



DEVI AHILYA VISHWAVIDYALAYA, INDORE

School of Journalism and Mass Communication

1.1.1

Program outcome and course outcome



SCHOOL OF JOURNALISM & MASS COMMUNICATION

DEVI AHILYA VISHWAVIDYALAYA, INDORE

B.A. in JOURNALISM AND MASS COMMUNICATION

Programme code: MC4A

Journalism is the correspondence of information between the news and the general population. Journalism is fundamentally founded upon standards of truth, autonomy, and transparency. Mass communication tools such as radio, TV, portable, web-based social networking fall within the purview of mass communication.

A journalist or writer covers relevant information or data related to business, culture, governmental issues, financial matters, history, amusement, and games, etc.

B.A. Journalism & Mass Communication program is best suited for eligible candidates with interest in, and aptitude for investigation and reporting of happenings, issues, trends, and stories around the world to a vast audience through mediums like newspapers, magazine, television, internet, etc.

Such candidates would ideally possess the ability to think analytically, and write across platforms, including web writing and copy editing.

B.A. Journalism & Mass Communication course has been designed to train enrolled students in skills of editing, writing, photographing, etc. Such professionals are typically employed with newspapers, periodicals and magazines, central information services, press information bureaus, websites, AIR and TV channels.

Successful graduates of the course can also take up job positions involving writing for multimedia and the web, such as writing news and other articles. They must have the requisite skills for writing precise news stories adaptive to contexts and settings. Student must also be aware of media laws, ethics which are an important tool in this field as media works under the framework of certain social ethics.

Candidates have a lot of career opportunities in print and electronic media : editors, columnists, correspondents, freelance writers, news analysts, photojournalists, reporters.

Other areas are newspapers, periodicals and magazines, central information service, press information bureau, websites, digital marketing, digital media, news channels, entertainment channels, acting, television production.

Students also find good jobs in radio production, public relations, nongovernmental organizations, publishing house, corporate sector and many other sectors.

Teaching is also one of the best options with them after passing the course along with further study options.

Sr. No.	COURSE CODE	COURSE NAME	Out Come
1	BAM101	English	
2	BAM102	Hindi	
3	BAM103	Introduction to mass communication	<ul style="list-style-type: none"> • On completion of the course students should be able to: Explain the meaning of communication and why human beings communicate. Will be able to state how we communicate non-verbally and verbally. • List and explain different types of communication. Discuss the meaning of self communication. Explain the importance of communication with others. • Differentiate between Mass Communication and Mass Media. List various media of Mass Communication. • List the main elements of speech personality. Explain the principles of writing to inform report and persuade. • Know the types of communication and gain knowledge on the various attributes of media and mass communication. • Understand and use effectively the various models of communication and the techniques used in communication.
4	BAM104	Economic Developments & Planning in India	<ul style="list-style-type: none"> • By learning this subject Students will particularly learn about Leadership, Business Outreach Retention, Strategic Planning, New Business Attraction • Before knowing what economic development is, a student must know what economic growth is. So when we talk about economic growth it means it is expansion of the national income of any country i.e. the production is increasing in a particular time being comparatively time duration. • In all economic growth is result oriented imagination. If student has started their own start up then economic growth creates more profit for business. • As a result, stock prices rise. That gives company's capital to invest and hire more employees. As more jobs are created income rises.

			<ul style="list-style-type: none"> Economic Growth is measured by GDP i.e. Gross Domestic Product. GDP is a domestic measurement because it measures only that is been produced in the country. And so the country is producing their own goods and services to increase their GDP.
5	BAM105	History of Media	<ul style="list-style-type: none"> Print Media or Press is continuously important by the days. Now in india more than 500 newspapers or magazines are publishing. In History of Newspaper, the Indian Political leaders like Mahatma Gandhi, Jawaharlal Nehru, Dr. B. R. Ambedhkar, Baal Gangadhar Tilak, Lala Lajpat Rai, Abdul Kalam Azzad etc have their own newspaper & magazines this are Young India, Nayak, Searchlight, Kesari, National Herald etc are involved. Hence the Value of Print/ Press is always Remarkable and Posses the Value of Information in the Name of Newspaper. This subject is deals with the history, geography and sociology of newspaper and magazines. Every and each student should learn the background of Newspaper and Magazines. Radio was started before Television, in 1921 Radio stations was started in Pennysnlvia then it is shifted to all over the world. In india radio was setup in Calcutta first in 1923, after that Mumbai, Jalandhar, Lahore, Ladhak , Trivannantapuram, Chennai. TV was started by Germany as well as America. Philips was the first company who brought TV in India. Colour Tv came in 1984 and started telecasting Asian Games. Nowadays the Internet TV, TV Dish, Education Tv has started. In todays world public use to operate web for their Gratification and Use.
6	BAM106	Photo Journalism	<ul style="list-style-type: none"> By learning this students will be learning techniques and principles of photography and photo journalism. Also they will be able to plan and create projects employing existing and emerging

			<p>digital media formats.</p> <ul style="list-style-type: none"> • They will be able to exhibit effective leadership skills when working in multidisciplinary teams. Integrate knowledge of ethical and legal frameworks with effective business practices in dealings with clients, colleagues, suppliers and employees. • Evaluate career opportunities based on knowledge of the industry and current trends. Apply project planning principles and processes in order to enhance business competitiveness. • Incorporate a variety of networking skills in order to build and sustain a professional practice. • Create a business plan to support the development and on-going operation of a photography business.
7	BAM 201	Communicative English	<p>The students should be able to</p> <ol style="list-style-type: none"> 1. identify parts of speech , use tenses, and use correct and standard English (R. P. English) 2. Improve their language skills (Listening, speaking, writing and reading) 3. Develop telephone communication skills 4. Develop communicative competence. 5. Express effectively <p>Pedagogy The teaching practice involves the use of visual, aural and print matter. The various models are : News paper, articles from different kinds of magazines, podcasts etc.</p>
8	BAM 202	Hindi	-
9	BAM 203	Writing for mass media	<p>Students will learn the following points by this subject:</p> <p>To Inform</p> <ul style="list-style-type: none"> ➤ To inform audience about some thing ➤ To get audience understand how certain things are done ➤ To let audience learn about something <p>To Entertain</p> <ul style="list-style-type: none"> ➤ To entertain audience ➤ To get audience to pay attention to something or issue ➤ To arouse the interest of audience in something new <p>To Stimulate</p>

			<ul style="list-style-type: none"> ➤ To reinforce audience's believe in something ➤ To inspire audience ➤ To revitalize audience's attitudes about something <p>To Convince</p> <ul style="list-style-type: none"> ➤ To make audience believe in something ➤ To make audience stop believing in something ➤ To change the attitude of audience towards some things or issue
10	BAM 204	Theories & models of communication	<p>By learning communication theory, students can learn the fields of</p> <ul style="list-style-type: none"> ➤ Information through mathematics and flow chart: Through communication theories information is broadcasted and flow charts are the easiest way of understanding. ➤ Structural and functional theories which believe that social structures are real & observed by objectivity: Through structural and functional theories students will come to know about what is going in a society. ➤ Process of information which led's to desirable outcome: When we broadcast some information, it always gives outcome and that is very easy for student to understand. ➤ Human Communication process i.e. SMCR (Sender, Message, channel, Receiver): human communication process is very well known by everyone and there are four basic aspects of human communication i.e sender, message, channel, and receiver.
11	BAM 205	Introduction to general psychology	<p>Psychology plays an important role in forming a person choices, behaviors and beliefs, attitudes & stereotypes. The main points what students will learn from this subject are:</p> <ul style="list-style-type: none"> ➤ Student will Identify & analyze the social dimension of society as a context for human life, the process of social change and social continuity. ➤ Students will make contemporary developments in cultural, historical, environmental aspects. ➤ They will evaluate social science information, draw on different points of view, and formulate applications appropriate to social issues.

			<p>A major goal to introduce this subject for students is that students can predict behavior by understanding. Making predictions is difficult in part because people respond differently in different situations. Another reason that it is difficult to predict behavior is multiply determined or produced by many factors and these factors occur at different levels of explanation.</p>
12	BAM 206	Public Administration	<ul style="list-style-type: none"> ➤ Executive: Executive control is the most important for the positive development & enforcement of standards & safeguards in the actual operation of substantive departments. They give a positive and continuous guidance to the administrative operations and thus set up practical standards of work. ➤ Legislative: The legislative should mean the permanent services that are charged with the duty of implementing the policies approved by the parliament. It will be politically responsible; the administration will be technically accountable. ➤ Judiciary: The judicial control has become the new administrative law because court has proved more effective and useful than legislature in the matter. Without some kind of judicial power to control the administrative authorities, there is a danger that may commit excess and degenerate into arbitrary authorities. <p>These bodies play a very important role in country administrative work. Another main point of student learning is formation of Government in India. In Government of India the first body is Constitution, after Constitution Parliament, Parliament is constituted by two bodies i.e. Lok Sabha and Rajya Sabha and the members of Lok Sabha and Rajya Sabha elect the President. President is the first person of our country.</p>
13	BAM301	Reporting	<p>Demonstrate the skills required to conceive of, research, write, edit and critically analyse their own high quality news reports. Demonstrate the skills required to conceive of, research, write, edit and critically analyse their own high quality feature articles. Understand the process of successful journalistic interviewing.</p> <p>Understand how to pursue a career as a freelance journalist and to understand the key points around</p>

			<p>journalistic health and safety issues. Critically analyze online journalistic content and online media trends, displaying an understanding of the opportunities for the practical application of theoretical analysis. Produce high quality news reports and equip them with a practical and theoretical understanding of online and print based news reporting.</p> <p>Produce high quality feature articles and equip them with a practical and theoretical understanding of online and print based feature writing. Attain the skills required for successful journalistic interviewing.</p>
14	BAM302	Editing	<p>Examine the editorial demands of various writing genres and publication formats. Practice methods for editing various materials for style, organization, substance, grammar, and length. Discuss and practice methods for rewriting print and electronic materials. Teach about the Use the copyediting and proofreading skills. Evaluate documents for content, structure, style, readability, and marketability. Practice creating a production timeline for print and/or Web material.</p> <p>Look at the structural/stylistic editor's role in marketing and promotion. Communicate clearly and effectively with others involved in a project. Become aware of the tasks involved in managing different kinds of projects. Proof written materials to check for errors, omissions, type consistency, and other irregularities. Edit, rewrite, produce, and present a complex print or Web document. Upon successful completion the student will be able to plan, design, and create digital video projects incorporating graphic and audio elements. Student will be able to Transfer and capture digital video and audio from various cameras and external devices.</p>
15	BAM303	Indian Government Politics and International Relations	<p>Student can understand Election process is done by three steps i.e.</p> <p>Pre elections: Before the elections, the nomination, polling, & counting takes place. The code of conduct comes in force from the dates are announced. No party is allowed to use government resources for Campaigning and is allowed to stop before 48 hours prior to polling days.</p> <p>Voting days: Campaigning ends the day before the voting day. Government schools and colleges are selected for voting stations. An indelible ink is applied usually on left index fingers of the voter as</p>

			<p>an indicator that the voter has cast his vote. This practice has been followed since 1962 general elections.</p> <p>Post days: After the Election Day, the EVM's are stored in a strong room under heavy security. After the different phases, the day is set to count the votes. The votes are tallied typically, the verdict is known within the hours. The candidate who has measured the maximum amount of votes is declared the winner of the constituency.</p>
16	BAM304	Introductions to Sociology	<p>To understand the discipline of sociology and the sociological perspective, and the contribution to our understanding of social reality such that the student will be able to: Describe how sociology differs from and is similar to other social sciences and give examples of these differences and similarities. Apply the sociological imagination and sociological concepts and principles to her/his own life. Participate actively in civic affair. Define theory and describe and illustrate its role in building sociological knowledge.</p> <p>Compare and contrast basic theoretical orientations in reference to social phenomena. Understand and show how theories reflect the historical and social contexts of the times and cultures in which they were developed. Employ the sociological imagination to describe how an individuals' life experiences are shaped by social structures and categories (e.g., race, class, gender, sexuality) Identify and describe the theories and research methods that are foundational to sociological knowledge and research.</p>
17	BAM305	Printing Technologies	<p>Course Outcomes</p> <p>Print media is one of the oldest form mass communications. It includes newspapers, magazines, books, pamphlets, leaflets, weeklies, monthlies and other form of printed journals. It is also a form of advertising that uses physically to reach consumers, business customers and prospects. In this subject students will learn about the printing techniques such as</p> <p>Letters or Leaflets: A very primitive form of mass communication is found in centuries old approach to write letters which were in the common interest of the general people. These letters were written from the court of kings and sent to nobles and notables.</p>

		<p>Books: From writing letters to very many people on one subject, the next is to write books on social life, philosophies, religion, health and scientific advancements. The hand written books continued to rule the world for centuries by taking views of writers to hundreds and thousands of people across the countries. Major breakthrough in mass communication occurred when printing process was invented. The printing press is a mechanical process for printing many copies of a text paper. It was first invented in China. Gutenberg was credited for this invention.</p> <p>Development of Printing Press</p> <p>The original method of printing is block printing, presenting sheets of paper into individually carved wooden blocks. It is believed that block printing was invented in china and the earliest known printing text was Diamond Sutra (a Buddhist script) was also from china. Gutenberg refined the technique with the widespread use of the movable type, where the characters are separate parts that are inserted to make the text. Gutenberg is also credited for the first use of oil based ink. Printing revolutionized the communication in decades and is now a common medium of getting the information to publish. The impact of printing is comparable to development of alphabet, language and the invention of computer so far. By learning this subject student will learn about</p> <ul style="list-style-type: none">➤ Authorship for a printing material➤ Command over the language➤ Composition of the content➤ Writing and formulation of the content <p>Process of reading also changed to oral readings to silent and privacy reading. This increases that literacy level too. In general knowledge came closer to the general hands of the people. Since printed books can be sold for fraction of cost. Within 70 years of duration entire classical knowledge had been printed on to new process. The spread of works also led to the creation of copies by other parties than the original author, leading to the formulation of copyright laws and the books are spread easily to the hands of the people. This development was one of the keys to</p>
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			<p>the creation of modern effects. Therefore, students will learn about</p> <ul style="list-style-type: none"> ➤ How printing is done ➤ What are the techniques ➤ Through printing how production is done
18	BAM 401	Media Law & Ethics	<p>This course is designed to introduce students to the two most important contributors to responsible media behavior: law and ethics. If the theme of the course could be summed into one word, that word would be responsibility. Responsibility can be examined at various levels, from the societal level (e.g. journalism’s responsibilities to an electorate) all the way down to the individual (your own responsibilities to your co-workers, your client, your source, your partner, yourself, etc.). We will be covering the entire range of these levels of analysis. And, of course there is a special category of responsibility: the legal rights and obligations of the media communicator.</p> <p>Communicators have the legal freedom, for example, to express hatred and bigotry, to peddle obscenity, to advocate violence, to produce the most sensationalistic “news stories” imaginable. But is it enough to assert a legal right as justification for that behavior? Media law tells us where the courts and statutes draw the line between acceptable media behavior and punishable media behavior. But where do we, as ethically responsible media practitioners, draw the lines for ourselves and for our professions? The interplay of legal requirement and ethical obligation is what makes this course important, and, I hope, fascinating.</p> <p>The course is organized around themes common in professional media work – and themes that directly involve both media law and media ethics. This course is designed to enable you to: Apply moral theories to real-life situations in professional media practice, in order to produce ethically sound solutions. Apply legal principles and legal doctrine to real-life legal disputes in order to predict the most likely legal outcome.</p>
19	BAM 402	Media management	<p>At the end of the course the students will be in a position to manage the media organization. They will not only in a position to manage editorial department but also other departments like Human</p>

			<p>Resource Management (HRM), Sales and Development (S and D), Space Marketing (advertisement), Administration etc. Pass outs can also be successfully performed as Coordinator in organization. The pass out will fully understood the registration of organization under different acts such as Indian Companies Act 1956, Indian trust Act, Multistate of State cooperative acts, Firms and Societies act or Proprietary establishments.</p> <p>Pass outs will understands regulatory compliance of Employees Provident Fund Organization (EPFO), Employees Scheme Insurance (ESI), Labor Department, Pollution Control Board, Income Tax, Commercial Tax Department etc. Pass outs can execute responsibility of recruitment process, interview, selection, postings, induction, appraisal, promotion, transfer, salary calculations and payment to employees accounts, leave sanction, leave encashment, bonus, EPF, ESI and Income tax deduction and transfer through NEFT/RTGS to concerning bank accounts.</p>
20	BAM 403	Advertising	<p>The course will provide understanding of various elements of advertising creative development such as Ad-headline, body copy- graphics and illustrations etc. They will gain knowledge about the principal components of visualisation, copy writing and copy formats for each kind of media such as print, radio, television and web. It will provide the basis for career choices in advertising. There are various steps involved in the process of a campaign which requires building strategy, creative development, developing the ad and testing the effectiveness of it. While designing a campaign one need to know the effects of advertising such as cultural values, economics, social and ethical issues of advertising for making it effective.</p> <p>The advertising agencies are of various types and have different structure and management. The students will be having knowledge about the leading advertising agencies and its functions which will help them for better understanding of it in near future when they will be working as a part of the industry. They will also have knowledge about Advertising Agencies Association of India, The Advertising Standards Council of India.</p>
21	BAM 404	Public Relations	<p>role and the manager role. The technician role represents the craft side of public relations which involves writing, editing, taking photos, handling communication production, running special events</p>

			<p>and making calls to media. The manager role focuses on activities that help identify and solve problems of public. Public relation manger advices senior managers about communication need and are responsible for broad organizational results.</p> <p>The course will give them the understanding of various laws and ethics involved in public relation so that they can strategically plan the effective communication process for the organization and public. At the time of crisis they will be knowing what all steps should be taken and be prepared for emergency crisis situation. For proper planning they will require a complete knowledge research required in the field of Public relation for understanding public opinion. They will gain knowledge about how to maintain media relation, employee communication, community relations, consumer relation and marketing and investor relations.</p>
22	BAM 405	Editorial & Feature Writing	<p>After completion of course students will be able to understand issues of the editorial, editorial writing techniques, importance of editorials and impact. After successful completion of course, students will develop themselves as editorial/leader writer, article writer, columnist, specialized writer and book author. It the course will certainly increase employment opportunity for pass outs.</p> <p>On successful completion of the course :Students will be able to expanded their knowledge and understanding of the role of journalism in Indian society; Developed their professional writing and research skills as applicable to features journalism in print and online forms; Advanced their skills in critical reflection on professional practice; Further developed their professional communication skills; Analyze features of different non-fiction genres; Conduct research for a feature article; Develop a concept in the appropriate format for an identified market; Write articles in various non-fiction genres, creating original angles to story ideas appropriate to the target audience; Critically review other writers' work and provide constructive feedback; Acquire knowledge of writing and editing techniques; principles and practice of communication and writing for different audiences; emerging digital media and trends and developments in the publishing industry; Acquire and apply the skills to write works of fiction and non-fiction, edit</p>

			<p>professionally, create digital content, design print and web-based products, develop and manage writing and editing projects; Identify, analyze and reflect on relevant trends in writing and publishing in both local and international contexts; In-class lectures, which provide the framework for exploring different kinds of feature writing and developing your skills as a non-fiction writer.; Class exercises and activities designed to clarify course content and practice relevant skills; Writing workshops to assist development of writing techniques with feedback from peers and teacher independent research and study, working through the course requirements as presented in classes, online and through learning materials.</p>
23	BAM 501	Indian Society, Mass media & culture	<p>Our world today is increasingly driven by a mass media due to the explosion of different means of communication, especially electronic communication such as satellite TV and Internet. The media is viewed as a source of power that influences, controls, and promotes new standards in the society and reinforces the existing ones. As the media increases in use as our prime source for information and values, there is a great need to critically evaluate inherent socio-political and cultural barriers.</p> <p>The basic objective of this course is to develop an understanding of how media operates within the societal contexts and the role of media in cultural and cross-cultural discourses. At the end of this course, the students will be able to explore the functions of mass media on society. Analyze the significance of an audience</p>
24	BAM 502	BASIC AUDIO VISUAL MEDIA	<p>On completion of the course students should be able to: Describe the characteristics of radio as a medium of mass communication and its limitations. Identify different modes of broadcasting and types of radio stations Describe different formats of radio programmes List basic inputs and main elements of radio production- Human Voice-Music-Sound Effects and Silence. Distinguish & describe the qualities of different types of microphones used in radio production. Identify the right kind of music and sound effects for different formats of radio programmes. Write effectively for the ear. Define radio news. Describe characteristics of radio news 10. Speak effectively extempore and with a written script.</p>

25	BAM 503	Radio Production	<p>Broadcasting word came from agriculture field. Later in technology when signals are transmitted and collected by the receiver, output was collected. In this whole process, the elements like PCR, Reader, Antenna, EMF, Receiver, oscillator, tuner and more are used.</p> <p>In the field of Radio production, we learn about program format, Am, FM, Band, Frequencies, writing for programs, bulletin making, radio headlines, talk shows, program for special audience, spoken language [program, radio commercial, radio copy, spotlight, radio repots etc.</p> <p>Radio production defines the field of ears where no visuals are required. Hence we need to work on imagination. A specific language is emphasis by the radio that is not only for the single person but for the mass audience. Radio production shows the simple and standard language and also broadcast the program for the basic and real audience.</p> <p>This subject is necessary for the students who work in radio in the field of mass communication. AM, FM, Akashvani, Vividh Bharti, Prasar Bharti etc in radio shows the requirement of skilled performer and this performer possess the value on writing, voice-over, audio console, instrumentation and equipment, transmission etc. Hence the student will learn about the content development for verities of radio program and deal with various radio production techniques. For student this course will be a great help to understand the boundaries and cover map of radio by the means of different frequencies, band and techniques.</p>
26	BAM 504	Content writing	<p>Students will learn the following points by this subject:</p> <p>To Inform</p> <ul style="list-style-type: none"> <input type="checkbox"/> To inform audience about some thing <input type="checkbox"/> To get audience understand how certain things are done <input type="checkbox"/> To let audience learn about something <p>To Entertain</p> <ul style="list-style-type: none"> <input type="checkbox"/> To entertain audience <input type="checkbox"/> To get audience to pay attention to some thing or issue <input type="checkbox"/> To arouse the interest of audience in something new <p>To Stimulate</p>

			<input type="checkbox"/> To reinforce audience’s believe in something <input type="checkbox"/> To inspire audience <input type="checkbox"/> To revitalize audience’s attitudes about something To Convince <input type="checkbox"/> To make audience believe in something <input type="checkbox"/> To make audience stop believing in something <input type="checkbox"/> To change the attitude of audience towards some things or issue
27	BAM 505	Media Research	<p>The course will demonstrate knowledge of research literacy. The students will be have a sound knowledge of basic research methods. It will make them an understanding of the significant risk and ethical issues raised by the conduct of media research. It will demonstrate familiarity with research into media audiences and users. They will develop a high level of written and oral communication skills. They will develop an understanding of media industries and institutions, particularly the role that research plays within the knowledge economy and future career development. It will demonstrate a working knowledge of the theories and frameworks through which media are analyzed and understood. It will make the Steeped in research methods and rigor. It will be based on empirical evidence and the scientific approach to knowledge development. It will be demonstrated through appropriate and relevant assessment. Students will understand mass media as a system of interrelated forces, including historical foundations, technological advances, economic dynamics, regulatory constraints, and ethical concerns.</p> <p>Students will be able to grasp the complex relationship between communication/media theories and a diverse set of individual, social, and professional practices. Students will understand the underlying philosophical assumptions of, and be able to apply, one or more communication research methods to address a range of media texts and audiences, production and technological practices, and relevant social issues. Students will comprehend the foundations, process, and practices of writing for and about the media, and demonstrate proficiency in writing in one or more professional media writing applications.</p>
28	BAM 506	Web journalism	<p>Web journalism is a convergence process in which web and journalism is continuously spreading their wings in all over the world today. Web</p>

			<p>journalism is a form of less time, more information schedule.</p> <p>Today people have less time to read newspaper and to watch TV but they have mobile in there hands so they can read the news and send the news wisely by the mobile phones. Mobile journalism and MOZO is very fascinating these days and when we carry mozo journalism we are taking the help of internet. Hence mozo and web journalism is also connected by means of operation.</p> <p>Web journalism is work on www, html, DTP and Protocols. This journalism is not performing without the use of web. Hence to operate web journalism we need to work on information as well as web performing devices. There are so many web journalism companies are situated who comes in the category of web journalism industry this are Inshotrs, DB Web, ABP MOJO, Lallantop etc.</p> <p>Students needs to work on web journalism because its time forecasting, the values mobile, web and information will gather together and they will stand together to perform also. People will choose finger our mobile over information. Hence the language and future of web journalism is forecasting so far.</p>
29	BAM601	Development Communication	<p>They will understand development issues, particularly in Indian perspective. To understand the concept of development one need to know characteristics of developing countries. At the end of this course, the students will know about the theories & Paradigm such as Dominant Paradigm, Dependency Paradigm and Alternative Paradigm, Models of development, different schools of development communication. It will develop the Concept Approaches of development communication - Diffusion of Innovation; Magic Multiplier; Empathy, Alternative Approaches Development Support Communication.</p> <p>The process of development is needed to be understood which will help them to plan and strategies the communication process for empowerment, participatory and sustainable development communication, and folk media as a tool for development. The course introduces the students to the issues of development and the specific role played by the media in development</p>

			support communication.
30	BAM602	RADIO PRODUCTION II	<p>This subject is necessary for the students who work in radio in the field of mass communication. AM, FM, Akashvani, Vividh Bharti, Prasar Bharti etc in radio shows the requirement of skilled performer and this performer possess the value on writing, voice-over, audio console, instrumentation and equipment, transmission etc. Hence the student will learn about the content development for verities of radio program and deal with various radio production techniques. For student this course will be a great help to understand the boundaries and cover map of radio by the means of different frequencies, band and techniques.</p> <p>On completion of the course students should be able to : Prepare an audio brief. Use different types of microphones for radio/audio productions. Apply various elements of radio production for producing different radio formats. Write effectively for radio. Record and edit radio programs; Produce radio interviews, discussions, features and documentaries; Cover events outside the studios 8. Effective presentation of programmes.</p>
31	BAM603	AUDIO VISUAL PRODUCTIONS	<p>On completion of the course students should be able to: Identify different kinds of video camera, camera shots, movements, mounts, angles and compositions along with basic operations and functions of a video camera. Describe techniques of lighting for video production. Describe the methods of recording and mixing of sound in video production.</p> <p>For students, It is important to learn about audio video, TV and production of them they need to work on News room, TV Industry, Advertisement Agency and other places. Hence to learn this they can achieve the benchmark they want. On completion of the course students should be able to: Develop the competency to handle video camera; Compose shots; Shoot appropriate visuals for video programmers'; Use lights effectively inside and outside the studio; Use audio equipment appropriately; Conceive and produce a video programme.</p>

32	BAM604	Film Aesthetics	<p>Film grammar, film history, variation in film production successive development of film, art language of films comes in the category of film aesthetics. Its history came with George Griffith and Malice they give the language of films and the effects used in the film for audio and video. Ornamental language serves the writing skill of the beautiful film and also shows the creativity in the film. Art work is deals with the costumes, sets, production design, properties used and other in the film production. When we use the art or ornamental language, we use the aesthetic of film. At the end of this course, the students will be able to, 1. Learn the birth & Growth of cinema 2. Learn the elements & form of cinema 3. Learn how to write film appreciation</p> <p>Now a day's variety of subjects and variety of concept focusing on the aesthetics of films. This aesthetic is used by the student to learn the aesthetics. Hence today elements of aesthetics are used broadly in the films. The course exposes the students to a brief theoretical background in order to facilitate film appreciation. The students are introduced to the techniques and stages of short filmmaking.</p>
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M.A. in JOURNALISM AND MASS COMMUNICATION

Programme code: MC4A

- Master the latest reporting, writing, and technical skills for traditional and digital media.
- Build greater confidence surrounding multimedia communication, identifying and pitching stories, and connecting with editors.
- Learn techniques for conducting incisive interviews, gathering salient information, and writing compelling narratives with clarity and style.
- Build knowledge of the legal requirements and ethical responsibilities in journalism.
- Develop deeper understanding in a focused topic area or beat, such as American politics, international security, environmental policy, and world religions.
- Complement your journalism coursework with marketing and professional communications courses to prepare for a career in business, nonprofit management, development, or fundraising, because all industries need to tell compelling stories.
- Master professional oral communication skills
- Master professional writing skills
- Demonstrate professionally competent analysis of media messages.
- Discuss competing social and commercial constraints upon creations and production of public media messages
- Demonstrate mastery of behaviors expected of competent media professionals in public performance of professional duties.
- To increase students' knowledge and understanding of the mass communication process and the mass media industries.
- To increase students' awareness of how they interact with those industries and with media content to create meaning.
- To help students become more skilled and knowledgeable consumers of media content.
- To develop students' understanding of the relationships among communication, mass communication, culture, and those who live in the culture.
- To recognize trends in mass media, especially concentration of ownership and conglomeration, globalization, audience fragmentation, public relations, hyper-commercialism, convergence, and the move toward digital distribution of mass media product.
- To understand the history and development of individual mass media technologies, and the industries and employment opportunities that have grown up around them.
- To apply students' enhanced understanding of mass communication theory toward improving their own media literacy skills.
- To demonstrate students' understanding of freedom, regulatory, and ethical issues as applied to both mass media industries and individual use of the mass media.

1. INFORMATION LITERACY

- a. Students must effectively locate and gather information for research and media-related analysis through a variety of information media.

- b. Students must be able to properly evaluate the quality of the information and its sources.
- c. Students must utilize their knowledge gathered from various media sources to render well-communicated, designed and conceptualized projects and/or research papers in response to their contextual analysis.

2. CRITICAL READING

- a. Students must evaluate films, photos and design projects and theories related to critical visual studies through a combination of written and online texts, hand-outs, journal articles, film/video screenings, artist discussions and in-class lectures, conversations and demonstrations.
- b. Students must assess the quality of gathered and presented information as well as its sources.

3. ANALYTICAL THINKING

- a. Students must critically investigate and respond to the work of other media artists, filmmakers and theorists as well as the work of their peers during critique sessions.
- b. Students must look for multidisciplinary relationships between media arts and other fields of research, examining the role of the artist as well as film, video, photo, design and new media works within a broader social context.
- c. Students must exhibit a critical understanding of related technical concerns, representational issues, aesthetic practices, ideas and concepts through original projects and/or papers.

4. PROBLEM SOLVING

- a. Students must transform critical and analytical research into well-conceptualized projects and informed responses.
- b. Students must be able to move from concept to project actualization.
- c. Students must have a strong understanding of the technical in order to properly troubleshoot and solve technical issues related to a project.

5. PUBLIC WRITTEN COMMUNICATION

- a. Students must communicate clearly by writing research or response papers of various lengths, which support coursework requirements.
- b. Students must communicate their conceptual and creative concepts clearly in written project statements.
- c. Students must formulate a point of view and be able to defend it within the written format.

6. PUBLIC ORAL COMMUNICATION

- a. Students must communicate ideas clearly in oral presentations.
- b. Students must actively participate in classroom discussions and group critique sessions.

- c. Students must formulate a point of view and be able to defend it orally.

Program-Specific Goals & Objectives

This section explains the discipline-specific goals and objectives of Media Arts

1. MEDIA LITERACY, ANALYSIS AND CONTEXT

- a. Students must have a historical understanding of the media they are using and the ideas they are pursuing in their creative work.
- b. Students must be aware of major theories influencing the photography, graphic design, film, video and new media field.
- c. Students must develop original and well-informed responses to theoretical and critical analysis.
- d. Students must look for interdisciplinary relationships between media arts and other fields of research.

2. CREATIVE PROCESSES

- a. Students must develop and transform original concepts into well-conceptualized projects - demonstrating a competency in project design development.
- b. Students must choose appropriate media for the development of their project and/or idea.
- c. Students must communicate their processes through various stages of development.

3. TECHNICAL FUNDAMENTALS

- a. Students must have knowledge of the technology they are utilizing for their projects (saving/storing files, various software packages and techniques, hardware, scanning, photo and digital video equipment).
- b. Students must create original projects that draw on their knowledge of the technological form in order to thoroughly investigate relationships between concept development and media used.
- c. Students must properly troubleshoot and solve technical-related problems.

4. PROFESSIONAL PRACTICE

- a. Students must develop projects with an understanding of a diversified audience.
- b. Students must properly document their projects, choosing appropriate forms of media.
- c. Students must have an understanding of relevant journals, festivals, firms, etc. for later distribution or field contribution.
- d. Students must develop field-appropriate professional portfolios and be able to communicate their projects clearly.
- e. Students must develop attitudes of professional responsibility and accountability.
- f. Students must develop professional discipline (time-management, organizational skills).

Sr.	COURSE	COURSE NAME	Out Come
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No.	CODE		
1	MA01	Mass Communication	<ul style="list-style-type: none"> • Analyze critically mass media and mass media messages; • Understand the economic and social imperatives affecting message content, delivery and effects; • Understand the influences of media content on cultural perceptions; • Understand the characteristics of contemporary mass media, including the influence and roles of media history, media law and ethics, governmental regulation, and evolving technology. <p>Upon completion of Communication 1307, students should be able to</p> <ul style="list-style-type: none"> • Critically analyze and discuss media message content; • Identify economic and cultural influences affecting mass media messages. • Discuss the juxtaposition of factual information and entertainment demands on media content in light of economic and technological imperatives. • Understand media history and technology and their effects on contemporary messages. • Develop an increased understanding and awareness of media influences on perceptions of multiculturalism and diversity; • Understand the evolving roles of social media messages on politics, behavior, and culture. • Understand the effects of globalization and consolidation on the media.
2	MA02	History of the Press, Translation	<p>To introduce students to the history of print media and its role in Indian freedom movement.</p> <p>To introduce to evolution and growth of Indian cinema, regional and parallel cinema</p> <p>To introduce to history and evolution All India Radio, New developments in Radio</p> <p>To introduce students to history and development of television industry</p> <p>To help students understand the history and basics of online media.</p> <p>To provide the students a basic idea on cybercrimes and cyber laws that governs them.</p>
3	MA03	Photojournalism	<p>Outcome 1 Creative Process Students will be able to use a variety of brainstorming techniques to generate novel ideas of value to solve problems.</p> <p>Outcome 2 Development of Skill and Technique Students will have sufficient mastery of one or more media</p>

			<p>to complete the technical and formal challenges pertinent to a body of original work.</p> <p>Outcome 3 Communication of Ideas and Context Students will be able to clearly communicate the content and context of their work visually, orally and in writing.</p> <p>Outcome 4 Development of Behavior Students will develop behaviors such as curiosity, initiative, and persistence that will help them engage with the world in productive ways. Students will be able to work independently or collaboratively to achieve stated goals.</p>
4	MA04	Film Journalism Film-History, Art, Language, Grammar and Appreciation	<ul style="list-style-type: none"> • Understand the idea of film as an art form and the essentials of film style and know the basics of the language of cinema in order to talk and write accurately and meaningfully about films. They should be aware of a range of films greater than already known from TV and recent Hollywood. • Gain a basic understanding of fundamental aesthetic and conceptual approaches to digital video production and non-linear editing, and become able to script and produce short films based on these principles while working both independently and in small groups. • Have an understanding of the history of film from 1895 to the present, including: major developments in technology, economics, and society that influenced the production of film; and prominent styles of film from various historical periods. They should become proficient in writing about these topics. • Understand the basics of a number of methods of analyzing films, be able to apply these methods to a variety of films, and know why film studies favors certain methods. • Have an understanding of specific kinds of films based on: extended close study of one or more of the major individual figures in cinema; a thorough survey of one or more of the major national cinemas; one or more historically important genres in cinema; or intensive study of a motif,

			<p>topic, or period in film, such as City in Film, Orientalism in Film, and The Auteur in Hollywood.</p> <ul style="list-style-type: none"> • Demonstrate an understanding of the basic principles of various types of filmmaking and be able to create a film using these principles. • Demonstrate an advanced level of proficiency in filmmaking by producing and directing their own films working through the stages of pre-production, production, and postproduction.
5	MA05	Reporting and Editing	<p>Classifying newspaper as a recorder of news and events, as an organ of public opinion, instrument of social service, promoter of democracy. The impact of newspaper on society, socioeconomic and cultural development.</p> <p>Defining News and understanding its elements, news sources and different types of news.</p> <p>Describing the role of the editor-functions and responsibilities and also editorial freedom and the role of the editor in recent perspective</p> <p>Understanding the role of the news editor and its functions, duties and responsibilities.</p> <p>Analyzing the duties and qualities of Chief Sub editor and Sub editors</p> <p>Identifying the role of the reporter and his/her duties and responsibilities. Various duties responsibilities & qualities of a chief reporter, foreign correspondent, special correspondent, bureau chief, district correspondent. Analyzing crime and legal reporting, science and financial reporting.</p> <p>Understanding news writing and different structures of news writing (inverted pyramid structure). Intro, lead and language of news writing, objectivity, writing techniques on society, fashion, music and arts, education, employment opportunities, health, environment and financial reporting. Analyzing feature and different types of features as a special kind of reporting.</p> <p>Understanding the importance of editorial and its choice of subjects, arrangement and style of presentation.</p>

			<p>Describing the principles of editing, copy testing, processing copies and computer editing</p> <p>Analyzing headlines of news stories and the different types of headlines. The role of computer application.</p> <p>Describing page make-up, typography, main type groups with recent changes and development.</p> <p>Understanding photo journalism and its importance, the role of a news photographer, news photo editing, caption writing, photo printing process and dark room processing.</p> <p>Defining Column, its importance and different types, columnists and their qualities</p> <p>Analyzing the importance of letters to the editor, proof reading, symbols of proof reading and duties and responsibilities of proof readers</p> <p>Understanding the services of the news agencies and their importance, styles of agency reporting and how it differs from reporting in other media, the role of different international news agencies.</p>
6	MA06	Advertising	<p>Examining newspaper as a business enterprise and its public service role with reference to the Indian experience. Various factors associated with ownership of newspapers, the different types of ownership and source of revenue of a newspaper.</p> <p>Understanding circulation of newspapers and the various factors involved with circulation of newspapers, newspaper's policy, role of the Circulation department, circulation manager, Audit Bureau of Circulation (ABC), advertisement department of a newspaper, role of the advertisement manager, different types of advertisement in newspapers and newspaper as a medium of advertisement.</p> <p>Defining Advertising and its different types. Different advertisement mediums, their selection criterion and relative advantages, ethics of advertising, market research, brand positioning, creative strategy, market and its segmentation and sales promotion</p> <p>Understanding the structure and functioning of an advertising agency and also client agency relationship</p> <p>Discussing copy writing with its main features, types and principles of writing. The qualities, duties and responsibilities of a copy writer, copy for electronic media and print media, ad-administration and video production</p>

7	MA07	Public Relations	Defining public relations with its various aspects, role of the PRO with the qualities and duties, PR in Public and Private Sector, various PR tools, Corporate PR, planning, data collection and editing principles for house journal, PR as a management function, PR institutions, PR and new technology
8	MA08	Broadcast Journalism	<ul style="list-style-type: none"> • Gather, analyze and create journalism on contemporary issues for print, broadcast and other digital media. • Write and edit clear, graceful, grammatically correct prose. • Analyze numerical data and utilize databases for multi-layered storytelling. • Use reliable visual aids to tell stories ethically. • Produce work incorporating diverse groups and perspectives, including racial, gender, ethnicity, sexual orientation and religious concerns, on local, national and international issues. • Demonstrate an awareness of journalism as an ethical practice. • Demonstrate preparation for an entry-level position in the profession through a portfolio exhibiting their work.
9	MA09	Editorial and feature Writing	<p>Research and write features for all media; 2. Understand the principles and conventions of feature writing, its disciplines and interdisciplinary contexts; 3. Work independently and collaboratively using a diversity of tools and approaches; 4. Apply knowledge, skills and ethical practices through effective communication that recognises and respects diversity and social justice and responsibility; 5. Rely on strong interviewing and research skills; 6. Critically analyse and edit their work and others’.</p>
10	MA10	MEDIA MANAGEMENT	<ul style="list-style-type: none"> • Students will be able to identify and demonstrate an understanding of the theoretical foundations of media. • Students will be able to analyze and critique a variety of media products, case studies and issues. • Students will be able to demonstrate an understanding of ethical issues related to the media.

			<ul style="list-style-type: none"> Clarify the unique characteristics of media management and media marketing Analyze specific case studies Presented specific media management and marketing strategies Read more at: http://media.jour.auth.gr/media-management-and-marketing-communications/
11	MA11	Media Law	<p>Describing the main features of the Indian Constitution and the fundamental rights, power and position of the President of India, Prime Minister, Chief Minister, Governor, Parliament, Supreme Court and High Court, Local governments; Indian Foreign Policy. Analyzing national economic policy with the new trends, industrial policy with the new trends, finance commission and its functions, objectives of the five year plans, objectives of the economic policy and its impact on society. Understanding different press laws and acts. Understanding ethics of Journalism, freedom and responsibility of the press, Press Council of India, Media Council of India.</p>
12	MA12	Media Research	<ul style="list-style-type: none"> be able to critically evaluate and assess existing empirical research be able to design and conduct their own scientific investigations within media and journalism research be able to discuss methodological issues critically be able to analyze different types of data enhance their understanding of the scientific process, including the relation between theory and empirical evidence
13	MA13	Global Media	<ul style="list-style-type: none"> critically analyze and respond to social, technological, historical and economic changes affecting the media and communications industry; consider practice in the context of relevant theoretical and analytical frameworks; develop your leadership knowledge and communication skills for contemporary and emerging practice; reflect on trends related to professional identity, inter-disciplinarily and convergence, and propose new professional practice / consulting

			<p>opportunities.</p> <p>Upon successful completion of this course, you will be able to:</p> <ul style="list-style-type: none"> • appraise and critique theoretical and ethical positions in relation to contemporary media and communication; • analyze industry innovation in solving problems related to the changing global context of media and communication, including cross-cultural issues; • Critically evaluate the influence of the changing global context on professional practices, including leadership and teamwork in networked industry settings.
14	MA14	Television Production I	<p>. Developed skills, knowledge and understanding of studio-based, television production practices by allowing students to experience different production roles during group exercise and group projects.</p> <p>2. Have been encouraged in the development and critical analysis of original ideas for both editorial content and aesthetic techniques within the multi-camera studio environment.</p> <p>3. An understanding of how the creative process can be both social and individual, and how the creative process is developed through learning new skills and knowledge which are reproduced through practice.</p> <p>4. To develop effective and articulate communication skills when negotiating a multi-camera group production.</p>
15	MA15	Applied Psychology for mass media	<p>1. Students will demonstrate an understanding of and be able to use major research methodologies in psychology, including design, data analysis, and interpretation</p> <p>2. Students will demonstrate knowledge and</p>

			<p>understanding of relevant ethical issues including a general understanding of the APA Code of Ethics.</p> <ol style="list-style-type: none"> 3. Students will demonstrate basic counseling. 4. Students will demonstrate effective writing conventions by using APA style effectively in empirically based reports, literature reviews and theoretical papers. 5. Students will demonstrate effective oral communication skills in various formats (e.g. group discussion, debate and lecture).
16	MA16	Television Production II	<p>Evaluate and critique broadcast and production practices both holistically and in terms of their component parts, namely: audio, video, scripting, production and editing.</p> <p>Write effectively for broadcast media and client-based production, with an emphasis on clarity, story structure and brevity.</p> <p>Demonstrate competency in shooting and editing video in the field and studio, using professional-level equipment and non-linear editing systems.</p> <p>Demonstrate proficiency in recording and editing for audio productions.</p> <p>Produce sophisticated deliverables for clients in a variety of areas, namely: corporate/industrial, informational/educational and commercial/promotional.</p> <p>Synthesize business, marketing and advertising contexts and concerns with the technical aspects of producing media.</p>
17	MA17	Development Communication	<p>Have an appreciation of the role of information, communication and the media in development and social change.</p> <ol style="list-style-type: none"> 2. conversant with the dimensions of development and the development policy frame works 3. Have an understanding of key issues in sustainable development as a basis for

			engaging in effective development communication
18	MA18	TV Production Practical	Write effectively for broadcast media and client-based production, with an emphasis on clarity, story structure and brevity. Demonstrate competency in shooting and editing video in the field and studio, using professional-level equipment and non-linear editing systems.
19	MA19	Dissertation	Dissertation or major research project intended to familiarize students towards identification of research issues, areas, research techniques, methodology, research review, preparation of questionnaire, schedule, interview etc. After submission of major research projects (MRP) students in nut shell will understood the contemporary Ph D research subjects, preparation of synopsis, summery, literature review, availability of different methodology and use of any suitable one. The pass out will also understand how the schedule and questionnaire are filled, primary and secondary data are collected, processing of data, use special software like SPSS, analysis, interpretation, future direction of research work with proper references and bibliography. After completion of course students will prepare them selves as future Ph D scholars, performing researchers and research consultants.
20	MA20	Seminar	Students can learn how to present paper in seminars. They can understand the process of conferences and seminar. This will increase their research orientation.
21	MA21	Internship	Students can work practically. They can adopt industry very fast. Student can understand the need of the industry, accordingly they can prepare themselves.
22	MPH1	Communication Theories & Practices	<ul style="list-style-type: none"> • Critically analyze and discuss media message content; • Identify economic and cultural influences affecting mass media messages. • Discuss the juxtaposition of factual information and entertainment demands on media content in light of economic and technological imperatives. • Understand media history and technology and their effects

			<p>on contemporary messages.</p> <ul style="list-style-type: none"> • Develop an increased understanding and awareness of media influences on perceptions of multiculturalism and diversity; • Understand the evolving roles of social media messages on politics, behavior, and culture. • Understand the effects of globalization and consolidation on the media.
23	MPH2	International Communication	<p>Information: Information regarding building of public opinion. When there is sharing of information then it will possible to find out the areas of benefits among the countries.</p> <p>Education: It is about the education, plans, policies & programmes of the different countries of the world. There must be education about what is happening in different groups such as SAARC, ASEAN.</p> <p>Integration: In this globalised era. It is important that all the countries of the world should be integrated with each other.</p> <p>Control: Media propagates positive values & therefore controls the society.</p>
24	MPH3	Communication Research	<ul style="list-style-type: none"> ➤ Identify focus of research ➤ Develop a research questions ➤ Define key terms ➤ Select research methods ➤ Establish a sample questions ➤ Gather and analyze data ➤ Interpret and share results
	MPH4	Development Communication	<p>They will understand development issues, particularly in Indian perspective. To understand the concept of development one need to know characteristics of developing countries. At the end of this course, the students will know about the theories & Paradigm such as Dominant Paradigm, Dependency Paradigm and Alternative Paradigm, Models of development, different schools of development communication. It will develop the Concept Approaches of development communication - Diffusion of Innovation; Magic Multiplier; Empathy, Alternative Approaches Development Support Communication.</p>

			<p>The process of development is needed to be understood which will help them to plan and strategies the communication process for empowerment, participatory and sustainable development communication, and folk media as a tool for development. The course introduces the students to the issues of development and the specific role played by the media in development support communication.</p>
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