

GOVERNMENT COLLEGE FOR WOMEN (AUTONOMOUS),MANDYA

DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION

Academic year - CBCS-Scheme -2020-21

Criterion –II- Teaching - Learning and Evaluation

2.6 Teaching – Learning Process

2.6.1 Programme outcomes, programme Specific outcomes and Course outcomes for all programs offered by the institution are stated and displayed in website of the institution (to provide web link)

PROGRAMME OUTCOME (B.A: PaJK : Public Administration, Journalism, Optional Kannada) :

B.A. Programme: JOURNALISM AND MASS COMMUNICATION

PROGRAMME OUTCOME

To develop the communication skills, theoretical and practical knowledge among the students in print, electronic and new media. Students learn about various types of writing for Newspapers and magazines. They understand the nuances of writing for various formats and develop knowledge to write thought provoking editorials. Publication of departmental newsletter ‘The Madhyama siri ’ help the students to get a platform to express their talent in reporting, writing, interviewing, photography and other allied areas. Knowledge about advertising and public relations help in widening options for jobs. The various aspects of advertising and public relations are taught to the students. The details about copy writing and the job of a public relation officer provide them with practical aspects of two different jobs. Students have an idea about photography and photojournalism which helps them to apply the knowledge when they search for jobs in the field. A Photography workshop was organized in the department which helped the students to have better understanding of photojournalism. Collaboration with department of Film Studies(uom) to organize script writing, light and camera operation workshop, media debate and competitive short film festival helped the students to get practical exposure of the subject. Ownership patterns of modern day newspapers warrant close scrutiny. Students develop critical knowledge about ownership of newspaper houses. Students who graduate in journalism will be prepared for entry-level positions as Professionals within journalism and related fields.

B. A. (JOURNALISM AND MASS COMMUNICATION) PROGRAMME

PROGRAM SPECIFIC OUTCOME

The Principle Aims of Objectives of B.A. Journalism and Mass Communication Programme are:

Students will be able to write a variety of mass media products, including news stories, press releases, and advertising copy, following accepted journalistic standards, including Associated Press style. Students will be able to create and design emerging media products, including blogs, digital audio, digital video, social media, digital photography, and multimedia.

The primary and foremost goal of the course is to train the students in such a way so that they can acquire knowledge, skills and leadership quality to contribute in different trades and crafts of all forms of media. Provide comprehensive knowledge and skills so that student can work in the field of Print, Electronic and Digital media as well as in to academics. Analyzing the work of various news persons, their qualities, duties and the professional requirements. Examining various forms of reporting and news writing with a thorough understanding of the structure of news writing. Developing knowledge about photojournalism and news agencies as specialized areas.

Course Specific Outcome: B. A. Journalism and Mass Communication

Semester	Course	Course Objective	Course Outcomes
I November 2020 To March 2021	DSC-1A. Introduction to Communication	<ul style="list-style-type: none"> a) To study the Concept of communication. b) To know the different type of communication models. c) To study writing and oral communication skills 	<ul style="list-style-type: none"> a) Explain the importance of communication in daily life. b) Understanding the process of communication, including different forms, levels and barriers. c) Describe the different types of communication models and their significance. d) Describe the writing skill how important in convey the news in common people. e) To develop students' understanding of the relationships among communication, mass communication, culture, and those who live in the culture. f) To increase students' knowledge and understanding of the mass communication g) Knowledge about communication models and its application h) Understanding Media Systems and Communication Theories i) Learning about the wide array of communication from folk media to Social media j) Understanding of the basic factors affecting mass communication and mass media
II June 2021 To August 2021	DSC-2B. Applied Journalism	<ul style="list-style-type: none"> a) To Provide Knowledge origin and development of newspaper in India. b) To study the Role and Principles of journalism in Democratic country. 	<ul style="list-style-type: none"> a) To know about pre and post independent press, growth and development of Indian press, Kannada b) Journalism. History of Indian cinema, TV and Radio. c) Understanding the Journalism protection of democracy d) Understanding the notion of Online

		<p>c) To know the branches of Journalism in present world.</p> <p>d) To know the concept of journalism.</p>	<p>communication and Internet</p> <p>e) Knowledge about sports journalism Environment journalism and Business journalism</p>
<p>III</p> <p>November 2020 To March 2021</p>	<p>DSC-1C</p> <p>Reporting</p>	<p>a) Techniques of news writing 5W, 1H</p> <p>b) To know the different types of reporting</p> <p>c) To study the Film. theatre, book review</p>	<p>a. Understand Various types of reporting including crime, court, environment, development, political, sports, education, culture and entertainment, and to</p> <p>b. Understand different types of interviews. And preparation and techniques of interview.</p> <p>c. To gain knowledge of film ,theatre and book analysis</p> <p>d. To understand techniques of reporting in different media, news gathering</p>
<p>IV</p> <p>June 2021 To August 2021</p>	<p>DSC-1.D</p> <p>Editing</p>	<p>a) To know the organization structure of media</p> <p>b) To study the headlines, types and photo Editing , caption Writing</p> <p>c) To know the translation and techniques, page layout</p>	<p>a) To gain knowledge of types headlines writing to know about.</p> <p>b) Understanding the concept of page makeup and display Practical training of designing newspaper pages.</p> <p>c) Practical training of editing photographs to know about different types of editing symbols used in news and editing techniques.</p>
<p>V</p> <p>November 2020 To March 2021</p>	<p>DSE-3A</p> <p>Freelancing and Feature writing</p>	<p>a) To Study the feature writing and different types</p> <p>b) To Know the freelancing and recent trends in the freelancing</p> <p>c) Study the need of photojournalism</p> <p>d) To study the columns Writing in news paper</p> <p>e) To Know the freelancing and</p>	<p>a) Understand the news and feature writing</p> <p>b) Describe the freelancing and qualities of freelancer</p> <p>c) Understand the photojournalism and importance of photo in news reporting</p> <p>d) Understand the news and feature writing</p> <p>e) Describe the freelancing and qualities of freelancer</p> <p>f) Understand the photo editing, channels of news pictures</p> <p>g) Discuss the different columns writers in Indian news paper</p>

		recent trends in the freelancing	
V November 2020 To March 2021	Generic Elective(GE) Communication Skills	<p>a) To study the Concept of communication.</p> <p>b)To know the different type of communication .</p> <p>c)To study writing and oral communication skills</p>	<p>a) Explain the importance of communication in daily life.</p> <p>b) Understanding the process of communication, including different forms, levels and barriers.</p> <p>c)Describe the Verbal and Non verbal communication</p> <p>d) Describe the writing skill how important in convey the news in common people.</p> <p>e)To increase students' knowledge and understanding of the mass communication</p>
VI June 2021 To August 2021	DSE-1B Advertising and Public relations	<p>a) The Concept of advertising in the world.</p> <p>b) To study different media for Advertising.</p> <p>c) Role of public relation officer in the development of organization.</p>	<p>a) Understand the concept of advertising origin and development.</p> <p>b) Describe the different types of advertising, advertising design ,advt. campaigns ,laws and ethics of advertising, ASCI,</p> <p>c) Learning the management structure, advertising, sales, promotions and subscription.</p> <p>d) Knowledge about Advertising and Marketing.</p> <p>e) Understanding the function of Advertising Agency and knowledge about advertising campaigns.</p> <p>f) Understanding the Legal and Ethical aspects of Advertising.</p> <p>g) Understanding Public Relations concepts, importance, functions and elements.</p>
VI June 2021 To August 2021	Generic Elective(GE) Citizen Journalism	<p>a) To study the Concept of Citizen Journalism</p> <p>b) To know the different between professional Journalism and Citizen Journalism</p> <p>c) To study the Skill and</p>	<p>a) Understand the Concept of citizen Journalism in present situation</p> <p>b) Describe the professional Journalism and public people journalism</p> <p>c) Understand the skill and field work in the collection of news</p> <p>d) Explain the social media platform how to use citizen</p>

		responsibility of citizen Journalist	news e) Understand the limitations of citizen Journalism
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