

Department of Journalism & Mass Communication

Course Outcome, Program Outcome and Program Specific Outcome, 2021-22

Course Outcome

Under CBCS

HONOURS

SEMESTER I

CC1

INTRODUCTION TO JOURNALISM

CO1. General account of the theoretical paper: This course aims at acquainting students about the basic understanding of news and its types. It also gives a clear idea to the students regarding the news writing style, difference between hard news and soft news and the presentation of news by media.

Practical paper: Here the students get vivid idea of print journalism using appropriate page-making and photo editing software along with re-writing and summarizing a given piece of news with suitable headlines and intro. They are also instructed to prepare a presentation on types and categories of news, which helps the students to develop clear concept about the various types of news.

CC2

CO2.HISTORY OF INDIAN JOURNALISM: Students are exposed to the history of journalism. Detailed information about the chronological development of Indian Print Journalism and the contribution of social reformers in the period of Bengal renaissance, role of newspapers published by different revolutionaries in the freedom movement of India are provided in this section. The students are also being taught regarding the contribution of the eminent Journalists.

SEMESTER II

CC3:

CO1. REPORTING AND EDITING

Here the Scope for the students is to learn about the elements, values, objectivity, sources and principles of news writing. Additionally, the students here get proper knowledge about the qualities, duties and responsibilities of the correspondents, reporter, editor etc. Along

with this they are being imparted with the ideas of specialized journalism, feature, column, editorial, post-editorial etc.

CC4:

MEDIA AND COMMUNICATION

CO2: Here the provision for the students is to learn about the definition, forms, levels and functions of communication. The paper also provides the clear idea about the semiotics, contemporary debates and issues related to media understanding new media and ethics in journalism.

Practical:

In this section the students are guided with the publication of tabloid journal using page-making and photo editing software. They are also taught regarding the write-up of feature, column, editorial, post-editorial, review and anchor story.

SEMESTER III

CC5:

COMMUNICATION MEDIA AND SOCIETY

CO1. Students get a detailed picture regarding the theories and models of communication and their application in society. They are also provided with the role of media in contemporary society.

CC6:

MEDIA AND CULTURAL STUDIES

CO2. The students have a thorough insight regarding the definition of culture, understanding culture, types of culture etc. They are also taught about the ideas and concepts of development communication with the help of models related to this concept.

CC7:

INTRODUCTION TO RADIO

CO3. Students get scope to study the chronological development of radio, autonomy of AIR, different types of programmes broadcast in radio, development of F.M radio, community radio campus radio etc.

Practical paper: Students get a first-hand experience of working-out the radio script, news production, audio recording, editing, inserting radio commercials etc.

SEC:

In this paper students have to choose either one of the following:

RADIO WRITING AND PRESENTATION:

Students get a clear and detailed ideas about the working of radio.

PHOTO JOURNALISM:

Students have a first-hand experience of photography related to print media and they are also provided with the mechanism of photography, photo editing etc.

SEMESTER IV

CC8:

INTRODUCTION TO TELEVISION:

CO1. Student gain detailed knowledge regarding the early days of Doordarshan, introduction to news, commercials, entertainment programme etc. They also learn about different types of news and satellite channels and television programme formats.

Practical paper: Students have a hands-on training of producing either a documentary film or a feature film which includes camera and shooting technique, video editing, script writing etc.

CC9:

FILM THEORIES AND PRODUCTION:

CO2. Students learn about the importance of film as a medium of mass communication, history of Indian motion pictures, new wave cinema in different countries, overview of Indian new wave cinema etc. They get to know about the contemporary Bombay cinema narratives, techniques of film production, documentary films and the contribution of renowned Indian as well as foreign film directors.

CC10:

MEDIA MANAGEMENT, PRESS LAWS:

CO3. Student learn about various type of Media Ownership pattern, dual Economy, digital development of media and legal framework, DTH, TRP, ABC, NRS, DAVP, PIB, Publication Division and Film Division.

They get detailed knowledge about the Press Laws, Freedom of Information and Freedom of Press and Journalistic Code of Ethics.

SEC:

In this paper students have to choose either one of the following:

Documentary Film Production:

Students have provision for understanding the Documentary Film, documentary production, researching the documentary, writing a concept and introduction to the editing style.

Feature Film Production:

In this paper student learn about the basic production concept and Elements of Script Writings, Basic principles of Camera composition and lighting, shooting, video and audio editing etc.

SEMESTER V

CC11:

Introduction to New Media

CO1: Student will learn the definition of New Media as it is changing regularly, Digital Media, Online Media, and overview of online journalism. They are taught about the concept of virtual culture, information society and

Computer mediated Communication. This paper also helps them to understand the concept and usage of Internet. They will also learn ethics of Online Journalism.

Practical paper: Students will have firsthand experience in linear and nonlinear editing, blog writing, website planning and visual designing.

CC12:

Development Communication:

CO2: In this paper student receives a detailed idea regarding concept, paradigm and measurement of Development. They will also about the concept and approaches of development of Communication with the help of Development Communication Model. This paper provide elaborate idea about the role of media in development mass media as a tool for development and critical appraisal of development communication programmed and various Government Skills regarding Development.

DSE – A

In this paper students have to choose either one of the following:

DSE-A-1:

GLOBAL MEDIA AND POLITICS

Students are exposed to detailed concept regarding the Imbalance in Global Information flow, Rise of International News Agencies, concept of Mc Bride Commission, emergence of Global Media and Press system of Neighbouring countries of Indian sub- continent before and after globalization.

DSE-A-2:

MEDIA, HUMAN RIGHTS, GENDER, ENVIRONMENT STUDY:

Students are provided with the concept of Right, values freedom and responsibility, freedom of speech and expression, concept and Idea of Human Rights, media exposition of and Gender construction.

DSE –B

In this paper students have to choose either one of the following:

DSE-B-1

Multi Media Journalism:

Student have scope to learn about the basic Concept of Multi Media, Multi-platform communication, audio and video content focusing on audio recording and story telling with video. They will get detailed idea about Mobile journalism.

DSE-B-2

Communication Research:

Students have scope to learn about the definition, role, function of communication research, methods of Media Research, Sampling techniques and data analysis technique. They are also about the concepts of writing the bibliography and the research report.

SEMESTER VI

CC13:

ADVERTISING

CO1: Students are taught about the definition, concept, socio economic and Cultural Impact of advertising. They will also learn about the Theories and Models of advertising, different types of advertisement, advertising research and Advertising Campaign. And overview of advertising agency in given in this paper.

Practical Paper: Student get the opportunity to make classified and Display advertisement. They learn to create a display advertisement giving all the elements using suitable photo editing software.

CC14

Public Relation

CO2: Student learns about the definition, function of Public Relation. This paper gives elaborate idea about the relation between Public Relation, Advertisement, Publicity, Propaganda, Public Opinion and Marketing. They will also learn about the PR theories and principles, tools of PR, PR in different sector.

DSE-A

In this paper students have to choose either one of the following:

DSE-A-3:

Dissertation with Presentations

Student will do a micro research project (7000-8000 words) on any topic of social, political, cultural Interest. The dissertation must include proper reference and bibliography.

DSE_A4

POLITICAL COMMUNICATION

Student will get a detailed idea about the concept of Political Communication, role of Media in politics, Media persuasion and propaganda, role of Mass media in Indian politics, coverage of Election Campaign in Indian media and digital political campaign.

DSE-B-3

FOLK AND COMMUNITY MEDIA

Student will learn about the concept and types of culture. Impact of Five year plan in fulfillment of Rural development, various forms of Folk Media in India and West Bengal.

DSE-B-4

HEALTH AND SCIENCE COMMUNICATION

IN THIS paper student will learn about the characteristics of health communication strategies to improve Health communication, health care system in India, contemporary Health care in Marketing, media and science journalism.

GENERAL

SEMESTER I

GE/CC1

BASICS OF JOURNALISM:

CO1. Here the Scope for the students is to learn about the elements, values, objectivity, sources and principles of news writing. Additionally, the students here get proper knowledge about the qualities, duties and responsibilities of the correspondents, reporter, editor etc. Along with this they are being imparted with the ideas of specialized journalism, feature, column, editorial, post-editorial etc.

SEMESTER II

GE/CC2

MEDIA MANAGEMENT:

CO2. Student learns about various type of Media Ownership pattern, dual Economy, media conglomeration, DTH, TRAI, ABC, NRS etc. They learn about the functioning of advertisement and circulation department of a newspaper house.

SEMESTER III

GE/CC3

ADVERTISING AND PUBLIC RELATIONS:

CO3. Students are taught about the definition, concept, sovio economic and Cultural Impact of advertising. They will also learn about the different types and elements of advertisement, advertising research and Advertising Campaign. And overview of advertising agency in given in this paper.

Students learn about the definition, function of Public Relation. This paper gives elaborate idea about the relation between Public Relation, Advertisement, Publicity, Propaganda, Public Opinion and Marketing. They will also learn about the tools of PR, PR in different sectors.

Practical paper: Students are also taught the techniques of news writing, and the writing of feature, column, editorial, post-editorial, review and anchor story. They learn to create a display advertisement giving all the elements using suitable photo editing software.

SEC – A – SEM 3/5 (Any one)

- **Journalistic Writing:** Student will learn writing News, feature and Editorial.
- **Newspaper Designing:** Student will learn designing of Front and pages with the help of page making software.

- **Film Appreciation:** Student will learn the analytical appreciation of Five film.
- **Print Advertising:** They learn to create a display advertisement giving all the elements using suitable photo editing software.

SEMESTER IV

GE/CC4

Press Laws and Indian Constitution:

CO4: Student will learn the features of Indian Constitution, Press laws and Ethics of Journalism.

SEC – B – SEM 4/6 (Any one)

- Documentary Script Writing : Writing Documentary Script
- Radio – Television Script Writing : Writing script for Radio and Television
- Anchoring – 3 minutes Anchoring Programme
- Media Presentation : PPT or Any Social Issue

SEMESTER V

DSE – A-5 (Any one)

Film Studies:

CO5: Students learn about the importance of film as a medium of mass communication, history of Indian motion pictures, new wave cinema in different countries, overview of Indian new wave cinema etc. They get to know about the contemporary Bombay cinema narratives, techniques of film production, documentary films and the contribution of renowned Indian as well as foreign film directors.

DSE-A-5-2

Specialized Writing: Student will learn writing on various social issues. They are taught to learn Press Conference, Press Release and Interview

SEMESTER VI

DSE B 6 (Any one)

Broadcasting Media -

CO6: Students get scope to study the chronological development of radio, autonomy of AIR, different types of programs broadcast in radio, development of F.M radio, community radio campus radio etc.

Student gain detailed knowledge regarding the early days of Doordarshan, introduction to news, commercials, entertainment programs etc. They also learn about different types of news and satellite channels and television program formats.

International Relation:

Student will learn the basic concept in International Relation, United Nation, U.N Security Council and Global Media Economy.

PROGRAMME OUTCOME

Journalism and Mass Communication is a much diversified subject and has multiple arenas. After completing this programme students can enter different professional fields. The most important among them are:

- Journalist in different media houses – both in Print and Electronic media.
- Information and cultural officer in State Government and Central Government.
- Public Relation officer in different private and public sector.
- Creative and marketing departments of an advertising agency.
- Film production and editing
- Photography
- Web designing and working on web portal
- Blogging
- Content writer