



DEPARTMENT OF MASS COMMUNICATION

PATKAI CHRISTIAN COLLEGE (AUTONOMOUS)

P.O. Patkai
Chümoukedima – Seithekema
Nagaland – 797103

Members of the Board of Undergraduate Studies or Board of Studies (for PG Depts.)

Sl. No.	Name	Designation	Department/Affiliation
1.	Dr. Nimmagadda Bhargav Subject Expert	Assistant Professor	Communications Area, Indian Institute of Management (Indore)
2.	Dr. Moalemba Jamir Industry Expert	Associate Editor	The Morung Express,
3.	Dr. Dakter Esse Internal member	Head, Department of Mass Communication	Mass Communication
4.	Rojenn Wahengbam Internal member	Assistant Professor	Mass Communication
5.	Sopei Runglung Internal member	Assistant Professor	Mass Communication

Name & Signature of HoD

Wahengbam Rojenn

Journalism and Mass Communication
Patkai Christian College (Autonomous)

Enclosed: Minutes of the last BUGS/BOS meeting.

Board of Undergraduate Studies Meeting on NEP Syllabus

The Department of Mass Communication convened the Board of Undergraduate Studies meetings on the NEP-2020 syllabus on two occasions; April 16 and April 30, 2025, at the department premises, New Campus.

Subject expert, Dr. Nimmagadda Bhargav, Assistant Professor, Communications Area Indian Institute of Management (Indore) was connected through Google Meet.



DEPARTMENT OF MASS COMMUNICATION

PATKAI CHRISTIAN COLLEGE (AUTONOMOUS)

P.O. Patkai
Chümoukedima – Seithekema
Nagaland – 797103

Meeting Agenda

1. Finalizing complete syllabus as per the NEP2020 guidelines

Attendees:

External Members:

1. **Subject Expert** - Dr. Nimmagadda Bhargav, Assistant Professor, Communications Area, Indian Institute of Management (Indore).
2. **Industry Expert** - Dr. Moalemba Jamir, Associate Editor, The Morung Express.

Internal members:

1. Dr. Dakter Esse Jamir, Assistant Professor and Head Department of Mass Communication
2. Rojenn Wahengbam, Assistant Professor, Department of Mass Communication
3. Sopei Runglung, Assistant Professor, Department of Mass Communication

Meeting Minutes:

The meeting commenced with a welcome address by Dr. Dakter Esse, Head of Department.

Dr. Esse expressed appreciation for the members' participation and emphasized the importance of the meeting in working on the course structure in accordance with the National Education Policy (NEP) 2020.

Dr. Esse briefed the members on the session objectives, including reviewing the draft syllabus for undergraduate programs and finalizing the course content for all eight semesters to ensure alignment with the NEP framework.

The syllabi for the first two semesters were completed last year. The BUGs meetings conducted on April 16 and April 30 focused on the remaining semesters.

Review of Syllabus

- The members reviewed the proposed syllabi for the III and IV Semesters on April 16, 2025.
- The syllabi for V, VI, VII, and VIII Semesters were discussed for approval on April 30, 2025.
- Suggestions and feedback were invited from all members based on the draft syllabus circulated prior to the meetings.
- Necessary modifications were taken note of for corrections.



DEPARTMENT OF MASS COMMUNICATION

PATKAI CHRISTIAN COLLEGE (AUTONOMOUS)

P.O. Patkai
Chümoukedima – Seithekema
Nagaland – 797103

After thorough discussions and inputs from the external members, the syllabi for all eight semesters were finalized. The finalized syllabus focuses on outcome-based learning in alignment with NEP standards.

Dr Esse informed the members that the finalized syllabus will be submitted to the Academic Council for approval on the date the college notifies. She also added that the revised syllabus, after incorporating all the corrections and suggestions, will be mailed to all the members for verification.

Dr. Esse extended gratitude to all members for their active participation, valuable insights, and commitment towards the development of the curriculum.

Course Related Comments:

Dr. Nimmagadda Bhargav

Dr Bhargav apart from general recommendations and advice, provided the following academic inputs during the curriculum review discussions:

It was proposed that the suggested readings for all papers be organized and formatted according to the APA (American Psychological Association) style to ensure uniformity and academic rigor in referencing.

Paper: History of the Press

It was recommended that the syllabus be further enriched by incorporating topics such as the SITE (Satellite Instructional Television Experiment) project, which holds significant relevance in the historical context of media development in India.

Paper: Media in Northeast India

To look into appropriate use of terminologies sensitive in nature and make students do an activity on comparing and contrasting the representation of Northeast in national media and regional media.

Paper: Broadcast Journalism

It was suggested that Unit V include practical components, enabling students to apply theoretical knowledge through hands-on exercises such as scriptwriting, voice training, and news reading simulations.

Paper: Mobile and Data Journalism

Dr. Bhargav proposed including student-centered activities aimed at critical media analysis. One such suggested activity involves assigning students the task of identifying instances of fake news and analyzing their origin, dissemination mechanisms, and socio-political implications. This exercise is intended to promote digital literacy and critical thinking skills.



DEPARTMENT OF MASS COMMUNICATION

PATKAI CHRISTIAN COLLEGE (AUTONOMOUS)

P.O. Patkai
Chümoukedima – Seithekema
Nagaland – 797103

Paper: Grammar of Documentary

Make the paper focused on practical with unit V catering to the practical interest of the students. It was also underscored that the papers that are practical driven be justified with students' engagement in practical. Suggested changing 'Rethinking Ethnography films' and introducing it in unit II. Ethics and responsibilities shifted to unit IV.

Paper: Communication for Rural Engagement

Recommended list of books and shared e-books to complement the course outline. Suggested proper alignment of the sub topics under each heading to standardise the format. Additionally, proposed inclusion of recent academic publications and open-access resources to ensure updated and diverse perspectives.

Paper: Integrated Marketing Communication

Proposed the introduction of a practical component in one of the units to enable students to develop hands-on marketing design skills. This could include tasks such as creating brand identities, drafting promotional content, and using design tools.

Paper: Communication Research

An exercise on APA style for students was suggested, with an emphasis on knowing other reference styles. Emphasized the need for consistency in citation style across all references.

Paper: New Media

Suggested encouraging students to read articles from credible web magazines and online journals focusing on pressing concerns of the region. This will help students stay updated and learn how story telling occurs across different platforms.

Paper: Dissertation

It was suggested that proper scholar- supervisor contact hours be outlined and scheduled to ensure regular monitory of the progress in research. The external helped in setting the guidelines for the same with inputs.

Paper: Research Methodology

A series of course structures designed for the same paper by the external expert was shared and discussed. The external urged the incorporation of relevant and contemporary topics that align with the objectives of the paper and reflect current academic trends.



DEPARTMENT OF MASS COMMUNICATION

PATKAI CHRISTIAN COLLEGE (AUTONOMOUS)

P.O. Patkai
Chümoukedima – Seithekema
Nagaland – 797103

Dr. Moalemba

Dr. Moa provided the following academic inputs and recommendations during the curriculum review discussions:

Paper: History of the Press

Dr. Moa suggested enriching the content by including the historical development of prominent newspapers in India based on their circulation and influence. Examples cited include *The Hindustan Times*, *The Indian Express*, and *The Telegraph*.

Paper: Video Production

He recommended the inclusion of *The Anthem Handbook of Screen Theory* as an essential academic resource to provide students with a comprehensive theoretical foundation in screen studies.

Paper: Media in Northeast India

Dr. Moa proposed that Unit IV be specifically titled "**Media in Nagaland**" to allow focused study on regional media development. He also recommended including the book *175+ Years of Media in Assam and Beyond* under the suggested readings to provide historical and contextual understanding of the media landscape in the region.

Paper: Mobile and Data Journalism

Dr. Moa suggested integrating practical activities such as news gathering through social media platforms and analyzing audience engagement to enhance experiential learning. He further recommended the book *Handbook of Mobile Journalism* by Ivo Burum as a key reference text for the course.

Value-Added Course: Mobile and Data Journalism

As part of the value-added module, Dr. Moa proposed activity-based learning such as identifying the same news item across different media formats and analyzing variations in information dissemination, with the aim of cultivating media literacy and critical analysis skills among students.



DEPARTMENT OF MASS COMMUNICATION

PATKAI CHRISTIAN COLLEGE (AUTONOMOUS)

P.O. Patkai
Chümoukedima – Seithekema
Nagaland – 797103

Paper: Media Laws and Ethics

It was suggested that updated editions of books be added to the suggested reading list. Press Council of India 2010 be replaced with the updated PCI 2022. He also suggested renaming certain terms to more appropriate, inclusive ones.

Paper: Event Management and PR

Dr. Bhargav suggested organizing events such as fairs that actively engage local artisans and community members, aiming to promote regional culture, encourage community participation, and provide students with experiential learning opportunities.

Paper: Communication for Rural Engagement

Suggested using government archives to examine government policies and other non-government organizations.

Paper: New Media

A unit on AI in media production was suggested to be introduced, given the changing dynamics of digital platforms as tools for information gathering and generation.

Paper: Communication Research

Unit IV of the paper was suggested to be renamed Research Techniques, and surveying added as one of the research tools to indicate practical orientation. Suggested more reading lists for the paper.

Paper: Docu/Film/Music Video/ Lab journal

It was recommended that the project duration be set as per the guidelines.

Paper: Media and Human Rights

Recommendation for incorporating case studies of AFSPA and interventions from media and human rights bodies over the years.

Paper: Media Literacy

Suggest incorporating basic visual and audio verification tools. Using the Wayback Machine, compare and contrast news event timelines and analyzed websites in practicum.



DEPARTMENT OF MASS COMMUNICATION

PATKAI CHRISTIAN COLLEGE (AUTONOMOUS)

P.O. Patkai
Chümoukedima – Seithekema
Nagaland – 797103

General Comment:

The external members underlined the need to maintain consistency in suggested readings while introducing application-based activities. The externals also opined that the proposed NEP syllabus is comprehensive and complements academic and industry needs.

The externals commented that the list of readings should complement the course outline. Suggested proper alignment of the subtopics under each heading to standardize the format. They also suggested that the reading list incorporate the works of Indian and regional scholars.

Dr Bhargav stated that the undergraduate Mass Communication programme curriculum at Patkai Christian College demonstrates a thoughtful integration of theoretical grounding and practical application.

In his general comment, Dr Bhargav said that the inclusion of regionally specific courses such as Media in Northeast India and Communication for Rural Engagement adds valuable local relevance, helping students engage more meaningfully with their socio-cultural context. The department's commitment to contextualized pedagogy is evident.

Dr Bhargav also added that the department members have responded constructively to the feedback provided during the curriculum review. Several suggestions, such as standardising APA referencing, incorporating practical components in papers like Broadcast Journalism and Integrated Marketing Communication, and refining unit structures, have been thoughtfully implemented.

Dr Bhargav further commented that the activities promoting critical media analysis, digital literacy, and storytelling now offer students richer hands-on learning opportunities. These timely revisions, along with the inclusion of updated resources and a clearer research supervision framework in the dissertation module, have significantly strengthened the programme.

With these enhancements, the curriculum is well-positioned to serve as a model for undergraduate communication education in the region, Dr Bhargav added.

Dr Moa also suggested that the course encourage students to explore range of learning opportunities and skills development offered by massive open online courses. The practical components of the papers were revised to bring them into line with the demands and skill requirements of the media and communication industry, he underlined.

Dr Moa recommended that the activities incorporated will enable students to engage in real-world setup giving them the opportunity to exhibit their acquired skills through the course.



DEPARTMENT OF MASS COMMUNICATION

PATKAI CHRISTIAN COLLEGE (AUTONOMOUS)

P.O. Patkai
Chümoukedima – Seithekema
Nagaland – 797103

The external members emphasized the importance of internships and commended the department for incorporating them since the program's inception.

They were also of the opinion that events organised by the department encourage community participation, that in return will provide students with experiential learning opportunities.

Sd/-

Dr. Dakter Esse

Chairperson

Minutes of the Emergency Departmental Meeting

Date: 20 May 2026

An emergency meeting of the Department of Mass Communication, Patkai Christian College (Autonomous) was convened on May 20, 2026 to deliberate on certain implementation and technical issues arising from the approved National Education Policy (NEP) 2020 curriculum. During the meeting, members reviewed the challenges encountered during the implementation of the revised curriculum, finalized during the Board of Undergraduate Studies (BUGS) meetings held on 16 April and 30 April 2025 at the Department of Mass Communication, New Campus.

Particular attention was given to the *History of Press* course offered as the Minor paper in Semester I.

The Department observed that the scope and content of the paper were very extensive for students pursuing the Minor program and that a more foundational course would better serve their academic requirements.

After due deliberation, the members agreed that an introductory course in mass communication would provide a stronger foundation for Minor students.



DEPARTMENT OF MASS COMMUNICATION

PATKAI CHRISTIAN COLLEGE (AUTONOMOUS)

P.O. Patkai
Chümoukedima – Seithekema
Nagaland – 797103

The Department further acknowledged that the curriculum had been prepared during the initial phase of the implementation of the NEP 2020 and that a limited course correction was both necessary and academically justified based on the experience gained during its implementation. Accordingly, the Department resolved to implement the following revisions with effect from the July–December 2026 session:

1. The course title "***Introduction to Communication***" offered in Semester I shall be renamed "***Introduction to Mass Communication.***"
2. The Semester I Minor paper "***History of Press***" shall be replaced with "Introduction to Mass Communication," aligning it with the foundational course offered to first-semester Major students.
3. The nomenclature of the undergraduate programme shall be revised from "Bachelor's in Mass Communication" to "***B.A. in Journalism and Mass Communication***" as directed by the Nagaland University.

The Department further recorded that these revisions constitute a limited modification of the curriculum approved during the BUGS meetings of 16 April and 30 April 2025 and are intended to improve the academic coherence of the programme while better addressing the learning needs of students from the 2026 admission batch onwards.

Meeting attendees

Dr Dakter Esse,
Head of Department
Department of Mass Communication

Rojenn Wahengbam
Assistant Professor,
Department of Mass Communication



DEPARTMENT OF MASS COMMUNICATION

PATKAI CHRISTIAN COLLEGE (AUTONOMOUS)

P.O. Patkai
Chümoukedima – Seithekema
Nagaland – 797103

Sopei Joel Rungsung
Assistant Professor,
Department of Mass Communication

Approved by the Board of Undergraduate Studies, External Members

()

Dr. Nimmagadda Bhargav,
Assistant Professor, Communications Area,
Indian Institute of Management (Indore)

and

()

Dr Moalemba Jamir,
Associate Editor,
The Morung Express
Dimapur, Nagaland