

***SUBHARTI COLLEGE OF JOURNALISM AND MASS  
COMMUNICATION***

***Bachelor of Journalism and Mass Communication (BJMC)***

***PROGRAMME OUTCOME (PO's) & COURSE OUTCOMES (CO's)***

***(3-year course with Semester system)***

**उत्तिष्ठत जाग्रत प्राप्य वरान्निबोधत**

***The following Programme Objectives and outcomes are expected of each student graduating with a Bachelor of Journalism and Mass Communication:***

**1. PROGRAMME OBJECTIVES:**

1. To impart theoretical knowledge and practical application of journalistic reporting, researching, advertising, interviewing, editing and writing.
2. To know the principles of communication, law and ethics and their application to professional journalistic practice and the pursuit of truth.
3. Understanding the history and role of journalism and mass Communication in shaping society
4. Understanding the role of multimedia technologies, including social media, in the journalistic practice and ability to effectively cover the diversity of groups in a global society
5. Understanding of journalism concepts and theory in the use and presentation of images and information.
6. To conduct research and evaluate information by methods appropriate to the communications professions in which they work.
7. To write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve.
8. Produce work incorporating diverse groups and perspectives, including racial, gender, ethnicity, sexual orientation and religious concerns, on local, national and international issues.
9. Knowledge of basic numerical and statistical concepts, as well as an understanding of how to attribute sources, both human and physical, into stories.
10. To enhance activity focused on skill development, employability, entrepreneurship, and self-reliance and to apply tools and technologies appropriate for the communications professions in which they work.

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## 2. PROGRAMME OUTCOME:

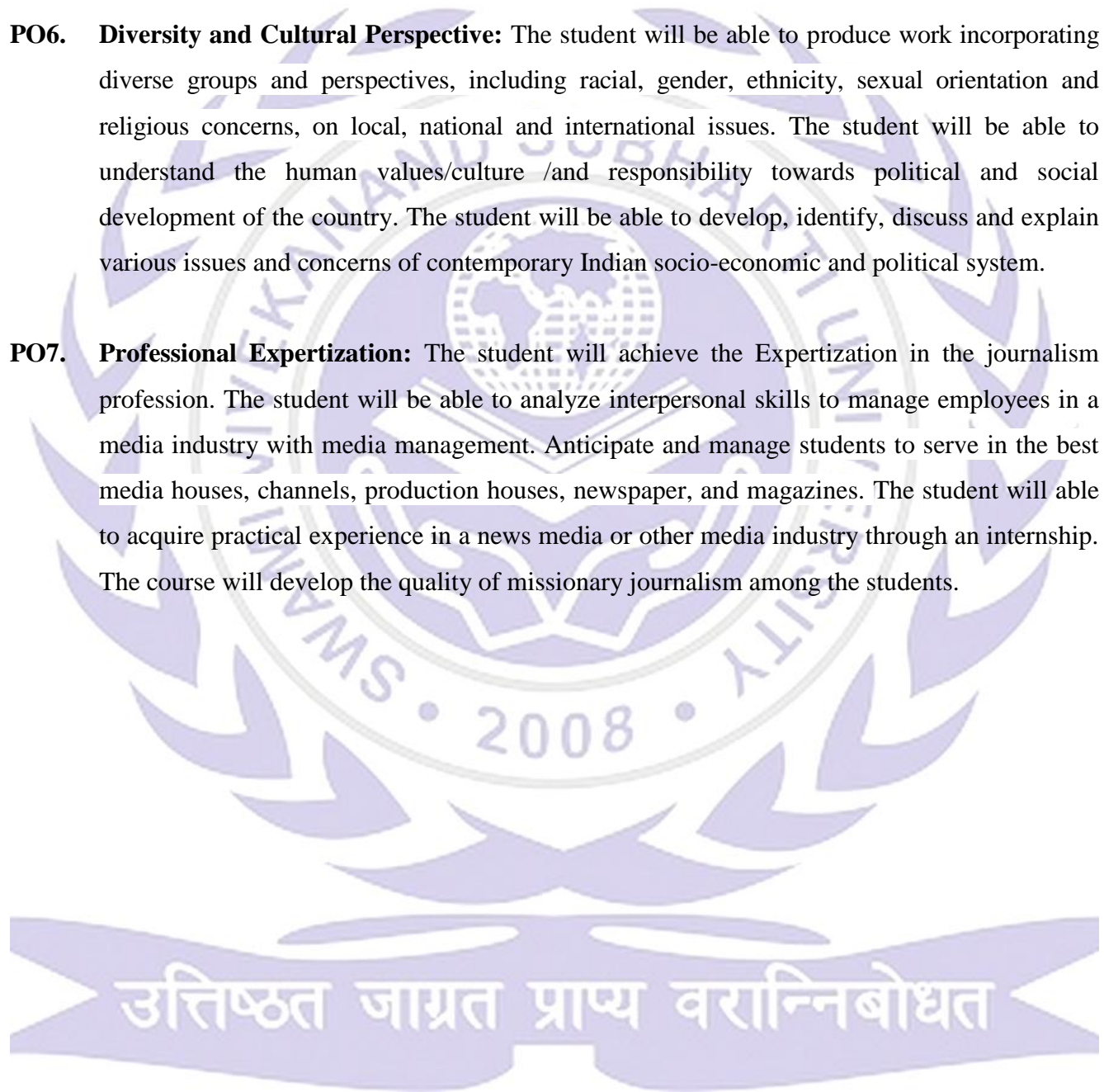
After successful completion of the programme, an individual will be able to:

- PO1. Foundational Knowledge:** Students demonstrate knowledge in the field of journalism and Mass communication and the meaning and purpose of it, at the individual, group, and societal level. This will enable to make the theoretical and general understanding to explore how the concepts, constructs, and principles are interrelated in the field of Journalism and mass communication at both a micro and macro level.
- PO2. Analytical Ability:** The students will be able develop skills in analysis of various applications of journalistic reporting, researching, advertising, interviewing, editing and writing. They will be able to demonstrate their skills in Journalistic (LSRW) and also in journalistic practice so that the students can effectively cover the diversity of groups in a global society
- PO3. Professional Ethics:** The students will demonstrate the knowledge of the professional ethics and laws of Journalism and mass communication as suitable to for their profession. This comprehensive knowledge of laws and ethics will develop and enhance the efficiency of the Journalism Ethics at national and international level. The student will be able to identify and apply the necessary provisions of laws and acts applicable to publication and broadcast of news and programmes of a sensitive nature. The student will expert in developing and presenting the high-quality journalistic material in a variety of formats, including text, audio, video, still photography and Internet-based technologies—and in a combination of these formats
- PO4. Digitally Equipped:** The student will be apply tools and technologies appropriate for the communications professions in which they work. The student will be able to design, develop and present high-quality graphic material in a various types of formats (Audio/Video), News portal, News Websites, E-newspapers, E-Magazine, Blogging and Internet-based technologies.
- PO5. Critical Thinking and Research Ability:** the student will be able to comprehend, interpret and critique media coverage of local, national and international issues. The student will be demonstrating a familiarity with the basics of Public relation, advertisement and corporate



communication. The student will be able to explain the importance of revenue generation for print, radio, TV & web. The student can develop the quality of research and new thoughts. The student will be able to communication research by making use of any of the research methods and Interpret data and write report after analysis.

- PO6. Diversity and Cultural Perspective:** The student will be able to produce work incorporating diverse groups and perspectives, including racial, gender, ethnicity, sexual orientation and religious concerns, on local, national and international issues. The student will be able to understand the human values/culture /and responsibility towards political and social development of the country. The student will be able to develop, identify, discuss and explain various issues and concerns of contemporary Indian socio-economic and political system.
- PO7. Professional Expertization:** The student will achieve the Expertization in the journalism profession. The student will be able to analyze interpersonal skills to manage employees in a media industry with media management. Anticipate and manage students to serve in the best media houses, channels, production houses, newspaper, and magazines. The student will be able to acquire practical experience in a news media or other media industry through an internship. The course will develop the quality of missionary journalism among the students.



## BJMC 1<sup>st</sup> Year 1<sup>st</sup> Semester

**Course title:** Introduction to communication & Practices

**Course Code:** BJ – 101 CC

### Course Objectives:

- ❖ Define communication and describe the different types of communication.
- ❖ Differentiate between Mass Communication and Mass Media.
- ❖ List different tools and techniques of Mass Communication
- ❖ Describe the theories and models of communication

### Course Outcomes:

- CO-1.** The student will be able to define the concept, meaning, functions and Scope of the communication.
- CO-2.** The student will be able to describe the forms & types of communication (Intrapersonal, Interpersonal, Group and Mass Communication) as well as barriers to communication.
- CO-3.** The student will be able to learn the introduction of the print and electronic media and able to understand the tools of mass communication.
- CO-4.** The student will be able to understand the concept of different models and theories Communication Model (SMCR) Lasswell model, Shannon and Weaver model, Gate keeper model, Two-step and Multi-Step theory, Agenda Setting theory etc.
- CO-5.** The student will be able to understand the brief introduction of Press theory/ Normative theory / Seibertarian theory and other theories of communication, Authoritarian theory, Libertarian, Soviet Communist, Social Responsibility, Democratic Participation, Developmental theory.
- CO-6.** The student will be able to brief introduction of the Photoshop/ Coral Draw: Design a Poster, Design a Flash Card, Design a Web Banner.

**Course title:** **Brief History of Journalism and Broadcasting**

**Course Code:** BJ – 102 CC

**Course Objectives:**

- ❖ Explain Indian Journalism in a pluralistic society
- ❖ Enumerate the historical moments of print and broadcasting in India
- ❖ Recognize the contribution of press and broadcast in social communication

**Course Outcomes:**

- CO-1.** The student will be able to recall the Pre and Post-Independence Journalism in India (James Augustus Hickey & Early newspapers of Calcutta, Madras and Bombay; Growth of Indian language press—Bangla, Marathi, Hindi and Urdu—prominent newspapers and their editors)
- CO-2.** The student will be able to describe the News Agencies in India—English & Hindi—their set up, functions and role—PTI, UNI, Univarta, Bhasa and others. Feature, services & syndicates—INFA, Publication Syndicate, PTI Features and Introduction to International News agencies & Photo agencies—Reuters, AP, AFP, UPI, and ITTARTASS
- CO-3.** The student will be able to explain about the Origin and development of television in India—from B/W—to colour—from 1959 - 1982. Formation of Doordarshan (DD) as separate entity, SITE.
- CO-4.** The student will be able to know about the Doordarshan—Organizational structure, functions of different divisions and departments Commercialization of TV; Golden era of Doordarshan—1982-1993; Liberalization policy of Govt. and entry of private broadcasters—Satellite television broadcast, Proliferation of DTH services
- CO-5.** The student will be able to know the All India Radio—Organizational structure, functions of different divisions and Departments/units; News Service Division of AIR.
- CO-6.** The student will be able to explain about the Commercial Broadcasting Service, External Service Broadcast, National Service, Vividh Bharati and FM service of AIR; three tiers of Radio Broadcast—Local, Regional and National & Public Service Broadcast.



**Course title:** Media Writing & Practices

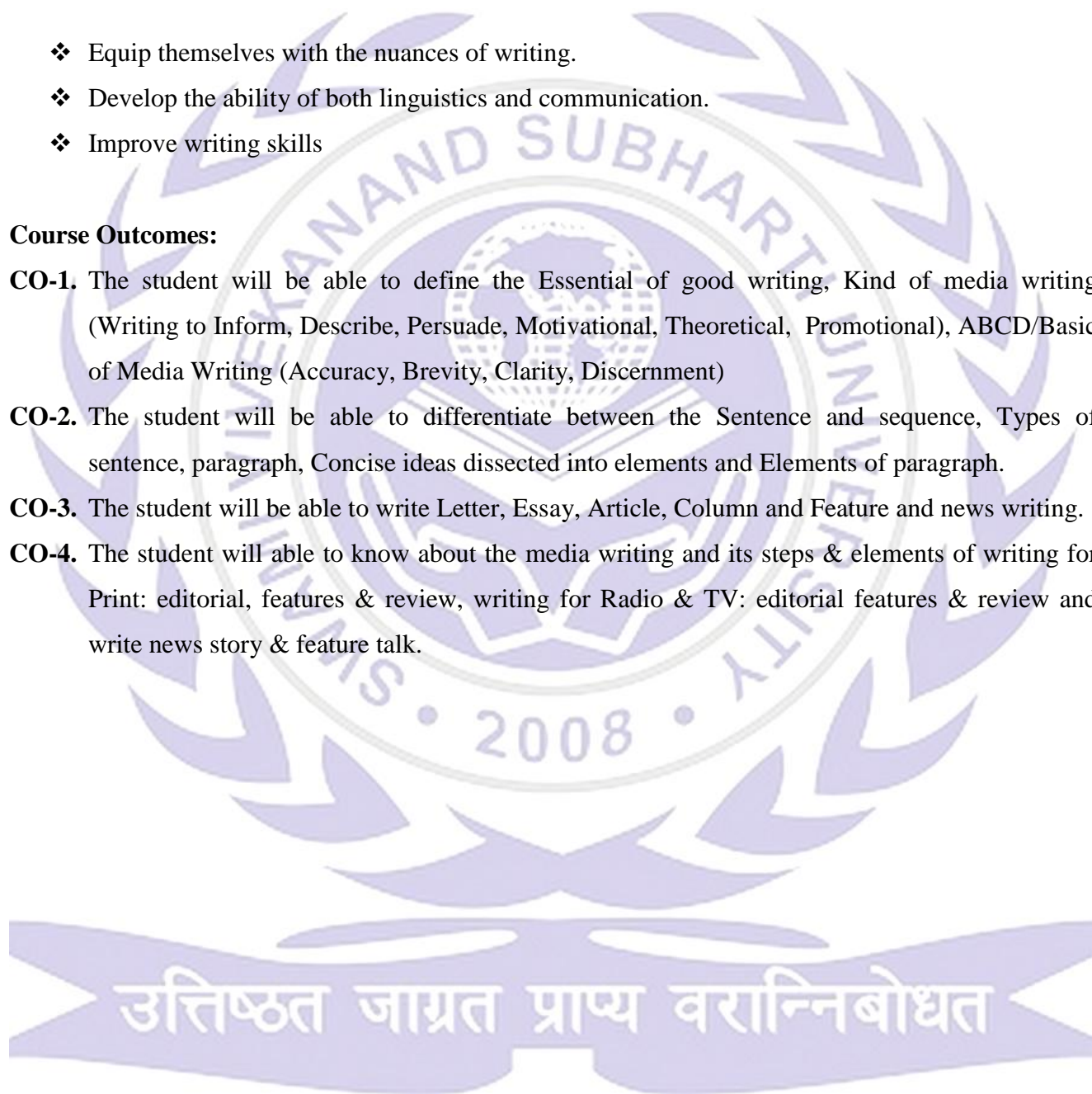
**Course Code:** BJ – 103 CC

**Course Objectives:**

- ❖ Equip themselves with the nuances of writing.
- ❖ Develop the ability of both linguistics and communication.
- ❖ Improve writing skills

**Course Outcomes:**

- CO-1.** The student will be able to define the Essential of good writing, Kind of media writing (Writing to Inform, Describe, Persuade, Motivational, Theoretical, Promotional), ABCD/Basic of Media Writing (Accuracy, Brevity, Clarity, Discernment)
- CO-2.** The student will be able to differentiate between the Sentence and sequence, Types of sentence, paragraph, Concise ideas dissected into elements and Elements of paragraph.
- CO-3.** The student will be able to write Letter, Essay, Article, Column and Feature and news writing.
- CO-4.** The student will be able to know about the media writing and its steps & elements of writing for Print: editorial, features & review, writing for Radio & TV: editorial features & review and write news story & feature talk.



## **BJMC 1<sup>st</sup> Year 2<sup>nd</sup> Semester**

**Course Code: BJ – 201 CC**

**Course title: Contemporary Socio Economic and Political Science**

**Course Objectives:**

- ❖ Describe various aspects of Indian history, culture and heritage.
- ❖ Identify, discuss and explain various issues and concerns of contemporary Indian socio-economic and political system.
- ❖ Apply her/his knowledge in restructuring the system by developing positive, differentiate and analytical capabilities.

**Course Outcomes:**

- CO-1:** The student can able to know the various aspect of Indian history, the culture and heritage of India
- CO-2:** The student will have a vast knowledge of Emergence of Indian National Congress, Swadeshi Movement, Home Rule Movement and Gandhi's movement for Independence.
- CO-3:** The student will able to explain the difference between Parliamentary and Presidential System; Federal and Unitary System of Indian constitution and able to know General Election System and Indian Judiciary System.
- CO-4:** The student will able to define the concept of economy, Mixed Economy, Indian Five Year's Plan/ Neeti Aayog and FDI.
- CO-5:** The student will ale to discuss and analyze the sensitive issues like gender equality, caste conflicts communal tension, reservation, corruption, poverty etc.



**Course Code:**

**BJ – 202 CC**

**Course title:**

**Print Media -Reporting / Editing & Practices**

**Course Objectives:**

- ❖ Explain the concept of News and its types.
- ❖ File news stories on different subjects as a journalist.
- ❖ Describe the functions and responsibilities of editor and sub-editor.
- ❖ Rewrite news stories.

**Course Outcomes:**

- CO-1:** The student will be able to describe about the concept of the journalism, their role and responsibility, able to distinguish between the news and Information.
- CO-2:** The student will be able to define the concept of reporting and relate the quality of reporter with reporting
- CO-3:** The students will be able to conceptualize the process of newsgathering.
- CO-4:** The students will be able to define the Style and Structure of News story, Lead/ Intro and its types, News reporting and its types, Reporting for Newspaper, News Agency and Magazine Pitfall and problems in Reporting
- CO-5:** The student will be able to analyze the Techniques of News Editing, Principles of Editing and able to rewriting of News, recognize Symbol of Editing, Spelling and Grammar, Punctuation and Quotation.
- CO-6:** The student will be able to writing reports on crime related incidents after visiting local police stations, writing reports on civic problems incorporating information from civil organization based on interview, can able to prepare questions for a specific interview, re-write news stories from newspapers, mock press conferences.

**Course Code:** BJ – 203 CC

**Course title:** New Media (Theory) & Practices

**Course Objectives:**

- ❖ Explain new media technology for journalist purpose
- ❖ Describe cyber law and ethics.

**Course Outcomes:**

- CO-1:** The student will able to distinguish and define the concept of new media and able to explain the role of new media in the development of the society.
- CO-2:** The student will able to distinguish between new media and web journalism.
- CO-3:** The student will able to recognize the concept of internet and able to know the Internet as a tool of Journalism, News portal, News Websites, E-newspapers, E-Magazine, Blogging, Web TV, Web Radio and Citizen Journalism.
- CO-4:** The students will ale to know about the concept of web journalism and differentiate cyber – space and cyber journalism.
- CO-5:** The students will able to discuss on the law and ethics of new media, explain the IT Act 2000 and Article 66 A, Supreme court Amendment and Cyber Law and Crime.
- CO-6:** The student will able to work on the various elements and content of a news website- Distinguish between news, opinions and advertisements and analysis of important Indian News-Based Web-sites.

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**Course Code: BJ – 204 AEC**

**Credits:2**

**AECC – 2 Media and Information Literacy (MIL) Communication**

**Course Objectives:**

- ❖ Define communication and media
- ❖ Identify and explain basic type of communication ;
- ❖ Importance of communication
- ❖ Know about elements of communication
- ❖ Describe how communication effected by media and information

**Course Outcomes:**

**CO-1:** The students will able to know the concept of Communication and its elements / Models

**CO-2:** The students will able to explain about media and communication affect

**CO-3:** The students will able to know the concept of MIL in general, Digital Media and Information Literacy (DMIL).

**CO-4:** The students will able to recognize the similarities and Differences between MIL and DMIL, Relation between Media and Information Literacy.

**CO-5:** The students will able to explain human rights approach to Media Information Literacy and seven dimensions of MIL.

