



DEPARTMENT OF MASS COMMUNICATION & JOURNALISM

23<sup>th</sup> February, 2018

**Minutes of the Meeting**  
**Departmental Research Committee (DRC)**

A meeting of **Departmental Research Committee (DRC)** of the Department of Mass Communication and Journalism has been held on the **23<sup>rd</sup> February 2018** at 3.00 pm at the Seminar Hall, School of Mass Communication and Journalism. The following members of the DRC were present in the meeting:

- i. *Prof. Ehtesham Ahmad Khan HOD, MCJ, Chairman & Member, DRC*
- ii. *Prof. B. P. Sanjay, HCU, Hyderabad, External Member, DRC*
- iii. *Dr. Mohammad Fariyad, Associate Professor, Member DRC*
- iv. *Dr. Meraj Ahmed Mubarki, Assistant Professor, Member DRC*

**The agenda of the meeting is as follows:**

1. **Synopsis presentation by Ms. Rukaiya Naz**, enrollment number A171090, a Ph. D (JMC) research scholar of the academic year 2017-18.
2. **Pre-Submission Seminar by Mr. Arif Moin**, enrollment number A-160193, a Ph. D (JMC) research scholar of the academic year 2014-15. His topic of the research is **"Socio-cultural, Political and Religious Impact of Urdu Satellite TV Channels on Indian Muslims"**.

**The following are the resolutions of the meeting:**

- i. **Ms. Rukaiya Naz** has presented her synopsis before the committee. The members of the DRC have suggested that the title needs to be compressed to reflect the scope that for now is very broad. Key words such as PSA and development paradigm have been used including the district and the focus. Can it be streamlined to focus on for example public service advertisements premised on development orientation with regard to Muslims in Jaunpur. Thereafter, the keywords in the title could be expanded to justify each of the

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terms. For example the choice of district, the themes of public service advertisements and further differentiation into print, electronic or new media. This needs to be done. Hence, the committee members have approved the following title of her research:

***"Communication for Development: Public Service Advertisements (PSA) and their Effect on Muslims of Jaunpur, UP"***

- ii. The DRC members have observed that the research scholar **Mr. Arif Moin** has chosen a wide ambit with regard to all aspects, social, cultural etc. This might enlarge the scope of his analysis to justify the variables he has chosen. Therefore, committee member recommend that the sample and sampling frame adopted requires further application to ensure that the subset of the sample adheres to the impact aspect. Although the justification for choice of channels is there, this may require deeper analysis as in complete profiling of the channels and have to clearly resolve the difference if any between language as in Urdu and religion. The members of the DRC have also suggested that the Research Scholar may take help from a statistician for reporting and analysis related to his data.

Dr. Meraj Ahmed Mubarki  
Member DRC  
Assistant Professor, Dept. of MCJ

: *Mery A. Ashubaski*  
23/02/18.

Dr. Mohammad Fariyad  
Member DRC  
Associate Professor, Dept. of MCJ

: *Mohd. Fariyad*  
23/02/18

Prof. B. P. Sanjay  
External Member, DRC  
School of Communication, HCU

:

Prof. Ehtesham Ahmad Khan  
Chairman and Member, DRC  
Head, Dept. of MCJ

: *Ehtesham*  
23/02/18