

**4 - YEAR DEGREE COURSE
UNDER CCF 2023**

**DEPARTMENT OF JOURNALISM & MASS
COMMUNICATION**

**PROGRAMME OUTCOMES (POs), PROGRAMME SPECIFIC OUTCOMES (PSOs) AND
COURSE OUTCOMES (COs)**

PROGRAMME OUTCOMES

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

- Student will be eligible to peruse higher studies in the respective areas leading to research activities which will contribute to the society.
- Student will be more equipped to appear in all Competitive Examinations
- The students can appear in the Public Service Commission's Examination for the post of Information Officer.
- 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
- Social Media / Digital Marketing
- Web designing and working on web portal

PROGRAM SPECIFIC OUTCOME (PSOs)

Journalism and Mass Communication is a much diversified subject and has multiple arenas. This programme is offered by Dept. of Journalism & Mass Communication to the students who wish to pursue a professional career in Journalism, Advertising, Documentary making and Public Relations. This course is intended to take the students through the various processes of Communication, media studies and related fields where they learn about the back- ground of communication and also English as a language of communication and equipped with various life- long skills as Professionals.

- **Formulate Strategy Building:** Develop the skill in oral and written communication.
- **Writing Skills and Process:** Students will be capable of writing a variety of creative media contents such as news items, feature article, editorial.
- **Critical Thought Process:** Inculcate analyzing and interpretative ability, verifying the value impact & degree to which these assumptions are accurate and valid, and having broader intellectual, organizational, and personal perspectives.
- **Effective Communication:** Being sound in grammar and vocabulary, one will be able to master the art of communication: spoken and written communication to prepare news article.
- **Skill Development in Advertising and Public Relations:** Produce the content for advertisements and public relations to understand the principles of design and photography skills.
- **Training for Designing Social awareness Programme:** Preparing public relation strategies, design and creativity for public appearances in social awareness programmes.
- **Skill Development on Audio- Visual Media:** Organize and deliver relevant applications of knowledge through effective written, verbal, graphical/virtual, audio-visual communications and interact productively with people from diverse backgrounds.

COURSE OUTCOMES (COs) OF SEMESTER 1

Basics of Journalism and Mass Communication: JMC-

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- This course aims at acquainting students about the basic understanding of news and its types. It gives a clear knowledge about different types of media and their functions.
- The students get clear idea regarding the news writing style, difference between hard news and soft news
- The presentation of news by media and gives a clear concept about the functioning of news agency.
- The students get knowledge about print media editing style i.e headline writing, page making etc.
- Photo journalism which is the significant part of this course includes news photography, photo editing and caption writing.
- Understanding communication is also a significant part of this course. Students will get a clear idea about the definition, components, levels and functions of communication and mass communication too.

Practicing Journalism: SEC -1

- Here the students get vivid idea of print journalism using appropriate page-making and photo editing software.
- They get training on re-writing and summarizing a given piece of news with suitable headlines and intro.
- Students are also instructed to edit a news report and agency copy.
- They learn how to write feature, editorial, column, book review, film review and television programme review.
- The practical portion helps the students to develop clear concept about the various types of news.