

# **DEPARTMENT OF MASS COMMUNICATION**

## **PROGRAMME OUTCOME (PO)**

**After the completion of the programme, the student will attain the ability to:**

**PO 1:** Students would be professionally equipped to be employable in media.

**PO 2:** Students would understand the basic functioning of the media world; from Print Media to Electronic Media to Social Media.

**PO 3:** They would learn skills which would enable them to assess their own potential to accommodate in media field.

**PO 4:** They would develop a comprehensive understanding of media with its principles and ethical aspects.

**PO 5:** They would be able to understand the finer nuances of communication to use it as a powerful tool as and when required

## **PROGRAMME SPECIFIC OUTCOME (PSO)**

**After the completion of the programme, the student will attain the ability to:**

**PSO 1:** The students would be introduced to a plethora of courses which would help them understand the nature and the scope of the programme and also they would be able to assess their potential and critically analyse aptitude in various media.

**PSO 2:** They would be able to use communication as a potential tool to sustain & survive in media. They would be able to use communication skills and techniques in reporting events , writing scripts, interacting with masses to interviewing big people.

**PSO 3:** Students would learn how to use different tools and soft wares required in various media from reporting to film making.

**PSO 4:** They would acquire the basic knowledge of everything required to be employable in both in the print & electronic media.

**PSO 5:** The programme offers a wide range of job opportunities like Advertising, Public Relations, cinematography, Video/Radio production where they can explore, be employable and excel.

**PSO 6:** They would learn and practice shooting, video editing, anchoring, writing reports, scripting and reviewing films etc.

## **Semester I**

### **CC 101: COMMUNICATION, MEDIA AND SOCIETY**

#### **Course Outcomes:**

**After the completion of the course, the student will be able to:**

**CO1** This course familiarises the students with the basic understanding of the depth of communication, the various terminologies associated with it.

**CO2** It enables students with better knowledge of language (especially English and also the different models of Communication in detail.

**CO3** It enables the students to learn the communication skills and understand the different levels of Communication through which they can improve their communication skills.

**CO4** it introduces the students to different theories of Communication in detail.

## **Semester I**

### **CC 102: INTRODUCTION TO JOURNALISM**

#### **Course Outcomes:**

**After the completion of the course, the student will be able to:**

**CO1** To impart a comprehensive understanding of Journalism, its principles, ethical aspects

**CO2** To introduce the students with a basic understanding of News process from event to the reader.

**CO3** To acquaint the students with the principles of journalism and what are the important points to keep in mind while covering news.

**CO4** To provide a brief idea about the language and narrative of news which will further help in their future when one will be employed in any media organisation.

### **Semester I**

#### **GE1: ADVERTISEMENT AND MEDIA**

##### **Course Outcomes:**

**After the completion of the course, the student will be able to:**

**CO1** To provide a brief idea about the Advertisement as a Communication.

**CO2** To acquaint the students with the different models of advertising, importance of ad agencies and also the different mass medias through which advertising is done.

**CO3** To impart basic understanding of Advertising and the ethical issues of it.

**CO4** To provide the students about securing a future in this field this paper will help a lot in clearing their doubts as well as understanding the basics.

### **Semester II**

#### **CC 203:COMMUNICATION RESEARCH**

##### **Course Outcomes:**

**After the completion of the course, the student will be able to:**

**CO1** To create an understanding about the need and importance of Research in Communication.

**CO2** To develop an understanding on the different types and methodologies as well as various tools used while conducting a research.

**CO3** To acquaint the students with ethical aspects of research

**CO4** Students will understand how to present a research paper and all the important aspects of conducting a research which will further help them in their near future if they want to do Phd or become a Research Associate.

## **Semester II**

### **CC 204: PRINT MEDIA PRODUCTION**

#### **Course Outcomes:**

**After the completion of the course, the student will be able to:**

**CO1** To impart a comprehensive understanding of the production process on the print platform, with an emphasis on the newspaper.

**CO2** To provide a brief idea about Reporting, Editing and Printing aspects of daily production in a 24-hour time-cycle.

**CO3** The students are acquainted with the overall rigour involved in the production of the newspaper to ensure daily periodicity.

**CO4** To develop an understanding of the stages from advertising to printing before the newspaper comes out as a finished product.

## **Semester II**

### **GE 202: SOCIAL MEDIA**

#### **Course Outcomes:**

**After the completion of the course, the student will be able to:**

**CO1** To impart basic knowledge about the Social media and its use in current time.

**CO2** To provide a brief idea about the different applications and technologies used and also the various types and impact of social media on people.

**CO3** To develop an in depth understanding about the paper and also aware about the various important terminologies.

**CO4** To introduce the students about social media technologies and its impact on people in broader aspect.

### **Semester III**

#### **CC 305:EXPLORING CINEMA**

##### **Course Outcomes:**

**After the completion of the course, the student will be able to:**

**CO1** To introduce the students about the history of cinema and theatre and to make them understand how communication process is made with the help of cinema .

**CO2** To enable the student in understanding the different turns in cinema.

**CO3** To provide better understanding about different terminologies which is used in cinema like formula films ,angry young man diaspora with reference to cinema

**CO4** To enable students with New Wave Cinema,The Formula Film, The Angry Young Man and also some significant turns related to it.

### **Semester III**

#### **CC 306: GRAPHIC DESIGNING AND VISUAL IMAGES**

##### **Course Outcomes:**

**After the completion of the course, the student will be able to:**

**CO1** To provide better understanding about the basic principles of graphic design which will help students to design on various subjects.

**CO2** To emphasize practical learning of different types of software, which will help them to get employment in future.

**CO3** By studying this paper, students will get employment opportunities in various media institutions, as well as it also motivates them for self-employment.

**CO4** To make them capable to acquire jobs by staying at home such as making book covers, photo editing, making cards etc.

### **Semester III**

#### **CC 307 :TELEVISION JOURNALISM**

##### **Course Outcomes:**

**After the completion of the course, the student will be able to:**

**CO1** To enable the students to develop an understanding of Journalism in relation to Television.

**CO2** To provide a brief idea about journalism and different types of television program as well as the basic principles of camera, uses of graphics and video production.

**CO3** To familiarise the students with the ethical issues in TV Journalism

**CO4** By studying this paper students will get job in various media organisation or they can work as freelancer journalist or stringer.

### **Semester III**

#### **GE3: PUBLIC SERVICE BROADCASTING**

##### **Course Outcomes:**

**After the completion of the course, the student will be able to:**

**CO1** The objective of this course is to familiarise the students with the global overview of Public service broadcasting, state initiatives and interventions under it.

**CO2** It enable the students to be able to understand the details, models, history and importance of PSB.

**CO3** It provides a thorough understanding of Public Service Model in India

**CO4** It enables students to understand the different participatory communication and its need

#### **Semester IV**

#### **CC 408: DEVELOPMENT COMMUNICATION**

##### **Course Outcomes:**

**After the completion of the course, the student will be able to:**

**CO1** This paper deals about the development aspect in relation to communication.

**CO2** To provide a brief idea about the social changes and issues, Strategic approaches as well as paradigms of Development Communication.

**CO3** To acquaint the students with the models which will give a broad understanding of Development communication and its need in India and World.

**CO4** Students will get to learn the importance of Development communication in relation to India and World and also can secure a job as a 'Development reporter'.

#### **Semester IV**

#### **CC 409: CAMERA AND EDITING FOR TV**

##### **Course Outcomes:**

**After the completion of the course, the student will be able to:**

**CO1** To acquaint the students with Camera, Different lenses and their operating techniques

**CO2** To provide a practical on hand experience of lighting equipment and its techniques

**CO3** To enable the students to have such minimum knowledge of Video Editing, Broadcast stages of Video Editing and Timeline Video Editing.

**CO4** To make them understand Pictorial elements, scene elements and Use of Graphic design.

## **Semester IV**

### **CC 410: REPORTING AND ANCHORING**

#### **Course Outcomes:**

**After the completion of the course, the student will be able to:**

**CO1** To develop proficiency about Anchoring and its importance and the different terminologies used while working professionally.

**CO2** To acquire awareness about TV Reporting and its principles and its different types, techniques and beats.

**CO3** To develop an understanding of the two important and popular term used while opting journalism as their career.

**CO4** To impart basic knowledge about Anchoring, Body language, Voiceover, and reporting from the field.

## **Semester IV**

### **GE 404: MEDIA MOMENTS IN HISTORY**

#### **Course Outcomes:**

**After the completion of the course, the student will be able to:**

**CO1:** To develop an understanding of Media impact on individual and society

**CO2:** To provide an overview of Media and Democracy

**CO3:** To acquaint the students with Media moments in History like Dandi

March, Tryst with Destiny, Fall of Berlin War, The Emergency in India. **CO4 :** To provide a brief idea about Public sphere and its critique.

## **Semester IV**

### **SEC 402 :COMMUNICATION AND DISASTER MANAGEMENT**

#### **Course Outcomes:**

**After the completion of the course, the student will be able to:**



**CO1** To impart basic knowledge about the importance of Disaster management and the need of communication.

**CO2** To enable the students to have an understanding about the difference between Natural and Man -made disaster and also the role of Media.

**CO3** Students will get to learn the importance of communication when there is a disaster.

**CO4** To acquaint and help them to apply their theoretical knowledge to their practical life in need.

### **Semester V**

#### **CC 511: GLOBAL POLITICS AND MEDIA**

##### **Course Outcomes:**

**After the completion of the course, the student will be able to:**

**CO1** To provide a brief idea about Globalisation in relation to Media. **CO2** To develop an understanding about the importance and impact of

Globalisation on Media as well as Cultural politics and Global Conflict.

**CO3** To acquaint the Students to learn about the entire world, impact and importance of Globalisation.

**CO4** To introduce the students about the ideology, Culture and Globalisation

### **Semester V**

#### **CC 512 :DOCUMENTARY**

##### **Course Outcomes:**

**After the completion of the course, the student will be able to:**

**CO1** To introduce the students to the theoretical and the practical aspects of Documentary.

**CO2** To emphasise on the different types, ethics, research, script writing and production process of Documentary.

**CO3** To develop an understanding about the basic of Production, developing a kind of understanding of production as well as finer nuances of Film making.

**CO4** To acquaint the students with the shooting styles, production details and logistics and editing styles.

### **Semester I**

#### **DSE 1:RADIO PRODUCTION**

##### **Course Outcomes:**

**After the completion of the course, the student will be able to:**

**CO1** To develop an understanding of Radio, its history and evolution.

**CO2** To provide a brief idea about the grammar and aesthetics, sound and the production process required for Radio.

**CO3** To acquaint the students with Radio Production, working in radio and different challenges faced.

**CO4** To develop proficiency in Pre production and Post production of Radio.

### **Semester II**

#### **DSE 2 : PHOTOGRAPHY**

##### **Course Outcomes:**

**After the completion of the course, the student will be able to:**

**CO1** To provide a brief idea about the Journey of Visual Art called 'Photography'.

**CO2** To enable the students to understand about the different types of Camera and related accessories - their structural designing and practical utility in field as well as Photography elements.

**CO3** To introduce the students with the New technologies that are introduced and use of DSLR/Mirrorless Camera for Video Shooting/Production which will further help them if they are passionate about making Short film/Documentary.

**CO4** To acquaint and sensitise the students with the various aspects of Photojournalism and add different skills as well like Documentary and Conceptual photography, event photography.

## **Semester VI**

### **CC 613: COMMUNICATION AND THE PLASTIC ARTS**

#### **Course Outcomes:**

**After the completion of the course, the student will be able to:**

**CO1** This course aims at imparting basic knowledge about Communication and the plastic arts as mass media.

**CO2** To develop an understanding about the Public art and the public sphere like The Chowk/ Piazza, The wall, Sidewalk and all.

**CO3** To enable the students to have such minimum knowledge of the Language of Faith.

**CO4** To provide an overview of Power and the Semiotics of Scale and Monuments and Triumphalism .

### **CC 614 :INTEGRATED MARKETING COMMUNICATION**

#### **Course Outcomes:**

**After the completion of the course, the student will be able to:**

**CO1** :To develop an understanding about the Integrated marketing Communication, Key features, objectives and components.

**CO2** :To acquaint the students with the promotional elements and tools of IMC.

**CO3**: To impart basic knowledge about the Marketing Communication, Segmentation, Targeting and positioning.

**CO4**: To enable the students to have such minimum knowledge about IMC plan and Campaigns.

### **Semester III**

#### **DSE 3 :COMMUNICATION FOR SPECIAL NEEDS**

##### **Course Outcomes:**

**After the completion of the course, the student will be able to:**

**CO1** To impart basic knowledge of The Discourse of Marginalization in the Indian Scenario

**CO2** To provide a detailed understanding about Communication and Media for the Differently Abled.

**CO3** To acquaint the students with the strategies of Intervention in Developed Countries

**CO4** To enable the students to have such minimum knowledge of need of communication for special needs

### **Semester IV**

#### **DSE 4 :FASHION COMMUNICATION**

##### **Course Outcomes:**

**After the completion of the course, the student will be able to:**

**CO1**: To enable the students to have basic knowledge of Fashion as Communication

**CO2** : To provide a detailed understanding of Fashion Journalism, Graphic design and writing for fashion feature

**CO3** : To acquaint the students with the Fashion Industry

**CO4:** To develop a basic understanding about Advertising and Public Relation in context with Fashion.