

PO AND CO

Journalism and Mass Communication: Program Outcomes

Journalism and mass communication is a subject that is entirely different from other traditional subjects. From Semester 1 to 6, students are taught various topics such as reporting, editing, radio, and television.

- This subject is entirely profession focused.
- By studying this subject, students can enter the world of journalism as well as pursue higher education such as Net, Set, or PhD.
- This course also introduces various communication models.
- Subjects like rural communication and development communication are part of this programme, which increases students' interest in basic journalism.
- This program is designed on the pattern of Social Science.

Program Specific Outcomes (PSO)

This programme introduces students to the world of journalism.

- They are introduced to various media offices.
- Conducted on-field tour/visit.
- Various software is taught.
- Documentary making is taught.
- Taught various projects, PowerPoint presentations, and dissertations.

Overall, the entire programme has been designed to cater to various students' tastes, making it contemporary, professional, and suitable for the modern education system.

Course Outcomes:

Semester -1 (MAJOR)

Paper Title: Introduction to Journalism

Course Code: JORDSC101T/P

Learning Objectives:

- To introduce the concepts of Mass Communication in general and Journalism in particular
- To impart fundamentals of journalism, evolutionary process, basic concepts, practices, and recent trends
- To expose students to different facets of Journalism
- To train students to develop inquisitive and analytical skills to be successful in media

Learning Outcome:

Students will be able to –

- Understand and appreciate various dimensions of Mass Communication
- Develop and understanding of the fundamental concepts in Journalism
- Analyses the scope/dimensions in Journalism
- Discuss the recent trends in Mass Media
- Analyses and review different newspaper.

Semester -1 (MINOR)

Paper Title: Basics of Journalism and Communication

Course Code: JORMIN101T/P or JORCOR101T/P

Learning Objectives:

- To introduce the concepts of Mass Communication in general and Journalism in particular
- To impart fundamentals of journalism, evolutionary process, basic concepts, practices, and recent trends
- To expose students to different facets of Journalism
- To train students to develop inquisitive and analytical skills to be successful in media
- Impart knowledge of the elements and process of communication.
- Acquaint students with the various types of communication.
- To understand the scope of communication
- Impart knowledge of organizational communication.
- Introduce students to the models of communication.

Learning Outcome:

Students will be able to –

- Understand and appreciate various dimensions of Mass Communication
- Develop and understanding of the fundamental concepts in Journalism
- Analyse the scope/dimensions in Journalism

- Discuss the recent trends in Mass Media
- Analyse and review different newspaper
- Understand and appreciate various dimensions of Communication
- Develop and understanding of the fundamental concepts in Communication Studies
- Understand the importance, functions & scope of communication
- Describe the growth and development of communication
- Understand the theories and models of communication

Semester -2 (MAJOR)

Paper Title: Introduction to Communication Studies

Course Code: JORDSC202T/P

Learning Objectives:

- Impart knowledge of the elements and process of communication.
- Acquaint students with the various types of communication.
- To understand the scope of communication
- Impart knowledge of organizational communication.
- Introduce students to the models of communication.
- Develop knowledge of listening and presentation skills.

Learning Outcome:

Students will be able to –

- Understand and appreciate various dimensions of Communication
- Develop and understanding of the fundamental concepts in Communication Studies
- Understand the importance, functions & scope of communication
- Describe the growth and development of communication
- Understand the theories and models of communication
- Gain an understanding of Organizational communication.

Semester -2 (MINOR)

Paper Title: Basics of Print Media and New Media

Course Code: JORMIN202T/P or JORCOR202T/P

Learning Objectives:

- To make students familiar with the organisational structure of the newspaper
- To equip the students with intro/lead writing, headline writing, page make up

- To make students familiar with new media.
- To create an understanding of virtual culture, digital journalism and digitisation of journalism.
- To equip the students with website design, web writing and creating blog and vlog

Learning Outcome :

Students would-

- Learn about reporting department of a newspaper
- Learn how to write various types of leads/intros
- Understanding concepts of editing and its importance
- Learn about news desk of a newspaper
- Learn about different types of headlines and page make up

Multidisciplinary Course (MDC)

Paper Title: Journalism

Course Code: JORHMD101M or JORGMD101M

Learning Objectives:

- To make students familiar with the concept of news
- To create an understanding of various types of reporting, feature writing, interview, book review, film review and review of television and OTT programmes.

Learning Outcome:

Students would

- Understand concepts of reporting and its importance
- Learn about reporting department of a newspaper
- Learn about various types of reporting
- Learn about different types of intros /leads
- Understanding concepts of editing and its importance
- Learn about news desk of a newspaper
- Learn about different types of headlines

Skill Enhancement Course (SEC)

Semester -1 (MAJOR) & Semester -3 (MINOR)

Paper Title: Radio Production

Course Code: JORHSE101M & JORGSE301M

Learning Objectives:

- To make students familiar with the concept of radio production

Learning Outcome:

Students would

- Understand concepts of radio production

Skill Enhancement Course (SEC)

Semester -2 (MAJOR) & Semester -4 (MINOR)

Paper Title: Documentary Production

Course Code: JORHSE202M & JORGSE402M

Learning Objectives:

- To make students familiar with the concept of documentary production

Learning Outcome:

Students would

- Understand concepts of concept production
- Learn to make documentary

Semester 3 (MAJOR)

Paper Title: Reporting and Editing for Print

Paper code: JORDSC303T/P

Learning Objectives:

- To introduce the basic concept of reporting and editing in news media
- To develop a news sense for professionalism
- To introduce various types of reporting and their narratives
- To develop competency of editing for news media

Learning Outcome:

- Students will learn the various types of reporting and field work
- Students will learn to analyse editorial and column.
- Students will learn the basics of editing in news media organisation
- Students will develop professional sense of the reporter, the sub-editor, the news editor and the editor

Semester 3 (MINOR)

Paper Title: Fundamentals of Radio and TV

Paper code: JORMIN303T/P or JORCOR303T/P

Learning Objectives:

- To introduce the concepts, technology and skills behind audio and video production
- To introduce students the TV as a medium
- To highlight the techniques of programme production in Radio

- To highlight the techniques of programme production in TV
- To discuss the past and present status of these two media

Learning Outcome:

Students will be able to –

- Learn different formats of radio programs.
- Get overall aspects of radio creation and production
- Know the difference among the public and private radio channels.
- Gain knowledge of formatting and scripting for various tv programs.
- Develop theoretical skills of camera production and editing techniques

Semester 4 (MAJOR)

Paper Title: Introduction to New Media

Paper code: JORDSC404T

Learning Objectives:

- To familiarise the students with the fundamentals of new media technologies and its prospects in journalism.
- Discussing developments of theories and concepts to further understand virtual culture and digital journalism.
- To understand the complexities of digital world and liabilities.
- To study versatility in creating, developing, designing, and promotion of web contents.

Learning Outcome:

Students will be able to –

- Define New media and information society.
- List the characteristics of new media after learning the key concepts and theories.
- Understand the implications of digital culture and identify emerging issues from recent developments.
- Acquire the ability to deal critically with challenges of handling digital media.

Paper Title: Introduction to Advertising

Paper code: JORDSC405T/P

Learning Objectives:

- To familiarise students with the basics of advertising, its role in business, society, and branding, and how it differs from personal selling.
- To educate them about the historical development of advertising across the World and in India.
- To train students how to do more in-depth study of advertising and commercial communication.

- To learn them about the creation, design, and production of advertising campaigns
- To educate students about the creation, design, and production of advertising campaigns

Learning Outcomes:

The students, after the completion of the course, will be able to:

- Understand basic concept of advertising.
- Have an understanding of the overall role advertising plays in the business world.
- Have an understanding of various advertising media, advertising strategies and budgets and operation of advertising agency.
- Get an idea of role of ethics in advertisement
- Analyse the negative impact of advertising on children and the portrayal of women and how it can be changed.

Paper Title: Introduction to Public Relations

Paper code: JORDSC406T/P

Learning Objectives:

- To introduce the concepts of Public Relations in General
- To introduce the various tools of Public Relation and their purposes to students.
- To teach students how to plan and execute Public relation campaigns and Marketing strategies.
- To introduce Corporate Communication to students
- To teach students crisis Management
- To train students in developing CSR strategies.
- To expose students to the various elements and dimensions of Social Media Marketing
- To Train Students form and execute Social media campaigns using the social media tools.

Learning Outcomes:

Students will be able to:

- Understand the various dimensions and purposes of Public Relations
- Learn the use of different PR tools
- Plan, create and execute different types of PR Campaign and Marketing Strategies
- Get exposed to various dimensions of Corporate Communications
- Learn how to manage crisis through Crisis Communication
- Learn how to form CSR strategies and implement them
- Understand the various elements and dimensions of Social Media Marketing

- Learn the use of social media tools and how to plan and execute Social media Campaigns

Paper Title: Introduction to Public Relations

Paper code: JORDSC407T

Learning Objectives:

- To inform students about various aspects of development.
- To discuss the origin and growth of development communication in India
- To impart various approaches to development communication
- To discuss the role of traditional media in development communication

Learning Outcome:

- Students will know the concept of development and development communication
- They will get the idea of various approaches of development communication
- Students will get an idea of importance of ICT in development communication
- They will know about traditional media

Semester 4 (MINOR)

Paper Title: Photo Journalism

Paper code: JORCOR404T

Learning Objectives:

- To attract students towards photo journalism
- To familiarise students with the techniques of photography and photo journalism
- To give a practical knowledge in the field of photography

Learning Outcome:

Students will be to –

- Understand the concepts, importance, and use of photography in the present time.
- Develop capabilities to work in digital photography including DSLR and Smartphone Photography
- Apply creative technical skills for digital photography.
- Analyse the different genres of digital photography.
- Develop their own photo studios and photography venture.

Semester 5 (MAJOR)

Paper Title: Introduction to Photographical Appreciation

Paper code: JORDSC508T/P

Learning Objectives :

- Impart knowledge of the elements and process of photography.
- Acquaint students with techniques of digital photography.
- To understand the photography as a medium of mass communication.
- Impart knowledge of lighting.
- Introduce students to works of famous photographers.
- Acquaint students with basics of photo journalism.

Course Outcomes:

Students will be able to –

- Understand different techniques of photography.
- Develop and understanding of the practical knowledge of photography.
- Understand the importance, functions & scope of photography.
- Understand composition, lighting and various uses of lenses.
- Understand the importance of photo journalism.
- Gain an understanding of works of famous photographers.

Paper Title: Advanced New Media

Paper code: JORDSC509T/P

Course Objectives :

- Understand the evolution and convergence of new media.
- Analyse the social, cultural and economic implications of new media.
- Evaluate the role of new media in shaping public opinion and discourse.
- Critique the ethical and legal issues surrounding new media.

Course Outcomes:

- Focus on creating versatile digital storytellers and strategists.
- To critically analyse, create and manage digital content across platforms.
- Applying theory to practice in areas like web development, multimedia production (video/audio), social media strategy, digital marketing and data analysis.
- To fast-changing tech trends for careers in media, marketing and entertainment.

Paper Title: Media Laws & Ethics

Paper code: JORDSC510T

Course Objectives :

Students will learn about the following :

- Develop a basic understanding of the Constitution of India, Freedom of Expression/Press/Media, the Indian Legal System and Media Laws.

- Develop a working knowledge and understanding of the principles, concepts and moral reasoning with regard to ethical issues in the media.

Course Outcomes:

- Focus on equipping students to navigate legal frameworks (defamation, privacy, contempt, intellectual property) and ethical dilemmas (truth, bias, accountability, public interest)
- To become responsible, legally compliant, and socially conscious media professionals
- Understanding rights, responsibilities, and the influence of technology (such as cyber laws) on journalism.

Paper Title: Broadcast Journalism

Paper code: JORDSC511T/P

Course Objectives :

- Train the students to meet the requirements of the electronic media industry.
- To develop skills in students with special focus to Radio and Television programme productions.
- Educate the students in the areas of Electronic Media Research & News Reporting.
- To enhance the knowledge of the students in new broadcast technologies.
- To develop hands on experience and understanding of the current content related changes in Electronic media production and consumption.
- Identify electronic media terms and concepts.
- Overview of development of electronic media industry and technologies.
- To understand management, structure and decision-making processes in electronic media outlets.
- Identify government policies in electronic media industry.

Course Outcomes:

- Understand the nature and basic concepts of electronic media
- Perform activities in production of audio-visual programmes.
- The student should be able to use the skills in the creative industry like radio and television channels.
- The students should be able to produce independently content for electronic media.

Semester 5 (MINOR)

Paper Title: Basics of Advertising and Public Relations

Paper code: JORMIN505T/P or JORCOR505T/P

Learning Objectives :

- To highlight the role of advertising for the success of brands and its importance within the marketing function of a company.
- It aims to orient learners towards the practical aspects and techniques of advertising.
- It is expected that this course will prepare learners to lay down a foundation for advanced post-graduate courses in advertising.

Learning Outcome :

At the successful completion of the course students are able to :

- Understand the role of advertising in business environment and understand the legal and ethical issues in advertising.
- Acquire skills in creating and developing advertisements and understand up-to-date advances in the current media industry.
- Acquire the necessary skills for planning and advertising media campaign.