

Journalism & Mass Communication Minor & MDC

Course Outcomes:

1. Basics of Journalism and Mass Communication

CO 1 Explaining different types of media, structure of newspaper organizations, news and its types, writing structure, different types of reporting and the work of news agencies

CO 2 Understanding print media editing, different types of headlines, principles of page making, photo journalism, features, editorials, columns and the process involved in taking interviews

CO 3 Developing knowledge about the communication process, different schools, forms, levels and functions of communication

CO 4 Executing fields work as tutorial project on different types of news writing with suitable headlines and intro.

2. Broadcasting Principles

CO 1 Understanding Radio and different services of AIR, Radio news, programme patterns, Community Radio, HAM Radio, FM Radio, Prasar Bharati and the work profile of Radio Jockey

CO 2 Developing understanding about television and its role in national development, Satellite TV Experiment, Agenda Setting techniques used by TV channels, basic camera movements, sting operations and ethical concerns, different TV news techniques, viewership ratings and the use of graphics and special effects

CO 3 Knowing about television soap opera, reality shows, impact of television on women and children, cartoons, educational television and differences in reporting for radio and television

CO 4 Developing hands on knowledge about pre production, production and post production for radio and television and prepare audio visual news capsules on mobile phones.

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5. Communication Media & Society

CO 1 Developing understanding about different linear models of communication and concepts of Semiology, Understand the normative theories of the press and McQuail's four theories of mass communication

CO 2 Knowing different phases of media society relations, Dominant media paradigm and Hypodermic series of models, active audience proposition

CO 3 Understanding Cultivation Theory, Spiral of Silence, Information Imbalance, Globalization of media and Propaganda model, Media Conglomeration and Corporate (organizational) Communication models

CO 4 Executing a term paper or poster design & presentation on any topic of the module

6. Public Relations

CO 1 Developing understanding about different aspects of Public Relations

CO 2 Understanding different public relation theories and principles, models, strategic communication and role of the public relations officer

CO 3 Knowing about different tools of public relations, relationship management, different types of public relations, public relation agencies

CO 4 Executing different practical exercises

Programme Objectives:

PO 1 Print Journalism and the Communication Process: Understand the different aspects of print journalism, basics of writing news, learn about the editing process, writing features and columns, effective photojournalism and the work of news agencies. Learn how the communication process works.

PO 2 Broadcasting Principles and the role of television and radio: Analyze the role played by radio and television in the development of the nation. Develop understanding of the various broadcasting principles, the processes involved in pre production, production and post production and different types of programmes

PO 3 Communication and its impact on the society: Critically understand the communication process and the importance of media society relations. Learn the different theories and models associated with media society relations.

PO 4 Public Relations and its different aspects: Cultivate knowledge about how the public relation process works, the tools needed for public relations and the work of public relation agencies.

Programme Specific Outcomes:

PSO 1 Imbibing the knowledge about how different media forms work, the news and its sources, types and the basics of writing needed for hard and soft news stories.

PSO 2 Inculcating a basic training about print media editing, how to write effective headlines, how to do page designing, the nuances of photo journalism, the art of writing features, columns, editorials and the process involved in taking different types of interviews.

PSO 3 Developing a clear understanding about the communication process in its different forms and the different schools of thought that govern communication and mass communication.

PSO 4 Inculcating the practical skills required in writing different news stories.

PSO 5 Analyzing the role played by radio and television, its programme formats, Prasar Bharati and autonomy of broadcasting, work of a radio jockey, the agenda setting role of television, basic camera movements, developing practical knowledge about the pre production, production and post production of television and radio and preparing audio visual capsules on mobile phones

PSO 6 Developing knowledge about the linear models of communication, concepts of semiology, normative theories of the press and the four theories of the press propounded by Dennis McQuail.

PSO 7 Analyzing how different phases of media society relations work , Dominant media paradigm and its impact, hypodermic series of models, active audience proposition and the communication model explaining the process.

PSO 8 Imbibing knowledge about the Cultivation Theory, Spiral of Silence, Information Imbalance, Globalization of media and Propaganda model. Understanding how Media Conglomeration works and the different corporate (organizational) Communication models.

PSO 9 Developing deeper understanding by guiding a term paper or poster design & presentation on any topic of the module

PSO 10 Developing an understanding about public relations and how public relation works

PSO 11 Inculcating knowledge about different public relation theories and principles, models, strategic communication and role played by the public relations officer

PSO 12 Developing knowledge about different tools of public relations, relationship management, different types of public relations, public relation agencies and the client agency relationship

PSO 13 Inculcating practical knowledge about different forms of public relations writing and strategic communication exercises on community relations

Journalism & Mass Communication IDC

Course Outcomes:

1. Introduction to J&MC

CO 1 Understanding news and its types, structures of news writing, objectivity, language of news writing, features, editorials, columns, process involved in interviewing and functions of news agencies

CO 2 Developing knowledge about the communication process, different schools, forms, levels and functions of communication

CO 3 Executing an offline survey on a topic decided by the department or an individual presentation

Programme Objectives:

PO 1 Basics of News and Journalism: Develop an understanding about the basics of the news process and skills required to write news, features, editorials and columns. Learn about conducting interviews and how news agencies operate

PO 2 Communication and its aspects: Analyze how the communication process works, the schools of thought, forms of communication, different levels and the major functions of communication

PO 3 Tutorial project: Learn how to conduct offline surveys on a given topic or develop skills of individual presentation

Programme Specific Objectives:

PSO 1 Inculcating knowledge about news, its elements, the sources and the types.

PSO 2 Understanding the structure of news and the language of news writing

PSO 3 Imbibing idea about features, columns and editorials

PSO 4 Developing understanding about the process of taking interviews

PSO 5 Analyzing the functions of different news agencies

PSO 6 Understanding how communication works, its different schools, forms, levels and functions

PSO 7 Learning the nuances of conducting surveys or individual presentations on a topic as a part of the tutorial project