

DEPARTMENT OF MASS COMMUNICATION

PROGRAMME OUTCOME (PO)

After the completion of B.A. Honours Degree Programme, the students will be able to:

- PO1: Professional knowledge:** Acquire profound knowledge of humanities concepts and principles such as philosophical, sociological, political, historical economic etc. foundations of education.
- PO2: Critical and Cognitive skills:** Develop and Demonstrate the ability to insightful response and analysis of a work of art in order to participate in discussions and studio critiques
- PO3: Environment and sustainability:** Understand the impact of the professional engineering solutions in societal and environmental contexts, and demonstrate the knowledge of, and need for sustainable development.
- PO4: Effective Communication:** Demonstrate familiarity with and ability to analyze both verbally and in writing issues and forms of contemporary art with a clear understanding of historical precedents.
- PO5: Research and Analysis:** Demonstrate analytical skill and proficiency in a range of tools and techniques used in research in social science.
- PO6: Employability and higher Education:** Show proficiency in professional, employability and soft skills required for higher education and placements.
- PO7: Ethics:** Apply ethical principles and commit to professional ethics and responsibilities and norms of the humanitarian practice.
- PO8: Arts and Society:** Apply humanities knowledge to assess societal, health, safety, legal and cultural issues and the consequent responsibilities relevant to the professional arts practice.
- PO9: Interdisciplinary Learning:** Integrate academic curriculum with other co-curricular goals, such as career development, life-long learning, develop interdisciplinary learning and opportunity to extend their knowledge across disciplines.
- PO10: Nation Building:** Introspect and evolve into dynamic and creative individuals capable of socially productive, constructive actions that positively impact our Nation and the world at large

PROGRAMME SPECIFIC OUTCOME (PSO)

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

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

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

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

PSO 4: Acquire the basic knowledge of everything required to be employable in both in the print & electronic media.

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

PSO 6: Implement shooting, video editing, anchoring, writing reports, scripting and reviewing films etc.

PSO7: Acquire awareness towards gender, environment, sustainability, human values, and professional ethics and understand the difference between acting, responding, reacting to various social issues.

Semester I

CC 101: COMMUNICATION, MEDIA AND SOCIETY

Course Outcomes:

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

CO1. Familiarizes with the basic understanding of the depth of communication, the various terminologies associated with it.

CO2. Understand better knowledge of language (specially English) and also the different models of Communication in detail.

CO3. Learn the communication skills and understand the different levels of Communication through which they can improve their communication skills.

CO4. Introduced to different theories of Communication in detail.

Semester I

CC 102: INTRODUCTION TO JOURNALISM

Course Outcomes:

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

CO1 Develop a comprehensive understanding of Journalism, its principles, ethical aspects

CO2 Comprehend a basic understanding of News process from event to the reader.

CO3 Acquaint with the principles of journalism and what are the important points to keep in mind while covering news.

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

Semester I

GE101: ADVERTISING AND MEDIA

Course Outcomes:

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

CO1 Understand a brief idea about the Advertisement as a Communication.

CO2 Understand the different models of advertising, importance of ad agencies and also the different mass medias through which advertising is done.

CO3 Develop basic understanding of Advertising and the ethical issues of it.

CO4 Apply knowledge to acquire job in future in this field

Semester II

CC 203: COMMUNICATION RESEARCH

Course Outcomes:

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

CO1 Create an understanding about the need and importance of Research in Communication.

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

CO3 Acquaint with ethical aspects of research

CO4 Apply skill to present a research paper and all the important aspects of conducting a research which will further help them in their near future if they want to do Ph.d or become a Research Associate.

Semester II

CC 204: PRINT MEDIA PRODUCTION

Course Outcomes:

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

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

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

CO3. Acquainted with the overall rigour involved in the production of the newspaper to ensure daily periodicity.

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

Semester II

GE 202: SOCIAL MEDIA

Course Outcomes:

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

CO1. Develop basic knowledge about the Social media and its use in current time.

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

CO3. Develop an in depth understanding about the paper and also aware about the various important terminologies.

CO4. Introduce about social media technologies and its impact on people in broader aspect.

Semester III

CC 305: EXPLORING CINEMA

Course Outcomes:

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

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

CO2 Develop an understanding the different turns in cinema.

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

CO4 Introduce to New Wave Cinema, the Formula Film, The Angry Young Man and also some significant turns related to it.

Semester III

CC 306: GRAPHIC DESIGNING AND VISUAL IMAGES

Course Outcomes:

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

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

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

CO3 Get employment opportunities in various media institutions, as well as it also motivates them for self- employment.

CO4 Acquire jobs by staying at home such as making book covers, photo editing, making cards etc.

Semester III

CC 307 : TELEVISION JOURNALISM

Course Outcomes:

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

CO1 Develop an understanding of Journalism in relation to Television.

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

CO3 Understand the ethical issues in TV Journalism

CO4 Apply their job skill in various media organisation or they can work as freelancer journalist or stringer.

Semester III

GE3: PUBLIC SERVICE BROADCASTING

Course Outcomes:

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

CO1 Comprehend the global overview of Public service broadcasting, state initiatives and interventions under it.

CO2 Understand the details, models, history and importance of PSB.

CO3 Develop thorough understanding of Public Service Model in India

CO4 Understand the different participatory communication and its need

Semester IV

CC 408: DEVELOPMENT COMMUNICATION

Course Outcomes:

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

CO1 Understand the development aspect in relation to communication.

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

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

CO4 Evaluate the importance of Development communication in relation to India and World and also can secure a job as a 'Development reporter'.

Semester IV

CC 409: CAMERA AND EDITING FOR TV

Course Outcomes:

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

CO1 Apply practical implementation with Camera, Different lenses and their operating techniques

CO2 Understand and apply practical experience of lighting equipment and its techniques

CO3 Develop knowledge of Video Editing, Broadcast stages of Video Editing and Timeline Video Editing.

CO4 Understand Pictorial elements, scene elements and Use of Graphic design.

Semester IV

CC 410: REPORTING AND ANCHORING

Course Outcomes:

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

CO1 Develop proficiency about Anchoring and its importance and the different terminologies used while working professionally.

CO2 Acquire awareness about TV Reporting and its principles and its different types, techniques and beats.

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

CO4 Impart basic knowledge about Anchoring, Body language, Voiceover, and reporting from the field.

Semester IV

GE 404: MEDIA MOMENTS IN HISTORY

Course Outcomes:

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

CO1: Develop an understanding of Media impact on individual and society

CO2: Comprehend an overview of Media and Democracy

CO3: Interpret with Media moments in History like Dandi March, Tryst with Destiny, Fall of Berlin War, The Emergency in India.

CO4: Develop a brief idea about Public sphere and its critique.

Semester IV

SEC 402 : THEATRE AND COMMUNICATION

Course Outcomes:

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

CO1 Understand the importance of Public Communication and Infotainment

CO2 Learn the difference between the Classical and the Modern Theatre.

CO3 Communicate by using different Theatrical Techniques such as The Sutradhar, The Vidhushak etc.

CO4 Develop a basic understanding of self-expression through framing the message and communicating in theatre

Semester V

CC 511: GLOBAL POLITICS AND MEDIA

Course Outcomes:

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

CO1 Understand a brief idea about Globalisation in relation to Media.

CO2 Develop an understanding about the importance and impact of Globalisation on Media as well as Cultural politics and Global Conflict.

CO3 Articulate about the entire world, impact and importance of Globalisation.

CO4 Comprehend about the ideology, Culture and Globalisation

Semester V

CC 512 :DOCUMENTARY

Course Outcomes:

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

- CO1** Interpret theoretical and the practical aspects of Documentary.
- CO2** Understand the different types, ethics, research, script writing and production process of Documentary.
- CO3** Develop an understanding about the basic of Production, developing a kind of understanding of production as well as finer nuances of Film making.
- CO4** Apply practical implementation with the shooting styles, production details and logistics and editing styles.

DSE 501: RADIO PRODUCTION

Course Outcomes:

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

- CO1** Develop an understanding of Radio, its history and evolution.
- CO2** Understand a brief idea about the grammar and aesthetics, sound and the production process required for Radio.
- CO3** Acquaint with Radio Production, working in radio and different challenges faced.
- CO4** Develop proficiency in Pre production and Post production of Radio.

DSE 501: PUBLIC SERVICE BROADCASTING & MEDIA

Course Outcomes:

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

- CO1** Familiarise with the global overview of Public service broadcasting, state initiatives and interventions under it.

CO2 Understand the details, models, history and importance of PSB

CO3 Develop a thorough understanding of Public Service Model in India

CO4 Understand the different participatory communication and its need

DSE 502 : PHOTOGRAPHY

Course Outcomes:

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

CO1 Understand a brief idea about the Journey of Visual Art called 'Photography'.

CO2 Interpret about the different types of Camera and related accessories - their structural designing and practical utility in field as well as Photography elements.

CO3 Learn new technologies that are introduced and use of DSLR/Mirrorless Camera for Video Shooting/Production which will further help them if they are passionate about making Short film/Documentary.

CO4 Acquaint with the various aspects of Photojournalism and add different skills as well like Documentary and Conceptual photography, event photography.

DSE 502 : APPLIED PHOTOGRAPHY

Course Outcomes:

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

CO1 Gain knowledge about Photography

CO2 Gain knowledge about handle the camera and techniques to shoot photo

CO3 Gain knowledge about handle the camera to shoot Different Genre of Photography

CO4 Gain knowledge about handle the camera to shoot Silhouette Photography, Special effects, Freezing Movement Photography, Panorama

Semester VI

CC 613: COMMUNICATION AND PUBLIC RELATIONS

Course Outcomes:

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

CO1 Learn the basic concept of PR, its growth in India, with a fair understanding of laws and ethics related to PR

CO2 Understand planning in PR but also understand how media relations play vital role in Corporate communication

CO3 Understand public attitude and public opinion. This learning would help them influence the target audience

CO4 Focuses on conducting research and with the help of case studies understand the practical implementation of planning and preparedness for crisis management

CC 614 : INTEGRATED MARKETING COMMUNICATION

Course Outcomes:

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

CO1 Develop an understanding about the Integrated marketing Communication, Key features, objectives and components.

CO2 Acquaint with the promotional elements and tools of IMC.

CO3 Understand basic knowledge about the Marketing Communication, Segmentation, Targeting and positioning.

CO4 Develop minimum knowledge about IMC plan and Campaigns.

DSE 603 : ADVERTISING AND MEDIA

Course Outcomes:

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

CO1 Understand a brief idea about the Advertisement as a Communication

CO2 Acquaint with the different models of advertising, importance of ad agencies and also the different mass medias through which advertising is done

CO3 Develop basic understanding of Advertising and the ethical issues of it

CO4 Apply skilled techniques in media and securing a future in this field as the population residing in different parts of the World

DSE 603 : INDIAN CONSTITUTION, LAWS AND ETHICS

Course Outcomes:

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

CO1 Articulate the interesting and the 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 the special reference to the FOSE

CO3 Understand the laws the 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 crucial role in the development sector.

DSE 604 : FASHION COMMUNICATION

Course Outcomes:

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

CO1 Develop basic knowledge of Fashion as Communication

CO2 Develop detailed understanding of Fashion Journalism, Graphic design and writing for fashion feature

CO3 Get Acquaint with the Fashion Industry

CO4 Develop a basic understanding about Advertising and Public Relation in context with Fashion.

DSE 604 : NEW MEDIA JOURNALISM

Course Outcomes:

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

CO1 Understand the importance of new media, its use in current time and the different applications and the technologies used

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

CO3 Apply hands on training on various tools and technologies required

CO4 Implement writing for the new media is different from the traditional media. They would understand the 'lingo'm used in the new media

Semester I

ENG AEC101: English Communication

Course Outcomes:

After Completion of the course, student will be able to:-

- CO1:** Communicate effectively using the techniques in the area of spoken as well as written communication
- CO2:** Hone their LSRW skills within their communication.
- CO3:** Design and answer job interview questions
- CO4:** Demonstrate the ability to craft professional messages that are clear yet courteous

SEMESTER – I

HINAECC101 – हिन्दी-व्याकरण और सम्प्रेषण

परिणाम:

1. विभिन्न प्रतियोगी परीक्षाओं के लिए तैयार करना ।
2. सम्प्रेषण-क्षमता की वृद्धि करना ।
3. कार्यालयी-पत्र लेखन की क्षमता विकसित करना ।
4. हिन्दी के व्याकरणिक एवं सैद्धांतिक स्वरूप की जानकारी हासिल करना ।

Semester II

ENG AEC202: Environmental Science

Course Outcomes:

After Completion of the course, student will be able to:-

- CO1:** Understand multi disciplinary nature of environmental studies
- CO2:** Understand the concept and types of natural resources and environmental pollution.
- CO3:** Evaluate the anomalies created due to haphazard population growth and its impact on environment
- CO4:** Understand about the organisations, convention and legislations working on mitigation of environmental issues.