

**BA (H) Mass Communication
First Year**

COURSE OUTCOMES

First Paper:

Theories of Journalism and Mass Communication

After Completion of this course, the students will be able to:

- A. Understand definition, objectives and concept of journalism in the society.
- B. Describe relations between government and media and formation of public opinion by the media.
- C. Critically examine new emerging trends of journalism, interdisciplinary relations with other subjects.
- D. Differentiate between various models of mass communication such as Schram model, Laswel model, Osgood model, SMCR model.
- E. Recall four press theories and normative theory and their application in the society.

Second Paper:

History of Journalism

After Completion of this course, the students will be able to:

- A. Understand print technology in India right beginning from Europe.
- B. Describe the origin and growth of print media including Hindi and English in India and its role during the freedom struggle.
- C. Critically examine the History of prominent English and Hindi newspaper and associated journalists.
- D. Evaluate overall development of journalism in the 19th Century.
- E. Understand modern trends of journalism in the 21st century and set up and working of News Agencies in India.

Third Paper: Reporting and Writing

After Completion of this course, the students will be able to:

- A. Understand meaning of news, its definition, elements, types as per place and major sources.
- B. Describe process of news gathering, elements of structure, lead news and its types. To understand functioning of different types of reporters, their qualities and precautions to be taken care of.
- C. Critically examine the different types of reporting and to develop writing skills for them.
- D. Understand how a news story is converted in to a feature writing.
- E. Effectively use the data, tables and diagram to establish the credibility of news story. And to also understand, writing from press conference and interview.

Fourth Paper: Indian Government, Politics and International relations

After Completion of this course, the students will be able to:

- A. Understand government formation and working of federalism in India as well as the Panchayat Raj system.
- B. Critically examine the existence and system of political parties in India and role of national and regional parties.
- C. Gain an insight in to electoral system in India and to know the concept of Secularism as enshrined in to the Constitution.
- D. Evaluate intricacies of the International relations and the role of the United Nations and other regional organizations in maintaining world peace and international cooperation.

Fifth Paper:
Environment Communication

After Completion of this course, the students will be able to:

- A. Understand about Environment and its scopes, component and dimensions, importance of Environment for human, inter- relation between Environment and Indian culture.
- B. Gain knowledge about Ecology and biodiversity and what kind of wildlife protection project running in India.
- C. Understand theoretically about different kind of environmental pollution, its sources and effects and control on environmental pollutions.
- D. Gain an insight about disaster, its cause and its risk management.
- E. Examine the role of mass media in awareness of environment, environmental pollution and disaster.

Sixth Paper:
Computer, Internet and Information Technology

After Completion of this course, the students will be able to:

- A. Understand about the computer and working of its components.
- B. Identify and implement various applications of IT to explore major career skills and interests.
- C. Gain practical knowledge of the basics of animation, multimedia and video editing.
- D. Use Internet/Web services for Advertising, Copy creation and Feedback.
- E. Identify and discuss Technical issues in Sales and Promotion in Websites

BA (H) Mass Communication
Second Year

COURSE OUTCOMES

First Paper: Electronic Media

After Completion of the course, students will be able to:

- A. Understand about history of radio and television.
- B. Write news for radio broadcast.
- C. Describe radio as a medium of mass communication in society
- D. Differentiate between community radio, commercial radio and radio FM
- E. Understand difference of script writing for radio and television,
- F. Prepare programs for radio and TV through production in media lab.

Second Paper: News Editing

After Completion of the course, students will be able to:

- A. Gain over all knowledge of Editing for Print and Electronic Media.
- B. Understand structure, role and function of editorial department.
- C. Learn the skills of converting poor copy in to a publishable work with the help of editing symbols.
- D. Use computer software and tools of modern media labs for editing an news copy.
- E. Design an attractive layout for Print Media
- F. Review the books magazines articles films etc.

Third Paper: Photo Journalism

After Completion of the course, students will be able to:

- A. Understand importance of photographs in print media and the scope in the field of photo journalism.
- B. Assess and select the kind of photographs used to communicate with different media including Newspapers, magazines, books, journals and web portals.
- C. Use equipments like camera, lens, film, and sensor for news reporting in different situations.
- D. Perform photo editing.
- E. Shoot photo for different medium like advertisement, news. Handling camera in professional world of print journalism.

Fourth Paper: Public Relations and Corporate Communication

After Completion of the course, students will be able to:

- A. Develop understanding of Public Relations – Definitions, History, Stages of PR and the difference between Public Relations & Publicity.
- B. Acquire understanding of the relationship between PR professions and Internal & External Publics.
- C. Use the various PR tools and their essentials.
- D. Differentiate between the functioning of PR in India across different verticals - Public & Private, NGOs, Political Parties, Defense, and Charitable Institutions.
- E. Develop proficiency in PR research, PR Law & Ethics, Use of Technology in PR and Professional organizations of PR.

Fifth Paper: Media Management

After Completion of the course, students will be able to:

- A. Understand Media Industry Management and its related aspects.
- B. Explain management, its works, principles and different types of media ownership pattern in India such as Sole Proprietorship, Partnership Private Limited Companies, Trusts and Co-operatives and Franchises.
- C. Describe the process of starting a media organization and its planning and control. To have the absolute knowledge of different important departments of a business organization such as management, finance, sales promotion, advertisement and human resource department (HR).
- D. Compare different media related government and private departments such as Directorate of Advertising and Visual Publicity (DAVP), Indian Newspaper Society (INS) and Audit Bureau of Circulation (ABC) and Press Commission.
- E. Critically examine Quality Control, employee – customer relations, Brand Promotion, Foreign Investment in to Indian media and newspaper management.

**BA (H) Mass Communication
Third Year**

COURSE OUTCOMES

First Paper:

Indian Constitution and Media Law

After Completion of the course, students will be able:

- A. Understand Indian Constitution, its characteristics, Preamble, Directive Principles of State Policy, Fundamental rights, Fundamental Duties and Citizenship.
- B. Describe Legislature, The Executive, The Cabinet, the Judiciary – Power and Functions, the President, The Union List State list, Concurrent list, Emergency Declaration and Chief Constitutional Commission and Committees.
- C. Get acquainted with the brief history of Press Law in India, Indian Constitution and Freedom of Press, Reasonable Restrictions, Parliamentary Privileges Contempt of Court, Defamation and Press and Registration of Books Act- 1867.
- D. Develop understanding of official Secrets, Sedition, Drug and Magic Remedies (Objectionable) Advertisement Act-1954, Obscenity, Press Council and Right to Information Act .
- E. Explain the Code of Ethics, Confidentiality of Sources of Information, Working Journalist and Newspapers employees Act-1955.
- F. Will be able to write news report pertaining to legal affairs.

Second Paper:

Advertising

After Completion of the course, students will be able to:

- A. Understand Historical Development, Social and Economic benefits of the advertising, Mass Media and Advertising, Types of advertising, Consumer Advertising- Corporate, Industrial, Retail, National, Trade, Professional and social .
- B. Describe Product advertising, Target Audience, brand image, Positioning, Advertising strategies, Advertising Spiral, market and its segmentation and Sales Promotion.
- C. Critically examine Structure and Functions of advertising agency.
- D. Evaluate campaign planning, Copy writing and advertising production techniques, print, radio, television, film, ideation, Visualization, use of computers and Copy preparations.
- E. Prepare project report in advertising, Planning, Execution, Copy research market research,
- F. Demonstrate ethical report news writing.

Third Paper: Writing for Mass Media

After Completion of the course, students will be able to:

- A. Understand historical background of writing, Elements of language, Writing and Coding of contents, Language and Communication.
- B. Understand Principles and Methods of effective writing, Rules of Grammar, Sentence Construction, Paragraphing, Narration, Adjective and Adverbs, Tenses, Sequence and logic.
- C. write creatively, feature and articles, Interview, stories, Business news and technical news.
- D. Develop skills related to Letter writing, News writing and Script writing for serials, Translation techniques.
- E. Develop skills for Writing for target groups special interest audience, Media review of arts, Performing arts and Cinema.

Forth Paper: Mass Media and Society

After Completion of the course, students will be able to:

- A. Understand Concept of Society, Inter- relation between person and society, language and human society, Socialization- Concept and Theory, Mass Media as a mean of Social Control and change.
- B. Explain Concept of Family, Impact of Mass Media on Family Structure, Relations between family members and impact of Mass Media and their changing relations and attraction of television in youth .
- C. Describe Indian Social Structure- culture and its changing nature, Caste system and its changing nature and role of Mass Media, Social disorganization and impact of mass media on it.
- D. Critically examine Social deviance, Impact of mass media on Deviant tendency in Youth, Social integration and mass media, national social problems and mass media.
- E. Understand and analyze about crime in society, crime and mass communication, growth of crime and role of mass media, cyber-crime, Mass Media and social awareness, Role of mass media in contentment of crime, cultural dynamics and mass media and impact of mass media on Culturalization, Westernization, Modernization and Globalization.
- F. Prepare news pertaining to different social and cultural issues including crime, socialization globalization, Modernization etc.

**Fifth Paper:
Sports Journalism**

After Completion of the course, students will be able to:

- A. Understand the origin and development of Sports in India, sports and Print media, writing and editing of sports news, sports review and sports feature, sports magazine, writing and editing for sports magazines.
- B. Describe Rural sports, sports in ancient India, regional sports, National and International sports, Jorgen Words of Sports. Sports editorial writing, Sports news and Photograph Composition
- C. Explain Radio and sports programs, Radio commentary of sports.
- D. Write sports news for Radio and Television
- E. Evaluate Impact of Television and Radio Commentary on game lovers.
- D. Correlate Sports and Internet, Sports and Interactive Media, Technical aspects of sports reporting, role of sports journalism in the development of sports contribution in national development.
- E. Recall the prominent personalities of sports on national and international level, major sports records, organizations, sports and advertisement.

**Sixth Paper:
Development Communication**

After Completion of the course, students will be able to:

- A. Understand Concept, Indicators of development, models of development, classification of world on the basis of development characteristics of development and developing world.
- B. Explain meaning and concept of Development communication, need of development communication and theories of development communication
- C. Comprehend rural development and traditional media.
- D. Understand Development journalism and Government, development journalism and social change.
- E. Understand Democratic decentralization, Agricultural Communication and Rural development, Development communication and health, Family welfare, Population, women and child development, writing for development information and messages.
- F. Write pertinent news stories and articles.