, Himachal Pradesh University – Chairperson and Convener
Prof. Ashutosh Mishra	Dean, Chitkara School of Mass Communication, Chitkara University, Rajpura (Punjab) – External Expert
Sh. Ajai Srivastava	Associate Professor, Journalism and Mass Communication, ICDEOL, Himachal Pradesh University – Member
Dr. Vikas Dogra	Assistant Professor, Department of Journalism and Mass Communication, Himachal Pradesh University – Member

The following items were discussed and decisions taken:

Item 1: To discuss the modalities of completing and implementing internship for Master in Mass Communication (MMC) students.

Decision: It was decided that the six-week compulsory internship has been mentioned as a brief note at the end of the syllabus of MMC. It should be made more pronounced and defined, and should be implemented more rigorously. Therefore following modifications should be made to the syllabus of MMC.

The following note in the syllabus should be removed from the syllabus:

Note:- Internship with a reputed media organization during the course for 6 weeks will be compulsory.

It should be replaced with the following section:

Internship

- i. The students of Master in Mass Communication shall undertake a compulsory internship with a registered organisation of repute.
- ii. The internship may be undertaken in the field of communication, mass communication, journalism, development communication, public relations, communication research or any such field covered in the MMC syllabus.
- iii. The internship may be undertaken only during days outside the teaching/examination schedule days of the Department/University.
- iv. The internship may be spread over two terms of a minimum of three weeks each in different media organisation over a period of two years,

provided that the combined duration of internship is a minimum of six weeks.

- v. At the end of internship each student will have to submit a certificate from his/her internship supervisor, preferably on a format, like the one at Annexure A, provided by the Department.
- vi. An internship will be considered to have been successfully completed only if the intern is awarded a satisfactory or a higher grade by the internship supervisor from the organisation where the internship is undertaken.
- vii. If the supervisor report rates the intern at a grade less than satisfactory, the candidate will have to repeat the internship.
- viii. Only those candidates who have successfully undertaken the six-week internship shall be eligible for receiving a degree in Master in Mass Communication, subject to other norms and procedures of the University.

Items 2: To discuss the need and relevance of entrance procedure for admission to Post Graduate Diploma in Mass Communication (PGDMC) in view of decreasing number of applicants for the course.

Decision: The members discussed that Post Graduate Diploma in Mass Communication (PGDMC) has 20 subsidised and five non-subsidised seats. At present, the selection of candidates is done through an entrance examination of 100 marks and a personal interview of 10 marks. This procedure was adopted as in the past the number of applicants for admission to this course far exceeded the number of available seats. However, in the recent past the number of applicants for admission to the course has dropped significantly. In the past three years the number of applicants was as follows: 72 applicants in 2013-14; 35 in 2014-15; and nine applicants in 2015-16. In such a scenario the entrance test and the personal interview become redundant causing unnecessary drain on the resources and time of the University and the students alike. Therefore, from the academic session 2016-17 onwards, the entrance test and the personal interview may be done away with and the admission to PGDMC may be done only on the basis of merit obtained in the qualifying examination. All other eligibility criteria and rules and regulations for the admission shall remain the same as before.

The meeting ended with a vote of thanks to the chair.

(Ashutosh Mishra)

(Vir Bala Aggarwal)

(Ajai Srivastava)

(Vikas Dogra)

Annexure A
Format for Internship Report

General Information (To be filled-in by the candidate)

1. Name of Candidate: _____
2. Father's Name: _____
3. Class: _____
4. Name of organisation of internship: _____
5. Address of the organisation: _____

Candidate Performance (To be filled in by the internship supervisor)

1. Internship Period: From DD/MM/YYYY to DD/MM/YYYY
2. Area(s) of internship: _____

3. Please rate the performance of the intern on the criteria mentioned below. Please tick (✓) the appropriate performance level for each evaluation criteria:

Evaluation Criteria	Level of performance				
	Unsatisfactory	Satisfactory	Good	Very Good	Excellent
Regularity					
Punctuality					
Work Attitude					
Motivation					
Skills learnt					
Overall Performance					

4. General comments about the candidate's performance: _____

(Signatures of the supervisor)

Name of the supervisor: _____

Designation: _____

Date: _____