

Department of Journalism and Mass Communication

Bachelor of Journalism and Mass Communication

Program Outcomes

POs:

[PO.1]. Fundamental knowledge: learner shall explore and gain fundamental knowledge of the discipline Journalism and Mass communication to meet professional demands.

[PO.2]. Critical Thinking: Take informed actions after identifying the assumptions that frame thinking and actions, checking out the degree to which these assumptions are accurate and valid, and look at our ideas and decisions (intellectual, organizational, and personal) from different perspectives.

[PO.3]. Effective Communication: Shall develop useful communication Skills-Speak, read, write and listen clearly in person and through print, electronic & other media in English and in one Indian language, and make meaning of the world by connecting people, ideas, books, media and technology.

[PO.4]. Social Interaction: Elicit views of others, mediate disagreements and help reach conclusions in group settings. Increase confidence in speaking publicly, articulate clear questions and ideas in discussion sessions; listen thoughtfully and respectfully to others' ideas and prepare, organize and deliver engaging presentations. Shall acquire the knowledge related to media and its impact.

[PO.6]. Ethics: Recognize different value systems including your own, understand the moral dimensions of your decisions, and accept responsibility for them. Shall empower themselves by communication, professional and life skills.

[PO.7]. Self-directed and Life-long Learning: Acquire the ability to engage in independent and life-long learning in the broadest context of socio-technological changes.

Department of Journalism and Mass Communication

Program Specific Outcomes

PSOs:

- [PSO.1].** Understand the nature and basic concepts of mass communication, journalism advertising, corporate communication, electronic media, film studies, documentary film, new media, photography and communication research.
- [PSO.2].** Examine the contemporary media scenario in association with socio-cultural and political environment in India and its global perspective.
- [PSO.3].** Perform activities in production of audio-visual programs, use of software in print media and web designing which includes field activities reporting, print and video editing and designing newsletter etc.
- [PSO.4].** Understand the applications of communication theories, research in the fields of advertising, public relations, visual communication, media laws & ethics, broadcast media, print and new media.
- [PSO.5].** Narrative and reporting style- students would be able to understand the narrative & reporting style of different media and content management to address the socio-political issues.
- [PSO.6].** Students would be able to understand the nature and application of traditional folk media and development communication and the importance of participatory communication approach for governance and sustainable development.
- [PSO.7].** Students would be able to handle media and communication related task professionally which will lead them to become a professional media practitioner in their own field of specialization and interest.



Department of Journalism and Mass Communication

Semester I

Department of Journalism and Mass Communication

Subject: Introduction to Mass Communication

Code: JMC21001

6 Credits | Semester 1

Course Outcomes: At the end of the course, students will be able to:

- [CO.1].** Learn about Mass Communication process
- [CO.2].** Understand types, functions, barriers of Communication.
- [CO.3].** Explain various models of Communication.
- [CO.4].** Understand various Theories of Communication

Subject: News Reporting and Writing

Code: JMC21033

6 Credits | Semester 1

Course Outcomes: At the end of the course, students will be able to:

- [CO.1].** Gather information and write News.
- [CO.2].** Develop their understanding on news values and concept.
- [CO.3].** Develop their understanding on headline, lead Writing and news formation structure.
- [CO.4].** Develop copy editing skills through various tools, symbols etc.
- [CO.5].** Edit and crop photograph and develop photo caption skills.
- [CO.6].** Develop an overall understanding on design Layout and Typography of a Newspaper, Magazines and Journals.



Department of Journalism and Mass Communication

Subject: Visual Communication

Code: JMC21035

6 Credits | Semester 1

Course Outcomes: At the end of the course, students will be able to:

- [CO.1]. Develop the skills and knowledge to excel in their professional career in Visual Communication and related disciplines
- [CO.2]. Understand Sign Languages, Symbolism and silent form of communication.
- [CO.3]. Learn different software to develop visual design.
- [CO.4]. Learn to communicate through theatre and performing art.

Subject: Hindi

Code: HIN21001

4 Credits | Semester I

Course Outcomes: At the end of the course, students will be able to:

- [CO.1]. Develop the knowledge of writing in Hindi/ Regional Language.
- [CO.2]. Improve vocabulary in Hindi/ Regional Language.
- [CO.3]. Enrich the knowledge of synonyms, antonyms, idioms and phrases
- [CO.4]. Inculcate the knowledge of grammar in Hindi/ Regional language.



Department of Journalism and Mass Communication

Semester II



Department of Journalism and Mass Communication

Subject: History of Mass Media

Code: JMC22026

6 Credits | Semester II

Course Outcomes: At the end of the course, students will be able to:

[CO.1]. Understand the historical background of different media.

[CO.2]. Know about the origin and growth of broadcast media.

[CO.3]. Understand the growth of internet and social media.

[CO.4]. Know about the origin and growth of cinema

Subject: Introduction to Photography

Code: JMC22027

6 Credits | Semester II

Course Outcomes: At the end of the course, students will be able to:

[CO.1]. Understand the concept of photography.

[CO.2]. Understand the concept and importance of photo journalism.

[CO.3]. Identify the types of camera and its composition

[CO.4]. Write and edit captions for photographs.

[CO.5]. Identify the shots and camera movement and apply as when required.

Department of Journalism and Mass Communication

Subject: Traditional Folk Media

Code: JMC22028

6 Credits | Semester II

Course Outcomes: At the end of the course, students will be able to:

- [CO.1].** Develop the understanding of various traditional folk media types, scope, usage and applications.
- [CO.2].** Develop an understanding of how communication takes place through various traditional folk media forms
- [CO.3].** Explain cultural communication and its importance to rural India.
- [CO.4].** Use traditional folk media for development communication.
- [CO.5].** Define indigenous participatory communication approach.

Subject: Environmental Studies

Code: MGT21010

4 Credits | Semester II

Course Outcomes: At the end of the course, students will be able to:

- [CO.1].** Develop concept clarification about the components of environment and their inter relatedness
- [CO.2].** Understand of all the resources available and their origin and the ways to conserve them for sustainable future.
- [CO.3].** Evaluate the environment and various species present and their importance and ways to conserve biodiversity.
- [CO.4].** Construct and evaluate ways of managing solid waste and safe disposal techniques.
- [CO.5].** Understand various measures undertaken by Government and laws related to protection of environment.



Department of Journalism and Mass Communication

Semester III



Department of Journalism and Mass Communication

Subject: Introduction to Cinema

Code: 23029

6 Credits | Semester III

Course Outcomes: At the end of the course, students will be able to:

- [CO.1].** Develop their understanding on how cinema functions as a tool of mass communication.
- [CO.2].** Learn about the process of film making and its theories
- [CO.3].** Learn & practice the technical aspect of film production
- [CO.4].** Understand film as an art form.

Subject: Introduction to New Media

Code: 23030

6 Credits | Semester III

Course Outcomes: At the end of the course, students will be able to:

- [CO.1].** Understand the new media technology.
- [CO.2].** Understand the new media applications and its usage.
- [CO.3].** Develop their understanding on online journalism and social media.
- [CO.4].** Know about Internet and Cyber World

Department of Journalism and Mass Communication

Subject: Media Management

Code: 23031

6 Credits | Semester III

Course Outcomes: At the end of the course, students will be able to:

- [CO.1].** Describe the principles, need and functions of media management and managerial skills.
- [CO.2].** Understand the structure and functions of different media organizations and the economics of media organization.
- [CO.3].** Develop their understanding on global media and its functioning.
- [CO.4].** Develop their understanding on the functioning and roles of global media.

Subject: Business Communication

Code: 23001

4 Credits | Semester III

Course Outcomes: At the end of the course, students will be able to:

- [CO.1].** Build the students' confidence and to enhance competitiveness by projecting a strong personality.
- [CO.2].** Improve their listening & speaking abilities.
- [CO.3].** Work on their ability to write error free while improvising vocabulary & grammar.
- [CO.4].** Deliver an effective oral business presentation
- [CO.5].** Demonstrate his verbal and non-verbal communication ability through presentations.



Department of Journalism and Mass Communication

Subject: Social Entrepreneurship

Code: 23036

4 Credits | Semester III

Course Outcomes: At the end of the course, students will be able to:

[CO.1]. Acquire the right attitudes towards social entrepreneurship.

[CO.2]. Improve their entrepreneurial skills.

[CO.3]. Understand the need and importance of social entrepreneurship and its sustainability

[CO.4]. Develop the holistic vision towards contribution to the society by building a sustainable business in the social sector.

[CO.5]. Understand and mitigate the essence of social entrepreneurship as a moral obligation.



Department of Journalism and Mass Communication

Semester IV



Department of Journalism and Mass Communication

Subject: Media Law and Ethics

Code: 24013

6 Credits | Semester IV

Course Outcomes: At the end of the course, students will be able to:

- [CO.1]. Understand the rights of journalists and its ethical aspects.
- [CO.2]. Understand the constitutional provisions for the media laws.
- [CO.3]. Develop the understanding of constitutional ventures of press.
- [CO.4]. Know about Media freedom and need for restraint on media freedom

Subject: Introduction to Broadcast Journalism

Code: 24015

6 Credits | Semester IV

Course Outcomes: At the end of the course, students will be able to:

- [CO.1]. Develop broadcast journalism skills.
- [CO.2]. Explain Radio and TV production process and technique.
- [CO.3]. Develop the knowledge of production related equipments.
- [CO.4]. Understanding types and formats of broadcast media program.

Department of Journalism and Mass Communication

Subject: Video Editing Theory and Practice

Code: 24019

6 Credits | Semester IV

Course Outcomes: At the end of the course, students will be able to:

[CO.1]. Learn video editing skills and techniques.

[CO.2]. Develop understanding of video editing software and its functions involved in editing.

[CO.3]. Explain their story through multimedia production technique.

[CO.4]. Do Online, Offline Editing & Packaging of sequence

[CO.5]. Edit Film, Series, Create Titles, Credit Scroll, Crawl, play with basic effect & Transitions

Subject: IT SKILLS

Code: 24102

4 Credits | Semester IV

Course Outcomes: At the end of the course, students will be able to:

[CO.1]. Learn about computer.

[CO.2]. Understand Software and Operating System

[CO.3]. Gain knowledge of IT Communication

[CO.4]. Learn about Office Automation Package

[CO.5]. Learn about Document, creation, manipulation and storage of Chart and Slide Show

Package abuses/attacks, Create worksheets, prepare presentations.

[CO.6]. Connect to external devices, write documents.



Department of Journalism and Mass Communication

Subject: Gender and Human Rights

Code: 24037

4 Credits | Semester IV

Course Outcomes: At the end of the course, students will be able to:

- [CO.1].** Become familiar with the basics of gender economics and its statistics
- [CO.2].** Understand the relationship between economic growth and gender equality
- [CO.3].** Become aware of various policies related to gender at the national and global level
- [CO.4].** Gain knowledge of the various human rights
- [CO.5].** Become aware of the redressal mechanism involved in human rights



Department of Journalism and Mass Communication

Semester V

Department of Journalism and Mass Communication

Subject: Advertising

Code: 25017

6 Credits | Semester V

Course Outcomes: At the end of the course, students will be able to:

[CO.1]. Understand the concept, applications, operations and process involved in a paid form of

communication.

[CO.2]. Learn about history, evolution, industry and work ethics involved in advertisement.

[CO.3]. Understand the different appeals involved in advertising.

[CO.4]. Produce different types of advertisement for any hypothetical product.

Subject: Communication for Development

Code: 25016

6 Credits | Semester V

Course Outcomes: At the end of the course, students will be able to:

[CO.1]. Understand and practices the communication for development both from Indian and

International Perspectives

[CO.2]. Analyze the various strategies involved in the development communication

[CO.3]. Conceptualize framework of development communication

[CO.4]. Learn about key concepts and approaches in Communication for Development

Department of Journalism and Mass Communication

Subject: Documentaries and Film Theory

Code: 25018

6 Credits | Semester V

Course Outcomes: At the end of the course, students will be able to:

- [CO.1].** Make documentary film production.
- [CO.2].** Explain the process and techniques involved in documentary film production.
- [CO.3].** Develop an overall understanding over the history of documentary film and various genres.
- [CO.4].** Explain the narrative styles of the documentary film.

Subject: Internship

Code: 25020

6 Credits | Semester V

Course Outcomes: At the end of the course, students will be able to:

- [CO.1].** Develop professional skills in their area of specialization.
- [CO.2].** Fill the gap between academics and industrial requirements.
- [CO.3].** Enhance their work culture to build career in media profession.
- [CO.4].** Acquire practical knowledge in the media field.



Department of Journalism and Mass Communication

Semester VI

Department of Journalism and Mass Communication

Subject: Public Relations

Code: 26023

6 Credits | Semester VI

Course Outcomes: At the end of the course, students will be able to:

- [CO.1]. Develop their understanding on the concept of public relations.
- [CO.2]. Learn process and techniques involved in public relations
- [CO.3]. Develop their PR and corporate communication skills
- [CO.4]. Develop effective corporate communication strategy

Subject: Television Production

Code: 26021

6 Credits | Semester VI

Course Outcomes: At the end of the course, students will be able to:

- [CO.1]. Work in different production phases
- [CO.2]. Handle various equipments which are used in video production.
- [CO.3]. Shoot video in single and multi camera setup.
- [CO.4]. Do video production of different genre.

Department of Journalism and Mass Communication

Subject: Introduction to Communication Research

Code: 26038

6 Credits | Semester VI

Course Outcomes: At the end of the course, students will be able to:

- [CO.1].** Develop an understanding of the basic framework of communication and media research
- [CO.2].** Explain the features of a good media research design and its various types.
- [CO.3].** Acquire in depth knowledge about different methods of data collection.
- [CO.4].** Know the various sampling techniques and processing of data.
- [CO.5].** Learn the application of statistical methods in research.
- [CO.6].** Prepare and compile research report.

Subject: Project/Dissertation

Code: 26025

6 Credits | Semester VI

Course Outcomes: At the end of the course, students will be able to:

- [CO.1].** Identify problems to carry out field based studies.
- [CO.2].** Explain the features of a good media research design and its various types.
- [CO.3].** Compile media research report professionally.
- [CO.4].** Know the various sampling techniques and processing of data.
- [CO.5].** Learn the application of statistical methods in research.