

## **Journalism & Mass Communication Course Outcomes**

### **Paper I**

#### **Print Journalism**

**CO1** Classifying newspaper as a recorder of news and events, as an organ of public opinion, instrument of social service, promoter of democracy. The impact of newspaper on society, socio-economic and cultural development.

**CO2** Defining News and understanding its elements, news sources and different types of news.

**CO3** Describing the role of the editor-functions and responsibilities and also editorial freedom and the role of the editor in recent perspective

**CO4** Understanding the role of the news editor and its functions, duties and responsibilities.

**CO5** Analyzing the duties and qualities of Chief Sub editor and Sub editors

**CO6** Identifying the role of the reporter and his/her duties and responsibilities. Various duties responsibilities & qualities of a chief reporter, foreign correspondent, special correspondent, bureau chief, district correspondent.

**CO7** Analyzing crime and legal reporting, science and financial reporting.

**CO8** Understanding news writing and different structures of news writing (inverted pyramid structure). Intro, lead and language of news writing, objectivity, writing techniques on society, fashion, music and arts, education, employment opportunities, health, environment and financial reporting.

**CO8** Analyzing feature and different types of features as a special kind of reporting.

**CO9** Understanding the importance of editorial and its choice of subjects, arrangement and style of presentation.

**CO10** Describing the principles of editing, copy testing, processing copies and computer editing

**CO11** Analyzing headlines of news stories and the different types of headlines. The role of computer application.

**CO 12** Describing page make-up, typography, main type groups with recent changes and development.

**CO 13** Understanding photo journalism and its importance, the role of a news photographer, news photo editing, caption writing, photo printing process and dark room processing.

**CO 14** Defining Column, its importance and different types, columnists and their qualities

**CO 15** Analyzing the importance of letters to the editor, proof reading, symbols of proof reading and duties and responsibilities of proof readers

**CO 16** Understanding the services of the news agencies and their importance, styles of agency reporting and how it differs from reporting in other media, the role of different international news agencies.

### **Time Slot Allotted for Classes**

#### **Theory Classes**

4.5 hrs per week

#### **Tutorials**

15 hours annually

### **Paper II**

#### **Media Management, Advertising & Public Relations**

**CO 1** Examining newspaper as a business enterprise and its public service role with reference to the Indian experience. Various factors associated with ownership of newspapers, the different types of ownership and source of revenue of a newspaper.

**CO 2** Understanding circulation of newspapers and the various factors involved with circulation of newspapers, newspaper's policy, role of the Circulation department, circulation manager, Audit Bureau of Circulation (ABC), advertisement department of a newspaper, role of the advertisement manager, different types of advertisement in newspapers and newspaper as a medium of advertisement.

**CO 3** Defining Advertising and its different types. Different advertisement mediums, their selection criterion and relative advantages, ethics of advertising, market research, brand positioning, creative strategy, market and its segmentation and sales promotion

**CO 4** Understanding the structure and functioning of an advertising agency and also client agency relationship

**CO 5** Discussing copy writing with its main features, types and principles of writing. The qualities, duties and responsibilities of a copy writer, copy for electronic media and print media, ad-administration and video production

**CO 6** Defining public relations with its various aspects, role of the PRO with the qualities and duties, PR in Public and Private Sector, various PR tools, Corporate PR, planning, data collection and editing principles for house journal, PR as a management function, PR institutions, PR and new technology

### **Paper III**

#### **Indian Constitution, Economy and Press Laws**

**CO 1** Describing the main features of the Indian Constitution and the fundamental rights, power and position of the President of India, Prime Minister, Chief Minister, Governor, Parliament, Supreme Court and High Court, Local governments; Indian Foreign Policy.

**CO 2** Analyzing national economic policy with the new trends, industrial policy with the new trends, finance commission and its functions, objectives of the five year plans, objectives of the economic policy and its impact on society.

**CO 3** Understanding different press laws and acts.

**CO 4** Understanding ethics of Journalism, freedom and responsibility of the press, Press Council of India, Media Council of India.

#### **Practical Work**

**CO 1** Writing news reports; headlines; intro, page make-up and design; editing news copy (computer part), writing short feature, editorial writing, film and book review

#### **Time Slot Allotted for Classes**

##### **Theory Classes**

3 hours per week

##### **Practical Classes**

1.5 hours per week

##### **Tutorials**

15 hours annually

## **Programme Outcomes**

**PO1 Newspaper and Society:** Enhance the knowledge about the role of newspapers in society and understanding its critical role in various aspects. Students develop critical understanding about the public service role of a newspaper. Media Watch, an international journal, has been subscribed to help the students inculcate the habit of reading research oriented material on the subject. Regular group discussions and other class activities help in better understanding.

**PO2 The Concept of news and various news persons:** Understand what news is all about and have an insight into the working of various news persons. This helps the students to have a clear idea about the functioning of a newspaper organization.

**PO3 Training for newspaper writing:** Students learn about various types of writing for newspapers and magazines. They understand the nuances of writing for various formats and develop knowledge to write thought provoking editorials. Publication of departmental newsletter 'The Confluence' and online journal 'Livewire' help the students to get a platform to express their talent in reporting, writing, interviewing, photography and other allied areas.

**PO4 The concept of editing:** Students get a good idea about the various aspects of editing which are crucial requirements in the job market. Knowledge of page designing helps them to have a comprehensive knowledge on the topic.

**PO5 Knowledge about basic aspects of photo journalism and ownership patterns of newspapers:** Students have an idea about photography and photojournalism which helps them to apply the knowledge when they search for jobs in the field. A Photography workshop was organized in the department which helped the students to have better understanding of photojournalism. Collaboration with department of Film Studies to organize script writing, light and camera operation workshop, media debate and competitive short film festival helped the students to get practical exposure of the subject. Ownership patterns of modern day newspapers warrant close scrutiny. Students develop critical knowledge about ownership of newspaper houses.

**PO6 Widening Options for Jobs by Learning about Advertising and Public Relations:** Knowledge about advertising and public relations help in widening options for jobs. The various aspects of advertising and public relations are taught to the students. The details about copy writing and the job of a public relation officer provide them with practical aspects of two different jobs.

**PO7 Core knowledge about media law, economy and polity:** Core knowledge about media law, economy and polity which helps the students to understand crucial aspects related to working on the field as journalists. Having good idea about these subjects help them to work with better understanding of the profession. The knowledge base is interdisciplinary in nature.

Interdisciplinary national seminars were held at the college in 2009 and 2016 which helped the student to deepen their knowledge and understanding about interdisciplinary areas.

### **Programme Specific Outcomes**

**PSO1** Understanding the crucial role played by newspaper in society and the concept of news with its types, elements and sources.

**PSO2** Analyzing the work of various news persons, their qualities, duties and the professional requirements.

**PSO3** Examining various forms of reporting and news writing with a thorough understanding of the structure of news writing.

**PSO4** Defining various aspects of editing and the nuances involved in newspaper page designing and typography.

**PSO5** Developing knowledge about photojournalism and news agencies as specialized areas.

**PSO6** Analyzing the business aspect of newspapers vis-à-vis its public service role.

**PSO7** Exploring various aspects of advertising, public relations, constitution, media laws, polity and economy to have deep understanding about the subject.

**PSO8** Practicing various exercises which help students to be better placed while searching for media related jobs. Talks by media persons in the department and internships in media organizations provide practical exposure.