

Journalism and Mass Communication	
Name of Course	Course Outcomes
CC1 – Introduction to Journalism	CO1: Students learn about the meaning of News and various media issues CO2: Students learn the basic tenets of print journalism using computers
CC2 – History of Indian Journalism	CO1: Students can recall the history of the rise of nationalist Journalism CO2: Appraise the contributions of various newspapers like the Telegraph National Herald, The Hindu, The Times of India, The Statesman
CC3 – Reporting and Editing	CO1: Develop deeper knowledge about news and specialization in Journalism CO2: Students get to know about the process of editing in journalism
CC4 – Media and Communication	CO1: Develop an understanding of the forms, levels and functions of Communication and Mass Communication and recognize the role of media in a democracy CO2: They learn the process of designing and publishing tabloids, writing copies for newspaper
CC5- Communication, Media, Society	CO1: Students learn about Communication and its various aspects CO2: Students develop the ability to delve deep into Cultural Studies, Communication Schools and Media Issues
CC6- Media and Cultural Studies	CO1: In-depth learning about Media CO2: Students learn about the Cultural Aspects of Communication

CC7- Introduction to Radio	<p>CO1: Students study at length about history and contribution of All India Radio</p> <p>CO2: Students develop pre-production, production & post-production skills of Radio</p>
CC8- Introduction to Television	<p>CO1: Students learn the basic management principles of television, Public Service Broadcasting and Television Programme format</p> <p>CO2: Students learn shooting techniques</p>
CC9- Film Theories and Production	<p>CO1: Students learn about cinema and various World film movements and National film movements</p> <p>CO2: Students learn shooting techniques</p>
CC10- Media Management, Press Laws	<p>CO1: Students learn about the process of Media Management</p> <p>CO2: Students study at length about the media laws</p>
CC11- Introduction to New Media	<p>CO1: Students learn the core concepts of New Media</p> <p>CO2: Students are introduced to New Media Practical</p>
CC12- Development Communication	<p>CO1: Students learn about Development Communication</p> <p>CO2: Students get to know about the importance of Development and Communication</p>
CC13- Advertising	<p>CO1: Students do a thorough study on Advertising</p> <p>CO2: Students are trained to create Advertising</p>
CC14- Public Relations	<p>CO1: Students learn about the basics of Public Relations, and the different kinds of personnel</p> <p>CO2: Students learn the nuances of Public Relations</p>

<p>SEC A-3-1 Radio Writing and Presentation</p>	<p>CO1: Students learn Radio Script Writing</p> <p>CO2: Students learn about Radio Presentation techniques</p>
<p>SEC A-3-2 Photo Journalism</p>	<p>CO1: Students learn the basics of Photography</p> <p>CO2: Students learn the techniques of Photo Journalism</p>
<p>SEC B-4-1 Documentary Production</p>	<p>CO1: Students learn about the history of Documentary Film and the different types of Documentary Films</p> <p>CO2: Students learn the production techniques of Documentary Film and feature film production</p>
<p>SEC B-4-2 Feature Film Production</p>	<p>CO1: Students are introduced to the concept of Feature Film</p> <p>CO2: Students are trained about the production techniques of Feature Film</p>
<p>DSE-A-5-1 Global Media and Politics</p>	<p>CO1: Students gather knowledge about Global Media scenario</p> <p>CO2: They also get to know about the political matters associated with the Global Media</p>
<p>DSE-B-5-1 Multimedia Journalism</p>	<p>CO1: Students develop understanding of Multimedia technology</p> <p>CO2: They are trained about the different Multimedia tools used in New Media Communication</p>
<p>DSE-B-5-2 Communication Research and Methods</p>	<p>CO1: Students are introduced to the concept of Communication Research</p> <p>CO2: They are made aware about the different research methods</p>

DSE-A-6-3 Dissertation with Presentation	CO1: Students learn to do practical research for Dissertation CO2: Students also develop Presentation skills
DSE-B-6-3 Folk and Community Media	CO1: Students gather deep understanding of Folk media CO2: Students also get to know about the process of representing different community issues