

PROGRAMME OUTCOME

Upon completion of the programme, the students will attain the ability to:

PO1: Be professionally trained to work in media.

PO2: Understand the basic functioning of the media houses; from Print Media to Electronic Media to Social Media.

PO3: Learn the required skills to enable themselves to assess their own potential to accommodate in media field.

PO4: Develop a comprehensive understanding of the principles of media and research with reference to ethical aspects.

PO5: Understand the finer nuances of communication to use it as a powerful tool as and when required.

PROGRAMME SPECIFIC OUTCOME

Upon completion of the programme, the students will attain the ability to:

PSO1: Introduced to a plethora of courses which would help them understand the nature and the scope of the programme. They would be able to assess their own potential and critically analyse aptitude in various media.

PSO2: Learn how to use communication as a potential tool to sustain & survive in media. Learning communication skills and techniques would enable them to report events, write scripts, interact with masses and most importantly, interview big people.

PSO3: Apply hands on experience of different tools and soft wares required in various media from reporting to film making.

PSO4: Acquire the basic knowledge of everything required to be employable in both in the print, electronic media and web media.

PSO5: Benefitted with wide range of job opportunities like ,Print Production, A/V production, Advertising, Public Relations, cinematography, where they can explore, be employable and excel.

PSO 6: Learn and practise shooting, video editing, anchoring, writing reports, scripting and reviewing films in their practical classes.

SEMESTER-1

PAPER – 1

C 101

COMMUNICATION: CONCEPT AND THEORIES

Total MARKS: 100(Theory: 70. Assignment/Practical: 30)

Course Outcome:

After the completion of the course, the student will attain the ability to:

CO1: Understand the finer nuances of communication, various terminologies associated with it. They would also learn different models of communication in detail.

CO2: Learn communication skills and understand various forms and levels of communication which would eventually improve their communication skills.

CO3: Create an understanding about the need and importance of Research in Communication. They would also develop an understanding of the methodologies as well as tools used while conducting a research. They would be acquainted with ethical aspects of research

CO4: Develop a comprehensive study of development communication as to how communication can help in the development of society.

PAPER-2

C 102

HISTORY OF PRESS, LAWS AND ETHICS

Total Marks: 100 (Theory: 70, Assignment/Practical: 30)

Course Outcome:

After the completion of the course, the student will attain the ability to:

CO1: Analysis at the interesting and prolific journey of the press from the humble start of Bengal Gazette to the modern corporate world of the press.

CO2: Develop a fair understanding of the Indian Constitution with special reference to FOSE.

CO3: Understand the laws that media must abide by and the ethics that are expected from the media houses to follow. Understanding of media laws would safeguard the students from any untoward circumstances.

CO4: Acquaint with various national and international organisations that play a crucial role in the development sector.

PAPER – 3

C 103

PRINT JOURNALISM- CONCEPT AND PROCESS

Total Marks: 100(Theory: 50, Assignment/Practical: 50)

Course Outcome:

After the completion of the course, the student will attain the ability to:

CO1: Designed to impart a comprehensive understanding of Journalism, its principles, ethical aspects. Candidates would develop a basic understanding of news process from the event to the reader.

CO2: Develop a comprehensive understanding of the production process on the print platform emphasising newspaper production.

CO3: Comprehend a brief idea about Reporting, Editing and Printing aspects of daily production in a 24-hour time-cycle. The students are acquainted with the overall rigour involved in the production of the newspaper to ensure daily periodicity.

CO4: Apply hands on experience on still photography which is vital for photojournalism.

PAPER – 4

C 104

INTRODUCTION TO TELEVISION AND RADIO

Total Marks: 100 (Theory: 50, Assignment/Practical: 50)

Course Outcome:

After the completion of the course, the student will attain the ability to:

CO1: Understanding of Television and Radio. This course will familiarize them with audio and visual media, their journey and expansion.

CO2: Learn the functioning and role of the government media.

CO3: Understand the finer nuances of visual language and how it helps in visual communication.

CO4: Familiarize with Radio and TV Production. develop proficiency in A/V Pre production and Post production.

PAPER – 5

C 105

NEW MEDIA JOURNALISM

Total Marks: 100 (Theory: 50, Assignment/Practical: 50)

Course Outcome:

After the completion of the course, the student will attain the ability to:

CO1: Acquaint with the importance of new media and its use in current time. It explains the different applications and technologies used.

CO2: Learn the basic difference between the functioning of the traditional (Print/ Radio/ TV) and the new media. They will be familiarised with the undergoing change in media.

CO3: Apply hands on training on various tools and technologies required .

CO4: Learn how writing for the new media is different from the traditional media. They would understand the ‘lingo’ used in the new media.

SEMESTER – 2

Paper – 6

C 206

TELEVISION & RADIO PRODUCTION AND MANAGEMENT

Total Marks: 100 (Theory: 30, Assignment/Practical: 70)

Course Outcome:

After the completion of the course, the student will attain the ability to:

CO1: Develop the practical aspects of Radio & Television production. They would get to work in the studio to understand the functioning of the studio.

CO2: Learn the finer nuances of Radio & TV programme production in the studio.

CO3: Learn field production. They would also learn the basic difference between studio production and field production.

CO4: Apply hands on experience on A/V editing using softwares like FCP etc. They would learn right from researching and script writing to the final production of Radio as well as TV programmes.

PAPER 7

C 207

TELEVISION AND RADIO NEWS : REPORTING , EDITING AND BULLETIN PRODUCTION

Total Marks : 100(Theory :30, Assignment / Practical: 70)

Course Outcome

After the completion of the course, the student will attain the ability to:

CO1: Work with the production of news bulletins. Candidates learn the process of news bulletin from gathering news stories to final news presentation .

CO2: Learn how reporting for Television and Radio is different Print Journalism. This course would enable the students to develop an understanding of Journalism in relation to Radio &Television.

CO3: Learn how radio and television bulletins are prepared. They will also learn the techniques of presenting news bulletins.

CO4: Apply for hands-on experience. They would themselves news bulletins in teams.

Paper 8

C 208

PRINT MEDIA PRODCUTION AND GRAPHIC TOOLS

Total Marks: 100 (Theory :30, Assignment / Practical: 70)

Course Outcome:

After the completion of the course, the student will attain the ability to:

CO1: Acquaints with print media and their types.

CO2: Develop comprehensive understanding of writing and editing for the print media.

CO3: Learn the basic principles of graphic design which would further help students design on various subjects. They would also learn how to use different types of software making them employable.

CO4: Apply practical knowledge and get employment opportunities in various media institutions, as well as it also motivates them for self-employment.

Paper 9

CC 209

MASS MEDIA AND SOCIETY

Total Marks : 100 (Theory: 50, Assignment / Practical: 50)

Course Outcome :

After the completion of the course, the student will attain the ability to:

CO1: Understand the interdependence of Media and Society. They will understand the interdependence of media and society and how they complement each other.

CO2: Learn social norms and issues that affect lives of people. Candidates would be sensitised to diverse socio-cultural fabric of India and its International Relations too.

CO3: Familiarise with various government policies and schemes. They would also learn their role in the development of society.

CO4: Acquainted with various development issues in society. They would get sensitised to write development stories.

PAPER 10

DSE 201

ADVERTISING , PR , CC, MEDIA MANAGEMENT

Total Marks : 100 (Theory:50, Assignment/ Practical: 50)

COURSE OUTCOME

After the completion of the course, the student will attain the ability to:

CO1: Deals with the advertising as Powerful Communication tools. It also covers the different models of Advertising as well as functions of AD & PR agencies.

CO2: Develop skill to manage the corporate world through powerful PR techniques and tools. They will develop a fair understanding of functioning of the corporate world.

CO3: Understand the importance of creativity in advertising and PR planning and campaigns.

CO4: Learn creativity and the managerial acumen required for media management.