



Criterion : I – Curricular Aspects

Metric : 1.1.1 – Programme Outcomes (POs), Programme Specific Outcomes (PSOs) and Course Outcomes (COs) – B.A JOURNALISM AND MASS COMMUNICATION

Year : 2015 - 2020



FATIMA COLLEGE (AUTONOMOUS), MADURAI – 625018

NAME OF THE PROGRAMME: B.A. JOURNALISM AND MASS COMMUNICATION

PROGRAMME CODE: USJM

PROGRAMME OUTCOMES:

The learners will be able to

PO1: acquire knowledge of fundamental concepts and subject specific academic competency.

PO2: enhance the communicative skills and gain confidence to disseminate knowledge through oral and written communication effectively.

PO3: think critically, evaluate analytically and apply the expertise of their discipline in real life.

PO4: appreciate literary, economic, cultural, socio-psychological and environmental diversity.

PO5: pursue and attain meaningful goals, develop positive attitude to gain self-awareness, self-esteem, self-discipline and self-motivation.

PO6: acquire employability and entrepreneurial skills

PO7: evolve as responsible citizens and leaders.



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PROGRAMME SPECIFIC OUTCOMES:

PSO1: The Students would pick up skills like photojournalism, Radio and Video jockeying.

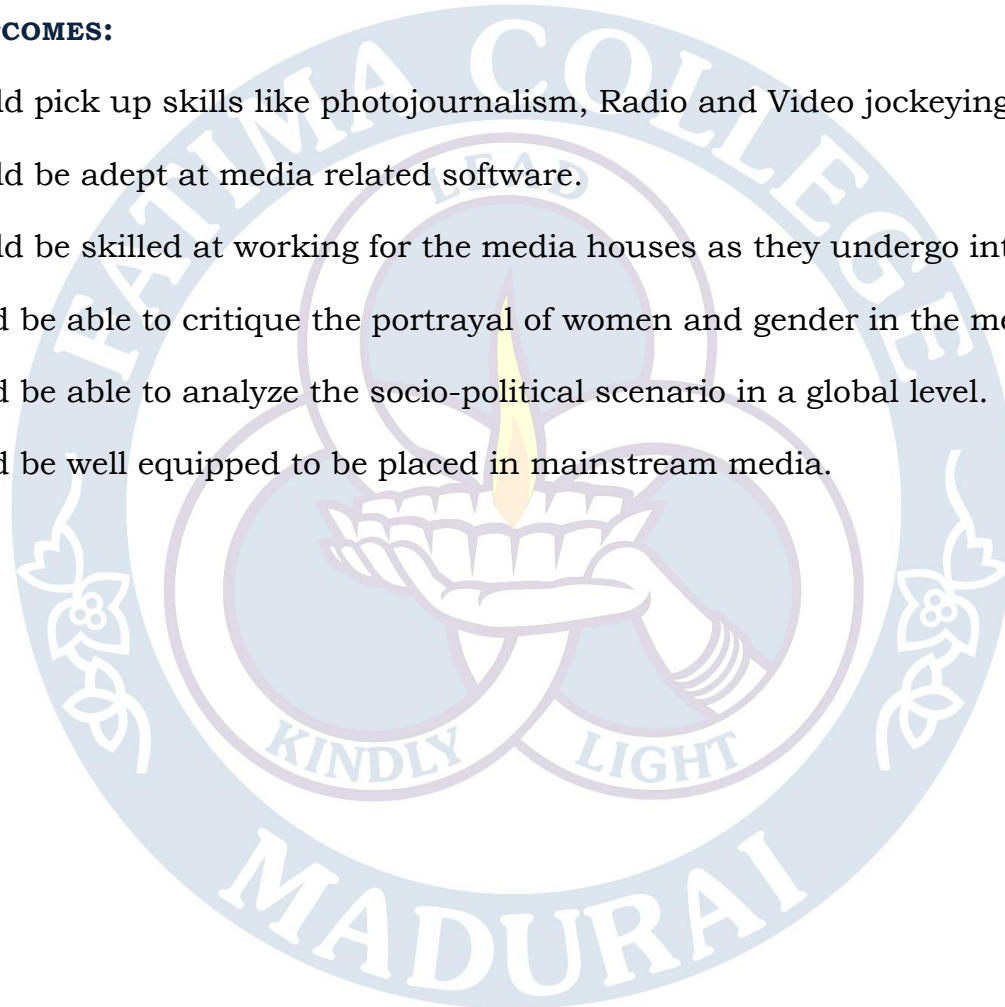
PSO2: The Students would be adept at media related software.

PSO3: The Students would be skilled at working for the media houses as they undergo internship.

PSO4: The learners would be able to critique the portrayal of women and gender in the media.

PSO5: The learners would be able to analyze the socio-political scenario in a global level.

PSO6: The learners would be well equipped to be placed in mainstream media.





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2019 - 2020

COURSE CODE	COURSE TITLE	NATURE OF THE COURSE (LOCAL/ NATIONAL/ REGIONAL/ GLOBAL)	COURSE DESCRIPTION	COURSE OUTCOMES
19JM1CC1	Introduction to Journalism and Mass Communication	All levels	This course covers the historical evolution of media leading up to contemporary developments	<p>CO1: Understand the definition, need and importance of journalism and mass communication.</p> <p>CO2: Trace the origin and development of various media.</p> <p>CO3: Learn the Qualities, duties, rights and responsibilities of a Journalist.</p> <p>CO4: Gain adequate knowledge about various branches in Journalism.</p> <p>CO5: Acquire knowledge of New Media in the Society.</p>



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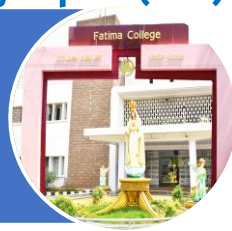
				CO6: Analyze globalization and News Flow.
19JM1CP1	News Editing Techniques	All levels	The course enables students to grasp the practice, duties and ethics involved in news editing.	CO1: se accurate language for the media CO2: Proofread reports and stories CO3: Report on a particular Issue, sector, organization, or institution (beat reporting) CO4: Draft a feature CO5: Design and edit a Newspaper/Magazine
19JM1AC1	News Reporting and Writing	All levels	The course enables students learn techniques of gathering, analyzing and writing news for the media.	CO1: Evaluate newsworthiness of information. CO2: Demonstrate an understanding of story idea creation. CO3: Comprehend the basic structure and format of a news story (lead, body, and conclusion).



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				CO4: Produce Content for Print, Broadcast and blogs and websites CO5: Demonstrate an understanding of online journalism and alternative story forms.
19JM1NME1 &19JM2NME2	Event Management	All levels	This course allows students to build their fundamental knowledge of modern event management.	CO1: Comprehend role of event planners. CO2: Analyze the skills required to plan an event. CO3: Enhance their innovativeness in managing the media CO4: Execute an event with the knack of organizational skill. CO5: Create professionalism through promotional skills.
19JM2CC2	Media Laws and Ethics	National	The course examines the various media laws,	CO1: Appreciate the freedom of speech and expression CO2: Understand the major challenge of



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			policy and regulatory frameworks in India.	<p>ethical journalism</p> <p>CO3: Learn how to solve simple media law cases.</p> <p>CO4: comprehend media constitutional laws</p> <p>CO5: Acquire Knowledge of Media Regulatory bodies of India</p>
19JM2CP2	Photo Journalism	All levels	The course enables students to apply photography theory to the practice of shooting individually and in group on specific assignments.	<p>CO1: Understand the Elements of Photography and its functions</p> <p>CO2: Learn Aesthetics of Photography, composition and Visual Story Telling.</p> <p>CO3: Acquire Knowledge in Basic Lighting, Exposure and Focusing</p> <p>CO4: Hands on Experience in Camera operations</p> <p>CO5: Hands on Experience to Setup</p>



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				<p>Lights for Indoor or an Outdoor Photography</p> <p>CO6: Learn Different types of photography Nature, wildlife, sports and social media photography</p>
19JM2AC2	National and International Affairs	All levels	The course enables students to analyze global events/issues from a critical perspective.	<p>CO1: Define the role of the Constitution in a democratic society</p> <p>CO2: Describe theories of international relations</p> <p>CO3: Skillfully use extensive sources of information including internet, government publications, professional journals, and newspaper.</p> <p>CO4: Evaluate the causes and processes of modern international issues</p> <p>CO5: Critique some controversial laws</p>



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				CO6: Demonstrate critical thinking skills through writing and discussion.
COURSE CODE	COURSE TITLE	NATURE OF THE COURSE (LOCAL/ NATIONAL/ REGIONAL/ GLOBAL)	COURSE DESCRIPTION	COURSE OBJECTIVES
JM3CC3	Radio and Television Production Techniques	All levels	The course enables students to learn the production process and techniques involved in Radio and Television Production.	<ul style="list-style-type: none"> • Comprehend the language and power of the blind medium • Identify the ethical violations in Radio and Television Programme. • Demonstrate knowledge and understanding of the workings of media institutions and actors, media production process and media governance and regulatory structures. • Gain knowledge and understanding of different media systems operating at the national and international level.



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				<ul style="list-style-type: none"> Understand the nature and significance of audio-visual communication as a human activity Communicate effectively with media person as they are familiar with television vocabulary.
JM3CP3	Broadcast Journalism	All levels	The practical course gives experience to students in the application of audio visual technologies.	<ul style="list-style-type: none"> Conceptualize, write scripts and storyboard for various Genres Gain Hands on Experience in handling Camera and Techniques Know the importance of the audio and the recording process Produce Radio News Bulletins and Television News Bulletins Produce News Story for TV and Radio Apply various cinematography techniques & principles for Anchoring



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				a Show
JM3AC3	Media Culture and Society	All levels	This course aims to introduce students to an interdisciplinary framework that will allow exploring and theorizing on the intersections of culture and media.	<ul style="list-style-type: none"> • Understand the relationship between the state, media and the public. • Understand the role of the media in the lives of individuals. • Analyze media performance and content from a gender perspective. • Identify misogyny, hegemony, culture representations and various other phenomena in films with ease. • Critique the media content using theoretical frameworks such as Marshall McLuhan's. • Evaluate a film and bring out the various layers of meaning.
JM3SB1	Basics of audio and Video	All levels	This course enables students to learn	<ul style="list-style-type: none"> • Comprehend the basic editing tools and techniques of sound and video



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	Editing		the application of audio visual editing	<p>recordings</p> <ul style="list-style-type: none"> • Understand file formats and methods of editing • Get an overview on nonlinear editing • Learn Basics of Adobe premiere Pro and its functions • Gain Knowledge in conceptualize, writing script and storyboarding for various Genres • Hands on Experience in handling Recording and Editing of Audio and Video Programs
JM4CC4	Communication theories	All levels	The overarching goal of this course is to think about and analyze	<ul style="list-style-type: none"> • Understand the classification of Communication • Learn Model of communication • Analyze Normative Theories:



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			communication in a systematic way	<ul style="list-style-type: none"> Evaluate the different communication Theory. Understand the role of communication theory Gain Knowledge in various media context
JM4CP4	Television Production	All levels	This Course is an introduction to the basic principles, procedures& techniques of Television Production	<ul style="list-style-type: none"> write effectively for broadcast media with an emphasis on clarity, story structure and brevity. story board their concepts. Remove green matte background and create an animated title. Operate the studio console and equipment. demonstrate competency in shooting and editing video in the field and studio.



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				<ul style="list-style-type: none"> Evaluate shows of Television Channels and provide a written critique.
JM4AC4	Basics of Advertising	All levels	This course enables the students to learn the nature of and their scope in media advertisement	<ul style="list-style-type: none"> Trace the origin and development of advertising and Nature and Scope of Advertising Analyze the different types of advertising Learn the Elements of ad copy in advertisement Understand the components of a brand image Identify the different types of advertising agency Acquire knowledge on public relation
JM4SB2	Advertisement Production	All levels	This course focuses on advertisements that	<ul style="list-style-type: none"> Demonstrate understanding of the elements and principles of Graphic



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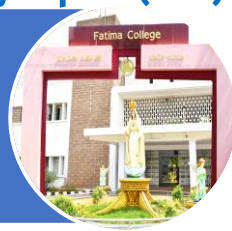
			are placed in websites, television ads, newspapers, films or magazines	design <ul style="list-style-type: none"> • Understand color and color mixing • Gain knowledge in designing logos, visiting card, Advertisement for various media • Comprehend basics of Adobe Photoshop and its functions • Gain knowledge of Production Techniques of Print Advertisement • Acquire Practical Experience in Advertisement Production
JM5CC5	Development Communication	All levels	students to the role of information, communication and the media in	<ul style="list-style-type: none"> • recognize and explain the concept and importance of development. • distinguish between communication and development communication. • describe use of different media in



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			development and social change	<p>development communication.</p> <ul style="list-style-type: none"> • evaluate developmental approaches and programmes in the context of Economic and development theories. • understand key issues in sustainable development as a basis for engaging in effective development communication. • Describe dimensions of development and the development policy frameworks
JM5CC7	Media Literacy	All levels	This course aims to make the students understand the dynamics behind media messages	<ul style="list-style-type: none"> • Understand the importance and impact of media and Media Literacy concepts • Safely and responsibly access a variety of media texts from different media platforms. • Understand the Interactive Media



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				<ul style="list-style-type: none"> • Develop the ability to broadcasting their perspectives on Media • Learn Practical Media Skills Photoshop, Video Editing • Act as a responsible digital citizen
JM5ME1	Documentary Production	All levels	The central goal of this course is to provide students with perspectives, background, and ways of thinking about documentary films that will facilitate critical inquiry and enlightened viewing, both in this class and in their film-	<ul style="list-style-type: none"> • Grasp Pre –production process • Prepare a Budget and Script • Plan the Production Process • Understand Post production process • Execute Dubbing and translation



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			going future.	
JM5ME2	Short Film Production	All levels	<p>This course involves practical study of the creative and technical aspects of film production. Students will make a dramatic film in small groups. This will develop their skills at scripting, photography, mise-en-scene, performance, editing, sound recording and mixing</p>	<ul style="list-style-type: none"> • Understand the Pre –production process • Prepare a Budget and Script • Plan Production Process • Comprehend Post production process • Execute Dubbing and translation



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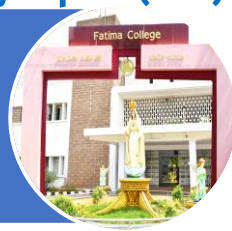
JM5SB3	Specialized Reporting	All levels	Specialized reporting is a skill based paper intended for the students to choose their area of interest and work on the nuances of a specific field. This will help them identify themselves excelled in writing reports on the particular type of news they get.	<ul style="list-style-type: none"> • Identity areas of interest in reporting. • Transform themselves into a special correspondent. • Analyze and sort out problems in reporting. • Get acquainted with the types of reporting • Become adept at the techniques of writing a specific report. • Predict conclusions from composite premises
JM5SB4	Broadcast Media operation	All levels	The intern will be exposed to a particular area of	<ul style="list-style-type: none"> • Learn media management • Understand the structure of media organization



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			specialization and hence pick up relevant skills.	<ul style="list-style-type: none"> Gain knowledge in designing logos, visiting card, Advertisement for various media Get a hands-on experience of situations and functioning of the media industry Gather relevant skills for a career in the media
JM6CC8	National and International Affairs	All levels	The course enables students to analyze global events/issues from a critical perspective.	<ul style="list-style-type: none"> Define the role of the Constitution in a democratic society Describe theories of international relations CO3: Skillfully use extensive sources of information including internet, government publications, professional journals, and newspaper. Evaluate the causes and processes of



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				<p>modern international issues</p> <ul style="list-style-type: none"> • Critique some controversial laws • Demonstrate critical thinking skills through writing and discussion
JM6CC9	Basic Media Research	All levels	<p>This course presents methods that are central to research in media and communication.</p> <p>Methods include research, interviews, surveys and introductory statistics.</p>	<ul style="list-style-type: none"> • Critically analyze research methods and develop the skills for writing a thesis. • Outline the basic frame work of research process • Apply the concepts of research and its methods in the thesis • Employ the required formats for citation • Demonstrate the knowledge of research process with practical experience • Identify the research topics pertinent



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				to Media.
JM6CC10	New Media	All levels	This course enables the students to build their foundational knowledge on New Media.	<ul style="list-style-type: none"> • Recognize the tenets of online journalism and the new media • Analyse the role and importance of the internet as a component of mass media. • Critique social issues to develop good citizenry • Transform into ethical journalists. • Contribute to the college and the department blog site and the media in general. • Create a blog of their own.
JM6ME3	Business Communication	All levels	This course introduces the students to basic formats and	<ul style="list-style-type: none"> • demonstrate a good understanding of effective business writing • create and deliver effective Business



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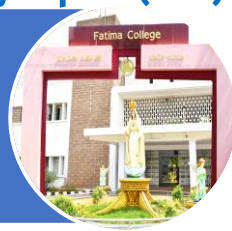
			techniques of business communication.	<p>Presentations</p> <ul style="list-style-type: none"> • learn the Importance of Speaking • understand Public Relation skills • Connect the Media through News Releases • Become Media savvy
JM6ME4	Integrated Marketing Communication	All levels	This course enables the students to understand the principles and practices of marketing communication, involving tools used by marketers to inform consumers.	<ul style="list-style-type: none"> • Comprehend Integrated Marketing Communications • Understand Perspectives on Consumer Behavior • Develop the Integrated marketing Communications Program • Gain knowledge on Media Planning and Strategy • C05: Learn about Public Relations • Analyze Broadcast Media today and



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				imbibe reporter's behavior.
JM6SB5	Gender and Media	All levels	This Course examines representation of race, class, gender and sexual identity in the media.	<ul style="list-style-type: none"> Describe the manner in which race, class, gender, and sexuality intersect. Understand and evaluate major theories and texts central to Gender Studies. Analyze the structure of gender representations in media, language, and texts with Bechdel Test Evaluate and interpret information from a variety of sources including print and electronic media, film, video, and other information technologies. Recognize the global, scientific, cultural, historical, or political issues that have created distinctions and disruptions among women, men, and



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				<p>sexual minorities.</p> <ul style="list-style-type: none"> Explore theoretical and practical aspects of social justice
JM6SB6	Women and Media	All levels	<p>This course enables the students to understand the role and representation of women in media.</p>	<ul style="list-style-type: none"> Comprehend the classification of Feminism Understand and acquire knowledge on the history of roles of women in Media Evaluate women's position in soap operas Critically estimate the role of women in advertisements Perceive media laws and cybercrime regulations for women Analyze the representation of women through mass media



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2018 - 2019

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JM1CC1	Introduction to Journalism and Mass Communication	All levels	This course covers the historical evolution of media leading up to contemporary developments	<ul style="list-style-type: none"> • Understand the definition, need and importance of journalism and mass communication. • Trace the origin and development of various media. • Learn the Qualities, duties, rights and responsibilities of a Journalist. • Gain adequate knowledge about various branches in Journalism. • Acquire knowledge of New Media in the Society.



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				<ul style="list-style-type: none"> Analyze globalization and News Flow.
JM1CP1	News Editing Techniques	All levels	The course enables students to grasp the practice, duties and ethics involved in news editing.	<ul style="list-style-type: none"> Use accurate language for the media Proof read reports and stories Report on a particular issue, sector, organization, or institution (beat reporting) Draft a feature Design a Newspaper/Magazine
JM1AC1	News Reporting and Writing Techniques	All levels	The course enables students learn techniques of gathering, analyzing and writing news for the media.	<ul style="list-style-type: none"> Evaluate newsworthiness of information. Demonstrate an understanding of story idea creation. Comprehend the basic structure and format of a news story (lead, body, and conclusion).



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				<ul style="list-style-type: none"> Produce Content for Print, Broadcast and blogs and websites Demonstrate an understanding of online journalism and alternative story forms
JM1NME1 &JM2NME2	Event management	All levels	This course allows students to build their fundamental knowledge of modern event management.	<ul style="list-style-type: none"> Comprehend role of event planners. Analyze the skills required to plan an event. Enhance their innovativeness in managing the media Execute an event with the knack of organizational skill. Create professionalism through promotional skills.
JM2CC2	International Socio Political	All levels	The course enables students to analyze	<ul style="list-style-type: none"> Understand the International Socio-Political Affairs and their influence



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	Affairs		global social political events/issues from a critical perspective.	on Journalism <ul style="list-style-type: none"> • Acquire knowledge of Foreign Policies and their impact on Indian society • Learn about the impact of Foreign Policy on Indian Society • Evaluate role of Electoral Policies • Critique Transnational Socio Political Issues
JM2CP2	Photo Journalism	All levels	The course enables students to apply photography theory to the practice of shooting individually and in group on specific assignments.	<ul style="list-style-type: none"> • Understand the Elements of Photography and its functions • Learn Aesthetics of Photography, composition and Visual Story Telling. • Acquire Knowledge in Basic Lighting, Exposure and Focusing • Hands on Experience in Camera



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				<p>operations</p> <ul style="list-style-type: none"> • Hands on Experience to Setup Lights for Indoor or an Outdoor Photography • Learn Different types of photography Nature, wild life, sports and social media photography
JM2AC2	Media Laws and Ethics	National	The course examines the various media laws, policy and regulatory frameworks in India.	<ul style="list-style-type: none"> • Appreciate the freedom of speech and expression • Understand the major challenge of ethical journalism • Learn how to solve simple media law cases. • comprehend media constitutional laws • Acquire Knowledge of Media



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				Regulatory bodies of India
JM3CC3	Radio And Television Production Techniques	All levels	The course enables students to learn the production process and Production. techniques involved in Radio and Television	<ul style="list-style-type: none"> • Comprehend the language and power of blind medium • Identify the ethical violations in Radio and Television Programme. • Demonstrate knowledge and understanding of the workings of media institutions and actors, media production process and media governance and regulatory structures. • Gain knowledge and understanding of different media systems operating at the national and international level. • Understand the nature and significance of audio-visual



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				<p>communication as a human activity</p> <ul style="list-style-type: none"> Communicate effectively with a media person as they are familiar with television vocabulary.
JM3CP3	Broadcast Journalism	All levels	The practical course gives experience to students in the application of audio visual technologies.	<ul style="list-style-type: none"> Conceptualize, write scripts and storyboard for various Genres Gain Hands on Experience in handling Camera and Techniques Know the importance of the audio and the recording process Produce Radio News Bulletins and Television News Bulletins Produce News Story for TV and Radio Apply various cinematography techniques & principles for Anchoring a Show



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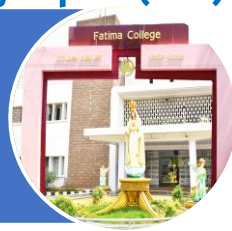
JM3AC3	Media Culture and Society	All levels	This course aims to introduce students to an interdisciplinary framework that will allow exploring and theorizing on the intersections of culture and media.	<ul style="list-style-type: none"> • Understand the relationship between the state, media and the public. • Understand the role of the media in the lives of individuals. • Analyze media performance and content from a gender perspective. • Identify misogyny, hegemony, culture representations and various other phenomena in films with ease. • Critique the media content using theoretical frameworks such as Marshall McLuhan's. • Evaluate a film and bring out the various layers of meaning.
JM3SB1	Basics of Audio	All levels	This course enables	<ul style="list-style-type: none"> • Comprehend the basic editing tools



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	and Video Editing		students to learn the application of audio-visual editing	<p>and techniques of sound and video recordings</p> <ul style="list-style-type: none"> • Understand file formats and methods of editing • Get an overview on nonlinear editing • Learn Basics of Adobe premiere Pro and its Functions • Gain Knowledge in conceptualize, writing script and storyboarding for various Genres • Hands on Experience in handling Recording and Editing of Audio and Video Programs
JM4CC4	Communication theories	All levels	The overarching goal of this course is to think about	<ul style="list-style-type: none"> • Understand the classification of Communication • Learn Model of communication



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			and analyze communication in a systematic way	<ul style="list-style-type: none"> Analyze Normative Theories Evaluate different communication Theory Understand the role of communication theory Gain Knowledge in various media context
JM4CP4	Television Production	All levels	This Course is an introduction to the basic principles, procedures & techniques of Television Production	<ul style="list-style-type: none"> write effectively for broadcast media with an emphasis on clarity, story structure and brevity. Story board their concepts. Remove green matte background and create an animated title. Operate the studio console and equipment. Demonstrate competency in shooting and editing video in the



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				field and studio.
				<ul style="list-style-type: none"> Evaluate shows of Television Channels and provide a written critique.
JM4AC4	Basics of Advertising	All levels	This course enables the students to learn the nature of advertisement and their scope in media	<ul style="list-style-type: none"> Trace the origin and development of advertising and Nature and Scope of Advertising Analyze the different types of advertising Learn the Elements of ad copy in advertisement Understand the components of a brand image Identify the different types of advertising agency Acquire knowledge on public relation



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JM4SB2	Advertisement Production	All levels	This course focuses on advertisements that are placed in websites, television ads, newspapers, films or magazines	<ul style="list-style-type: none"> • Demonstrate understanding of the elements and principles of Graphic design • Understand color and color mixing • Gain knowledge in designing logos, visiting card, Advertisement for various media • Comprehend basics of Adobe Photoshop and its functions • Gain knowledge of Production Techniques of Print Advertisement • Acquire Practical Experience in Advertisement Production
JM5CC5	Development Communication	All levels	The course introduces students to the role of information,	<ul style="list-style-type: none"> • recognize and explain the concept and importance of development. • distinguish between communication



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			communication and the media in development and social change	<p>and development communication.</p> <ul style="list-style-type: none"> describe use of different media in development communication. evaluate developmental approaches and programmes in the context of Economic and development theories. understand key issues in sustainable development as a basis for engaging in effective development communication. describe dimensions of development and the development policy frameworks
JM5CC6	Film Studies	All levels	This course deals with various theoretical, historical, and	<ul style="list-style-type: none"> Acquire knowledge on history of Cinema, cinema movements Understand the key production



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			critical approaches to films.	<p>roles and responsibility</p> <ul style="list-style-type: none"> • Acquire knowledge in film language • Gain awareness of the historical and theoretical relations of media • Analyze structures of power, economics, and ideology and Film Genres • Critique narration in relation to real life
JM5CC7	Media Literacy	All levels	This course aims to make the students understand the dynamics behind media messages	<ul style="list-style-type: none"> • Understand the importance and impact of media and Media Literacy concepts • Safely and responsibly access a variety of media texts from different media platforms. • Understand the Interactive Media • Develop the ability to broadcasting



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				<p>their perspectives on Media</p> <ul style="list-style-type: none"> • Learn Practical Media Skills Photoshop, Video Editing • Act as a responsible digital citizen
JM5ME1	Documentary Film Production	All levels	<p>The central goal of this course is to provide students with perspectives, background, and ways of thinking about documentary films that will facilitate critical inquiry and enlightened viewing, both in this class and in their film-going future.</p>	<ul style="list-style-type: none"> • Grasp Pre –production process • Prepare a Budget and Script • Plan the Production Process • Understand Post production process • Execute Dubbing and translation



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JM5ME2	Short Film Production	All levels	<p>This course involves practical study of the creative and technical aspects of film production. Students will make a dramatic film in small groups. This will develop their skills at scripting, photography, mise-en-scene, performance, editing, sound recording and mixing</p>	<ul style="list-style-type: none"> • Grasp Pre –production process • Prepare a Budget and Script • Plan Production Process • Comprehend Post production process • Execute Dubbing and translation
JM5SB3	Specialized Reporting	All levels	<p>Specialized reporting is a skill based paper</p>	<ul style="list-style-type: none"> • Identify areas of interest in reporting. Transform themselves



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			intended for the students to choose their area of interest and work on the nuances of a specific field. This will help them identify themselves excelled in writing reports on the particular type of news they get.	<p>into a special correspondent.</p> <ul style="list-style-type: none"> Analyze and sort out problems in reporting. Get acquainted with the types of reporting Become adept at the techniques of writing a specific report. Predict conclusions from composite premises
JM5SB4	Broadcast Media operation	All levels	The intern will be exposed to a particular area of specialization and hence pick up relevant skills.	<ul style="list-style-type: none"> Learn media management Understand the structure of media organization Gain knowledge in designing logos, visiting card, Advertisement for various media



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				<ul style="list-style-type: none"> • Get a hands-on experience of situations and functioning of the media industry • Gather relevant skills for a career in the media
JM6CC8	National and International Affairs	All levels	The course enables students to analyze global events/issues from a critical perspective.	<ul style="list-style-type: none"> • Define the role of the Constitution in a democratic society • Describe theories of international relations • Skillfully use extensive sources of information including internet, government publications, professional journals, and newspaper. • Evaluate the causes and processes of modern international issues • Critique some controversial laws



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				<ul style="list-style-type: none"> Demonstrate critical thinking skills through writing and discussion
JM6CC9	Basic Media Research	All levels	<p>This course presents methods that are central to research in media and communication.</p> <p>Methods include research, interviews, surveys and introductory statistics.</p>	<ul style="list-style-type: none"> Critically analyze research methods and develop the skills for writing a thesis. Outline the basic frame work of research process Apply the concepts of research and its methods in the thesis Employ the required formats for citation Demonstrate the knowledge of research process with practical experience Identify the research topics pertinent to Media.
JM6CC10	New Media	All levels	This course	<ul style="list-style-type: none"> Recognize the tenets of online



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			enables the students to build their foundational knowledge on New Media.	<p>journalism and the new media</p> <ul style="list-style-type: none"> Analyze the role and importance of the internet as a component of mass media. Critique social issues to develop good citizenry Transform into ethical journalists. Contribute to the college and the department blog site and the media in general. Create a blog of their own.
JM6ME3	Business Communication	All levels	This course helps the students to learn the effective use of various types of oral, written and digital	<ul style="list-style-type: none"> demonstrate a good understanding of effective business writing create and deliver effective Business Presentations learn the Importance of Speaking



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			communication modes geared to a range of business audiences.	<ul style="list-style-type: none"> • understand Public Relation skills • Connect the Media through News Releases • Become Media savvy
JM6ME4	Integrated Marketing Communication	All levels	This course enables the students to understand the principles and practices of marketing communication, involving tools used by marketers to inform consumers.	<ul style="list-style-type: none"> • Comprehend Integrated Marketing Communications • Understand Perspectives on Consumer Behavior • Develop the Integrated marketing Communications Program • Gain knowledge on Media Planning and Strategy • Learn about Public Relations • Analyze Broadcast Media
JM6SB5	Gender and Media	All levels	This Course examines	<ul style="list-style-type: none"> • Describe the manner in which race, class, gender, and sexuality



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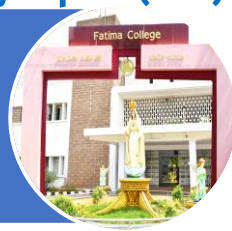
			<p>representation of race, class, gender and sexual identity in the media.</p>	<p>intersect.</p> <ul style="list-style-type: none"> • Understand and evaluate major theories and texts central to Gender Studies. • Analyze the structure of gender representations in media, language, and texts with Bechdel Test • Evaluate and interpret information from a variety of sources including print and electronic media, film, video, and other information technologies. • Recognize the global, scientific, cultural, historical, or political issues that have created distinctions and disruptions among women, men, and sexual minorities.
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				<ul style="list-style-type: none"> Explore theoretical and practical aspects of social justice
JM6SB6	Women and Media	All levels	This course enables the students to understand the role and representation of women in media.	<ul style="list-style-type: none"> Comprehend the classification of Feminism Understand and acquire knowledge on the history of roles of women in Media Evaluate women's position in soap operas Critically estimate the role of women in advertisements Perceive media laws and cybercrime regulations for women Analyze the representation of women through mass media



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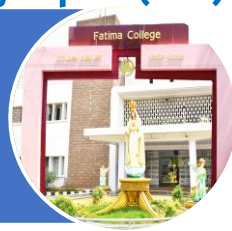
COURSE CODE	COURSE TITLE	NATURE OF THE COURSE (LOCAL/ NATIONAL/ REGIONAL/ GLOBAL)	COURSE DESCRIPTION	COURSE OBJECTIVES
JM1CC1	Introduction to Journalism and Mass Communication	All levels	This course covers the historical evolution of media leading up to contemporary developments	<ul style="list-style-type: none"> • Understand the definition, need and importance of journalism and mass communication. • Trace the origin and development of various media. • Learn the Qualities, duties, rights and responsibilities of a Journalist. • Gain adequate knowledge about various branches in Journalism. • Acquire knowledge of New Media in the Society.



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				<ul style="list-style-type: none"> Analyze globalization and News Flow.
JM1CP1	News Editing Techniques	All levels	The course enables students to grasp the practice, duties and ethics involved in news editing.	<ul style="list-style-type: none"> Use accurate language for the media Proofread reports and stories Report on a particular issue, sector, organization, or institution (beat reporting) Draft a feature Design and edit a Newspaper/Magazine
JM1AC1	News Reporting and Writing Techniques	All levels	The course enables students learn techniques of gathering, analyzing and writing news for	<ul style="list-style-type: none"> Evaluate newsworthiness of information. Demonstrate an understanding of story idea creation. Comprehend the basic structure



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			the media.	<p>and format of a news story (lead, body, and conclusion).</p> <ul style="list-style-type: none"> Produce Content for Print, Broadcast and blogs and websites Demonstrate an understanding of online journalism and alternative story forms
JM1NME1& JM2NME2	Event management	All levels	This course allows students to build their fundamental knowledge of modern event management.	<ul style="list-style-type: none"> Comprehend role of event planners. Analyze the skills required to plan an event. Enhance their innovativeness in managing the media Execute an event with the knack of organizational skill. Create professionalism through promotional skills.



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				<ul style="list-style-type: none"> Acquire fast- paced career.
JM2CC2	International Socio Political Affairs	All levels	The course enables students to analyze global social political events/issues from a critical perspective.	<ul style="list-style-type: none"> Understand the International Socio-Political Affairs and their influence on Journalism Acquire knowledge of foreign policies and their impact on Indian society Learn about the impact of foreign policy on Indian Society Evaluate role of Electoral Policies Critique Transnational Socio Political Issues
JM2CP2	Photo Journalism	All levels	The course enables students to apply photography theory to the practice of	<ul style="list-style-type: none"> Understand the Elements of Photography and its functions Learn Aesthetics of Photography, composition and Visual Story



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			shooting individually and in group on specific assignments.	<p>Telling.</p> <ul style="list-style-type: none"> • Acquire Knowledge in Basic Lighting, Exposure and Focusing • Hands on Experience in Camera operations Hands on Experience to Setup Lights for Indoor or an Outdoor Photography • Learn Different types of photography Nature, wildlife, sports and social media photography
JM2AC2	Media Laws and Ethics	National	The course examines the various media laws, policy and regulatory frameworks in India.	<ul style="list-style-type: none"> • Appreciate the freedom of speech and expression • Understand the major challenge of ethical journalism • Learn how to solve simple media law cases.



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				<ul style="list-style-type: none"> comprehend media constitutional laws Acquire Knowledge of Media Regulatory bodies of India
JM3CC3	Radio And Television Production Techniques	All levels	The course enables students to learn the production process and techniques involved in Radio and Television Production.	<ul style="list-style-type: none"> Comprehend the language and power of blind medium Identify the ethical violations in Radio and Television Programme. Demonstrate knowledge and understanding of the workings of media institutions and actors, media production process and media governance and regulatory structures. Gain knowledge and understanding of different media systems operating at the national and international



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				<p>level.</p> <ul style="list-style-type: none"> • Understand the nature and significance of audio-visual communication as a human activity • Communicate effectively with a media person as they are familiar with television vocabulary.
JM3CP3	Broadcast Journalism	All levels	The practical course gives experience to students in the application of audio visual technologies.	<ul style="list-style-type: none"> • Conceptualize, write scripts and storyboard for various Genres • Gain Hands on Experience in handling Camera and Techniques • Know the importance of the audio and the recording process • Produce Radio News Bulletins and Television News Bulletins • Produce News Story for TV and Radio



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				<ul style="list-style-type: none"> • Apply various cinematography techniques & principles for anchoring a Show
JM3AC3	Media Culture and Society	All levels	<p>This course aims to introduce students to an interdisciplinary framework that will allow exploring and theorizing on the intersections of culture and media.</p>	<ul style="list-style-type: none"> • Understand the relationship between the state, media and the public. • Understand the role of the media in the lives of individuals. • Analyze media performance and content from a gender perspective. • Identify misogyny, hegemony, culture representations and various other phenomena in films with ease. • Critique the media content using theoretical frameworks such as Marshall McLuhan's.



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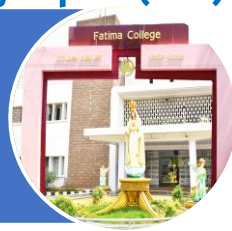
				<ul style="list-style-type: none"> Evaluate a film and bring out the various layers of meaning.
JM3SB1	Basics of Audio and Video Editing	All levels	This course enables students to learn the application of audio-visual editing	<ul style="list-style-type: none"> Comprehend the basic editing tools and techniques of sound and video recordings Understand file formats and methods of editing Get an overview on nonlinear editing Learn Basics of Adobe premiere Pro and its functions Gain Knowledge in conceptualize, writing script and storyboarding for various Genres Hands on Experience in handling Recording and Editing of Audio and Video Programs



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JM4CC4	Communication theories	All levels	The overarching goal of this course is to think about and analyze communication in a systematic way	<ul style="list-style-type: none"> • Understand the classification of Communication • Learn Model of communication • Analyze Normative Theories: • Evaluate the different communication Theory. • Understand the role of communication theory • Gain Knowledge in various media context
JM4CP4	Television Production	All levels	This Course is an introduction to the basic principles, procedures& techniques of Television	<ul style="list-style-type: none"> • Write effectively for broadcast media with an emphasis on clarity, story structure and brevity. • Story board the concepts. • Remove green matte background and create an animated title.



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			Production	<ul style="list-style-type: none"> • Operate the studio console and equipment. • demonstrate competency in shooting and editing video in the field and studio. • Evaluate shows of Television Channels and provide a written critique.
JM4AC4	Basics of Advertising	All levels	This course enables the students to learn the nature of advertisement and their scope in media	<ul style="list-style-type: none"> • Trace the origin and development of advertising and Nature and Scope of Advertising • Analyze the different types of advertising • Learn the Elements of ad copy in advertisement • Understand the components of a brand image



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				<ul style="list-style-type: none"> Identify the different types of advertising agency Acquire knowledge on public relation
JM4SB2	Advertisement Production	All levels	<p>This course focuses on advertisements that are placed in websites, television ads, newspapers, films or magazines</p>	<ul style="list-style-type: none"> Demonstrate understanding of the elements and principles of Graphic design Understand color and color mixing Gain knowledge in designing logos, visiting card, Advertisement for various media Comprehend basics of Adobe Photoshop and its functions Gain knowledge of Production Techniques of Print Advertisement Acquire Practical Experience in Advertisement Production



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JM5CC5	Development Communication	All levels	The course introduces students to the role of information, communication and the media in development and social change	<ul style="list-style-type: none"> • Recognize and explain the concept and importance of development. • Distinguish between communication and development communication. • Describe use of different media in development communication. • Evaluate developmental approaches and programmes in the context of Economic and development theories. • understand key issues in sustainable development as a basis for engaging in effective development communication. • describe dimensions of development and the development policy
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Criterion : I – Curricular Aspects

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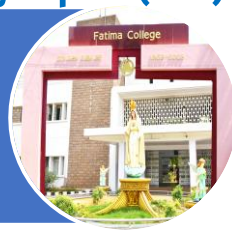
				frameworks
19JM5CC6	Film Studies	All levels	This course deals with various theoretical, historical, and critical approaches to films.	<ul style="list-style-type: none"> • Acquire knowledge on history of Cinema, cinema movements • Understand the key production roles and responsibility • Acquire knowledge in film language • Gain awareness of the historical and theoretical relations of media • Analyze structures of power, economics, and ideology and Film Genres • Critique narration in relation to real life
JM5CC7	Media Literacy	All levels	This course focuses on the skills needed for students to be part of the fourth	<ul style="list-style-type: none"> • Understand the Components of Web Journalism • Grasp elements of HTML



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Year : 2015 - 2020



			revolution.	<ul style="list-style-type: none"> • Acquire knowledge of technology aided reporting • Gain knowledge of writing for the Web • Analyze on-line Editions of Newspapers • Conversion of Print and Electronic Media into web
JM5ME1	Documentary Film Production	All levels	The central goal of this course is to provide students with perspectives, background, and ways of thinking about documentary films that will facilitate critical inquiry and	<ul style="list-style-type: none"> • Grasp Pre –production process • Prepare a Budget and Script • Plan the Production Process • Understand Post production process • Execute Dubbing and translation • Understand Distribution process



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			enlightened viewing, both in this class and in their film-going future.	
JM5ME2	Short Film Production	All levels	<p>This course involves practical study of the creative and technical aspects of film production.</p> <p>Students will make a dramatic film in small groups. This will develop their skills at scripting, photography, mise-</p>	<ul style="list-style-type: none"> • Grasp Pre –production process • Prepare a Budget and Script • Plan Production Process • Comprehend Post production process • Execute Dubbing and translation • Understand Distribution process



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			en- scene, performance, editing, sound recording and mixing	
JM5SB3	Specialized Reporting	All levels	This Course enables the learners to acquire knowledge about Web Designing and use of HTML for the purpose	<ul style="list-style-type: none"> • Understand the Components of internet • Grasp elements of HTML • Create Website structure • Gain knowledge of publishing websites • Analyze on-line Editions of Newspapers • Study the impact of Cyber journalism
JM5SB4	Broadcast Media	All levels	This course facilitates the	<ul style="list-style-type: none"> • Acquire knowledge about Advanced



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	operation		acquiring basic knowledge about Graphics and the technology involved in using them effectively	<p>Graphics</p> <ul style="list-style-type: none"> • Identify types of Monitors • Reproduce Graphic Images • Compare Image File Formats • Apply technology involved in using graphics • Discuss Human Computer Interface
JM6CC8	National and International Affairs	All levels	This course deals with International Communication and its impact on the affairs of the world	<ul style="list-style-type: none"> • Understand role of International Communication • Trace the history of International Communication • Compare communication technology of different time periods • Analyze different perspectives of International Communication • Discuss Communication as Human



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				<p>right</p> <ul style="list-style-type: none"> • Critique effects of globalization on Media Systems
JM6CC9	Basic Media Research	All levels	<p>This course presents methods that are central to research in media and communication. Methods include research, interviews, surveys and introductory statistics.</p>	<ul style="list-style-type: none"> • Critically analyze research methods and develop the skills for writing a thesis. • Outline the basic frame work of research process • Apply the concepts of research and its methods in the thesis • Employ the required formats for citation • Demonstrate the knowledge of research process with practical experience • Identify the research topics pertinent to Media.



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JM6CC10	New Media	National	This course introduces students to principles of Media business management	<ul style="list-style-type: none"> • Learn about Indian media organization and their management practices. • Understand Media Ownership and its types • Identify problems and prospects of Newspaper Industry • Critique role of Government in Media Management • Discuss the concept of Media Economics
JM6ME3	Business Communication	National level	This course enables the students to understand the principles and practices of	<ul style="list-style-type: none"> • Comprehend Integrated Marketing Communications • Understand Perspectives on Consumer Behavior • Develop the Integrated marketing



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			marketing communication, involving tools used by marketers to inform consumers.	<p>Communications Program</p> <ul style="list-style-type: none"> • Gain knowledge on Media Planning and Strategy • Learn about Public Relations • Analyze Broadcast Media
JM6ME4	Integrated Marketing Communication	National level	This Course introduces to the learners the role and scope of Public Relations	<ul style="list-style-type: none"> • Learn about the process and practice of PR • Identify the meaning of Propaganda and Advertising • Use the Tools of PR • Understand the PR Environment • Critique PR's role in Business • Comprehend Campaign Planning in PR
JM6SB5	Gender and Media	All levels	This course presents methods	<ul style="list-style-type: none"> • Critically analyze research methods and develop the skills for



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Year : 2015 - 2020



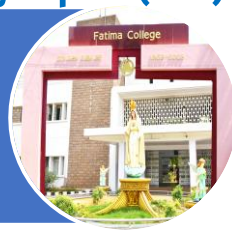
			that are central to research in media and communication. Methods include research, interviews, surveys and introductory statistics.	<p>writing a thesis.</p> <ul style="list-style-type: none"> • Outline the basic frame work of research process • Apply the concepts of research and its methods in the thesis • Employ the required formats for citation • Demonstrate the knowledge of research process with practical experience • Identify the research topics pertinent to Media.
JM6SB6	Women and Media	All Levels	Details of Internships taken up by students are documented	<ul style="list-style-type: none"> • Acquire media skills and knowledge through hands on experience received in Media Houses and Industries



Criterion : I – Curricular Aspects

Metric : 1.1.1 – Programme Outcomes (POs), Programme Specific Outcomes (PSOs) and Course Outcomes (COs) – B.A JOURNALISM AND MASS COMMUNICATION

Year : 2015 - 2020



2016 - 2017

COURSE CODE	COURSE TITLE	NATURE OF THE COURSE (LOCAL/ NATIONAL/ REGIONAL/ GLOBAL)	COURSE DESCRIPTION	COURSE OBJECTIVES
JM1CC1	Introduction to Journalism and Mass Communication	All levels	This course covers the historical evolution of media leading up to contemporary developments	<ul style="list-style-type: none"> Understand the definition, need and importance of journalism and mass communication. Trace the origin and development of various media. Learn the Qualities, duties, rights and responsibilities of a Journalist. Gain adequate knowledge about various branches in Journalism. Acquire knowledge of New Media



Criterion : I – Curricular Aspects

Metric : 1.1.1 – Programme Outcomes (POs), Programme Specific Outcomes (PSOs) and Course Outcomes (COs) – B.A JOURNALISM AND MASS COMMUNICATION

Year : 2015 - 2020



				in the
JM1CP1	News Editing Techniques	All levels	The course enables students to grasp the practice, duties and ethics involved in news editing.	<ul style="list-style-type: none"> • Use accurate language for the media • Proofread • Report on a particular issue, sector, organization, or institution (beat reporting) • Draft a feature • Design a newspaper • Design a Magazine
JM1AC1	News Reporting and Writing Techniques	All levels	The course enables students learn techniques of gathering, analyzing and writing news for the media.	<ul style="list-style-type: none"> • Evaluate newsworthiness of information. • Demonstrate an understanding of story idea creation. • Comprehend the basic structure and format of a news story (lead,



Criterion : I – Curricular Aspects

Metric : 1.1.1 – Programme Outcomes (POs), Programme Specific Outcomes (PSOs) and Course Outcomes (COs) – B.A JOURNALISM AND MASS COMMUNICATION

Year : 2015 - 2020



				<p>body, and conclusion).</p> <ul style="list-style-type: none"> • Produce Content for Print, Broadcast and blogs and websites • Demonstrate an understanding of online journalism and alternative story forms • Demonstrate an understanding of journalism ethics.
JM1NME1& JM2NME2	Event management	All levels	This course allows students to build their fundamental knowledge of modern event management.	<ul style="list-style-type: none"> • Comprehend role of event planners. • Analyze the skills required to plan an event. • Enhance their innovativeness in managing the media • Execute an event with the knack of organizational skill. • Create professionalism through



Criterion : I – Curricular Aspects

Metric : 1.1.1 – Programme Outcomes (POs), Programme Specific Outcomes (PSOs) and Course Outcomes (COs) – B.A JOURNALISM AND MASS COMMUNICATION

Year : 2015 - 2020



				<p>promotional skills.</p> <ul style="list-style-type: none"> Acquire fast- paced career.
JM2CC2	International Socio Political Affairs	All levels	The course enables students to analyze global social political events/issues from a critical perspective.	<ul style="list-style-type: none"> Understand the International Socio-Political Affairs and their influence on Journalism Acquire knowledge of Foreign Policies and their impact on Indian society Learn about the impact of Foreign Policy on Indian Society Evaluate role of Electoral Policies Critique Transnational Socio political Issues
JM2CP2	Photo Journalism	All levels	The course enables students to apply photography theory to the practice of	<ul style="list-style-type: none"> Understand the Elements of Photography and its functions Learn Aesthetics of Photography,



Criterion : I – Curricular Aspects

Metric : 1.1.1 – Programme Outcomes (POs), Programme Specific Outcomes (PSOs) and Course Outcomes (COs) – B.A JOURNALISM AND MASS COMMUNICATION

Year : 2015 - 2020



			shooting individually and in group on specific assignments.	<p>composition and Visual Story Telling.</p> <ul style="list-style-type: none"> • Acquire Knowledge in Basic Lighting, Exposure and Focusing • Hands on Experience in Camera operations Hands on Experience to Setup Lights for Indoor or an Outdoor Photography • Learn Different types of photography Nature, wildlife, sports and social media photography
JM2AC2	Media Laws and Ethics	National	The course examines the various media laws, policy and regulatory frameworks in India.	<ul style="list-style-type: none"> • Appreciate the freedom of speech and expression • Understand the major challenge of ethical journalism • Learn how to solve simple media



Criterion : I – Curricular Aspects

Metric : 1.1.1 – Programme Outcomes (POs), Programme Specific Outcomes (PSOs) and Course Outcomes (COs) – B.A JOURNALISM AND MASS COMMUNICATION

Year : 2015 - 2020



				<p>law cases.</p> <ul style="list-style-type: none"> comprehend media constitutional laws Acquire Knowledge of Media Regulatory bodies of India Imbibe Human Rights in their lives
JM3CC3	Radio And Television Production Techniques	All levels	The course enables students to learn the production process and techniques involved in Radio and Television Production.	<ul style="list-style-type: none"> Comprehend the language and power of blind medium Identify the ethical violations in Radio and Television Programme. Demonstrate knowledge and understanding of the workings of media institutions and actors, media production process and media governance and regulatory structures.



Criterion : I – Curricular Aspects

Metric : 1.1.1 – Programme Outcomes (POs), Programme Specific Outcomes (PSOs) and Course Outcomes (COs) – B.A JOURNALISM AND MASS COMMUNICATION

Year : 2015 - 2020



				<ul style="list-style-type: none"> • Gain knowledge and understanding of different media systems operating at the national and international level. • Understand the nature and significance of audio-visual communication as a human activity • Communicate effectively with a media person as they are familiar with television vocabulary.
JM3CP3	Broadcast Journalism	All levels	The practical course gives experience to students in the application of audio visual technologies.	<ul style="list-style-type: none"> • Conceptualize, write scripts and storyboard for various Genres • Gain Hands on Experience in handling Camera and Techniques • Know the importance of the



Criterion : I – Curricular Aspects

Metric : 1.1.1 – Programme Outcomes (POs), Programme Specific Outcomes (PSOs) and Course Outcomes (COs) – B.A JOURNALISM AND MASS COMMUNICATION

Year : 2015 - 2020



				<p>audio and the recording process</p> <ul style="list-style-type: none"> Produce Radio News Bulletins and Television News Bulletins Produce News Story for TV and Radio Apply various cinematography techniques & principles for anchoring a show
JM3AC3	Media Culture and Society	All levels	<p>This course aims to introduce students to an interdisciplinary framework that will allow exploring and theorizing on the intersections of</p>	<ul style="list-style-type: none"> Understand the relationship between the state, media and the public. Understand the role of the media in the lives of individuals. Analyze media performance and content from a gender perspective. Identify misogyny, hegemony,



Criterion : I – Curricular Aspects

Metric : 1.1.1 – Programme Outcomes (POs), Programme Specific Outcomes (PSOs) and Course Outcomes (COs) – B.A JOURNALISM AND MASS COMMUNICATION

Year : 2015 - 2020



			culture and media.	<p>culture representations and various other phenomena in films with ease.</p> <ul style="list-style-type: none"> • Critique the media content using theoretical frameworks such as Marshall McLuhan's. • Evaluate a film and bring out the various layers of meaning.
JM3SB1	Basics of Audio and Video Editing	All levels	This course enables students to learn the application of audio visual editing	<ul style="list-style-type: none"> • Comprehend the basic editing tools and techniques of sound and video recordings • Understand file formats and methods of editing • Get an overview on nonlinear editing • Learn Basics of Adobe premiere Pro and its functions



Criterion : I – Curricular Aspects

Metric : 1.1.1 – Programme Outcomes (POs), Programme Specific Outcomes (PSOs) and Course Outcomes (COs) – B.A JOURNALISM AND MASS COMMUNICATION

Year : 2015 - 2020



				<ul style="list-style-type: none"> • Gain Knowledge in conceptualize, writing script and storyboarding for various Genres • Hands on Experience in handling Recording and Editing of Audio and Video Programs
JM4CC4	Communication theories	All levels	<p>The overarching goal of this course is to think about and analyze Communication in a systematic way</p>	<ul style="list-style-type: none"> • Understand the classification of Communication • Learn Model of communication • Analyze Normative Theories. • Evaluate the different communication Theory. • Understand the role of communication theory • Gain Knowledge in various media context.



Criterion : I – Curricular Aspects

Metric : 1.1.1 – Programme Outcomes (POs), Programme Specific Outcomes (PSOs) and Course Outcomes (COs) – B.A JOURNALISM AND MASS COMMUNICATION

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JM4CP4	Television Production	All levels	This Course is an introduction to the basic principles, procedures & techniques of Television Production	<ul style="list-style-type: none"> • write effectively for broadcast media with an emphasis on clarity, story structure and brevity. • story board their concepts. • Remove green matte background and create an animated title. • Operate the studio console and equipment. • demonstrate competency in shooting and editing video in the field and studio. • Evaluate shows of Television Channels and provide a written critique.
JM4AC4	Basics of Advertising	All levels	This course enables the students to learn	<ul style="list-style-type: none"> • Trace the origin and development of advertising and Nature and Scope of Advertising



Criterion : I – Curricular Aspects

Metric : 1.1.1 – Programme Outcomes (POs), Programme Specific Outcomes (PSOs) and Course Outcomes (COs) – B.A JOURNALISM AND MASS COMMUNICATION

Year : 2015 - 2020



			the nature of advertisement and their scope in media	<ul style="list-style-type: none"> Analyze the different types of advertising Learn the Elements of ad copy in advertisement Understand the components of a brand image Identify the different types of advertising agency Acquire knowledge on public relation
JM4SB2	Advertisement Production	All levels	This course focuses on advertisements that are placed in websites, television ads,	<ul style="list-style-type: none"> Demonstrate understanding of the elements and principles of Graphic design Understand color and color mixing Gain knowledge in designing logos, visiting card,



Criterion : I – Curricular Aspects

Metric : 1.1.1 – Programme Outcomes (POs), Programme Specific Outcomes (PSOs) and Course Outcomes (COs) – B.A JOURNALISM AND MASS COMMUNICATION

Year : 2015 - 2020



			newspapers, films or magazines	<p>Advertisement for various media</p> <ul style="list-style-type: none"> • Comprehend basics of Adobe Photoshop and its functions • Gain knowledge of Production Techniques of Print Advertisement • Acquire Practical Experience in Advertisement Production
JM5CC5	Development Communication	All levels	The course introduces students to the role of information, communication and the media in development and social change	<ul style="list-style-type: none"> • recognize and explain the concept and importance of development. • distinguish between communication and development communication. • describe use of different media in development communication. • evaluate developmental



Criterion : I – Curricular Aspects

Metric : 1.1.1 – Programme Outcomes (POs), Programme Specific Outcomes (PSOs) and Course Outcomes (COs) – B.A JOURNALISM AND MASS COMMUNICATION

Year : 2015 - 2020



				<p>approaches and programmes in the context of Economic and development theories.</p> <ul style="list-style-type: none"> • understand key issues in sustainable development as a basis for engaging in effective development communication. • describe dimensions of development and the development policy frameworks
JM5CC6	Film Studies	All levels	This course deals with various theoretical, historical, and critical approaches to films.	<ul style="list-style-type: none"> • Acquire knowledge on history of Cinema, cinema movements • Understand the key production roles and responsibility • Acquire knowledge in film language • Gain awareness of the historical



Criterion : I – Curricular Aspects

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Year : 2015 - 2020



				<p>and theoretical relations of media</p> <ul style="list-style-type: none"> Analyze structures of power, economics, and ideology and Film Genres Critique narration in relation to real life
JM5CC7	Media Literacy	All levels	<p>This course focuses on the skills needed for students to be part of the fourth revolution.</p>	<ul style="list-style-type: none"> Understand the Components of Web Journalism Grasp elements of HTML Acquire knowledge of technology aided reporting Gain knowledge of writing for the Web Analyze on-line Editions of Newspapers Conversion of Print and



Criterion : I – Curricular Aspects

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Year : 2015 - 2020



				Electronic Media into web
JM5ME1	Documentary Film Production	All levels	This course facilitates the acquiring basic knowledge about Graphics and the technology involved in using them effectively	<ul style="list-style-type: none"> • Acquire knowledge about Advanced Graphics • Identify types of Monitors • Reproduce Graphic Images • Compare Image File Formats • Apply technology involved in using graphics • Discuss Human Computer Interface
JM5ME2	Short Film Production	All levels	This course focuses on the skills needed for students to part of the fourth revolution.	<ul style="list-style-type: none"> • Understand the Components of internet • Grasp elements of HTML • Create Website structure • Gain knowledge of publishing websites



Criterion : I – Curricular Aspects

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Year : 2015 - 2020



				<ul style="list-style-type: none"> Analyze on-line Editions of Newspapers Study the impact of Cyber journalism
JM5SB3	Specialized Reporting	All levels	This Course enables the learners to acquire knowledge about Web Designing and use of HTML for the purpose	<ul style="list-style-type: none"> Understand the Components of internet Grasp elements of HTML Create Website structure Gain knowledge of publishing websites Analyse on-line Editions of Newspapers Study the impact of Cyber journalism
JM5SB4	Broadcast Media operation	All levels	The central goal of this course is to	<ul style="list-style-type: none"> Learn the basics of making Documentary and Short Films



Criterion : I – Curricular Aspects

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Year : 2015 - 2020



			provide students with perspectives, background, and ways of thinking about documentary films and it also involves the practical study of the creative and technical aspects of film production	<ul style="list-style-type: none"> • Grasp pre –production process, production and post- production process • Acquire Camera Skills • Learn Script Writing Skills • Execute Dubbing and translation • Apply theory in making the films
JM6CC8	National and International Affairs	All levels	This course deals with International Communication and its impact on the affairs of the world	<ul style="list-style-type: none"> • Understand role of International Communication • Trace the history of International Communication • Compare communication technology of different time periods



Criterion : I – Curricular Aspects

Metric : 1.1.1 – Programme Outcomes (POs), Programme Specific Outcomes (PSOs) and Course Outcomes (COs) – B.A JOURNALISM AND MASS COMMUNICATION

Year : 2015 - 2020



				<ul style="list-style-type: none"> Analyze different perspectives of International Communication Discuss Communication as Human right Critique effects of globalization on Media Systems
JM6CC9	Basic Media Research	All levels	<p>This course presents methods that are central to research in media and communication.</p> <p>Methods include research, interviews, surveys and introductory statistics.</p>	<ul style="list-style-type: none"> Critically analyze research methods and develop the skills for writing a thesis. Outline the basic frame work of research process Apply the concepts of research and its methods in the thesis Employ the required formats for citation Demonstrate the knowledge of research process with practical



Criterion : I – Curricular Aspects

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Year : 2015 - 2020



				<p>experience</p> <ul style="list-style-type: none"> Identify the research topics pertinent to Media.
JM6CC10	New Media	National	This course introduces students to principles of Media business management	<ul style="list-style-type: none"> Learn about Indian media organization and their management practices. Understand Media Ownership and its types Identify problems and prospects of Newspaper Industry Critique role of Government in Media Management Discuss the concept of Media Economics
JM6ME3	Business Communication	National level	This course enables the students to understand the	<ul style="list-style-type: none"> Comprehend Integrated Marketing Communications



Criterion : I – Curricular Aspects

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Year : 2015 - 2020



			principles and practices of marketing communication, involving tools used by marketers to inform consumers.	<ul style="list-style-type: none"> • Understand Perspectives on Consumer Behavior • Develop the Integrated marketing Communications Program • Gain knowledge on Media Planning and Strategy • Learn about Public Relations • Analyze Broadcast Media
JM6ME4	Integrated Marketing Communication	National level	This Course introduces to the learners the role and scope of Public Relations	<ul style="list-style-type: none"> • Learn about the process and practice of PR • Identify the meaning of Propaganda and Advertising • Use the Tools of PR • Understand the PR Environment • Critique PR's role in Business • Comprehend Campaign Planning



Criterion : I – Curricular Aspects

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Year : 2015 - 2020



				in PR
JM6SB5	Gender and Media	All levels	This course presents methods that are central to research in media and communication. Methods include research, interviews, surveys and introductory statistics.	<ul style="list-style-type: none"> • Critically analyze research methods and develop the skills for writing a thesis. • Outline the basic frame work of research process • Apply the concepts of research and its methods in the thesis • Employ the required formats for citation • Demonstrate the knowledge of research process with practical experience • Identify the research topics pertinent to Media.
JM6SB6	Women and Media	All Levels	Details of Internships taken up by students are documented	<ul style="list-style-type: none"> • Acquire media skills and knowledge through hands on experience received in Media Houses and Industries



Criterion : I – Curricular Aspects

Metric : 1.1.1 – Programme Outcomes (POs), Programme Specific Outcomes (PSOs) and Course Outcomes (COs) – B.A JOURNALISM AND MASS COMMUNICATION

Year : 2015 - 2020



2015 - 2016

COURSE CODE	COURSE TITLE	NATURE OF THE COURSE (LOCAL/ NATIONAL/ REGIONAL/ GLOBAL)	COURSE DESCRIPTION	COURSE OBJECTIVES
JM1CC1	Introduction to Journalism and Mass Communication	All levels	This course covers the historical evolution of media leading up to contemporary developments	<ul style="list-style-type: none"> • Understand the definition, need and importance of journalism and mass communication. • Trace the origin and development of various media. • Learn the Qualities, duties, rights and responsibilities of a Journalist. • Gain adequate knowledge about various branches in Journalism. • Acquire knowledge of New Media



Criterion : I – Curricular Aspects

Metric : 1.1.1 – Programme Outcomes (POs), Programme Specific Outcomes (PSOs) and Course Outcomes (COs) – B.A JOURNALISM AND MASS COMMUNICATION

Year : 2015 - 2020



				<p>in the Society.</p> <ul style="list-style-type: none"> Analyze globalization and News Flow.
JM1CP1	News Editing Techniques	All levels	<p>The course enables students to grasp the practice, duties and ethics involved in news editing.</p>	<ul style="list-style-type: none"> Use accurate language for the media Proofread reports and stories Report on a particular issue, sector, organization, or institution (beat reporting) Draft a feature Design a Newspaper/Magazine
JM1AC1	News Reporting and Writing Techniques	All levels	<p>The course enables students learn techniques of gathering, analyzing and writing news for the media.</p>	<ul style="list-style-type: none"> Evaluate newsworthiness of information. Demonstrate an understanding of story idea creation. Comprehend the basic structure



Criterion : I – Curricular Aspects

Metric : 1.1.1 – Programme Outcomes (POs), Programme Specific Outcomes (PSOs) and Course Outcomes (COs) – B.A JOURNALISM AND MASS COMMUNICATION

Year : 2015 - 2020



				<p>and format of a news story (lead, body, and conclusion).</p> <ul style="list-style-type: none"> Produce Content for Print, Broadcast and blogs and websites Demonstrate an understanding of online journalism and alternative story forms
JM1NME1	Event management	All levels	This Course is aimed at enabling learners to learn the essential elements of good visual storytelling	<ul style="list-style-type: none"> Understand the role of images in visual story telling Prepare Story board Use Photoshop and other tools Acquire basic skills of Videography Learn Android Applications in creating better visuals
JM2CC2	International Socio Political	All levels	The course enables students to analyze	<ul style="list-style-type: none"> Understand the International Socio-Political Affairs and their



Criterion : I – Curricular Aspects

Metric : 1.1.1 – Programme Outcomes (POs), Programme Specific Outcomes (PSOs) and Course Outcomes (COs) – B.A JOURNALISM AND MASS COMMUNICATION

Year : 2015 - 2020



	Affairs		global social political events/issues from a critical perspective.	<p>influence on Journalism Acquire knowledge of Foreign Policies and their impact on Indian society</p> <ul style="list-style-type: none"> • Learn about the impact of Foreign Policy on Indian Society • Evaluate role of Electoral Policies • Critique Transnational Socio political Issues
JM2CP2	Photo Journalism	All levels	The course enables students to apply photography theory to the practice of shooting individually and in group on specific assignments.	<ul style="list-style-type: none"> • Understand the Elements of Photography and its functions • Learn Aesthetics of Photography, composition and Visual Story Telling. • Acquire Knowledge in Basic Lighting, Exposure and Focusing • Hands on Experience in Camera operations



Criterion : I – Curricular Aspects

Metric : 1.1.1 – Programme Outcomes (POs), Programme Specific Outcomes (PSOs) and Course Outcomes (COs) – B.A JOURNALISM AND MASS COMMUNICATION

Year : 2015 - 2020



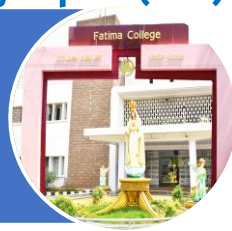
				<ul style="list-style-type: none"> Hands on Experience to Setup Lights for Indoor or an Outdoor Photography Learn Different types of photography Nature, wildlife, sports and social media photography
JM2AC2	Media Laws and Ethics	National	The course examines the various media laws, policy and regulatory frameworks in India.	<ul style="list-style-type: none"> Appreciate the freedom of speech and expression Understand the major challenge of ethical journalism Learn how to solve simple media law cases. comprehend media constitutional laws Acquire Knowledge of Media Regulatory bodies of India



Criterion : I – Curricular Aspects

Metric : 1.1.1 – Programme Outcomes (POs), Programme Specific Outcomes (PSOs) and Course Outcomes (COs) – B.A JOURNALISM AND MASS COMMUNICATION

Year : 2015 - 2020



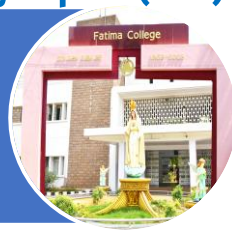
JM2NME2	Radio And Television Production Techniques	All levels	This course allows students to build their fundamental knowledge of modern event management.	<ul style="list-style-type: none"> • Comprehend role of event planners. • Analyze the skills required to plan an event. • Enhance their innovativeness in managing the media • Execute an event with the knack of organizational skill. • Create professionalism through promotional skills. • Acquire fast- paced career.
JM3CC3	Broadcast Journalism	All levels	The course enables students to learn the production process and techniques	<ul style="list-style-type: none"> • Comprehend the language and power of blind medium • Identify the ethical violations in Radio and Television Programme. • Demonstrate knowledge and



Criterion : I – Curricular Aspects

Metric : 1.1.1 – Programme Outcomes (POs), Programme Specific Outcomes (PSOs) and Course Outcomes (COs) – B.A JOURNALISM AND MASS COMMUNICATION

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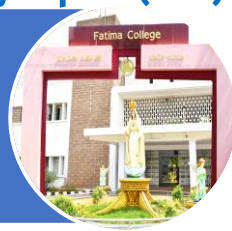
			involved in Radio and Television Production.	<p>understanding of the workings of media institutions and actors, media production process and media governance and regulatory structures.</p> <ul style="list-style-type: none"> • Gain knowledge and understanding of different media systems operating at the national and international level. • Understand the nature and significance of audio-visual communication as a human activity • Communicate effectively with a media person as they are familiar with television vocabulary.
JM3CP3	Media Culture and Society	All levels	The practical course gives experience to	<ul style="list-style-type: none"> • Conceptualize, write scripts and storyboard for various Genres



Criterion : I – Curricular Aspects

Metric : 1.1.1 – Programme Outcomes (POs), Programme Specific Outcomes (PSOs) and Course Outcomes (COs) – B.A JOURNALISM AND MASS COMMUNICATION

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			students in the application of audio visual technologies.	<ul style="list-style-type: none"> • Gain Hands on Experience in handling Camera and Techniques • Know the importance of the audio and the recording process • Produce Radio News Bulletins and Television News Bulletins • Produce News Story for TV and Radio • Apply various cinematography techniques & principles for anchoring a show
JM3AC3	Basics of Audio and Video Editing	All levels	This course aims to introduce students to an interdisciplinary framework that will allow exploring and theorizing on the	<ul style="list-style-type: none"> • Understand the relationship between the state, media and the public. • Understand the role of the media in the lives of individuals. • Analyze media performance and



Criterion : I – Curricular Aspects

Metric : 1.1.1 – Programme Outcomes (POs), Programme Specific Outcomes (PSOs) and Course Outcomes (COs) – B.A JOURNALISM AND MASS COMMUNICATION

Year : 2015 - 2020



			intersections of culture and media.	<p>content from a gender perspective.</p> <ul style="list-style-type: none"> • Identify misogyny, hegemony, culture representations and various other phenomena in films with ease. • Critique the media content using theoretical frameworks such as Marshall McLuhan's. • Evaluate a film and bring out the various layers of meaning.
JM4CC4	Communication theories	All levels	<p>The overarching goal of this course is to think about and analyze communication in a systematic way</p>	<ul style="list-style-type: none"> • Understand the classification of Communication • Learn Model of communication • Analyze Normative Theories • Evaluate the different communication Theory. • Understand the role of



Criterion : I – Curricular Aspects

Metric : 1.1.1 – Programme Outcomes (POs), Programme Specific Outcomes (PSOs) and Course Outcomes (COs) – B.A JOURNALISM AND MASS COMMUNICATION

Year : 2015 - 2020



			communication theory
			<ul style="list-style-type: none"> Gain Knowledge in various media context
JM4CP4	Television Production	This Course is an introduction to the basic principles, procedures & techniques of Television Production	<ul style="list-style-type: none"> write effectively for broadcast media with an emphasis on clarity, story structure and brevity. story board their concepts. Remove green matte background and create an animated title. Operate the studio console and equipment. demonstrate competency in shooting and editing video in the field and studio. Evaluate shows of Television Channels and provide a written critique.



Criterion : I – Curricular Aspects

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JM4AC4	Basics of Advertising	All levels	This Course equips the students with the knowledge of basics of Advertising for the Corporate	<ul style="list-style-type: none"> • Acquire a practical experience in Advertisement Production • learn about the functioning of Advertising agencies • Trace the history of Advertising Agencies • Analyse the concept of Advertising Campaign • Understand the Use tools to create advertisements • Create Advertisements
JM4SB2	Advertisement Production	All levels	This course enables the students to learn the nature of advertisement and their scope in	<ul style="list-style-type: none"> • Trace the origin and development of advertising and Nature and Scope of Advertising • Analyse the different types of advertising



Criterion : I – Curricular Aspects

Metric : 1.1.1 – Programme Outcomes (POs), Programme Specific Outcomes (PSOs) and Course Outcomes (COs) – B.A JOURNALISM AND MASS COMMUNICATION

Year : 2015 - 2020



			media	<ul style="list-style-type: none"> • Learn the Elements of ad copy in advertisement • Understand the components of a brand image • Identify the different types of advertising Agency • Acquire knowledge on public relation
JM5CC5	Development Communication	All levels	The course introduces students to the role of information, communication and the media in development and social change	<ul style="list-style-type: none"> • recognize and explain the concept and importance of development. • distinguish between communication and development communication. • describe use of different media in development communication. • evaluate developmental approaches and programmes in



Criterion : I – Curricular Aspects

Metric : 1.1.1 – Programme Outcomes (POs), Programme Specific Outcomes (PSOs) and Course Outcomes (COs) – B.A JOURNALISM AND MASS COMMUNICATION

Year : 2015 - 2020



				<p>the context of Economic and development theories.</p> <ul style="list-style-type: none"> • understand key issues in sustainable development as a basis for engaging in effective development communication. • describe dimensions of development and the development policy frameworks
JM5CC6	Film Studies	All levels	<p>This course deals with various theoretical, historical, and critical approaches to films.</p>	<ul style="list-style-type: none"> • Acquire knowledge on history of Cinema, cinema movements • Understand the key production roles and responsibility • Acquire knowledge in film language • Gain awareness of the historical and theoretical relations of media



Criterion : I – Curricular Aspects

Metric : 1.1.1 – Programme Outcomes (POs), Programme Specific Outcomes (PSOs) and Course Outcomes (COs) – B.A JOURNALISM AND MASS COMMUNICATION

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				<ul style="list-style-type: none"> Analyse structures of power, economics, and ideology and Film Genres Critique narration in relation to real life
JM5CC7	Media Literacy	All levels	The course enables the students to create various technical documents	<ul style="list-style-type: none"> with knowledge about types Technical Writing Acquire skills to create a structure for any Technical document Learn the Process of Writing , editing documents formatting Techniques Analyse the Audience Learn software used for technical writing Create Technical Document



Criterion : I – Curricular Aspects

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JM5ME1	Documentary Film Production	All levels	This course facilitates the acquiring basic knowledge about Graphics and the technology involved in using them effectively	<ul style="list-style-type: none"> • Acquire knowledge about Advanced Graphics • Identify types of Monitors • Reproduce Graphic Images • Compare Image File Formats • Apply technology involved in using graphics • Discuss Human Computer Interface
JM5ME2	Short Film Production	All levels	This course focuses on the skills needed for students to part of the fourth revolution.	<ul style="list-style-type: none"> • Understand the Components of internet • Grasp elements of HTML • Create Website structure • Gain knowledge of publishing websites • Analyse on-line Editions of



Criterion : I – Curricular Aspects

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				<p>Newspapers</p> <ul style="list-style-type: none"> • Study the impact of Cyber journalism
JM5SB3	Specialised Reporting	All levels	<p>This Course enables the learners to acquire knowledge about Web Designing and use of HTML for the purpose</p>	<ul style="list-style-type: none"> • Understand the Components of internet • Grasp elements of HTML • Create Website structure • Gain knowledge of publishing websites • Analyse on-line Editions of Newspapers • Study the impact of Cyber journalism
JM5SB4	Broadcast Media operation	All levels	<p>The central goal of this course is to provide students with perspectives,</p>	<ul style="list-style-type: none"> • Learn the basics of making Documentary and Short Films • Grasp pre –production process,



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			background, and ways of thinking about documentary films and it also involves the practical study of the creative and technical aspects of film production	<p>production and post- production process</p> <ul style="list-style-type: none"> • Acquire Camera Skills • Learn Script Writing Skills • Execute Dubbing and translation • Apply theory in making the films
JM6CC8	National and International Affairs	All levels	This course deals with International Communication and its impact on the affairs of the world	<ul style="list-style-type: none"> • Understand role of International Communication • Trace the history of International Communication • Compare communication technology of different time periods • Analyze different perspectives of International Communication • Discuss Communication as



Criterion : I – Curricular Aspects

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				Human right Critique effects of globalization on Media Systems
JM6CC9	Basic Media Research	All levels	<p>This course presents methods that are central to research in media and communication.</p> <p>Methods include research, interviews, surveys and introductory statistics.</p>	<ul style="list-style-type: none"> • Critically analyze research methods and develop the skills for writing a thesis. • Outline the basic frame work of research process • Apply the concepts of research and its methods in the thesis • Employ the required formats for citation Demonstrate the knowledge of research process with practical experience • Identify the research topics pertinent to Media.
JM6CC10	New Media	National	This course introduces	<ul style="list-style-type: none"> • Learn about Indian media organization and their



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			students to principles of Media business management	<p>management practices.</p> <ul style="list-style-type: none"> • Understand Media Ownership and its types • Identify problems and prospects of Newspaper Industry • Critique role of Government in Media Management • Discuss the concept of Media Economics
JM6ME3	Business Communication	All levels	This course help the students to learn the effective use of various types of oral, written and digital communication modes geared to a range of business	<ul style="list-style-type: none"> • demonstrate a good understanding of effective business writing • create and deliver effective Business Presentations • learn the Importance of Speaking • understand Public Relation skills • Connect the Media through News



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			audiences.	Releases <ul style="list-style-type: none"> Become Media savvy
JM6ME4	Integrated Marketing Communication	National level	This Course introduces to the learners the role and scope of Public Relations	<ul style="list-style-type: none"> Learn about the process and practice of PR Identify the meaning of Propaganda and Advertising Use the Tools of PR Understand the PR Environment Critique PR's role in Business Comprehend Campaign Planning in PR
JM6SB5	Gender and Media	All levels	This course presents methods that are central to research in media and communication.	<ul style="list-style-type: none"> Critically analyze research methods and develop the skills for writing a thesis. Outline the basic frame work of research process



Criterion : I – Curricular Aspects

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Year : 2015 - 2020



			Methods include research, interviews, surveys and introductory statistics.	<ul style="list-style-type: none"> • Apply the concepts of research and its methods in the thesis • Employ the required formats for citation • Demonstrate the knowledge of research process with practical experience • Identify the research topics pertinent to Media.
JM6SB6	Women and Media	All Levels	Details of Internships taken up by students are documented	<ul style="list-style-type: none"> • Acquire media skills and knowledge through hands on experience received in Media Houses and Industries