



Department of communication Studies and Research

Programme Offered

1. B.A. (Hons) Mass Communication
2. B.J.C.
3. M.A. (Journalism)
4. M.J.C.

B.A. (HONS) IN MASS COMMUNICATION

PROGRAMME OUTCOMES:

The overall objectives of the Mass communication & Journalism are:

- PO-1.** Graduates should be able to do creative research and develop new technologies in the field of concern programme, which can contribute to the industry and to academia.
- PO-2.** Graduates should be able to practice concern programme in a responsible, professional and ethical manner and implement eco-friendly sustainable technologies for the benefit of industry as well as society.
- PO-3.** Graduates obtain position in successful career in industry, research institutions, academic, government organizations and entrepreneurship.
- PO-4.** Graduates to be professionally competent in concern programme to solve the problems in environmental, food, biochemical and biomedical engineering.
- PO-5.** Graduate to be able to interact with their peers in industry and society as engineering professionals and leaders to set up technical ambience in the society.

PROGRAMME SPECIFIC OUTCOMES:

The key outcomes planned in this undergraduate programme in Mass communication & Journalism are underpinned as follows:

After completing this undergraduate programme, a learner:

- PSO-1.** Shall acquire fundamental knowledge of Mass communication & Journalism and related study area.
- PSO-2.** Shall acquire the knowledge related to media and its impact.
- PSO-3.** Shall be competent enough to undertake professional job as per demands and requirements of M & EIndustry.
- PSO-4.** Shall empower themselves by communication, professional and life skills.

Course Outcomes

- CO-1. Students would be able to create linguistic skills.
- CO-2. Students would be able to impart knowledge about advanced vocabulary for effective communication.
- CO-3. Students would be able to understand the societal cultural perspectives.
- CO-4. Students would be able to inculcate the knowledge of compositional and comprehension skills.
- CO-5. Students would be able to develop the knowledge of various forms of English literature.

Paper 2: HINDI

Course Outcomes

- CO-1. Students would be able to strengthen oral communication skills in Hindi/ Regional Language.
- CO-2. Student would be able to develop the knowledge of writing in Hindi/ Regional Language.
- CO-3. Students would be able to improve vocabulary in Hindi/ Regional Language.
- CO-4. Students would be able to enrich the knowledge of synonyms, antonyms, idioms and phrases.
- CO-5. Students would be able to inculcate the knowledge of grammar in Hindi/ Regional Language

Paper 3: Introduction to Mass Communication

Course Outcomes

- CO-1. Students would be able to introduce themselves to the theories of Communication.
- CO-2. Students would be able to inculcate the knowledge of Communication models.
- CO-3. Students would be able to develop the knowledge of basic elements of Communication.
- CO-4. Students would be able to acquaint themselves with the various types of Communication.
- CO-5. Students would be able to strengthen the 5Cs of Communication.

Paper 4: History of Media

Course Outcomes

- CO-1. Students would be able to acquaint themselves with the glorious journey of journalism.
- CO-2. Students would be able to enhance understanding of the origin and of the print, electronic and web media.
- CO-3. Students would be able to inculcate the knowledge of growth of print, electronic and web media.
- CO-4. Students would be able to acquaint themselves with technological advancements in print, electronic and web media.
- CO-5. Students would be able to throw light on the present status of various mass media.

Semester: 2

Paper 1: Writing For Mass Media

Course Outcomes

- CO-1. Students know about the basics of news writing.
- CO-2. Students will be having the knowledge of the theory, methods, and practice of gathering information and writing news.
- CO-3. Students would be able to understand different writing techniques.
- CO-4. Students will have the knowledge of web writing.
- CO-5. Students will be having the knowledge of news and background.

Paper 2: Computer Application for Mass Media

Course Outcomes

- CO-1. Students will learn about computer.

CO-2. Students will be able to understand Software and Operating System.

CO-3. Students will have the knowledge of IT Communication.

CO-4. Students will learn about Office Automation Package.

CO-5. Students will learn about Document, creation, manipulation and storage of Chart and Slide Show Package.

Paper 3: ECONOMIC DEVELOPMENT & PLANNING IN INDIA

Course Outcomes

CO-1. Students will be able to identify the back regions problems and write articles concerning the problems.

CO-2. Students will be able to ascertain and understand characteristics of underdevelopment.

CO-3. Students can analyse the rural economy, Budget state and central and manufacturing industries.

CO-4. Students will capable of developing ability to examine the rule of international bodies such as World Bank, IMF,WHO, United Nations, UNESCO, SAARC, G-20, and other importance bodies.

CO-5. Students will be competent to analyse issues of poverty, social justice, SDGs

Paper 4: PUBLIC ADMINISTRATION, SOCIETY AND MEDIA

Course outcome

CO-1. Students will get to know about administration and its composition.

CO-2. Student will learn about freedom of press.

CO-3. Students will get knowledge about public administration in India and their law and orders

Semester 3

Paper 1: REPORTING

Course Outcomes

CO-1. Students would be able to understand the basics of reporting.

CO-2. Students would be able to familiarize themselves with different types of reporting.

CO-3. Students would be able to create understanding of specialized reporting.

CO-4. Students would be able to develop the general understanding of art culture and sports reporting.

CO-5. Students would be able to know about crime reportin

Paper 2: EDITING

Course Outcomes

CO-1. Students would be able to familiarize themselves with the basics of editing.

CO-2. Students would be able to understand the process of editing for various platforms.

CO-3. Students would be able to create understanding of specialized reporting.

CO-4. Students would be able to understand about the dummy, printing and layout.

CO-5. Students would be able to develop the knowledge of photograph

Paper 3: Photo Journalism

Course Outcomes

CO-1. Learner would learn the concepts and importance of photography.

CO-2. Learner would be able to understand photo coverage and photo Journalism.

CO-3. Learner would be to ready to join any media organization as photo Journalist.

CO-4. Learner would know the importance of photo features.

CO-5. Learner would know different branches of photography and may be self-employed.

Paper 4: Indian Government, Politics and International Relations

Course Outcomes

CO-1. Students will be able to have understanding of the world in historical and contemporary context.

CO-2. Students will be having the understanding of the world politics and economics.

CO-3. Students would have the knowledge of writing on global issues.

CO-4. Students would have the knowledge of international developments.

CO-5. Students will know about India's foreign policy.

Semester: 4

Paper 1: Advance Reporting

Course Outcomes

CO-1. Students would be able to understand the basics of advance reporting.

CO-2. Students would be able to familiarize themselves with different types of advance reporting.

CO-3. Students would be able to create understanding of specialized reporting.

CO-4. Students would be able to develop the general understanding of art culture and sports Reporting and rural reporting.

CO-5. Students would be able to know about crime reporting, parliamentary reporting and the coverage

Paper 2: Advance Editing

Course Outcomes

CO-1. Students would be able to familiarize themselves with the basics of advance editing.

CO-2. Students would be able to understand the process of advance editing for various platforms.

CO-3. Students would be able to create understanding of specialized reporting.

CO-4. Students would be able to understand about the dummy, printing and layout.

CO-5. Students would be able to develop the knowledge of photography and photo feature.

Paper 3: Advance Editing Credit – 05Course

Outcomes

CO-1. Students would be able to familiarize themselves with the basics of advance editing.

CO-2. Students would be able to understand the process of advance editing for various platforms.

CO-3. Students would be able to create understanding of specialized reporting.

CO-4. Students would be able to understand about the dummy, printing and layout.

CO-5. Students would be able to develop the knowledge of photography and photo feature

Paper 4: DESIGN & GRAPHICS

Course outcomes

CO-1. The students will get with proper knowledge of principles of design and layout.

CO-2. To understand the history of printing

CO-3. To create understanding of kinds of printing courses.

CO-4. To inculcate the knowledge of dummy page makeup, printing and layout.

CO-5. To develop the knowledge of photography, their editing, screen printing and leaflets and handbills

Paper 5: INDIAN CONSTITUTION & MEDIA LAW

Course Outcomes

CO-1. Shall have understanding of our Indian Constitution.

CO-2. Shall get aware to legal aspects of the media and its values.

CO-3. Shall have an overview of recent changes and future challenges of media regulation

CO-4. Shall have understanding of media ethics.

CO-5. Shall know how media laws and ethics empower media practitioners to perform their duties with commitment.

Semester 5

Paper 1: Advertising

Course Outcomes

CO-1. Students would learn development of advertising and basic concepts.

CO-2. Students would be able to know about role and importance of advertising in media.

CO-3. Learner will have the knowledge of self-employment.

CO-4. Students would know about advertising agencies.

CO-5. Learner would know about the advertising industry and its functioning.

Paper 2: PUBLIC RELATIONS

Course Outcomes

CO-1. Students would learn about the definitions and concepts of public relations, publicity, Propaganda, advertising and PR.

CO-2. Students would know the difference between public relations and corporate communications, public relations and advertising, public relations and propaganda, public relations and publicity, propaganda and publicity.

CO-3. Students would gain knowledge about the tools of public relations.

CO-4. Students would learn the basics of public relations writings.

CO-5. Students would gain knowledge about the basic ethics and laws of public relations.

Paper 3: CURRENT AFFAIRS

Course Outcomes

CO-1. Students would be able to impart the extensive knowledge about general knowledge, general awareness and contemporary activities at local, regional, national and international level about socio-economic issues.

CO-2. Students would be able to develop the extensive knowledge about general knowledge, general awareness and contemporary activities at local, regional, national and international level about political issues

CO-3. Students would be able to inculcate the extensive knowledge about general knowledge, general awareness and contemporary activities at local, regional, national and international level about educational and cultural issues.

CO-4. Students would be able to impart the extensive knowledge about general knowledge, general awareness and contemporary activities at local, regional, national and international level about religious and spiritual issues.

CO-5. Students would be able to develop the extensive knowledge about general knowledge, general awareness and contemporary activities at local, regional, national and international level about media related issues.

Paper 4: INTRODUCTION TO AUDIO-VISUAL MEDIA

Course Outcomes

- CO-1. Students will be able to write scripts of television news stories, special stories and on the spot reporting
- CO-2. Students will be able to cover events and news based stories using mobile phones, video cameras.
- CO-3. Students will anchor, present and able to produce television news bulletin
- CO-4. Students will acquire skills and techniques of television media production
- CO-5. Students will be able to do the editing both offline and online programme of television with using the softwares.

Semester 6

Paper 1: DEVELOPMENT COMMUNICATION

Course Outcomes

- CO-1. Students would learn the concepts meaning and model shop the development
- CO-2. Students would be able to understand the problems and hurdles in development communication.
- CO-3. Learner would understand the working of government and administration in development.
- CO-4. Students would know different programmes and policies of the development.
- CO-5. Learner would know the rural India and its problems he also will understands the communication gap

Paper 2: FILM JOURNALISM

Course outcomes

- CO-1. It will provide proper and depth knowledge of cinema and its birth.
- CO-2. Students will get knowledge about trend setter film directors.
- CO-3. This provide knowledge about film as an art.
- CO-4. Student will learn film language and grammar

Paper 3: EDITORIAL & FEATURE WRITING

Course outcomes

- CO-1. Student will get knowledge about editorial policies, content of editorial page and style of writing.
- CO-2. Students will learn ethics of editorial writing and feature writing.
- CO-3. Student will know importance of human interest in features.

Paper 4: NEWSPAPER MANAGEMENT

Course outcomes

- CO-1. This course provides all detailed information about management and its importance for newspaper industry.
- CO-2. Student will learn newspaper as an industrial product and its unique features.
- CO-3. It will provide the concept of ownership and newspaper printing department.
- CO-4. Student will learn about language of newspaper.

MASTER OF ARTS IN MASS COMMUNICATION M.A.M.C

Programme Outcomes

- PO-1. Critical Thinking: Identifying the assumptions that frame our actions, checking out the degree to which these assumptions are accurate and valid, and looking at our ideas and decisions (intellectual, organizational, and personal) from different perspectives.
- PO-2. Effective Communication: Read, Write, Speak and listen clearly in English and Hindi (Bilingual).
- PO-3. Social Interaction: Provide a social exchange between two or more individuals.

PO-4. Effective Citizenship: Demonstrate social concern and equity centered national development, and the ability to act with an informed awareness of issues and participate in civic life through volunteering.

PO-5. Ethics: Recognize different value and moral systems and correlate them with present system.

PO-6. Environment & Sustainability: To understand the responsibility to conserve natural resources and protect global ecosystems to support health & wellbeing.

PO-7. Self-Directed & Life-long learning: It focuses on the process by which students take control of their own learning, in particular how they set their own learning goals, locate appropriate resources, decide on which learning methods to use and evaluate their progress.

Programme Specific Outcomes

The key outcomes planned in this postgraduate programme in Mass communication & Journalism are underpinned as follows: After completing this postgraduate programme, a learner:

PSO-1. Shall acquire fundamental knowledge of Mass communication & Journalism and related study area.

PSO-2. Shall acquire the knowledge related to media and its impact.

PSO-3. Shall be competent enough to undertake professional job as per demands and requirements of M & E Industry.

PSO-4. Shall empower themselves by communication, professional and life skills.

Semester 1

Paper 1: Communication Theories

Course outcomes

CO-1. Students would learn the concepts meaning and model show the development

CO-2. Students would be able to understand the problems and hurdles in development communication.

CO-3. Learner would understand the working of government and administration in development.

CO-4. Students would know different programmes and policies of the development.

CO-5. Learner would know the rural India and its problems he also will understand the communication gap.

Paper 2: Print Media (Specialized Reporting)

Course Outcomes

CO-1. Students would be able to understand the working pattern of various print media platform.

CO-2. Students would be able to familiarize themselves with the basics of writing of print media.

CO-3. Students would be able to create understanding of various print media content.

CO-4. Students would be able to develop the knowledge of news agency.

CO-5. Students would be able to inculcate the knowledge of book editing.

Paper 3: Public Relations

Course Outcomes

CO-1. Students would learn about the definitions and concepts of public relations, publicity, propaganda, advertising and PR.

CO-2. Students would know the difference between public relations and corporate communications, public relations and advertising, public relations and propaganda, public relations and publicity, propaganda and publicity.

CO-3. Students would gain knowledge about the tools of public relations.

CO-4. Students would learn the basics of public relations writings.

CO-5. Students would gain knowledge about the basic ethics and laws of public relations.

Paper 4: Advertising

Course Outcomes

- CO-1. Students would learn development of advertising and basic concepts.
- CO-2. Students would be able to know about role and importance of advertising in media.
- CO-3. Learner will have the knowledge of self-employment.
- CO-4. Students would know about advertising agencies.
- CO-5. Learner would know about the advertising industry and its functioning.

Paper 5: Advertising & Marketing Research

Course outcomes:

- CO-1. Student will learn evolution of advertising, effective functions and role of advertising.
- CO-2. It will provide knowledge about copy writing, layout and visualization and creativity in advertising.
- CO-3. Students will learn slogans, trademarks, about brand names etc.
- CO-4. They will get knowledge about legal and ethical aspects of advertising, role of consumer forums

Semester- 2

Paper 1 : International Communication

Course outcomes:

- CO-1. It will provide detailed knowledge of cultural dimensions of international communication, political and economic.
- CO-2. It will provide information about communication as human right and UNO-s Universal declaration of human rights.
- CO-3. Students will get knowledge about new communication technology and its impact on news flow satellite.
- CO-4. Students will learn writing and coverage of issues in international communication.

Paper 2: Communication Research

Course Outcomes

- CO-1. Students would learn the definitions and basic concepts of research, communication research, media research and social research.
- CO-2. Students would know the difference between communication research, media research and social research.
- CO-3. Students would gain knowledge about the need, role importance, functions and ethics of research.
- CO-4. Students would learn the concept of each element of research and the interrelations between elements.
- CO-5. Students would learn the various types of research.

Paper 3: Electronics Communication

Course Outcomes

- CO-1. Students will be able to understand the working pattern of electronic media platform.
- CO-2. Students will be able to familiarize the students with the basic techniques of broadcasting.
- CO-3. Students will be able to have understanding of electronic media content creation.
- CO-4. Students will be having the knowledge of script writing.
- CO-5. Students will be having the knowledge of online journalism.

Paper 4: Media Development Laws & Ethics

Course Outcomes

- CO-1. Shall have understanding of our Indian Constitution.
- CO-2. Shall get aware to legal aspects of the media and its values.

CO-3. Shall have an overview of recent changes and future challenges of media regulation

CO-4. Shall have understanding of media ethics.

CO-5. Shall know how media laws and ethics empower media practitioners to perform their duties with commitment.

Paper 5: Media Laws & Ethics

Course Outcomes

CO-1. Shall have understanding of our Indian Constitution.

CO-2. Shall get aware to legal aspects of the media and its values.

CO-3. Shall have an overview of recent changes and future challenges of media regulation

CO-4. Shall have understanding of media ethics.

CO-5. Shall know how media laws and ethics empower media practitioners to perform their duties with commitment.

Semester-3

Paper 1: Media Management

Course outcomes

CO-1. It will provide all depth knowledge about media management and their significance.

CO-2. Students will learn ownership patterns of mass media in india.

CO-3. It will give full information about economics of print and electronic media, budgeting and finance, business and legal aspects.

CO-4. It will provide knowledge about programme production and about foreign equity in Indian media

Paper 2: Editing, Photo Journalism & Computer Application

Course outcomes

CO-1. Students would be able to understand the process of editing for various platforms.

CO-2. Students would be able to familiarize themselves with the basics of editing.

CO-3. Students would be able to create understanding of specialized reporting.

CO-4. Students would be able to understand about the dummy, printing and layout.

CO-5. Students would be able to develop the knowledge of photography.

Paper3: Inter Culture Communication

Course Outcomes

CO-1. This course provides knowledge about cultural communication, value systems and cultural symbols in verbal and non verbal communication.

CO-2. Students will learn perception of the world, varied eastern concepts and retention of information.

CO-3. Students will get knowledge about modern mass media as vehicle of intercultural communication and its barriers, impact of new technology on culture

Paper 4: Television Journalism

Course Outcomes

CO-1. Students will be able to write scripts of television news stories, special stories and on the spot reporting

CO-2. Students will be able to cover events and news based stories using mobile phones, video cameras.

CO-3. Students will anchor, present and able to produce television news bulletin

CO-4. Students will acquire skills and techniques of television media production

CO-5. Students will be able to do the editing both offline and online programme of television with using the softwares

Paper 5: Radio Journalism

Course Outcomes

- CO-1. Students will be able to cover events using mobile phones and right radio news stories
- CO-2. Students can produce radio news bulletin
- CO-3. Students will be able to interview, make radio promos and jingles
- CO-4. Students will be able to apply radio production techniques.
- CO-5. Students will be able to undertake radio programme production in different formats

Semester-4

Paper 1: New Media Application

Course outcomes

- CO-1. Learner will gain basic understanding of communication technology.
- CO-2. Learner will have the basic knowledge of various audio editing tools.
- CO-3. Learner will have hands on experience on video editing techniques.
- CO-4. Learner will be able to create content on various platforms.
- CO-5. Learner will be able to communicate on social media effectively.

Paper 2: Corporate Communication

Course outcomes

- CO-1. It will build students communication skill and provides knowledge of corporate communication.
- CO-2. Students will learn the tools of building corporate identity, image management and brand equity.
- CO-3. They will learn about how to deal or manage crisis management, crises handling theories.
- CO-4. They will learn about new trends in corporate communication

Paper 3: Specialized Paper – Print

Course Outcomes

- CO-1. Students would able to understand the working pattern of various print media platform.
- CO-2. Students would be able to familiarize themselves with the basics of writing of print media.
- CO-3. Students would be able to create understanding of various print media content.
- CO-4. Students would be able to develop the knowledge of news agency.
- CO-5. Students would be able to inculcate the knowledge of book editing.

Paper 4: Specialized Paper – Electronic

Course Outcomes

- CO-1. Students will be able to understand the working pattern of electronic media platform.
- CO-2. Students will able to familiarize the students with the basic techniques of broadcasting.
- CO-3. Students will be able to have understanding of electronic media content creation.
- CO-4. Students will be having the knowledge of script writing.
- CO-5. Students will be having the knowledge of online journalism.

Masters of Journalism & Communication (M.J.C)

- PO-1. Critical Thinking: Identifying the assumptions that frame our actions, checking out the degree to which these assumptions are accurate and valid, and looking at our ideas and decisions (intellectual, organizational, and personal) from different perspectives.

PO-2. Effective Communication: Read, Write, Speak and listen clearly in English and Hindi (Bilingual).

PO-3. Social Interaction: Provide a social exchange between two or more individuals.

PO-4. Effective Citizenship: Demonstrate social concern and equity centered national development, and the ability to act with an informed awareness of issues and participate in civic life through volunteering.

PO-5. Ethics: Recognize different value and moral systems and correlate them with present system.

PO-6. Environment & Sustainability: To understand the responsibility to conserve natural resources and protect global ecosystems to support health & wellbeing.

PO-7. Self-Directed & Life-long learning: It focuses on the process by which students take control of their own learning, in particular how they set their own learning goals, locate appropriate resources, decide on which learning methods to use and evaluate their progress.

Programme Specific Outcomes

The key outcomes planned in this postgraduate programme in Mass communication & Journalism are underpinned as follows: After completing this postgraduate programme, a learner:

PSO-1. Shall acquire fundamental knowledge of Mass communication & Journalism and related study area.

PSO-2. Shall enhance the ability of leadership.

PSO-3. Shall become socially responsible citizen with global vision

PSO-4. Shall be equipped with ICTs competencies including digital literacy.

Semester-1

Course outcomes

CO-1. Students would learn the concepts meaning and model of the communication and development

CO-2. Students would be able to understand the problems and hurdles in development communication.

CO-3. Learner would understand the working of government and administration in development.

CO-4. Students would know different programmes and policies of the development.

CO-5. Learner would know the rural India and its problems he also will understands the communication gap.

Paper 2: Print Media (Specialized Reporting)

Course Outcomes

CO-1. Students would able to understand the working pattern of various print media platform.

CO-2. Students would be able to familiarize themselves with the basics of writing of print media.

CO-3. Students would be able to create understanding of various print media content.

CO-4. Students would be able to develop the knowledge of news agency.

CO-5. Students would be able to inculcate the knowledge of book editing

Paper 3: Public Relations

Course Outcomes

CO-1. Students would learn about the definitions and concepts of public relations, publicity, propaganda, advertising and PR.

CO-2. Students would know the difference between public relations and corporate communications, public relations and advertising, public relations and propaganda, public relations and publicity, propaganda and publicity.

CO-3. Students would gain knowledge about the tools of public relations.

CO-4. Students would learn the basics of public relations writings.

CO-5. Students would gain knowledge about the basic ethics and laws of public relations.

Paper 4 : Advertising

Course Outcomes

- CO-1. Students would learn development of advertising and basic concepts.
- CO-2. Students would be able to know about role and importance of advertising in media.
- CO-3. Learner will have the knowledge of self-employment.
- CO-4. Students would know about advertising agencies.
- CO-5. Learner would know about the advertising industry and its functioning.

Paper 5 : Advertising & Marketing Research

Course outcomes

- CO-1. Student will learn evolution of advertising, effective functions and role of advertising.
- CO-2. It will provide knowledge about copy writing, layout and visualization and creativity in advertising.
- CO-3. Students will learn slogans, trademarks, about brand names etc.
- CO-4. They will get knowledge about legal and ethical aspects of advertising, role of consumer forums.

Semester-2

Paper 1: International Communication

Course outcomes

- CO-1. It will provide detailed knowledge of cultural dimensions of international communication, political and economic.
- CO-2. It will provide information about communication as human right and UNO-s Universal declaration of human rights.
- CO-3. Students will get knowledge about new communication technology and its impact on news flow satellite.
- CO-4. Students will learn writing and coverage of issues in international communication.

Paper 2: Communication Research

Course Outcomes

- CO-1. Students would learn the definitions and basic concepts of research, communication research, media research and social research.
- CO-2. Students would know the difference between communication research, media research and social research.
- CO-3. Students would gain knowledge about the need, role importance, functions and ethics of research.
- CO-4. Students would learn the concept of each element of research and the interrelations between elements.
- CO-5. Students would learn the various types of research.

Paper 3: Electronics Communication

Course Outcomes

- CO-1. Students will be able to understand the working pattern of electronic media platform.
- CO-2. Students will be able to familiarize the students with the basic techniques of broadcasting.
- CO-3. Students will be able to have understanding of electronic media content creation.
- CO-4. Students will be having the knowledge of script writing.
- CO-5. Students will be having the knowledge of online journalism

Paper 4: Media Development

Course Outcomes

- CO-1. Shall have understanding of our Indian Constitution.
- CO-2. Shall get aware to legal aspects of the media and its values.
- CO-3. Shall have an overview of recent changes and future challenges of media regulation
- CO-4. Shall have understanding of media ethics.
- CO-5. Shall know how media laws and ethics empower media practitioners to perform their duties with commitment

Paper 5: Media Laws & Ethics

Course Outcomes

- CO-1. Shall have understanding of our Indian Constitution.
- CO-2. Shall get aware to legal aspects of the media and its values.
- CO-3. Shall have an overview of recent changes and future challenges of media regulation
- CO-4. Shall have understanding of media ethics.
- CO-5. Shall know how media laws and ethics empower media practitioners to perform their duties with commitment

Semester-3

Paper 1: Media Management

Course outcomes:

- CO-1. It will provide all depth knowledge about media management and their significance.
- CO-2. Students will learn ownership patterns of mass media in india.
- CO-3. It will give full information about economics of print and electronic media, budgeting and finance, business and legal aspects.
- CO-4. It will provide knowledge about programme production and about foreign equity in Indian media.

Paper 2: Editing, Photo Journalism & Computer Application

Course outcomes:

- CO-1. Students would be able to understand the process of editing for various platforms.
- CO-2. Students would be able to familiarize themselves with the basics of editing.
- CO-3. Students would be able to create understanding of specialized reporting.
- CO-4. Students would be able to understand about the dummy, printing and layout.
- CO-5. Students would be able to develop the knowledge of photography.

Paper 3: Inter Culture Communication

Course outcomes:

- CO-1. This course provides knowledge about cultural communication, value systems and cultural symbols in verbal and non-verbal communication.
- CO-2. Students will learn perception of the world, varied eastern concepts and retention of information.
- CO-3. Students will get knowledge about modern mass media as vehicle of intercultural communication and its barriers, impact of new technology on culture.

Paper 4 : Television Journalism

Course Outcomes

- CO-1. Students will be able to write scripts of television news stories, special stories and on the spot reporting
- CO-2. Students will be able to cover events and news based stories using mobile phones, video cameras.
- CO-3. Students will anchor, present and able to produce television news bulletin

CO-4. Students will acquire skills and techniques of television media production

CO-5. Students will be able to do the editing both offline and online programme of television with using the softwares.

Paper 5 : Radio Journalism

Course Outcomes

CO-1. Students will be able to cover events using mobile phones and right radio news stories

CO-2. Students can produce radio news bulletin

CO-3. Students will be able to interview, make radio promos and jingles

CO-4. Students will be able to apply radio production techniques.

CO-5. Students will be able to undertake radio programme production in different formats

Semester- 4

Paper 1: New Media Application

Course outcomes:

CO-1. Learner will gain basic understanding of communication technology.

CO-2. Learner will have the basic knowledge of various audio editing tools.

CO-3. Learner will have hands on experience on video editing techniques.

CO-4. Learner will be able to create content on various platforms.

CO-5. Learner will be able to communicate on social media effectively.

Paper 2: Corporate Communication

Course outcomes:

CO-1. It will build students communication skill and provides knowledge of corporate communication.

CO-2. Students will learn the tools of building corporate identity, image management and brand equity.

CO-3. They will learn about how to deal or manage crisis management, crises handling theories.

CO-4. They will learn about new trends in corporate communication

Paper 3: Specialized Paper – Print

Course Outcomes

CO-1. Students would able to understand the working pattern of various print media platform.

CO-2. Students would be able to familiarize themselves with the basics of writing of print media.

CO-3. Students would be able to create understanding of various print media content.

CO-4. Students would be able to develop the knowledge of news agency.

CO-5. Students would be able to inculcate the knowledge of book editing.

Paper 4: Specialized Paper – Electronic

Course Outcomes

CO-1. Students will be able to understand the working pattern of electronic media platform.

CO-2. Students will able to familiarize the students with the basic techniques of broadcasting.

CO-3. Students will be able to have understanding of electronic media content creation.

CO-4. Students will be having the knowledge of script writing.

CO-5. Students will be having the knowledge of online journalism

Bachelor of Journalism & Communication (B.J.C)

Programme Outcomes

- PO-1.** Graduates should be able to do creative research and develop new technologies in the field of concern programme, which can contribute to the industry and to academia.
- PO-2.** Graduates should be able to practice concern programme in a responsible, professional and ethical manner and implement eco-friendly sustainable technologies for the benefit of industry as well as society.
- PO-3.** Graduates obtain position in successful career in industry, research institutions, academic, government organizations and entrepreneurship.
- PO-4.** Graduates to be professionally competent in concern programme to solve the problems in environmental, food, biochemical and biomedical engineering.
- PO-5.** Graduate to be able to interact with their peers in industry and society as engineering professionals and leaders to set up technical ambience in the society.

Programme Specific Outcomes

The key outcomes planned in this postgraduate programme in Mass communication & Journalism are underpinned as follows: After completing this postgraduate programme, a learner:

- PSO-1.** Shall acquire fundamental knowledge of Mass communication & Journalism and related study area.
- PSO-2.** Shall acquire the knowledge related to media and its impact.
- PSO-3.** Shall be competent enough to undertake professional job as per demands and requirements of M & E Industry.
- PSO-4.** Shall empower themselves by communication, professional and life skills.

Semester – I

Paper 1: History of Media & Press Laws

Course outcomes:

- CO-1.** Student would get depth knowledge about journalism and its origin and growth.
- CO-2.** Students would learn about the role of Indian journalism in freedom struggle.
- CO-3.** They will enhance their knowledge through practical work and assignments.
- CO-4.** They would build their communication skill through field work.

Paper 2: Introduction of Mass Communication & Theories

Course outcomes:

- CO-1.** Students would be able to introduce themselves to the theories of Communication.
- CO-2.** Students would be able to inculcate the knowledge of Communication models.
- CO-3.** Students would be able to develop the knowledge of basic elements of Communication.
- CO-4.** Students would be able to acquaint themselves with the various types of Communication and social media.
- CO-5.** Students would be able to strengthen the 5Cs of Communication

Paper 3: Reporting, Feature Writing and News Agency

Course outcomes:

- CO-1. Students would be able to understand the basics of reporting.
- CO-2. Students would be able to familiarize themselves with different types of reporting.
- CO-3. Students would be able to create understanding of specialized reporting.
- CO-4. Students would be able to develop the general understanding of art culture and sports reporting, and feature writing.
- CO-5. Students would be able to know about crime reporting and news agencies and their functions.

Paper 4: Editing Production And Computer Applicatons

Course outcomes:

- CO-1. Students would be able to understand the process of editing for various platforms.
- CO-2. Students would be able to familiarize themselves with the basics of editing.
- CO-3. Students would be able to create understanding of specialized reporting .
- CO-4. Students would be able to understand about the dummy , printing and layout
- CO-5. Students would be able to develop the knowledge of photography.

Semester-2

Paper 1: Principles Of Advertising & Public Relations

Course Outcomes

- CO-1. Students would learn development of advertising and basic concepts.
- CO-2. Students would be able to know about role and importance of advertising in media.
- CO-3. Learner will have the knowledge of self-employment.
- CO-4. Students would know about advertising agencies.
- CO-5. Learner would know about the advertising industry and its functioning.

Paper 2: Audio-Visual Communication (Film, Tv, Radio, Satellite, Video Communication)

Course outcomes:

- CO-1. Students will be able to write scripts of television news stories, special stories and on the spot reporting
- CO-2. Students will be able to cover events and news based stories using mobile phones, video cameras.
- CO-3. Students will anchor, present and able to produce television news bulletin
- CO-4. Students will acquire skills and techniques of television media production
- CO-5. Students will be able to do the editing both offline and online programme of television with using the softwares.

Paper 3- Development Communication

Course outcomes :

- CO-1. Students would learn the concepts meaning and model shop the development
- CO-2. Students would be able to understand the problems and hurdles in development communication.
- CO-3. Learner would understand the working of government and administration in development.
- CO-4. Students would know different programmes and policies of the development.
- CO-5. Learner would know the rural India and its problems he also will understands the communication gap.