



KARNATAKA STATE AKKAMAHADEVI WOMEN'S UNIVERSITY VIJAYAPURA

Programme: Journalism and Mass Communication

Programme Specific Objective (PSO):

Students after completing the four semester of Journalism and Mass Communication Program would be eligible to become media professional.

Program Objectives (PO):

- Students would be able to understand the emerging trends in the field of journalism.
- Students would be develop the skills to work in print, electronic and digital media industry
- Students would be able to analyze the various aspects of journalism and mass communication with objectivity.
- Students shall acquire fundamental knowledge of Mass communication & Journalism
- Students would develop the culture of research, innovation and other aspects of mass media
- Students would be inculcate professional ethics, values of related to mass communication
- Students would become responsible media academicians, researchers, professionals with global vision.
- Shall be competent enough to undertake professional job as per demands and requirements of Media Industry
- Shall be able to enhance the ability of leadership.

FIRST SEMESTER

Paper JM – H – 1.1: Introductions to Communication

Course Outcome:

- Students would be able to understand the various theories of Communication
- Students would be able to inculcate the knowledge of Communication models.
- Students would be able to develop the knowledge of basic elements of Communication.
- Students would be able to strengthen their 5Cs of Communication.
- Student would be able to increase their communication skills

Paper JM – H – 1.2 Reporting for Media

Course Outcome:

- Students would understand the basic concepts of news writing.
- Students will be having the knowledge of the theory, methods, and practice of gathering information and writing news.
- Students would be able to understand different types writing techniques such as report, features, articles, columns, editorials etc.
- Students will have the knowledge of web writing.

JM – H – 1.3: New Media

Course Outcome:

- Student will gain basic understanding of digital technologies
- Student will have the basic knowledge of various audio and video production tools
- Student will have hands on experience on using digital news platforms
- Student will be able to create digital contents for various platforms.
- Student will be able to communicate on social media effectively.

Paper JM – S – 1.4 Development of Mass Media

Course Outcome:

- Students would be able to acquaint themselves with the glorious journey of journalism.
- Students would be able to enhance understanding of the origin and of the print, electronic and web media. Electronic and web media.
- Students would be able to gain knowledge of growth of print, electronic and web media.
- Students would be able to acquaint themselves with technological advancements in print, electronic and web media.
- Students would be able to throw light on the present status of various mass media

Paper JM – S – 1.5 Basics of Editing

Course Outcomes

1. Students would be able to familiarize themselves with the basics of editing.

2. Students would be able to understand the process of editing for various platforms.
3. Students would be able to create understanding of specialized reporting .
4. Students would be able to understand about the dummy , printing and layout.
5. Students would be able to develop the knowledge of photography.

Paper JM – S – 1.6 Feature Writing and Magazine Journalism

Course Outcome:

- Students would be able to understand the differences between feature writing and news writing
- Students would be able to understand the contents and significance of magazines
- Students learn the structure and functioning of editorial departments of magazines
- Students obtain the skills of writing various contents for the magazines.

SECOND SEMESTER

Paper JM – H – 2.1 Graphics and Animation

Course Outcome:

- Student would be able to understand the various types of graphics used in media
- Student will learn to create graphics using graphics designing software
- Student will be able to explore the various tools of graphics designing software
- Student will get hands on experience in creating graphics of various purposes

JM–H– 2.2 Electronic Media

Course Outcome:

- Students would be able to understand the basic concepts of electronic media
- Learner would be able to gain skills of producing electronic media contents
- Student would be able to understand production stages and the role of crew members
- Students would learn the basic knowledge of radio and TV studio setup
- Students would enhance the skills of visual and audio editing techniques

Paper JM – H – 2.3 Gender and Media

Course Outcome:

- Students would be able to understand the basic concepts of gender bias
- Students will be able to identify the gender issues in news coverage
- Learner will learn the gender practices in contemporary media
- Student would be able to understand the concept of gender stereotype

Paper JM – S – 2.4 LANGUAGE SKILLS FOR MEDIA

Course Outcome:

- Students would be able to strengthen oral communication.
- Student would be able to develop the knowledge of writing skills.
- Students would be able to improve vocabulary in their regional language.
- Students would be able to enrich the knowledge of synonyms, antonyms, idioms and phrases.

- Students would be able to inculcate the knowledge of grammatical aspects of a language

Paper JM – S – 2.5 Political Communications

Course Outcome:

- Students would be able to understand the basics of Political reporting.
- Develops the extensive knowledge about regional and national political issues
- Gains general knowledge and general awareness about political issues
- Students would be able to understand the ethical and legal aspects of covering political issues

Paper JM – S – 2.6 Science and Technology Communication

Course Outcome:

- Students would be able to understand the basic concepts of science journalism
- Learner would be able to gain knowledge about scientific developments and technological innovations
- Students would be able to understand the sources of science and technology news

Third Semester

Paper JM – H – 3.1 Media Research Methodology

Course Outcome:

- Students would learn the basic concepts of research, communication research, media research and social research.
- Students would know the difference between communication research, media research and social research.
- Students would gain knowledge about the need, role importance, functions and ethics of research.
- Students would be able to develop and use various tools of data collection

J M – S – 3.2 MEDIA LAWS AND ETHICS

Course Outcome:

- Students will learn and understand Indian Constitution.
- Shall get aware to legal aspects of the media and its values.
- Shall have an overview of recent changes and future challenges of media regulation
- Shall have understanding of media ethics.
- Shall know how media laws and ethics empower media practitioners to perform their duties with commitment.

J M – H – 3.3 PHOTO JOURNALISM

Course Outcome:

- Students will learn and understand the techniques of professional photography
- Learner would be able to learn the components and types of digital camera
- Student would be able to learn the uses of various tools used in photography
- Student shall learn the significance of photo journalism
- Shall learn the tools and techniques of photo editing

PAPER - JM - S - 3.4 – SHORT FILM PRODUCTION

Course Outcome:

- Students will get hands on experience in producing short films
Students will understand the techniques of writing script and screenplay
- Students would be able to get the knowledge of shooting films
- Students would be able to learn the techniques of film editing and other post production techniques

Paper JM – S – 3.5 Environmental Studies

Course Outcomes

1. Students would gain understanding of the concepts of environmental studies.
2. Students would be able to utilize media for different sustainable developmental activities.
3. Students would be able to utilize media for different promotional activities for protecting environment.
4. Students will be able to create awareness about environmental issues in society.
5. Students would be able to discuss about the consequences of issues like global warming or climate change

Paper JM – S – 3.6 Introduction to Cinema

Course Outcome:

Students would be able to learn the growth and development of cinema
Students will learn the technology and process of producing cinema
Students will be able to understand the various film movements
Students will be able to learn the new technologies in film making

Fourth Semester

Paper JM – H – 4.1 Current affairs

Course Outcome:

- Student would be able to get knowledge of current affairs
- Student would be able to compare and analyse the newspapers

Paper JM – H – 4.2 Public Relations and Advertising

Course Outcome:

- Students would learn basic concepts of advertising
- Students would be able to know about the role and importance of advertising in media.
- Students would know about advertising agencies and its functions.
- Students would learn about the concepts of public relations, publicity, propaganda.
- Students would gain knowledge about the tools of public relations.
- Students would learn the basic writing skills required for public relations
- Students would gain knowledge about the basic ethics and laws of public relations.

JM-H-4.3 Development Communication

Course Outcome:

- Students would learn the concepts, meaning of development
- Students would be able to understand the problems and hurdles in development communication.
- Learner would understand the working of government and administration in relation to the development.
- Students would know different programmes and policies of the development
- Learner would know the rural India and its problems and also understands the communication gap.

JM-H- 4.4: INTERNSHIP

Course Outcome:

- Students would be able to get hand on training in media industry
- Students will be able to explore the working process of different media
- Students will enhance their skills in different sections of mass media

JM-S-4.5 Dissertation/ Project Work

Course outcome:

- Learner will get hands on experience in communication research
- Students would be able to understand the basic concepts of the research
- Students will learn to use various tools of data collection
- Students will learn the process of data analysis and interpretation
- Students would be able to learn the process of writing research report

Paper JM – S – 4.6 Business Reporting

Course Outcome:

- Students would be able to understand the basic concepts of business communication
- Students would be able to understand the modes of business communication
- Students would be able to acquire knowledge about the tools of business communication
- Students would be able to understand the role of technology in business communication

Paper JM – S – 4.7 Event Management

Course Outcome:

- Helps the student to understand the concept of event management
- Students will be able to develop their skills managing the events
- Students will be able to enhance their communication skills
- Students will develop leadership and management skills

**Open Elective
I Semester
Paper JM – OE – 1.1 Women and Media**

Course Outcome:

- Helps the students to understand the role of women in Media
- Student will be able to understand the opportunities for women in Media industry
- Students will be having knowledge about the portrayals of women in Media

**II Semester
Paper JM – OE – 2.1 Reporting for Media**

Course Outcome:

- Students would understand the basic concepts of news writing.
- Students will be having the knowledge of the theory, methods, and practice of gathering information and writing news.
- Students would be able to understand different types writing techniques such as report, features, articles, columns, editorials etc.
- Students will have the knowledge of web writing.

**III Semester
Paper JM – OE – 3.1 Introduction to Media**

Course Outcome:

- Students would be able to acquaint themselves with the glorious journey of journalism.
- Students would be able to enhance understanding of the origin and of the print, electronic and web media. Electronic and web media.
- Students would be able to gain knowledge of growth of print, electronic and web media.
- Students would be able to acquaint themselves with technological advancements in print, electronic and web media.
- Students would be able to throw light on the present status of various mass media

Paper JM – OE – 4.1 Fundamentals of Communication

Course Outcome:

- Students would be able to understand the various theories of Communication
- Students would be able to inculcate the knowledge of Communication models.
- Students would be able to develop the knowledge of basic elements of Communication.
- Students would be able to strengthen their 5Cs of Communication.
- Student would be able to increase their communication skills