

MASS COMMUNICATION AND JOURNALISM

COURSE OBJECTIVES AND OUTCOMES

SEMESTER – 1

C1 INTRODUCTION TO JOURNALISM

COURSE OBJECTIVES

The objectives of the course are to enable the student

1. To understand the meaning, definition and nature of News.
2. To understand how News is carried from the event to the readers.
3. To be aware about the elements of News.
4. To develop understanding how News are written for Press, Electronic and Online medium.
5. To learn about how Press works in the largest democratic nation.

COURSE OUTCOMES

After the completion of the course student are expected to -

1. Learn meaning, definition and nature of News the students learn about the different types of News.
2. Understand the format of how News is written in an inverted pyramid style by using the 5W's and 1H.
3. Learn to format of how News is written; understand the Ethics of News and the principles that are to be kept in mind while reporting/writing News.
4. Realize how democracy in India helps nurture the upliftment of society and nation as a whole.

C2 INTRODUCTION TO MEDIA AND COMMUNICATION

COURSE OBJECTIVES

The objectives of the course are to enable the student

1. To understand the importance of media in our daily life.
2. To gain knowledge on the different types of media available today and their uses.
3. To study the process, forms and levels of mass communication.
4. To understand the different theories (Bullet Theory, Individual Difference Theory, Personal Influence Theory, Cognitive Dissonance Theory, Agenda Setting Theory)

and models of communication (Aristotle Model, Berlo's Model, Laswell's Model Shanon & Weaver's Model)

5. To understand the importance of folk media in Indian society and its effect on culture.

COURSE OUTCOMES

After the completion of the course student are expected to -

1. Distinguish the different mediums available today and appreciate the evolution of media.
2. Acquire basic knowledge on the process, forms and levels of mass communication.
3. Gain knowledge on the basic models of communication and to analyse the process of communication.
4. Appreciate the contributions of different stalwarts in media with theories and to practically analyse and identify the theory effects in today's media.
5. Appreciate and learn about the traditional folk medium in India and in every culture.

DSC1 INTRODUCTION TO JOURNALISM

COURSE OBJECTIVES

The objectives of the course are to enable the student

1. To understand the meaning, definition and nature of News.
2. To understand how News is carried from the event to the readers.
3. To make aware about the elements of News.
4. To develop understanding about how News are written for Press, Electronic and Online medium.
5. To learn about how Press works in the largest democratic nation.

COURSE OUTCOMES

After the completion of the course student are expected to -

1. Learn about the meaning, definition and nature of News the students learn about the different types of News.
2. Format of how News is written in an inverted pyramid style by using the 5W's and 1H.
3. Understand the Ethics of News and the principles that are to be kept in mind while reporting/writing News. The unit will help them realize how democracy in India helps nurture the upliftment of society and nation as a whole.

GE1 INTRODUCTION TO JOURNALISM

COURSE OBJECTIVES

The objectives of the course are to enable the student

1. To understand the meaning, definition and nature of News.
2. To understand how News is carried from the event to the readers.
3. To make aware about the elements of News.
4. To develop understanding about how News are written for Press, Electronic and Online medium.
5. To learn about how Press works in the largest democratic nation.

COURSE OUTCOMES

After the completion of the course student are expected to -

1. Learn about the different types of News.
2. Understand the format of how News is written in an inverted pyramid style by using the 5W's and 1H.
3. Understand the Ethics of News and the principles that are to be kept in mind while reporting/writing News.
4. Realize how democracy in India helps nurture the upliftment of society and nation as a whole.

SEMESTER – 2 C3 HISTORY OF THE MEDIA

COURSE OBJECTIVES

The objectives of the course are to enable the student

1. To understand and learn about the History of Media with special preference to the print revolution and special focus on the history in India. Colonial period and the national freedom movement.
2. To learn about National Freedom Movement, Baptist Missionary, Bucknham, Metcalfe, Tilak, Hickey, Raja Rammohun Roy, Aurobindo Ghosh.
3. To understand how the freedom fighters not only fought for independence with determination but also has journalist skills.
4. To the importance of electronic, print and social media in the development and evolution of Media

COURSE OUTCOMES

After the completion of the course student are expected to -

1. Understand the history of print media in India and how is it became a very important tool for communication. The topic made the students aware about the various restrictions imposed by the Colonial rulers and freedom leaders like Gandhi ,Ambedkar using their journalistic skills through the print medium could become inspirational communicators.
2. Learn how it was not only the Freedom fighters but also English men and organisations that provided literacy to the common people and provided them with knowledge and education.

3. Understand the importance of print media and how it has worked as a tool of making and breaking public opinion. How the first lady Prime Minister Indira Gandhi curbed print media in accordance to her wishes which eventually lead to her dismissal and fall.
4. Understand how electronic, print and social media emerged. The rules and regulations associated with the three media's and their importance form the days of there emergence to present day.

C4 MEDIA ETHICS AND LAW

COURSE OBJECTIVES

The objectives of the course are to enable the student

1. To provide fundamental knowledge about ethical framework and media practices including a detailed study on the various laws pertaining to media in India
2. To develop the understanding of media technology and ethical parameters regarding use of media in India.
3. To Examine the Legality and Ethicality of Sting Operations, Phone Tapping and Ethical issues in Social media.
4. To explain the issue of representation and ethics, Advertisement and Women Pornography and study about Related Laws and case studies
5. To learn Media and Regulation Regulatory bodies, Codes and Ethical – ASCI, TRAI, RNI
6. To critique the role of Media and its Social Responsibility, Economic Pressures

COURSE OUTCOMES

After the completion of the course student are expected to -

1. Have fundamental knowledge of Media Laws and Ethics in India.
2. Exhibit knowledge of legal and ethical issues of media technology.
3. Be equipped with essential knowledge with the issue of presentation and ethics.
4. Acquire adequate information regarding media and social responsibility with special focus on the economic pressure on media and case study on ethical issues of media.

SEMESTER – 3

C5 INTRODUCTION TO BROADCAST MEDIA

COURSE OBJECTIVES

The objectives of the course are to enable the student

1. To understand the basic concepts of sound.
2. To gain knowledge on different types of sound (sound-Sync, Non-Sync, Natural sound, Ambience) and its recording.
3. To understand the basic concepts of images (electronic image, television image digital image, edited Image)
4. To analyse the Characteristics of Radio and television as medium.
5. To gain knowledge on the working style and production (writing and editing) of Radio and Television news.
6. To gain knowledge on Public Service Broadcasters (DD and AIR) and their relevance today.
7. To understand the changing concept of 24 hours news channels and their impact.

COURSE OUTCOMES

After the completion of the course student are expected to -

1. Gain practical knowledge of identifying and recording (of and) in different sound. sound-Sync, Non-Sync, Natural sound, Ambience)
2. Gain practical knowledge and able to write scripts and production of Radio and Television news.
3. Acquire skill to produce different camera movements and shots.
4. analyse critically the existence and use of Public Service Broadcasters (DD and AIR)
5. Critique the 24 hours news channels and their impact.

C6 - REPORTING AND EDITING FOR PRINT

COURSE OBJECTIVES

The objectives of the course are to enable the student

1. To provide fundamental knowledge about reporting and editing.
2. To enhance skills in reporting and editing in newspaper for students
3. To develop necessary skills and competency to be employable in the field of print journalism
4. To read newspapers daily and to understand the effect of news in your society and also briefly study the factor affecting news treatment.

COURSE OUTCOMES

After the completion of the course student are expected to -

1. Have fundamental knowledge of Reporting and editing in a newspaper.
2. Exhibit knowledge of print media.
3. Be equipped with essential communication skills for gathering information for news writing.
4. Be adequately motivated to contribute to the development of society after reading daily newspapers and writing stories based on incidents from the society

C7 ADVERTISING AND PUBLIC RELATIONS

COURSE OBJECTIVES

The objectives of the course are to enable the student

1. To understand the basic concepts of advertising.
2. To learn different areas of advertising.
3. To create new advertising concepts.
4. To expose in the field of public relations.
5. To acquire a working knowledge of a wide range of PR tools and techniques.
6. To use social marketing for social awareness.

COURSE OUTCOMESS

After the completion of the course student are expected to -

1. Have an overview of advertising and understanding the basic concept of advertising
2. Be familiar with the hierarchy in the structure of an ad agency and respective roles played by each designation.
3. Analyse and critique the forms of advertisement with different measures and tools.
4. Understand the nuances in brand building.
5. Know advertising in depth.
6. Analyse yesteryear's campaigns for break it down into modules.
7. Understand the notion behind carrying out a campaign.
8. Recognise the public relation materials and how to use it .
9. Launch a campaign on their own and apply the tools and techniques of PR.
10. Acquire the nuances in being a good PRO

GE 1: FILM STUDIES

COURSE OBJECTIVES

The objectives of the course are to enable the student

1. To understand the language of cinema focusing on visual language, colour and sound.
2. To learn about the history of film production and its evolution from the age of still photography to present day technical advancements.
3. To understand the difference between different movements in films mainly formalism, realism, French new-wave, Italian neo-realism and its influence on Indian filmmakers and parallel films.
4. To learn the auteur theory and in its light the contributions of well-known directors Satyajit Ray, Akira Kurosawa Cinema and the Nation, Guru Dutt, Raj Kapoor, Mehboob, Mrinal Sen, Ritwik Ghatak, Adoor Gopalakrishnan, Syam Benegal, Govind Nihalini, and Gautam Ghosh
5. To learn about the history and evolution of Indian cinema both main stream and New wave.
6. To understand the effect of cinema on a culture.
7. To understand the contribution of film bodies like CBFC and NFDC.

COURSE OUTCOMES

After the completion of the course student are expected to -

1. To acquire basic skills in film making with its visual language, colour and sound.
2. To acquire basic knowledge in the film history from its beginning to present day both Western and India.
3. To appreciate the great contributions of well-known auteurs.
4. To analyse the need and importance of Censorship in films in films and have a critical approach towards it.

5. To view and appreciate the screenings and clippings of few famous films and have aliking for classical and parallel films.