

MASS COMMUNICATION AND JOURNALISM

Programme Specific Outcomes

Programme offered by the Department	Outcomes
B.A. Programme Course programme	<p>PSO1. The scope of mass communication and journalism has increased as communication channels have broadened the mediums from radio, T.V sets and newspapers, news websites. After getting the degree in mass communication any one can go for a career in TV journalism direction editing film making and script writing.</p> <p>PSO2. Now a days Public Relation is most important part in our professional segments. Students can also choose their career for a good Public relation officer. This course will bring about a great deal of satisfaction and expression of creativity.</p> <p>PSO3. With the sheer proliferation of media into our lives through newspapers television and the internet the field of mass communication is gaining popularity like never one gets the taste of name fame and money and also travel while working. All these matters are included in the programme courses.</p> <p>PSO4. The programme focuses on in-depth knowledge practical and theoretical aspects of Journalism.</p> <p>PSO5. Students also will get the information about societal development communication.</p>

B.A. Programme (General)

Semester	Course Code	Course Title	Outcomes
I	DSC1	Introduction of Journalism	Through this course, the students will get a clear idea about journalism. They might aware about the news and non-news matter. Students can understand and make the data base stories and will get a basic knowledge about reporting i.e. how to write a report .
II	DSC2	Media Law Ethics	In this paper they can gather knowledge about Indian media industry. They get a clear concept about Indian Law and ethics and will come to know the different aspects about

			media regulation. After know the paper they can analysis critically the different issues arise is our society.
III	DSC3	Public Relation and advertisement	<p>This course offers a foundation for understanding the imparlance of Public relation is our present-day society. They will get a clear idea about corporate communication. They will gain the tools to understand regarding an organisation goal and the different steps to manage it. Students will come to know about the brand maintaining and also gain knowledge to overcome the organisation, its leadership product or political decision.</p> <p>They will get the knowledge about the types of research and public relation campaign before the launch of a new product in market. They will be also aware about the corporate social responsibility.</p>
IV	DSC4	New Media	The students will get the ability to explain the new media and to know about its growth and origin. They become skilful to get information or data collection by using new media and will come to know that how the new media plays a major role for news platform. On the other hand, this course teaches them the importance of Digital world at present day. They also get a idea about the importance of new media for a journalist. The student will come to know about the importance of new media in citizen journalism.
V	DSE1	Print journalism and production	The students will get a clear idea and concept about newspaper and they will come to know about the different aspects and structure of a news room. Students become enrich the knowledge about the news technology of a news room. This course gives a clear idea about the function and roll of a reporter and editor of a newspaper.
	GE Paper 1	Basics of Journalism	In this course students will get a clear concept of journalism and they will be trained about report writing. Students can understand the news value. After knowing this paper, they will be able to justify the truth of a news.
VI	DSE2	Specialized reporting	This course will help the students to get a clear idea about beat reporting. Students can easily understand the characteristics of different reporting. Students get a idea about the function of a reporting and different segments

			of stories.
	GE Paper 2	Film Production	This course offers a foundation for understanding cinema. This course focusing on the study of the moving image, the programme enables students to analyse how cinema creates meanings through particular forms techniques and styles. Students will be able to understand film criticism, Evaluating cinema, elements of films, award for cinema. Students will also know national cinema movement, Indian new wave of cinema, film society movement etc.
III / V	SECP1	Radio Production	After completion of this course students will be able to understand Radio programming planning production in private. They will be able to make any kind of radio programme script Students will understand the relationships between theory and practice. Students will be able to make any kind of Radio advertisement, Public service advertisement, mini drama etc. Students will be able to write and discuss on the any kind of issues related to development communication.
IV / VI	SECP2	Documentary Production	Students will be capable to create a simple script and implement a shoot based on the same. They will be able to understand film characteristics, film language, various types of productions etc.