

**B.A. GENERAL JOURNALISM AND MASS COMMUNICATION
CBCS SYSTEM**

Course Code	Title	Credits	Course Objectives	Course Outcomes
CC1/GE1	Basics of Journalism	6	<ul style="list-style-type: none"> • To elucidate to the students the role of newspapers in the socio-economic and cultural development of India • To Conceptualize news, elements of news, different types of news and news sources. • To develop a clear understanding of the role of the editor, news editor, chief sub editor and sub editor • To generate awareness about the role and responsibilities of the reporter and the structure of news 	<ul style="list-style-type: none"> • Understand the concept of news and the functions of the editor. • Delineate the duties and responsibilities of different types of reporters and the structure of news. • Identify the principles of editing and understanding the duties and responsibilities of a news photographer. • Analyze the importance of a column and the role of a columnist and understanding the

			<ul style="list-style-type: none"> • To help them understand the various principles of editing and the job role of a news photographer • To develop a clear understanding about columns, columnists, proof reading and the functioning of news agencies 	responsibilities of a proof reader and the functions of the different news agencies.
CC2/GE2	Media Management	6	<ul style="list-style-type: none"> • To understand the special public service role of newspapers while being a business enterprise, the revenue generation and the functioning of various departments. • To develop a clear understanding about how circulation of newspaper happen, the role of the Circulation Manager and the importance of RNI, ABC and NRS. 	<ul style="list-style-type: none"> • Analyze the role of a newspaper as a business enterprise and a public service provider, its sources of revenue, its different types and departments and their functions. • Understand the concept of circulation of newspapers and it's different factors, along with the duties and responsibilities of

			<ul style="list-style-type: none"> • To help them conceptualize the working of the advertisement department of a newspaper, the different types of advertisements which find space in newspapers and how newspapers fare as medium of advertisement. • To understand how newspaper printing technology evolved, the nuances of public service broadcasting and electronic media management, the special role played by TRAI and the importance of the Broadcasting Bill of 1997 	<p>the Circulation Manager, RNI, ABC, NRS.</p> <ul style="list-style-type: none"> • Understand the advertisement department of the newspaper, administration of the advertisement department, different types of advertisements, assessing the role of newspapers as a medium of advertisement. • Analyze the evolution of newspaper printing and public service broadcasting, electronic media management, TRAI and the Broadcasting Bill 1997
CC3/GE3	Advertising	4+2	<ul style="list-style-type: none"> • To analyze 	<ul style="list-style-type: none"> • Understand the

	<p>and Public Relations & Journalism Practicals</p>		<p>advertisement and its types, the ethical considerations, the importance of marketing in its various forms</p> <ul style="list-style-type: none"> • To understand client agency relationship, copy writing basics and types and what is expected from a copy writer. • Develop a clear understanding about public relations. • To inculcate a basic understanding of computers for print journalism and the requirements for writing a report. 	<p>concept and types of advertisement, ethics of advertisement, marketing and its different segments.</p> <ul style="list-style-type: none"> • Analyze the relationship between the client and the advertising agency along with the concept of copy writing and its different types, principles, features, and responsibilities. • Understand the concept of public relation and its different aspects. • Justify the importance of some basic knowledge of computers for print journalism including the knowledge of writing a report along with its
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				various aspects.
CC4/GE4	Press Laws and Indian Constitution	6	<ul style="list-style-type: none"> • To develop a clear understanding about the important features of the Indian constitution, the power and position of important functionaries like the President, Prime Minister and the Chief Ministers, the importance of the Courts and the nuances of the local governance. • To conceptualize the different aspects of the country's foreign policy, economic policy, important bodies like finance commission, the importance of five year plans and the road ahead with NitiAyog. • To understand the different aspects of the press laws and what 	<ul style="list-style-type: none"> • Comprehend the main features of the Indian constitution and the powers and position of the president, Prime minister, chief minister, governor, parliament, supreme court, high court, local governance. • Understand the foreign policy, national economic policy, role of the finance commission, five year plans, NitiAyog. • Analyze the efficacy of Press laws and freedom of Press. • Understand

			<p>freedom of press means</p> <ul style="list-style-type: none">• To develop understanding about journalistic ethics, Press Council and Media Council.	<p>journalistic ethics, objectives and guidelines of Media Council and the responsibilities of Press Council of India.</p>
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