

**COURSE/PROGRAMME OUTCOMES OF B.A. in Journalism & Mass
Communication**

Code	Title	Outcomes
YEAR 1		
BJMCPAC101	Principles of Communication	<ul style="list-style-type: none"> • To inculcate concepts of communication, its role, importance in society, Understanding the process of communication, including different forms, functions, levels and barriers. • The learners will be able to understand concepts in communication and shall be able to implement it in their professions and everyday life. • Communication is integral part of human interaction and growth and has taken many forms over centuries. The students will be able to identify the use of media including social media in providing meaningful information. • After the completion of the course the students will be able to explain and review on critical evaluation of mass communication Theories
BJMCPAC102	Introduction to Radio and Television	<ul style="list-style-type: none"> • Students will be able to identify and write record, produce and edit several formats of radio and television programmes including news stories, documentaries, drama, talks, features etc.,. • Students will recognize the structure and history and evolution of the radio and television industry will be able to work in professional atmosphere of radio and television station. • Students will interpret the challenges, opportunities, strength and solutions of the radio and television industry in India and around the world. • Students will outline the relationship of each personnel inside a radio and television station. • Practical training elements of television writing.
YEAR 2		

BJMCPAC201	Introduction to Advertising and PRs	<ul style="list-style-type: none"> • The students will be able to understand the different theoretical perspective of advertising and public relations. And they will critically assess the use of rhetoric in an array of advertising and public relations materials, as demonstrated through successful completion of quizzes and critical analyses and Online critique of advertising and PR campaign materials. • Compose ad copy in a variety of media, as demonstrated through Critical evaluation of visuals, graphics and the written
BJMCPAC202	New Media Communication	<ul style="list-style-type: none"> • Student will be able to explain New Media, its, origin, characteristics and evolution and impact on users, society, and institutions. • Student will be able to distinguish New Media from mainstream media and traditional media. • Student will identify the milestones of web and internet journalism in India and worldwide. • Student will be able to define important terms such social media, blogs, email, etc. of digital world. • Student will be able to explain the role of a Journalist in terms of new media industry.
BJMCPAC203	Reporting, Editing and Feature Writing (SEC)	<ul style="list-style-type: none"> • The students will learn the basics arts of journalism: reporting, editing and feature writing. • Students will be benefitted with basic skills and concepts of reporting, copy editing and feature writing dealt with in this course intend prepare a student for entry level positions in a newspaper organisation.
BJMCPAC204	Skills for New Media (SEC)	<ul style="list-style-type: none"> • Student will be able to explain New Media, its origin and evolution and impact on readers, business and society. • Student will be able to distinguish New Media from print and electronic media. • Student will be able to define important terms of digital world.

		<ul style="list-style-type: none"> • Student will be able to explain the role of a New Media Journalist.
YEAR 3		
BJMCPAC301	Community and Traditional Media	<ul style="list-style-type: none"> • In a scenario where the big corporations and cross-media ownerships and mainstream media control the flow of information and opinion, community media is seen as an alternative voice to the voiceless people. • This paper introduces the student to the concept of ‘community’ in the globalised world and alternatives to the mainstream media. • The course sensitizes the student to the potential of using community-based traditional, new and folk media.
BJMCPAC302	Introduction to Photojournalism	<ul style="list-style-type: none"> • A picture is worth thousand words. This course is targeted at developing the ability to conceptualise, capture and use photographs meaningfully. • The course in other areas of print communication as well – journalism, graphic designing and new media communication.
BJMCPAC303	Communication Skills	<ul style="list-style-type: none"> • The objective of this course is to build and develop leadership and interpersonal skills of students. • The skills learnt in this course will assist the students both in professional and personal life besides adding to their skills as a mass communication practitioner.
BJMCPAC304	Film Appreciation Skills	<ul style="list-style-type: none"> • The course will describe the value of film viewing and will throw light on early film history. • Introduce and summarize the filmmaking process and Define the several film styles and movements. • Define film psychology and Describe general ideas on art theory as a consumer habit.
GENERIC COURSE		

BJMCPAGE301	Media and Culture	<ul style="list-style-type: none"> • The media is a powerful actor in social conditioning. It mirrors, transplants and perpetuates social norms and values. • This course is designed to equip a student appreciate the politics of mass media culture industry by sensitizing her towards the dynamics of this power and its impact on cultures in the globalised world.
BJMCPAGE302	Introduction to Visual Communication	<ul style="list-style-type: none"> • This course intends to familiarise the students with the organisational structure of a newspaper along with the roles and responsibilities of key personnel working in various departments of a newspaper organisation. • This course will also give a macro view of the working of a newspaper organisation thus preparing a budding journalist to identify her surroundings and adjust to the working environment.