

TEZPUR UNIVERSITY
DEPARTMENT OF MASS COMMUNICATION & JOURNALISM
Action Taken Report on Feedback for Course Curriculum
(2020-2021)

The feedback Review Committee analysed the Feedback obtained from students, alumni, faculty and employers on the M.A. MCJ, MA C4D and Ph.D curriculum. The Committee placed the Feedback Analysis Report to the DAC. The DAC meeting held on 23.11.2021 resolved to take action as follows:

Programme: MA in MCJ

1. The MAMCJ curriculum was recently revised in 2019. Hence, the suggestions put forward by the various stakeholders will be addresses during the next round of syllabus revision.
2. The syllabus will be suitably revised to include more practical components/ sessions.
3. More elective options and value-added courses including media entrepreneurship, stress management etc. will be introduced.
4. Topics like government development schemes, study of Assamese films, philosophy of communication will be introduced as part of the curriculum in appropriate courses.
5. Digital and social media marketing will be considered for inclusion as a full course
6. Internship as an evaluated course will be introduced during each semester break during next syllabus revision. Till then initiatives will be taken to create internship opportunities during the semester breaks or during the semester if offered in online mode.
7. Initiatives will be taken to enhance students' creativity. Assignments will be accordingly remodeled to enhance creativity.
8. Till the next round of syllabus revision, individual course instructors will try to incorporate the feasible suggestions as part of their updated lessons plans.

Programme: MA in C4D

1. The MA C4D curriculum has to be revised as majority of the students have suggested the inclusion of Public Relations course in the curriculum. It is taken under consideration for revision at a sooner date. However, it can be mentioned that a couple of workshops have already been conducted for C4D students on topics likes creative thinking, design thinking, graphic design etc.
2. Other suggestions include engagement of field instructors during the field visits made by the students. The suggestion is under consideration to provide for field instructor to accompany the students during field visits whenever it happens.
3. Till the next round of syllabus revision, individual course instructors will try to incorporate the feasible suggestions as part of their updated lessons plans.

Programme: Ph.D in MCJ

As suggested by the Ph D alumni –practical components in research methodology course is under consideration for inclusion in the syllabus in the next revision. Further, the department has already proposed for subscription of qualitative and quantitative software for application of the methods taught in the programme. The department is also already offering the two credit course on research and publication ethics following suggestion by UGC.

Signature of Members of Feedback Review Committee:



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