

## **COURSE OUTCOME**

### **JOURNALISM AND MASS COMMUNICATION (HONS.) under CBCS**

#### **Semester -1**

CC -1: Basic concept is always very important for any student to start a new subject. Since the students are joining for the first time in Journalism and Mass Communication, they should gather some basic knowledge about the subject.

This paper deals with News which a student should know first. Characteristics of news, its structure, pattern, presentation etc can make the students understand it clearly. The historical perspective and different news presentation make interesting reading.

In the practical portion the students learn how to write and prepare news, where they can apply the theoretical knowledge of what they are studying in the previous units.

CC 2: This paper deals with the History of Indian Journalism. India has a very rich history of Journalism. The students can come to know the roots of Journalism in India and while studying this also makes them proud.

Those who will pursue with Academics can have a thorough knowledge in this area and in the higher studies some may go for some research work on the history of Indian journalism.

#### **Semester -2**

CC -3: Reporting and Editing are the two pillars on which stands Journalism. This paper giving an overall idea about Newspaper organization, the Journalists working in different departments and their duties and functions can help the students understand the subject well, when they don't have the chance to visit the Newspaper organization and witness everything. The students are also learning about specialized writing which is the order of the day. This is going to help them in their professional life.

CC 4: The course comprises of Mass Communication along with Journalism. The students in this semester are studying the basics of Communication. Communication being the Mother subject, a thorough knowledge about Communication and Mass Communication are important. This paper explains the basics of Communication in detail.

Unit 2 of this paper deals in the role of Media and its functions which will help the student to get a clear idea about Media and its position in the society. This unit also deals in New Media what the Students have to study in the recent times.

The practical part in this paper includes all kinds of Journalistic Writing. This is possibly one of the most important parts of the course, especially for those who will join the profession immediately after completing Graduation.

#### **Semester -3**

CC-5: The students need to study Communication in detail and this is what they are doing in this semester. The theories and models of Communication along with the study of Media and Society helps the students understand the subject thoroughly. This theoretical knowledge will help them in forming a ground to get the practical training and those who will be continuing in academics will get a great help in Post Graduation and also in the research.

CC-6: This paper is altogether a different one, which not only helps in understanding the subject academically but also understands the culture. At this juncture the students of Mass Communication must have an in-depth knowledge about Media culture, Corporatization, Globalization of Media and the cultural study of National and International spheres. This paper helps them in understanding all these subjects that will make a perfect base for them to go for further studies in Communication.

CC-7: This paper on Radio is mainly meant to give a professional training in the Electronic Media. Besides acquiring the theoretical knowledge in Broadcast media, the students can have a good idea about the functioning of Radio. The long and rich history of Radio in India, the infrastructure, Present situation, different programmes of AIR and Private channels give them a clear idea about this medium.

The importance of the practical in Radio doesn't need any special mention. Those who would like to opt a career in Broadcast media are getting a sheer help in learning how to write and work for the production in Radio. This is not only helping the students in their education but they also enjoy this kind of practical work very much.

Skill Enhancement Course: The name suggests these papers are designed to develop the skill of the students.

The course in Radio writing and Presentation helps the students in understanding the production side of the Radio, which will help them in their future if they want to join the Broadcast Media.

The course in Photo Journalism is another Practical training. Nowadays photography has taken a front seat in the media, especially in Journalism. Those who have an inclination towards photography can take up the profession in Photo Journalism and this paper can help them in this matter.

#### Semester – 4

CC-8: This is again a paper which will help the students in acquiring a professional knowledge. This paper deals in Television. The past and present condition of Television, its infrastructure, its functions etc help the students in understanding this electronic media. Also the Television programme format of news and other entertainment programmes give the students an in-depth knowledge of this media. Those who have a dream to join Television either as a Journalist or production person can gather very good knowledge from this paper.

The practical part makes the students well interested in creating the Television programmes.

Production of the Documentary Film help them in understanding a subject in detail, learn how to do the research, take interview of specialist and common people. The shooting and editing parts are exciting at the same time impart the technical knowledge to the students.

CC-9: this paper on Film theories and production gives an altogether different flavour. Film being an important area of Mass Communication, the students must have a good knowledge of film. Studying the Films of the Indian and International Masters give the students an idea about old and contemporary

films. The technical sides like Light, sound etc help them understand the production. In future if anyone wants to pursue with Film as a career, this is definitely going to help.

CC – 10: The students of Journalism and Mass Communication also have an interest in the Management of the Media. Quite a few of them can try for a career in the Management of any media, where this is going to help them. Besides this paper helps all the students understand how a media is run, what kind of ownerships prevail in our country, Media Autonomy and a few necessary Laws for the smooth functioning of the media.

Skill Enhancement Course: in this semester the Skill Enhancement Course has two options – Documentary Film Production and Feature Film Production. This technical knowledge helps students gather the clear idea about the practical side of the films. Since the present day students are taking this medium seriously and want to make career out of it, this kind of education is helpful for them.

#### Semester – 5

CC – 11: New Media is the order of the day. It is utmost necessary for the students of Journalism and Mass Communication to learn about New Media. During the recent time the pattern of Journalism has changed a lot after the introduction of Internet. The mode of Communication has also changed a lot with the introduction of internet and development of information technology. So this paper is a very relevant one that deals in New Media.

The practical in this paper is also very important as the students need to learn this media thoroughly. Writing, editing, and presentation everything is different in New Media than that of the Print and Electronic Media. This practice can help the students take up a career in this New Media.

CC-12: This paper has been designed on Development Communication. This is comparatively a new branch of Communication that started gaining importance since the decades of Seventies in the last century. The knowledge of Development Communication can help the students in doing the research work also in this area. The main idea is to impart the knowledge of the strength of development communication in the developing countries which the Indian students must learn.

Discipline Specific Elective A: Any one has to be chosen from Global Media and Politics and Media, Human Rights, Gender, Environment Studies.

In Global Media and Politics students gather the profound knowledge on the Information Flow of the past and present, International Media, Global Media and Politics and Media, Human Rights, Gender, Environment Studies.

In Global Media and Politics students gather the profound knowledge on the Information Flow of the past and present, International Media, Globalization – before and after, Present Indian market and Media. This is a very important area in Media studies and the students would gather knowledge about the current affairs related to media.

In the other paper the students learn about the Rights and Freedom and Responsibility of Media. The Human Rights is such an area where the Media students must have a profound knowledge. This will help them in their professional life. Same with the Gender and Environment studies; these subjects getting a kingpin position in today's world the students of Mass Communication are going to get a real help if they study such subjects.

Discipline Specific Elective B: Any one has to be chosen from Multimedia Journalism and Communication Research.

Multimedia Journalism is the order of the day. The students who will take up this paper will learn about the technical side of the Multimedia and its applications. With the advent of New Media, and specially Social Media the Multimedia approach is snatching the Limelight. Hence to study this paper would help them gather a clear idea about Multimedia Journalism, which they can use in their future life.

The importance of Communication Research can be understood by everyone in this field. Those who will go for Higher Studies need to know this subject in order to go for any kind of research. It will not only help them in pursuing in Academics, but also working in any field of research. The concept of research, Methods of Media research, the steps and process of research, Data analysis – all these are going to help the students in their career.

#### Semester – 6

CC-13: This paper discusses another professional subject- Advertising. The students can have a thorough knowledge about the basic concept of Advertising, its position in the society and its relation to Mass Media. They are also studying the functions of advertising, working of the ad agencies and the laws and regulations. This is going to help them thoroughly in their profession.

The practical in this field is quite interesting. Those who have a creative bent of mind, Advertising is a field for them. Designing different types of ads, writing copies, creating Radio and TV commercials, all are very much engrossing and the students learn a lot of things that would

CC 14: Another good option of the profession for Mass Communication students are Public Relations. In this paper they gather the concept of Public Relation, its functions and methods of working, and the utility. The knowledge in Public Relation will be great help for making a good career.

Discipline Specific Elective A: Here are also two options: Dissertation with presentation and Political Communication.

Those who will choose Dissertation will have a chance to go for an individual research that would help them to show their ability in conceiving a topic, observing and analyzing it and finally writing a detail report on it. This will help them in having a confidence to pursue for research in future. The presentation skill helps the Mass Communication students in every field. Finally the whole process of working alone will give them a full confidence to take individual Responsibility.

Political Communication is obviously an immensely important matter in the field of Communication studies. In today's world most of the journalistic matters that media produce are based on Politics. Students taking up this paper show their interest in the national and international politics. Here they also study the role of New and Digital Media in politics. Besides Journalism, communication on the other fields regarding politics is also a part of this paper.

Discipline Specific Elective B: The choice remains between two – Folk and Community Media and Health and Science Communications.

Folk and Community Media are the traditional media which are still going parallel in our country. India has a very rich culture in Folk Media. Folk tales, Folk song, Folk dance, Folk lore etc have a deep impact not only on the rural but on the urban mass too. Studying this paper would enable the students to have

a clear idea about Folk and Community media and their present scenario in India. This knowledge is also going to help them to carry out a lot of research work in future.

Health and Science Communication is another specialized field. More and more people in the world are now taking interest in the field of Science and health. Students learning about Science and Health Communication will learn about the areas where this kind of communication prevails and also the method of this communication. This knowledge will also help the students in their professional fields.

\*\*\* The syllabus of Journalism and Mass Communication has a good blend of Theoretical and Practical knowledge which will help the students in their career in academics as well as professional fields.

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### **Course Outcome**

Journalism and Mass Communication (General) under CBCS

#### Semester – 1

CC/GE 1: Basics of Journalism are taught in this semester. The students of Journalism and Mass Communication, in the beginning must understand the Print Medium Journalism. Reporting, Editing, and all kinds of Journalistic writings and the personnel working in the print medium give them a clear idea about Newspaper organization and its functions which will create a base for their further study in this subject.

#### Semester – 2

CC/GE 2: This paper deals in Media Management. Since these students are pursuing the course in General, they should have a comprehensive idea about the subject within a very short period of time. The Media Management gives them a thorough idea about the Ownership of the media, how they are run, what are their sources of revenue and also the printing of the papers. This knowledge helps them in future, if any of them wants to join the management of media as a profession.

#### Semester – 3

CC/GE 3: Advertising and Public Relations are two separate as well as comprehensive professional courses in Mass Communication. The students who want to join profession only after graduation, for them this paper would be very useful. They can gather the concept of advertising and public relations and can prepare themselves accordingly to get into the industries.

The practical portion in this paper helps the students to develop skill in both the fields. Training in the college helps them understand the trend of these professions and they can be well aware of what to do and how, when they will go for the profession.

Skill Enhancement Course A 3/5: There are 4 options in this paper out of which the students have to choose one either in semester 3 or semester 5.

Journalistic Writing – This helps in understanding all sorts of writings that come under the purview of Journalism. Studying this paper and practicing the students would be able to develop the skill in writing which will definitely help them in their career as Journalists.

Newspaper Designing – This is a technical matter and purely a desk job. Those who have an aptitude for designing and working with computer software can take up this option. This is going to help them if they want to go for Desk job in newspaper.

Film Appreciation - Critics of films are widely accepted in any Media, especially in the Print Medium. The students who want to become film critics are going to get sheer help from this paper where they will learn the appreciation of films, understanding the technical side of it and how to put it on the paper.

Print Advertising – Advertising is a very lucrative profession for those who have a creative bent of mind. If the students study the Print advertising thoroughly, there is a fair chance for them to join the ad industry as the print medium is still a popular medium in India.

#### Semester – 4

CC/GE 4: In this semester the students would learn The Press Laws and Indian Constitution. In order to work as a Journalist, the students must know the laws relating to press. Knowing the Constitution, its framework, provisions, freedom of the press and many other relevant matters would help them in their future life.

Skill Enhancement Course B 4/6 – The students have to opt any one out of the four subjects either in semester 4 or semester 6.

Documentary Script Writing – This is another important area in Mass communication. Many a students have an aptitude in film and it is rather easy to start with Documentary. Not that all of them would be the Directors. Writing script for Documentaries is yet another area where people can have a good career. In this paper the training is imparted to understand and write script for documentary films.

Radio – Television Script Writing – Same as the previous one, people can also pursue their career in electronic media as script writers. Radio and TV being the major electronic media there are many scopes for the script writers. This paper makes the students understand the scripts in electronic media, both of news and other programmes, and helps them in practicing them in order to get a help in the professional fields.

Anchoring – The common belief is those who have a good voice and modulation can be a good anchor. This is rather a myth. People need training and expertise to go for his profession. Studying this paper makes the students understand all the pros and cons of anchoring. They are also trained accordingly to become good anchors.

Media Presentation – Students with Mass Communication background can join the corporate sectors in many areas like Corporate Communication, Corporate Marketing etc. In such professions, presentation is a must. Hence if the students take up this course they can develop their skill in making presentation, planning, creating strategies etc., that would definitely help them in their career.

#### Semester – 5

Discipline Specific Elective A – There are two options out of which the students have to choose one.

Film Studies – Film being an important medium of mass communication and the huge Film Industry of India with immense scope have created a lot of interest about Films. Students, studying this paper, can develop a good concept of films and their technical sides which can be of help to them in the entertainment industry.

Specialized Writing – This paper gives a clear idea about specialized writings in any Media as well as advertising, public relations etc. helping the students in developing multifarious skills. This can help them in getting into the professions. Preparation and skill development in student life can give them good confidence in their future life.

#### Semester – 6

Discipline Specific Skill B - Here are two options out of which the students have to choose one.

Broadcasting Media – The Broadcasting or the electronic media are the major media in the world. If the students have to pursue their career in this media they must have a good concept about this media, both in national and international field. The technical training also is of great help in pursuing their careers.

International Relations – All the students will not go to profession immediately after graduation. Some of them may go to higher studies and even in the field of research. In such cases the knowledge of this paper would help them a lot. A profound knowledge in International Relation is also an asset to the Working Journalists and Communicators.

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