

# Course Outcomes

## BACHELOR OF ARTS IN JOURNALISM & MASS COMMUNICATION

1<sup>st</sup> Year

### BA(JMC) 101/ COMMUNICATIVE ENGLISH

Course Code	Name of the Course	Course Outcomes
BA(JMC) 101	Communicative English	<p>After completing this paper:</p> <ul style="list-style-type: none"><li>• The participants develop effective oral and written communication skills and express their ideas clearly and confidently in both formal and informal conversational settings.</li><li>• The participants identify instances of miscommunication and apply strategies for recognizing and overcoming barriers in communication to enhance clarity and effectiveness in their message.</li><li>• The participants develop an understanding of verbal communication across various contexts, including intrapersonal, interpersonal, small group, and public speaking or mass communication.</li><li>• It also prepares the participants analyse the non-verbal communication elements such as paralanguage, kinesics, haptic communication, proxemics, signs and symbols, body language, appearance, posture, gestures, eye contact, and artifacts in different communication Situations.</li><li>• It acquaints the students with various accents of English Language through various comprehension exercises, and helps them fluent their spoken skills.</li><li>• The participants will develop</li></ul>

		<p>the ability to transcribe speech sounds accurately, using the International Phonetic Alphabet (IPA).</p> <ul style="list-style-type: none"><li>• The course foster interest in the participants and prepares them for meaningful conversations, discussions, and debates on a wide range of topics.</li><li>• It Improves written communication skills of the students, including the ability to compose clear, concise, and well-structured emails, reports, and essays.</li><li>• The course helps the students build their vocabulary and enrich them with a good numbers of Idioms and phrases, and hence make them comfortable in their spoken and written communication.</li><li>• The reading texts in the course develop critical thinking and analytical skills in the participants, and hence make them develop their sceptical and inquisitive faculties/ aptitude.</li></ul>
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# Course Outcomes

## BA(JMC) 102/ General Arts

Course Code	Name of the Course	Course Outcomes
BA(JMC) 102	General Arts	<p>After completing this paper, a student:</p> <ul style="list-style-type: none"><li>• Examine various aspects of the changing society.</li><li>• Develop a sense of social responsibility as a citizen of the country.</li><li>• Understand and appreciate the various socio-cultural aspects of Indian society.</li><li>• Apply the knowledge gained to fight various social evils.</li><li>• Understand the diversity and sensitivities of the society.</li><li>• Gain an insight into the concept of democratic decentralization.</li><li>• Understand and be aware of human and child rights.</li><li>• Gain knowledge of constitutional provisions regarding the weaker sections.</li><li>• Understand contemporary social challenges like health, sanitation and housing.</li><li>• 10. Understand adolescent psychology to fight depression.</li></ul>

# Course Outcomes

## BA(JMC) 103/Introduction to Communication

Course Code	Name of the Course	Course Outcomes
BA(JMC) 103	Introduction to Communication	<p>After completing this paper:</p> <ul style="list-style-type: none"><li>• The students will understand the definition of Communication.</li><li>• The students will understand the different types of communication.</li><li>• The students will be able to differentiate between the different types of communication.</li><li>• The students will understand the various functions of communication and the importance of communication.</li><li>• The students will understand the barriers in communication that lead to miscommunication and ineffective communication.</li><li>• The students will develop the ability to overcome communication barriers and create effective communication messages.</li><li>• The students will understand non – verbal communication and its importance.</li><li>• The students will learn to use non-verbal communication to communicate effectively with all kinds of audiences.</li><li>• The students will understand the historical context of the development of communication theories.</li><li>• The students will learn to apply the communication theories to live situations and create successful communication strategies.</li></ul>

# Course Outcomes

## BA(JMC) 104/Radio Broadcasting

Course Code	Name of the Course	Course Outcomes
BA(JMC) 104	Radio Broadcasting	<p>After completing this paper:</p> <ul style="list-style-type: none"><li>• Students will be able to identify and describe the common attributes that define the radio medium, including its unique characteristics and historical significance.</li><li>• Learners will gain an understanding of the various career opportunities available in the dynamic field of modern broadcast media and will be able to discuss the roles and responsibilities associated with each.</li><li>• Students will be able to explain the ongoing advancements and emerging technologies within the realm of radio broadcasting, highlighting their impact on the industry and audience engagement.</li><li>• Learners will develop the skills to critically analyse and evaluate the broadcast content of popular radio stations in India and across the world, allowing them to comprehend the strategies behind successful radio programming.</li><li>• Through hands-on experiences, students will demonstrate familiarity with different broadcasting formats, understanding their distinct features and intended audience.</li><li>• Students will acquire the ability to create comprehensive concept notes and engaging scripts for various programme types, emphasizing creativity, originality, and adherence to industry standards.</li><li>• Learners will identify the essential procedures and tools employed in specific studio shows, such as interviews, phone-ins, and news programmes, enabling them to comprehend the technical aspects of</li></ul>

		<p>radio production.</p> <ul style="list-style-type: none"><li>• Students will gain insights into the types and uses of music and sound effects in radio programming, recognizing their significance in enhancing audience engagement and emotional resonance.</li><li>• Through critical analysis and case studies, students will learn to distinguish between appropriate and inappropriate use of the broadcast medium, highlighting the ethical considerations involved in radio broadcasting.</li><li>• Students will develop the skills to analyse and evaluate the construction of words and sound in the production of impactful messages, emphasizing the importance of effective communication and audience reception.</li></ul>
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## Course Outcomes

### BA(JMC) 105/Basics in Computer Application

Course Code	Name of the Course	Course Outcomes
BA(JMC) 105	Basics in Computer Application	<p>After completing this paper the student will</p> <ul style="list-style-type: none"><li>• Identify and describe the key components of computer hardware.</li><li>• Describe the internal components and peripherals of a computer.</li><li>• Explain how to create, format, and edit documents in Microsoft Word.</li><li>• Create a Resume and Newsprint using Microsoft Word.</li><li>• Interpret the principles of effective slide design in Microsoft PowerPoint.</li><li>• Develop a multimedia presentation in Microsoft PowerPoint.</li><li>• Understand the layout and design concepts in Adobe PageMaker.</li><li>• Design and produce a visiting card and invitation card using Adobe PageMaker, incorporating multimedia elements.</li><li>• Create a simple layout using Quark Xpress.</li><li>• Generate a professional layout in Quark Xpress for a Newsletter.</li></ul>

# Course Outcomes

## BA(JMC) 106/Digital Audio Production

Course Code	Name of the Course	Course Outcomes
BA(JMC) 106	Digital Audio Production	<p>After completing this paper:</p> <ul style="list-style-type: none"><li>• Students will recall and identify various equipment and components within a sound studio.</li><li>• Students will recognize different types of microphones and their pick-up patterns.</li><li>• Students will comprehend the technicalities involved in recording ambient sound on portable devices.</li><li>• Students will understand and explain basic audio-related technical terms such as decibel, frequency, and amplitude.</li><li>• Students will grasp the mechanics of competent conduct during studio interviews.</li><li>• Students will apply their knowledge to conceptualize, plan, and execute a radio script.</li><li>• Students will execute a vox pop, demonstrating their ability to apply interview techniques in a real-world setting.</li><li>• Students will assess the technical qualities of their own voices.</li><li>• Students will evaluate and analyze the technical qualities of digital audio segments, demonstrating an understanding of the editing process.</li><li>• Students will critically assess and edit segments of digital audio programs, demonstrating proficiency in identifying and enhancing technical qualities.</li><li>• Students will evaluate and refine their own creations, ensuring that jingles created are suitable for airing on a community radio station.</li><li>• Students will develop the capacity to conceptualize, plan, and execute a radio script.</li></ul>



		<ul style="list-style-type: none"><li>• Students will create recognizable sound effects using everyday objects.</li><li>• Students will create jingles capable of being aired on a community radio station.</li><li>• By the end of the Digital Audio Production Course 106, students will have gained a comprehensive understanding of sound studio equipment, recording techniques, audio-related terminology, and practical skills in scriptwriting, interviewing, editing, and creative audio production. The course outcomes align with various levels of Bloom's Taxonomy, ensuring a holistic and layered learning experience.</li></ul>
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## Course Outcomes

### BA(JMC) 201/Basic Marketing Concepts

Course Code	Name of the Course	Course Outcomes
BA(JMC) 201	Basic Marketing Concepts	<p>After completing this paper:</p> <ul style="list-style-type: none"><li>• The students will be able to explain the concept of Marketing.</li><li>• The students will be able to analyse the Marketing Environment.</li><li>• The students will be able to explain the use of strategy in Marketing.</li><li>• The students will be able to describe the components of the Marketing Plan.</li><li>• The students will be able to explain the Marketing Mix.</li><li>• The students will be able to explain Consumer Behaviour.</li><li>• The students will be able to evaluate Consumer needs and motivation.</li><li>• The students will be able to analyse Consumer Personality.</li><li>• The students will be able to describe Consumer Perception.</li><li>• The students will be able to describe how Consumer's Attitudes are formed and changed.</li><li>• The students will be able to analyse the Influence of family, Society and Culture on Consumer's Decision Making Process.</li><li>• The students will be able to explain segmentation and positioning strategies.</li><li>• The students will be able to determine and develop positioning strategies.</li><li>• The students will be able to take decisions regarding the positioning of a brand.</li></ul>

## Course Outcomes

### BA(JMC) 202/Social Media & Communication

Course Code	Name of the Course	Course Outcomes
BA(JMC) 202	Social Media & Communication	<p>After completing this paper student will</p> <ul style="list-style-type: none"><li>• Explain the historical development and evolution of social media platforms.</li><li>• Identify various social media platforms and their specific characteristics and functionalities.</li><li>• Assess the role of social media platforms like Facebook, YouTube, LinkedIn, email, blogs, Twitter, and influencers in different communication contexts.</li><li>• Critically examine the application of social media marketing and measurement techniques for different industries and sectors.</li><li>• Compare and contrast the strengths and weaknesses of various social media platforms for specific communication goals.</li><li>• Create effective social media marketing strategies for specific target audiences and objectives.</li><li>• Assess the impact of social media on society and culture, and propose solutions to mitigate negative effects.</li><li>• Design and implement social media measurement strategies to track and improve online performance.</li><li>• Develop and execute a comprehensive social media plan for a specific industry or organization.</li><li>• Implement best practices in social media management and communication to enhance an organization's online presence.</li></ul>

## Course Outcomes

### BA(JMC) 203/Media Education

Course Code	Name of the Course	Course Outcomes
<b>BA(JMC) 203</b>	<b>Media Education</b>	<p>After completing this paper, a student:</p> <ul style="list-style-type: none"><li>• Shall be able to acquire a critical thinking skill to analyze and develop independent judgment about media and new media content.</li><li>• Shall be able to acquire awareness of the impact of the media and new media on the individual, community and society.</li><li>• Shall be able to produce effective and responsible media messages.</li><li>• Shall be able to develop strategies with which to analyze and discuss media messages.</li><li>• Shall be able to think critically about what he/she is watching and what is inappropriate language on TV and cinema.</li><li>• Shall be able to complete research-based projects.</li></ul>

## Course Outcomes

### BA(JMC) 203/Mass Communication Theories

Course Code	Name of Course	Course Outcomes
BA(JMC) 203	Mass Communication Theories	<p>After completing this paper:</p> <ul style="list-style-type: none"><li>• The students will be able to explain Mass Media.</li><li>• The students will be able to explain the effects of Mass Communication within society.</li><li>• The students will be able to describe the functions of Mass Media.</li><li>• The students will be able to explain the Hypodermic theory of Mass Communication.</li><li>• The students will be able to explain The Individual Difference Theory.</li><li>• The students will be able to analyse the Theory of Cognitive Dissonance.</li><li>• The students will be able to describe the Personal Influence Theory.</li><li>• The students will be able to explain the Cultivation Theory of Communication.</li><li>• The students will be able to explain the Social Learning Theory of Communication.</li><li>• The students will be able to explain the Play Theory of Mass Communication.</li><li>• The students will be able to explain the Uses &amp; Gratification Theory of Mass Communication.</li><li>• The students will be able to analyse and compare the Agenda Setting Theory with Dependency Theory of Mass Communication.</li><li>• The students will be able to analyse and compare the Authoritarian Theory with Libertarian Theory.</li></ul>

		<ul style="list-style-type: none"><li>• The students will be able to describe the Social Responsibility Theory.</li><li>• The students will be able to describe the Soviet Communist Theory.</li><li>• The students will be able to describe the Development Media Theory.</li><li>• The students will be able to describe and analyse the relevance of Democratic Participant Media Theory.</li></ul>
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## Course Outcomes

### BA(JMC) 205/Basics in Computer Application-2

Course Code	Name of the Course	Course Outcomes
BA(JMC) 205	Basics in Computer Application-2	<p>After completing this paper students will:</p> <ul style="list-style-type: none"><li>• Identify and describe the key components of computer hardware.</li><li>• Describe the internal components and peripherals of a computer.</li><li>• Explain how to create, format, and edit documents in Microsoft Word.</li><li>• Create a Resume and Newsprint using Microsoft Word.</li><li>• Interpret the principles of effective slide design in Microsoft PowerPoint.</li><li>• Develop a multimedia presentation in Microsoft PowerPoint.</li><li>• Understand the layout and design concepts in Adobe PageMaker.</li><li>• Design and produce a visiting card and invitation card using Adobe PageMaker, incorporating multimedia elements.</li><li>• Create a simple layout using Quark Xpress.</li><li>• Generate a professional layout in Quark Xpress for a Newsletter.</li></ul>

## Course Outcomes

### BA(JMC) 206/Digital Audio Production-2

Course Code	Name of the Course	Course Outcomes
BA(JMC) 206	Digital Audio Production-2	<p>After completing this paper student will:</p> <ul style="list-style-type: none"><li>• Recognize the attributes and differences in monoaural, stereo, and polyphonic systems.</li><li>• Students will be able to identify and explain the distinctive features of monoaural, stereo, and polyphonic audio systems, demonstrating a foundational understanding of audio formats.</li><li>• Describe the process required for multi-track sound recording.</li><li>• Students will be able to articulate the step-by-step process involved in multi-track sound recording, demonstrating comprehension of the underlying principles and techniques.</li><li>• Display the ability to work on a digital audio workstation.</li><li>• Students will demonstrate proficiency in utilizing digital audio workstations (DAWs), applying their knowledge to navigate, manipulate, and produce audio content effectively.</li><li>• Fully discuss the techniques of sound recording and digital audio production.</li><li>• Students will critically analyze and discuss various techniques related to sound recording and digital audio production, showcasing an in-depth understanding of the methodologies employed in the field.</li><li>• Conceptualize, plan, and create a radio drama from script to finished product.</li><li>• Students will be able to assess the effectiveness of their radio drama projects by evaluating their ability to conceptualize, plan, and execute a radio drama from initial script development to the production of a finished product.</li></ul>



		<ul style="list-style-type: none"><li>• Display the ability to analyze current issues in a panel discussion programme.</li><li>• Students will demonstrate their evaluative skills by critically analyzing current issues within the context of a panel discussion program, showcasing the capacity to assess and present diverse perspectives on relevant topics.</li><li>• Report on current events by means of developing radio news reports.</li><li>• Students will showcase their creativity and application of knowledge by creating radio news reports that effectively communicate current events, demonstrating their ability to synthesize information in a compelling and informative manner.</li><li>• Plan and execute a news magazine project.</li><li>• Through the planning and execution of a news magazine project, students will demonstrate their ability to create a cohesive and engaging multimedia presentation, incorporating various elements of news reporting and production.</li></ul>
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# Course Outcomes

2<sup>nd</sup> Year

## BA(JMC) 301/Public Relation

Course Code	Name of the Course	Course Outcomes
<b>BA(JMC) 301</b>	<b>Public Relation</b>	<p>After completing this paper students will be able to;</p> <ul style="list-style-type: none"><li>• Employ communication theories, perspectives, principles and concepts.</li><li>• Apply communication principles in real-world situations.</li><li>• Influence public discourse on central issues positively.</li><li>• Create messages appropriate to the audience, purpose and context.</li><li>• Develop campaigns that utilize convergence and/or digital media to reach the public.</li><li>• 6. Use best practices for issues and crisis management in PR.</li><li>• Communicate their thoughts clearly, succinctly and persuasively in textual, visual and oral format.</li><li>• 8. Differentiate between advertising and publicity.</li><li>• 9. Choose the relevant media for conveying the message.</li><li>• 10. Create communication briefs for promotional activities.</li></ul>

## Course Outcomes

### BA(JMC) 302/Print Journalism

Course Code	Name of the Course	Course Outcomes
BA(JMC)302	Print Journalism	<p>After completing this paper:</p> <ul style="list-style-type: none"><li>• Learners will identify and comprehend the main characteristics of the fundamental theories that underpin the press, gaining insights into the historical and theoretical foundations of journalism.</li><li>• Students will delve into the roles of the press during India's freedom struggle, examining the impact of print media on shaping public opinion and fostering national consciousness.</li><li>• By critically evaluating the role of print media in contemporary society, students will gain a comprehensive understanding of its influence on shaping public discourse and political narratives.</li><li>• Students will develop the proficiency to construct coherent and well-structured newspaper reports, adhering to the prescribed formats and journalistic standards.</li><li>• Through the application of news values, students will be able to determine the significance and relevance of various news items, developing a keen sense of news judgment and editorial discretion.</li><li>• Learners will gain a comprehensive understanding of the various components that constitute a news organization, including editorial, production, and distribution, enabling them to grasp the complexities of the news industry.</li><li>• By understanding the duties and responsibilities of various news functionaries within the system, students will gain insights into the collaborative nature of news production and dissemination.</li><li>• Students will recognize and appreciate various typefaces, headlines, and print styles, comprehending their role in</li></ul>

		<p>enhancing the visual appeal and readability of print journalism.</p> <ul style="list-style-type: none"><li>• Through practical exercises, students will develop the skills to create engaging features, reviews, and obituaries in accordance with acceptable newspaper style, demonstrating proficiency in journalistic writing.</li><li>• By analyzing real-life examples and case studies, students will be able to explain, describe, and evaluate the ethical considerations involved in the construction and dissemination of news, highlighting the importance of integrity and responsibility in journalism.</li></ul>
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# Course Outcomes

## BA(JMC) 303/Television Production-1

Course Code	Name of the Course	Course Outcomes
<b>BA(JMC) 303</b>	<b>Television Production-1</b>	<p>After completing this paper student will be able to:</p> <ul style="list-style-type: none"><li>• Define the television production process and its key stages.</li><li>• Differentiate between various camera types and their specific applications in television production.</li><li>• Explain the significance of effective shot framing and composition in television production.</li><li>• Understand how different lens characteristics impact image composition in television production.</li><li>• Identify different mounting heads and their usages in television production.</li><li>• Apply the television production process to plan and execute a simple production project.</li><li>• Comprehend the technical and artistic aspects of studio lighting techniques.</li><li>• Develop lighting setups that demonstrate basic lighting techniques.</li><li>• Understand the fundamentals of video editing and its role in storytelling for television.</li><li>• Employ editing procedures and transitions in an editing project.</li></ul>

# Course Outcomes

## BA(JMC) 304/Advertising

Course Code	Name of the Course	Course Outcomes
BA(JMC) 304	Advertising	<p>After completing this paper:</p> <ul style="list-style-type: none"><li>• The students will understand the definition of Advertising.</li><li>• The students will understand the role of Advertising in the context of Marketing.</li><li>• The students will understand how Advertising contributes to social and cultural development of a society.</li><li>• The students will understand the economic effects of Advertising and how it maximises social welfare.</li><li>• The students will understand the intricacies of the Advertising Industry and the role the Advertising Agency plays within it.</li><li>• The students will understand the characteristics of each mass medium that makes it an effective medium for advertising.</li><li>• The students will be able to develop Advertising Plans for any given product (goods, ideas &amp; services)</li><li>• The students will learn to develop effective advertising creative strategies for any given product.</li><li>• The students will learn to use creative skills to develop advertising messages for print, broadcast, outdoor and social media.</li><li>• The students will develop the ability to select media based on their characteristics and the consumer profile and create an effective media strategy for any given product.</li></ul>

## Course Outcomes

### BA(JMC) 305/Communicative Hindi/English-Elective

Course Code	Name of the Course	Course Outcomes
<b>BA(JMC) 305</b>	<b>Communicative Hindi/English- Elective</b>	<p>After completing this paper:</p> <ul style="list-style-type: none"> <li>• fo kFkhZ lgt ,oa lpy rjhds ls fganh esa ,d vPNs laoknnkrk dh Hkwfedk fuHkk ldsaxsA</li> <li>• fo kFkhZ 'kq) fganh Hkk"kk esa fy[k ,oa cksky ik;saxsA</li> <li>• fo kFkhZ lapkj ek;/eksa esa fgUnh Hkk"kk dh egÙkk ,oa mi;ksfxrk dks le&gt; ik;saxsA</li> <li>• fo kFkhZ lapkj ek;/eksa esa Js=h; Hkk"kk dh egÙkk ,oa mi;ksfxrk dks le&gt; ik;saxA</li> <li>• fo kFkhZ vuqokn djus dh dyk dks tkudj lVhd vuqokn dj ik;saxsA</li> <li>• fo kFkhZ /ofu foKku dh enn ls viuh ekSf[kd fgUnh Hkk"kk ls izHkkoh rjhds ls vfHkO;fDr ns ik;saxsA</li> <li>• fo kFkhZ izHkkoh rjhds ls lk{kkRdkj ys ik;saxsA</li> <li>• fo kFkhZ fofHkUu izdkj ds 'kkldh; i=&amp;ys[ku izHkkoh rjhds ls fy[k ik;saxsA</li> <li>• fo kFkhZ fofHkUu voljksa ds fy, izHkkoh Hkk"kk.k fy[k ,oa izLrqr dj ik;saxsA</li> <li>• fo kFkhZ lekpkj izlkj.k gsrq lekpkjksa dk foLrkj o lkj :i fy[kus esa l{ke gksaxsA</li> <li>• to express themselves clearly and confidently</li> <li>• 2. to communicate effectively</li> <li>• 3. to compose clear, concise, and well-structured emails, reports and essays.</li> <li>• 4. to write meaningful seasonal greetings</li> <li>• 5. to create a professional and respectful atmosphere</li> </ul>

		<ul style="list-style-type: none"><li>• 6. to improve productivity after learning professional etiquette</li><li>• 7. to maintain and enhance public relations</li><li>• 8. to write various types of public relations letters</li><li>• 9. to arrange/organize for press release</li><li>• 10. to publicize information quickly that may have a significant impact to a large group of people</li><li>• 11. to prepare obituary</li><li>• 12. to draft effective blogs</li><li>• 13. to exchange information in a formal way.</li></ul>
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# Course Outcomes

## BA(JMC) 306/Web Designing

Course Code	Name of the Course	Course Outcomes
<b>BA(JMC) 306</b>	<b>Web Designing</b>	<p>After completing this paper:</p> <ul style="list-style-type: none"><li>• Students should be able to visualize the inside working of internet technology and can interpret</li><li>• the functioning of action done by user on web pages.</li><li>• Students will be able to learn the protocols that are working on client server architecture of web application.</li><li>• Students will be able to use web server and identify the need of client side technologies.</li><li>• Student will be able to use different tags of HTML that can create a simple web pages.</li><li>• Students will learn how to make web pages interactive and graphically enrich presentation using</li><li>• CSS.</li><li>• Student will be able to use client side validation and verification of data. They should be able to</li><li>• develop thin client.</li><li>• Student will be able to use scripting data types and use of array with built in functions.</li><li>• Students will be able to perform data processing on client side.</li><li>• Students will be able to use functions and API available in javascript.</li><li>• 10. Students will learn how to bind data with different technologies available in web services.</li></ul>

## Course Outcomes

### BA(JMC) 307/Television Lab-1

Course Code	Name of the Course	Course Outcomes
<b>BA(JMC) 307</b>	<b>Television Lab-1</b>	<p>After completing this paper student will be able to:</p> <ul style="list-style-type: none"><li>• Understand the basic principles of shot composition in conveying visual narratives.</li><li>• Demonstrate the ability to compose visually appealing and well-framed shots using a camera.</li><li>• Operate a camera to shoot both simple and complex shots, adapting to various scenarios.</li><li>• Develop shot compositions that capture the essence of a given scene or subject.</li><li>• Interpret the role of key, fill, and backlighting in 3-point lighting setups.</li><li>• Assess the impact of different lighting arrangements on visual depth and mood in television production.</li><li>• Set up a 3-point lighting arrangement effectively to achieve the desired visual effects.</li><li>• Use video editing software to perform basic editing tasks, including cutting, transitions, and sequencing.</li><li>• Produce an advertisement using video editing techniques in Adobe Premiere Pro.</li><li>• Produce well-edited video sequences that tell coherent and engaging stories using video editing software.</li></ul>

## Course Outcomes

### BA(JMC) 401 Television Production-2

Course Code	Name of the Course	Course Outcomes
BA(JMC) 401	Television Production-2	<p>After completing this paper students will be able to:</p> <ul style="list-style-type: none"><li>• Explain various television production models, methods, and concepts used in the field of broadcast journalism and mass communication.</li><li>• Describe the process of developing a program proposal, including writing, budgeting, and pre-production planning.</li><li>• Analyze the role of the director in the pre-production phase, including concept formulation, planning, and script development.</li><li>• Demonstrate an understanding of television set units, props, scene design, and floor planning in the context of television production.</li><li>• Evaluate the different components and techniques involved in the production process, including visual effects, graphics, and electronic effects.</li><li>• Create a comprehensive television program proposal, including budgeting, pre-production plans, and scheduling for a specific project.</li><li>• Critically assess the impact of various production methods and techniques on the final television program's quality and effectiveness.</li></ul>

## Course Outcomes

### BA(JMC) 402/Corporate Communication

Course Code	Name of the Course	Course Outcomes
BA(JMC) 402	Corporate Communication	<p>After completing this paper students will be able to:</p> <ul style="list-style-type: none"><li>• To develop an understanding of the importance of communication for the Corporate.</li><li>• To develop strategic communication skills.</li><li>• To understand the role of Identity, Reputation in achieving overall organizational success.</li><li>• To develop skills for building positive &amp; effective Media Relations.</li><li>• To develop skills for crisis management</li></ul>

## Course Outcomes

### BA(JMC) 403/Communication & Development

Course Code	Name of the Course	Course Outcomes
BA(JMC) 403	Communication & Development	<p>After completing this paper:</p> <ul style="list-style-type: none"><li>• Knowledge: Students can identify and comprehend the salient features of the theories of development and underdevelopment in various global contexts.</li><li>• Analysis: The learners will critically analyze the multifaceted role of media in the context of developing countries, considering its impacts and limitations.</li><li>• Comprehension: The students will be able to explain and articulate clearly the precepts of development paradigms, linking them to the specific conditions of development in the Indian context.</li><li>• Comprehension: The students will demonstrate understanding of the applications of Gandhian models of development, considering their relevance and applicability in contemporary contexts.</li><li>• Evaluation: Learners can formulate and defend positions concerning various aspects of development in the international context, considering diverse perspectives and implications.</li><li>• Application: The students will be able to investigate and examine the intricate link between development and social justice through comprehensive analysis of case studies and news media reportage.</li><li>• Synthesis: They will synthesize and demonstrate a comprehensive understanding of the role of gender in the context of social development, considering its</li></ul>

		<p>implications and challenges.</p> <ul style="list-style-type: none"><li>• Application: The students will be able to create Information, Education, and Communication (IEC) as well as Behaviour Change Communication (BCC) materials to demonstrate effective communication for development.</li><li>• Application: They will engage in development messaging through various media platforms such as letters to the editor, features, and articles in news media to actively participate in development journalism initiatives.</li><li>• Synthesis: Students will develop the ability to create impactful audiovisual communication for development purposes, incorporating various media techniques and tools effectively.</li></ul>
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# Course Outcomes

## BA(JMC) 404/Film Studies

Course Code	Name of the Course	Course Outcomes
BA(JMC) 404	Film Studies	<p>After completing this paper:</p> <ul style="list-style-type: none"><li>• Knowledge: Students will gain an understanding and comprehend the basic mechanics and processes involved in film production, including pre-production, production, and post-production stages.</li><li>• Comprehension: They will be able to demonstrate understanding of various genres, forms, and content of both international and Indian cinema, recognizing their unique characteristics and cultural significance.</li><li>• Analysis: They will be able to explain the structure and significance of different film elements such as shots, camera movements, audio, and editing, and their impact on the overall cinematic experience.</li><li>• Knowledge: Students will demonstrate a foundational understanding of the historical beginnings and evolution of the film medium, recognizing key milestones and developments in the field.</li><li>• Analysis: The students will compare and contrast classical genres of film with contemporary cinematic art styles and processes, recognizing the influences and adaptations over time.</li><li>• Knowledge: They will be able to identify and analyze the microstructure and macrostructure of the film medium, considering both its technical components and its broader cultural and societal impact.</li><li>• Evaluation: The students will be able to assess and evaluate the work of internationally acclaimed filmmakers of the 20th century, considering their contributions to the cinematic world and their influence on the industry.</li><li>• Evaluation: The learners, based on their exposure , will construct critical appreciations of films of various genres, considering their artistic, cultural, and</li></ul>

		<p>social significance.</p> <ul style="list-style-type: none"><li>• Application: The students will gain the ability to develop and create plot-lines and scripts for cinema, incorporating elements of storytelling and cinematic techniques effectively.</li><li>• Synthesis: They will be able to produce and exhibit short films, demonstrating proficiency in applying theoretical knowledge and practical skills in film production and storytelling.</li></ul>
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## Course Outcomes

### BA(JMC) 405/Television Lab -2

Course Code	Name of the Course	Course Outcomes
BA(JMC) 405	Television Lab -2	<p>After completing this paper student will be able to:</p> <ul style="list-style-type: none"><li>• Demonstrate a foundational understanding of multi-camera setups and their applications in various television production scenarios.</li><li>• Explain the operation of a video switcher, including its role in live broadcasts and studio productions.</li><li>• Describe the key components and processes involved in documentary/short film production, from pre-production to post-production stages.</li><li>• Understand the basics of non-linear editing systems, including advanced editing techniques and special effects.</li><li>• Plan and execute the production of a documentary or short film, including scripting, shooting, and post-production editing.</li><li>• Utilize non-linear editing systems to edit and enhance video content, incorporating advanced editing techniques and special effects.</li><li>• Participate in the production of a documentary or short film, taking on various roles to gain practical experience in the entire production process.</li><li>• Work with non-linear editing systems to edit and enhance video content for real-world applications, preparing students for professional roles in television production.</li></ul>

## Course Outcomes

### BA(JMC) 406/Digital Photography

Course Code	Name of the Course	Course Outcomes
BA(JMC) 406	Digital Photography	<p>After completing this paper student will be able to:</p> <ul style="list-style-type: none"><li>• Demonstrate a foundational understanding of basic photography concepts, including aperture, shutter speed, and ISO, and their impact on image exposure and composition.</li><li>• Explain the principles of using hard and soft light effectively in photography, considering the mood and atmosphere of the image.</li><li>• Identify different types of cameras, from point-and-shoot to DSLR, and understand their features and suitability for various photography genres.</li><li>• Comprehend the basic principles of visual composition and depth of field in photography.</li><li>• Apply the principles of aperture, shutter speed, and ISO to capture well-exposed and creatively composed photographs in various scenarios.</li><li>• Apply composition principles to create visually engaging and well-structured photographs.</li><li>• Create a Photo Essay of photographs that demonstrate technical proficiency and creativity in different photography genres.</li><li>• Use post-processing software like Photoshop to apply effects, add layers, and create special effects in photographs.</li></ul>

## Course Outcomes

### BA(JMC) 406/Development Communication Practical

Course Code	Name of the Course	Course Outcomes
BA(JMC) 406	Development Communication Practical	<p>After completing this paper student will be able to:</p> <ul style="list-style-type: none"><li>• Acquire various perspectives of development given by different social scientists, and theories related to it.</li><li>• Better understand the role of communication and media in development such as public education, Information Education Communication (IEC), Behaviour Change Communication (BCC) etc.</li><li>• Develop scripts and produce traditional media content such as puppet theatre, street play etc.</li><li>• Create various media content such as poster, hoarding, radio spot on development related issues.</li><li>• Research and report/ write a feature story on various development related issues such as health, education, and agriculture related issues.</li></ul>

# Course Outcomes

3<sup>rd</sup> Year

## BA(JMC) 501/Media Criticism

Course Code	Name of the Course	Course Outcomes
BA(JMC) 501	Media Criticism	<p>After completing this paper:</p> <ul style="list-style-type: none"><li>• Students will identify and explore the key terms and scope of media literacy and media education within the context of criticism, understanding their significance in fostering a critical understanding of mass media and new media.</li><li>• By analyzing the complex relationship between content creators, owners, controllers, and the audience of mass media and new media, students will gain insights into the power dynamics and influence that shape media narratives and representations.</li><li>• Learners will identify the various stages and roles of electronic media criticism, comprehending the evolving nature of media critique and its impact on public discourse and media practices.</li><li>• Through the articulation and defence of their positions on ethical issues related to media freedom and the effects of media, students will develop critical thinking and persuasive communication skills, fostering a deeper understanding of the ethical dilemmas faced by media professionals.</li><li>• By critically analysing social concepts such as Social Darwinism and racism, students will develop a nuanced understanding of the socio-political dynamics that influence media representations and narratives, fostering a critical awareness of media's role in shaping societal perceptions.</li><li>• Students will identify and explain the core concepts of critical autonomy and information overload, understanding their implications for media consumption and fostering a critical engagement with media content and information dissemination.</li><li>• Students will be able to explain and argue their positions on concepts and issues such as dehumanization, consumerism, and</li></ul>

		<p>globalization, fostering a critical understanding of the broader socio-cultural implications of media content.</p> <ul style="list-style-type: none"><li>• Upon completion of the course, students will be able to critically examine the effects and repercussions of media representations on sexuality, violence, and patriarchy, developing a nuanced understanding of the complexities surrounding media portrayal of sensitive topics.</li><li>• Students will be able to explain, describe, and articulate their positions on media agenda as represented in real-life incidents and case studies, enabling them to contextualize theoretical concepts within practical and contemporary scenarios.</li><li>• By creating audio and visual media projects that demonstrate their ability to disseminate value-based media messages, students will be able to apply their critical analysis skills to produce impactful and socially conscious media content.</li></ul>
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## Course Outcomes

### BA(JMC) 502/Human Rights & Media

Course Code	Name of the Course	Course Outcomes
BA(JMC) 502	Human Rights & Media	<p>After completing this paper:</p> <ul style="list-style-type: none"><li>• Students will be able to;</li><li>• Understand the evolution and growth of human rights.</li><li>• Demonstrate an awareness of the international context of human rights.</li><li>• Interpret the need for human rights to respond to moral violations.</li><li>• Explore global human rights organizations, laws, agencies and assess the impact of their interactions with national and local practices and norms.]</li><li>• Understand the historical background and importance of the establishment of UN.</li><li>• understand the constitutional provisions for the violation of Human Rights.</li><li>• Understand the role of UNSC and India's claim to be a member.</li><li>• Gain knowledge of the right to privacy and data protection and its implications in the real world.</li><li>• Understand minority rights and rights of women at the workplace.</li><li>• 10. How to report responsibly on the weaker sections while being conscious of their sensitivities.</li></ul>

## Course Outcomes

### BA(JMC) 503/Introduction to Research Methodology

Course Code	Name of the Course	Course Outcomes
BA(JMC) 503	Introduction to Research Methodology	<p>After completing this paper student will be able to:</p> <ul style="list-style-type: none"><li>• Define and articulate the meaning and definition of research in the context of media studies.</li><li>• Describe the fundamental principles and purpose of research within the context of Mass Communication.</li><li>• Compare and contrast different types of research and their applications in Mass Communication.</li><li>• Understand the purpose and significance of a literature review in the research process.</li><li>• Interpret the elements and importance of research design.</li><li>• Analyze the characteristics and types of research relevant to Mass Communication.</li><li>• Create a comprehensive research design for a given media research problem.</li><li>• Comprehend the components and structure of a research report.</li><li>• Demonstrate the ability to write a structured and well-organized research report based on research findings.</li><li>• Evaluate the ethical considerations in media research and make informed decisions regarding research practices and ethics.</li></ul>

## Course Outcomes

### BA(JMC) 504/Internship or In-House Production and VIVA

Course Code	Name of the Course	Course Outcomes
BA(JMC) 504	Internship or In-House Production and VIVA	<p>After completing this paper:</p> <ul style="list-style-type: none"><li>• The students will be able to describe the structure of a media or media related organisation.</li><li>• The students will be able to develop writing/speaking/technical skills.</li><li>• The students will be able to integrate theory with practice.</li><li>• The students will be able to experience the day-to-day business decisions.</li><li>• The students will be able to assess interests and abilities in their field of study.</li><li>• The students will be able to analyse superior-subordinate relationship.</li><li>• The students will be able to develop work habits and attitudes necessary for professional success.</li><li>• The students will be able to develop communication, interpersonal and other critical skills necessary for success as a professional.</li><li>• The students will be able to build a record of work experience, an advantage while seeking permanent employment.</li></ul>



		<ul style="list-style-type: none"><li>• The students will be able to analyse the functioning of the internship organization and recommend changes for improvement in processes.</li><li>• The students will be able to experience the work pressure as media is a deadline oriented industry.</li></ul>
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# Course Outcomes

## BA(JMC) 601/Media Entrepreneurship

Course Code	Name of the Course	Course Outcomes
BA(JMC) 601	Media Entrepreneurship	<p>After completing this paper:</p> <ul style="list-style-type: none"><li>• The students will be able to explain the concept of Entrepreneurship.</li><li>• The students will be able to explain the characteristics of an Entrepreneur.</li><li>• The students will be able to describe the Skills of an Entrepreneur.</li><li>• The students will be able to explain the concepts and principles of Management.</li><li>• The students will be able to analyse and compare the Traditional Media Economics with the Changing Media Business.</li><li>• The students will be able to describe the disruptive technologies and trends that transformed Mass Media.</li><li>• The students will be able to analyse and evaluate Case Studies on successful Media Ventures.</li><li>• The students will be able to explain the various Business Models for Media.</li><li>• The students will be able to evaluate the various Investment Opportunities available to a Media Entrepreneur.</li><li>• The students will be able to analyse the assumptions of the Market, Technological Trends &amp; Funding Sources.</li><li>• The students will be able to describe the Indian Venture Capital Market.</li><li>• The students will be able to compare and evaluate the difference between Angel Investors and Venture Capitalists.</li><li>• The students will be able to explain Indian Business Laws related to Taxation and Company Formation.</li><li>• The students will be able to describe laws related to Libel, Copyright, &amp; Regulation of Advertising.</li></ul>

		<ul style="list-style-type: none"><li>● The students will be able to explain the concept of Ideation, Monetization &amp; Competitive Scan.</li><li>● The students will be able to create effective Business Plans for new ventures in the field of Mass Media.</li></ul>
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## Course Outcomes

### BA(JMC) 602/Media Ethics

Course Code	Name of the Course	Course Outcomes
BA(JMC) 602	Media Ethics	<p>After completing this paper student will be able to:</p> <ul style="list-style-type: none"><li>• Appreciate the responsibilities of media and the ethical dimensions of media creation.</li><li>• Understand the ethical obligations of the media towards society.</li><li>• Analyze media ethics cases and issues.</li><li>• Engage in ethical debates of some surrounding media culture.</li><li>• Reflect upon one's role and responsibility in relation to ethical media practices.</li><li>• Demonstrate understanding of theoretical discourse regarding media representation.</li><li>• Examine the moral, social and cultural impact of mediation on communities.</li><li>• Demonstrate understanding of key moral issues of complex media practices.</li><li>• Understand the various ethical implications of media content.</li></ul>

## Course Outcomes

### BA(JMC) 603/Media & Environmental Science

Course Code	Name of the Course	Course Outcomes
BA(JMC) 603	Media & Environmental Science	<p>After completing this paper:</p> <ul style="list-style-type: none"><li>• The students will be able to explain the basic perspective of EVS.</li><li>• The students will be able to explain the role of Media in Environment &amp; Ecology.</li><li>• The students will be able to explain environmental laws and convention.</li><li>• The students will be able to develop strategic communication for environmental campaigns.</li><li>• The students will be able to explain the Local, National and International environmental issues.</li><li>• The students will be able to write in depth and interpretive environmental reports.</li><li>• The students will be able to explain the issue of health communication with contemporary media dynamics.</li><li>• The students will be able to explain the role of mass media in securing access for masses for health infrastructure.</li><li>• The students will be able to describe type significant contribution of media in combating global climate concerns.</li><li>• The students will be able to explain the importance of becoming an environmentally informed citizens who will be pivotal in promoting the goal of sustainable development through media.</li></ul>

## Course Outcomes

### BA(JMC) 604/Student Project & VIVA

Course Code	Name of the Course	Course Outcome
<b>BA(JMC) 604</b>	<b>Student Project &amp; VIVA</b>	<p>After completing this paper:</p> <ul style="list-style-type: none"><li>• The students will be able to develop a research problem.</li><li>• The students will be able to develop a research hypothesis.</li><li>• The students will be able to integrate theory with practical tests.</li><li>• The students will be able to identify the sample target audience from a given universe of respondents.</li><li>• The students will be able to develop survey questionnaires and survey methods.</li><li>• The students will be able to develop skills to interview people with the objective of gaining information.</li><li>• The students will be able to develop skills to collect relevant data.</li><li>• The students will be able to analyze the collected data to form an understanding of the research problem.</li><li>• The students will be able to synthesize research findings and interpret data.</li><li>• The students will be able to develop possible solutions to the research problem on the basis of their findings.</li><li>• The students will be able to write a report on their research process and findings.</li><li>• The students will be able to present and defend their research findings.</li></ul>