

DEPARTMENT OF MASSCOMMUNICATION AND JOURNALISM

PROGRAMME: BA MASS COMMUNICATION AND JOURNALISM

COURSE OUTCOME

Code: JOU1B01-Fundamentals of Mass Communication

Course Outcomes

1. To attain the basic concepts of communication and the evolution of mass communication.
2. The knowledge gained from the course should act as a gateway and navigator to the various branches of mass communication.
3. To gain the capacity to examine the working of the media and to develop better perspectives of media.

JOU2B02 Media History

Course outcomes

1. To demonstrate an understanding of the history of media and role of professionals in Journalism
2. To understand the development of print and electronic media.

JOU3B03- Reporting for the Print

Course Outcome:

1. Make students reporters having news sense
2. Prepare reporters with the acquaintance of Journalistic Principles
3. Provide practical experiences to the students

JOU3B04 -Editing for the Print

Course Outcomes:

1. Produce students with the thorough knowledge in the need for editing
2. Prepare editors having practical knowledge in all the aspects related to Editing.

JOU4B05 -Design and Pagination

Course Outcome:

1. Prepare students to be the editors having pagination skill
2. Provide students with practical experience in pagination

JOU4B06-Radio Production

Course Outcome:

1. Develops an awareness on the role of radio as a mass medium

2. Gathers knowledge on the historical evolution of the medium.
3. Understands the technology behind radio production
4. Develops the ability to produce short radio programmes.

JOU5B 07-Mass Communication Theories

Course Outcome

1. To attain the basic knowledge of the important communication theories and their Applications.
2. To attain a theoretical framework of media and also to contextualize the media theories.
3. To effectively assess the changing media scenario and accordingly to expand and redefine the existing media theories with an interdisciplinary approach

JOU5B08 -Television Production

Course Outcomes:

5. Prepare practically experienced TV journalists
6. Provide technical know-how to the students
7. Make the students aware of other TV programmes with a thrust on Production

JOU 5B 09 -Public Relations & Corporate Communication

Course Outcomes:

1. Introduce the students the concept of Public Relations
2. Introduce a wider and new concept namely corporate relations
3. Provide the students with practical experience in PR and Corporate communication

JOU5B10 -Advertising.

Course Outcome

1. To gain an overview of the world of advertising both in theory and practice.
2. To prepare advertising copies that can effectively and convincingly convey selling ideas, brands and images.
3. To effectively assess the effects of advertising on a larger perspective on a given society.

JOU5B11 -Photo Journalism

Course outcomes

1. To understand how photographs can be used to communicate in media
2. To enable the students to apply journalistic ethics to photo journalism
3. To produce a compelling and solid visual story telling medium

Code JOU6B12 -Media Laws and Ethics

Course Outcome

1. To gain basic understanding of the legal system and important media laws.

2. To assess the implications of freedom of speech and expression and perils of the restrictions on this freedom.
3. To obtain the capacity to examine the actual working of the media from an ethical perspective.

JOU6B13 -Online Journalism

Course Outcomes:

1. Understanding the effectiveness of Digital Medium.
2. To achieve the capacity to evaluate the role of Internet in the contemporary society.
3. To involve and participate in the functional world of Internet in personal capacity.

JOU6B14 -Introduction to Cinema

Course outcome

1. Prepare cinema literate students
2. Present the history of the medium so that the students can have a better knowledge about the present and the future.

JOU6B16 -Magazine Journalism

Course Outcome:

1. Students with an awareness about the current status of Magazine Journalism
2. Give the students a practical know how on writing for Magazines