GOUR MAHAVIDYALAYA

DEPARTMENT OF MASS COMMUNICATION & JOURNALISM

PROGRAMME & COURSE OUTCOMES

PROGRAMME OUTCOMES

	PROGRAMME OUTCOME	DESCRIPTION
PO 1	Critical Thinking	Acquire the ability of analysis & research based on the existing norms & maintain an idea of effective development communication
PO 2	Effective Communication	Maintaining & developing the ability to connect the outer world by which free flow of knowledge is established
PO 3	Social Interaction	Gaining ability to understand culture & society which enables formation of opinion.
PO 4	Effective Citizenship	Having concern towards National & International events & gaining the ability of participation in socio-political occurrences.
PO 5	Ethics	Maintaining the value system that can guide one & also setting examples to deliver the validity of such.
PO 6	Environment & Sustainability	Gaining ability to work for sustainable development with a strong concern for environment & activity related to it.
PO 7	Self-directed and Lifelong learning	Having ability to set goals & cultivate a sense of competitiveness & compatibility

Course Outcome

Semester – I , Course Title- Introduction to Journalism, Course code- C- 1

TOPIC	COURSE OUTCOME
UNIT -1 -Understanding News Ingredients of news News: meaning, definition, nature The news process: from the event to the reader (how news is carried from event to reader) Hard news vs. Soft news, basic components of a news story,Attribution, balance and fairness, dateline, credit line, byline	**CO1-Basic knowledge of news as mass medium**
UNIT 2- Language of news- Robert Gunning: Principles of clear writing Rudolf Flesch formula- skills to write news Understanding the structure and construction of news Organising a news story, 5W's and 1H, Inverted pyramid Criteria for news worthiness, principles of news selection Use of archives, sources of news.	**CO2- Understanding of news copy writing, news selection, and news source and finally Writing of reports**
UNIT-3-Different mediums-a comparison Language and principles of writing: Basic differences between the print, electronic and online journalism Citizen journalism	**CO3- Basic knowledge of different media & online journalism and writing of news for different medium**
UNIT-4-Role of Media in a Democracy Responsibility to Society Press and Democracy Contemporary debates and issues relating to media Ethics in journalism	**CO4- Understanding the ethical view of journalism and the relationship and importance of news in the society.**
Practical field work – writing of news, making news package for citizen journalism for better understanding of the society, power point presentation.	

Semester I, Course Title- Introduction to media & communication, Course code- C-2

TOPIC	COURSE OUTCOME
UNIT 1- Media and Everyday Life Mobile phones, Television, Ring tones, Twitter The Internet- discussion around media and everyday life Discussions around mediated and non mediated communication	**CO5- Basic knowledge of usage of media in daily life, using internet, knowledge about social media, understanding of mediated & non mediated communication.**
UNIT 2- Communication and Mass Communication Forms of Communication, Types of Communication, Levels of Communication Mass Communication and its Process ; Noise in communication, Feedback	**CO6- Basic knowledge of communication and its process and importance in the society**
UNIT 3- Mass Society Theory, Propaganda Limited Effects; Individual Difference Theory, Personal	**CO7- Basic understanding of the mass society, and different theory which is relevant in present**

TOPIC	COURSE OUTCOME
Influence Theory, Four normative theories of press, Agenda setting, Uses and gratification, Technological Determination, Diffusion of innovation. Cultivation Analysis Critique of the effects Paradigm and emergence of alternative paradigm	**scenario**
UNIT 4- Model of communication: SMCR, Shannon weaver, Laswell, Schramm's model; Four Models of Communication Transmission models Ritual or Expressive models Publicity Model Reception Model	**CO8- Basic knowledge of different models of communication as a process in the society**
Practical work- using power point presentation for sharing ideas in any of the above said topic.	

SEMESTER II, Course Title- Reporting and Editing, Course code- C-3

TOPIC	COURSE OUTCOME
UNIT 1-Covering news Reporter- role, functions and qualities General assignment reporting/ working on a beat; news agency reporting. Covering Speeches, Meetings and Press Conferences Covering of beats- crime, courts, city reporting, local reporting, health, education, sports.	**CO9- Basic knowledge of types of beat, news conference, specialized news presentation.**
UNIT2- Interviewing/Types of news leads Interviewing: doing the research, setting up the interview, conducting the interview News Leads/intros, Structure of the News Story–Inverted Pyramid style; Lead: importance, types of lead; body of the story; attribution, verification Articles, features, types of features and human interest stories, leads for features, difference between articles and features	**C010- Basic understanding of research in news, interviews, article, column, different types of lead.**
UNIT 3- The Newspaper News room, Organizational setup of a newspaper, Editorial department Introduction to editing: Principles of editing, Headlines; importance, functions of headlines, typography and style, language, types of headline, style sheet, importance of pictures, selection of news pictures Role of sub/copy-editor, News editor and Editor, chief of bureau, correspondents Editorial page: structure, purpose, edits, middles, letters to the editor, special articles, Opinion pieces, op. Ed page	**CO11- Basic understanding of page layout, news editing, functions & responsibilities of persons related with mass media along with organizational structure & functions.**
UNIT 4- Supplements, Backgrounders columns/columnists**;** Understanding media and news Sociology of news: factors affecting news treatment, paid news, pressures in the newsroom,	**CO12- Understanding of news room its functions, responsibilities of columnist, writing of column, news treatment.**

TOPIC	COURSE OUTCOME
trial by media, gatekeepers. Neutrality and bias in news	
Practical work- report writing and editing, power point presentation.	

SEMESTER II, Course Title- Media & culture, Course code- C-4

TOPIC	COURSE OUTCOME
UNIT 1- Understanding Culture Mass Culture, Popular Culture, Folk Culture, Media and Culture	**CO13- Understanding of various culture & role of media**
UNIT 2- Critical Theories Frankfurt School, Media as Cultural Industries Political Economy, Ideology and Hegemony	**CO14- Understanding of different schools of thought, ideology, political economy, hegemony and its significance in the present scenario**
UNIT 3- Representation Media as Texts Signs and Codes in Media Discourse Analysis Genres Representation of nation and gender issues in Media, Audiences Uses and Gratification Approach Reception Studies Active Audiences Women as Audiences Sub Cultures; Fandom	**CO15- Understanding of the audiences, different approach of media, gender issues in media and its relevance in present scenario.**
UNIT 4- Folk Media as a form of Mass Culture, definition, characteristic features and advantages, communication traditional folk media (special reference to Gour Banga); social folk customs, performing arts, utilizing oral tradition; live performance, puppetry, folk theatre, story telling. Different folk cultures of Bengal /India.	**CO16- Understanding the folk culture and its relevance in the society.**
Practical work- field survey on folk culture.	

SEMESTER III, Course Title- Introduction to broadcast media, Course code- C-5

TOPIC	COURSE OUTCOME
UNIT 1- Basics of Sound Concepts of sound-scape, Natural sound, Ambience Sound Sound Design-Its Meaning with examples from different forms Sound recording techniques Introduction to microphones Characteristics of Radio as a medium	**CO17-Understanding of the technology, & techniques for broadcasting.**
UNIT 2- Basics of Visual What is an image, electronic image, television image Digital image, Edited Image(politics of an image) What is a visual?(still to moving) Visual Culture Changing ecology of images today Characteristics of Television as a medium	**CO18- Understanding of image, visuals, television as mass medium.**
UNIT 3- Writing and Editing Radio News Elements of a Radio News Story: Gathering, Writing/Reporting. Elements of a Radio News Bulletins Working in a Radio News Room	**CO19- Understanding of radio as mass medium, news in radio, reporting in radio, radio news room. Elementary knowledge of functioning of radio.**

Introduction to Recording and Editing sound. (Editing news based capsule only).	
UNIT 4- Writing and Editing Television News Basics of a Camera- (Lens & accessories) Electronic News Gathering (ENG) & Electronic field Production (EFP) (Concept) Visual Grammar – Camera Movement, Types of Shots, Focusing, Visual Perspective. Elements of a Television News Story: Gathering, Writing/Reporting. Elements of a Television News Bulletins Basics of Editing for TV- Basic Soft-wares and Techniques (for editing a news capsule).	**CO20- Understanding of camera technique for television news, camera shots & movements, online & offline editing.**
UNIT 5- Broadcast News: Critical Issues and Debates Public Service Broadcasters - AIR and DD News - Voice of India? (Analysis of News on National Broadcasters) Changing Character of Television News (24 -hrs news format, News Production cycle, News 'Lingo', News 'Formulae' ? News as Event, Performance and Construction	**CO21- Understanding of public service broadcasters DD NEWS, AIR, news analysis & its relevance in present scenario.**
Practical work- radio news package, power point presentation	

SEMESTER III, Course Title- History of Indian media, Course code- C-6

TOPIC	COURSE OUTCOME
UNIT 1- Growth and Development of the Press - Early days of the Press, Growth and Development of the Press in India, Contributions of the early thinkers in colonial India - . James Augustus Hickey, James Silk Buckingham, Missionary of Baptists , William Carey	**CO22- Understanding the history of Indian journalism and how it works in the early days.**
UNIT 2- Indian Press Major Journals and Newspapers of Pre Independence days , Bengal Gazette, Samachar Darpan, Calcutta Journal , Sambad Kaumudi , Samachar Chandrika , Bengal Spectator Parthenon , Gyananweshan , Sambad Pravakar , Yugantar	**CO23-Basic overview of the media in transition era of independence(India) with special emphasis on the contribution of the Indian journalists**
UNIT 3- Journalism and Editor – struggle and contribution of Indian Press - Derozio , Sishir Basu & Amritabazar Patrika , Harish Chandra Mukhopadhyay & Hindoo Patriot , Brahmabandhab Upadhyay & Sandhya , Raja Rammohan Roy , Gandhiji as a political communicator and an editor	**CO24- Basic knowledge on the media established in pre independence era**
UNIT 4- Indian telegraphic Act, Press & Registration Book Act, Adams Gag (1823) , Vernacular Press Act (1878) HINDU, THE STATESMAN , INDIAN EXPRESS and TIMES OF	**CO25- Basic knowledge of the media in British era**

INDIA Press in the Post - colonial India, Adoption of New Editorial Policy Corporatization of Newspaper Houses, Declination status of editor	
UNIT 5- Recent development in Indian Press, Advent of Radio and Television in India, Emergence of Radio in Pre-independence period, All India Radio , Doordarshan, Magazine journalism, Press in emergency period,Prasar Bharati Corporation, Cable TV and Satellite Television, DTH, OTT Communication, New Media format	**CO26- Understanding of the advent of different media(Radio, Television) in the pre-independence period along with new trend of media.**

SEMESTER III, Course Title- Advertising& Public relations, Course code- C-7

TOPIC	COURSE OUTCOME
UNIT1- Introduction to Advertising Meaning and history Advertising Importance and Functions a) Advertising as a tool of communication, b) Role of Advertising in Marketing mix, PR Advertising Theories and Models-AIDA model, DAGMAR Model,Maslow's Hierarchy Model, communication theories applied to advertising Types of advertising and New trends Economic,cultural, Psychological and Social aspects of advertising Ethical & Regulatory Aspects of Advertising-Apex Bodies in Advertising- ASCI and their codes.	**CO27-Basic knowledge and overview on Advertising as a medium of mass communication**
UNIT2- Advertising through Print, electronic and online media Types of Media for advertising Advertising Objectives, Segmentation, Positioning and Targeting Media selection, Planning, Scheduling Marketing Strategy and Research and Branding Advertising department vs. Agency-Structure, and Functions Advertising Budget Campaign Planning, Creation and Production , Ad copy.	**CO28- Understanding of Advertising research, media planning and the audience**
UNIT3- Public Relations-Concepts and practices, Introduction to Public Relations Growth and development of PR ,Importance, Role and Functions of PR, Principles and Tools of Public relations, Organisation of Public relations: In house department vs consultancy. PR in govt. and Private Sectors. Press release, Press conference, Media relations.	**CO29- Basic knowledge of PR and media relations**
UNIT4- PR-Publics and campaigns, Research for PR Managing promotions and functions PR Campaign-planning, execution, evaluation Role of PR in Crisis management, Duties and functions of PRO, Public	**CO30-Understanding the concept of public in PR , PR research & ethics of PR, different apex body of PR**

in PR, Ethical issues in PR-Apex bodies in PR- IPRA code - PRSI, CSR	
UNIT 5- CSR and Pr, issues of CSR, Contemporary theories of CSR, Selected Case study, CSR and NGOS – interdependence, corporate crisis and image build up, Corporate Branding, Usage of social media to promote corporate communication	**CO31- Understanding Corporate Social Responsibility in PR, & corporate communication**
Practical work- AD copy making	

SEMESTER IV, Course Title- Introduction to new media, Course code- C-8

TOPIC	COURSE OUTCOME
UNIT 1- Key Concepts and Theory Defining new media, terminologies and their meanings – Digital media, new media, online media et al.; Information society and new media, Technological Determinism, Computer mediated-Communication (CMC), Networked Society.	**CO32- Basic knowledge on digital media & the society**
UNIT 2- Understanding Virtual Cultures and Digital Journalism Internet and its Beginnings, Remediation and New Media technologies, Online Communities, User Generated Content and Web 2.0, Networked Journalism, Alternative Journalism; Social Media in Context, Activism and New Media	**CO33- Knowledge about internet, online journalism, technologies used**
UNIT 3- Digitization of Journalism Authorship and what it means in a digital age, Piracy, Copyright, Open Source, Digital archives, New Media and Ethics, Overview of Web Writing Linear and Non-linear writing, Multimedia, Storytelling structures	**CO34- Knowledge about ethics in new media, web writing, multimedia**
UNIT 4- Visual and Content Design Website planning and visual design, Content strategy and Audience Analysis, Brief history of Blogging, Creating and Promoting a Blog. FB, Twitter	**CO35- Overview of digital media use**
Practical work- power point presentation, story telling using multimedia	

SEMESTER IV, Course Title- Development Communication, Course code- C-9

TOPIC	COURSE OUTCOME
UNIT 1- Development: Concept, concerns, Measurement of development; Development versus growth; Human development; Nehruvian model ; Gandhian model; Developing countries versus developed countries; UN millennium dev goals	**CO36- Knowledge about development & its model**
UNIT 2- Development communication: Concept and approaches Paradigms of development:	**CO37- Knowledge about development communication, different paradigm, theories&**

Dominant paradigm, dependency, alternative paradigm Dev comm. approaches – diffusion of innovation, empathy, magic multiplier Alternative Dev comm. approaches: Sustainable Development Participatory Development Inclusive Development Gender and development Development support comm. – definition, genesis, area woods triangle	**approaches**
UNIT 3- Role of media in development Mass Media as a tool for development Creativity, role and performance of each media-comparative study of pre and post liberalization eras Role, programmes and govt. schemes: SITE, KrishiDarshan, Kheda, Jhabua, MNREGA; Cyber media and dev – e-governance, e chaupal, national knowledge network, ICT for dev, Ecological sustainable development, Participatory, Community driven development,	**CO38- Knowledge about development & role of media, different Government scheme, ICT and its use in development**
UNIT 4- Development support communication in India in the areas of: agriculture, health & family welfare, population, women empowerment, poverty, unemployment, energy and environment, literacy, consumer awareness; Rural Journalism Information needs in rural areas; Rural newspapers; Critical appraisal of mainstream media's reportage on rural problems and issues;	**CO39- Knowledge about development journalism, rural issues, role of DSC in different areas of life**
Practical work- field survey report on rural issues	

SEMESTER IV, Course Title- Media ethics & Law, Course code- C-10

TOPIC	COURSE OUTCOME
UNIT 1- Ethical Framework And Media practice Freedom of expression (Article 19(1)(a) and Article 19(1)2) Freedom of expression and defamation- Libel and slander Issues of privacy and Surveillance in Society Right to Information Idea of Fair Trial/Trial by Media Intellectual Property Rights Media ethics and cultural dependence	**CO40- Knowledge about media ethics and media practice**
UNIT 2- Media Technology and Ethical Parameters Live reporting and ethics Legality and Ethicality of Sting Operations, Phone Tapping etc Ethical issues in Social media (IT Act 2000, Sec 66 A and the verdict of The supreme court)	**CO41- Knowledge about legal & ethical use of media**
UNIT 3- Media and Regulation Regulatory bodies, Codes and Ethical Guidelines Self Regulation Media Content, Press Commissions and press council of India; Indian administrative system: Lok Sabha, Rajya sabha, Election commission, Niti	**CO42- Understanding of media & regulation, regulatory bodies, Indian administrative system**

ayog, Power and position of President, Prime Minister, Governor, Chief minister, Council of ministers	
UNIT 4- Fundamental rights, Different laws related to media- Contempt of Court, Working Journalist Act, Official secrets act, Copyright Act	**CO43- Knowledge on media laws**

SEMESTER V, Course Title- Global media & politics, Course code- C-11

TOPIC	COURSE OUTCOME
UNIT 1- Media and international communication: The advent of popular media- a brief overview Propaganda in the inter-war years: Radio and international communication	**CO44- Understanding of international communication & media**
UNIT 2- Media and super power rivalry: Media during the Cold War, NWICO, McBride Commission and UNESCO Unequal development and Third World concerns: North-South, SAARC;SAFMA(South Asian Free Media Association); Look East Policy.	**CO45- Understanding the super power & the third world &media, communication in neighbouring countries**
UNIT 3- Global Conflict and Global Media World Wars and Media Coverage post 1990; BBC, VOA And CNN'S Satellite transmission, Media and Cultural Globalization Cultural Imperialism, Cultural politics: media hegemony and Global cultures, homogenization; Adornos Cultural Theory; Herbert Irving Schiller's Theories and Observation.	**CO46- Understanding globalization, different theories, activity of global media**
UNIT 4- Media conglomerates and monopolies: Ted Turner/Rupert Murdoch Global and regional integrations: Zee TV as a Pan-Indian Channel; Bollywood Entertainment: Local adaptations of global programmes KBC/Big Boss/Others, Cultural Diversity and language -Noam Chomsky	**CO47- Understanding globalization, conglomeration of media**

SEMESTER V, Course Title Broadcasting presentation & television anchoring, Course code- C-12

TOPIC	COURSE OUTCOME
UNIT 1- Radio Interview, Radio Drama, Radio documentary, voice dispatch Art of scripting for radio news; Format of FM programme Popularity and acceptance of FM;FM Programme presentation style and production; Style and presentation of Radio news News reader – qualities and duties	**CO48- Basic knowledge of radio as mass medium**

UNIT 2- Anchoring ; Different types of Microphone, handling the microphone Target audience and research in Public Speaking ; The Voice and the Microphone i. Breathing and articulation; Voice and its function iii. Pitch/tone/intonation/inflection/ fluency ; Voice Over: Rhythm of speech, Breathing, Resonance, VO for TV commercials/ corporate videos ; Body language, Studio autocue reading & Recording the voice; Talk Show Host/ Moderator	**CO49- Basic knowledge of broadcasting, anchoring, techniques & presentation**
UNIT 3- Production; Reporting from the field;Peace to camera- meaning, importance and use; Vox Pop- meaning and use ; Techniques of Television Interview	**CO50- Basic knowledge about television and its use**

SEMESTER V, Course Title Radio Production, Course code-DSE 1A

TOPIC	COURSE OUTCOME
UNIT 1- Jingles, Radio magazine, Interview Talk Feature	**CO51- Basic knowledge on jingles, radio magazine, radio talk, feature**
UNIT 2- Broadcast Production Techniques Working of a Production Control Room & Studio: Types and functions, acoustics, input and output chain, studio console: recording and mixing	**CO52- Understanding broadcast techniques**
UNIT3- Stages of Radio Production Pre-Production – (Idea, research, RADIO script) Production– Creative use of Sound; Listening, Recording, using archived sounds, (execution, requisite, challenges) Editing, Creative use of Sound Editing.	**CO53- Basic knowledge on radio production, script writing, technology, editing**
UNIT 4- Produce a 5-8 minutes duration radio documentary on any developing issues, 2-3 mints radio skit And 5-8 minutes radio interview.	**CO54- Making of radio documentary, radio interview**

SEMESTER V, Course Title Television journalism, Course code-DSE 1B

TOPIC	COURSE OUTCOME
UNIT 1- Era of Doordarshan; Era onwards 1990s – private Television and satellite broadcasting – STAR, ZEE, BBC, SONY	**CO55- Understanding television**
UNIT 2- Television News Gathering; News procurement and news production, Audience Segments and news presentation. Satellite TV and Private TV Channels ; 24 X 7 News- issues scope and challenges	**CO56- Knowledge about television news gathering, production, audience, scope & challenges**
UNIT 3- Formats and Types for TV programmes;	**CO57- Knowledge about news formats,TV**

Theories of Visual Literacy: Gestalt, Semiotics; Reporting Skills, Research and Editing; Use of graphics and special effects; Positioning the Camera for TV shots	**programmes, camera shots, research & techniques**
UNIT 4- The Construction of Real Life Presenting. The Soap ; Constructing Reality in Reality Shows; Consuming Television; Measurement of Viewership: TAM, TRP etc, Socio Cultural Impact on audience – cultural hegemony, consumerism culture, " Me Culture", Macdonaldization and TV	**CO58- Knowledge about real life presenting, audience, impact on audience**

SEMESTER V, Course Title Systematic approach to successful communication, Course code-DSE 2A

TOPIC	COURSE OUTCOME
UNIT 1- A Systematic Approach for More Effective Communication of Functional Requirements and Specifications Systems approaches to organizational communication consider communication as a fundamental element of the entire business -- inside and out	**CO59-Knowledge about systematic approach to communication**
UNIT 2- communications cascade requires incoming CFOs to establish clarity around nine key elements: priorities, audiences, audience-specific objectives, messages, packaging, channels, delivery, frequency, and feedback	**CO60- Understanding communication elements**
UNIT 3- Conversations versus communications; Inauthentic and Inane communications Managing stress conflict; Interpret Alternative Communication Skills Course of Communication Resource Persons	**CO61- Knowledge about the difference between conversation & communication, types of communication, managing situations through communication skills**
UNIT 4- How to face personality test, interview, prepare power point presentation; Jo-Harry Window; Communication Leader's View; Personality Window; Resource pooling ;team work; Group Discussion.	**CO62- Preparation of power point presentation, knowledge about facing interview with communication skill**

SEMESTER V, Course Title Integrated market communication, Course code-DSE 2B

TOPIC	COURSE OUTCOME
UNIT1- Understanding Integrated marketing Communication ⬚ Meaning and concept Key features, Objectives and components of IMC Theoretical Underpinnings and Models of IMC Benefits and Barriers	**CO63- Basic knowledge of IMC**
UNIT 2- Promotional Elements and Tools	**CO64- Knowledge about types ,elements, tools of**

Understanding Promotional mix. IMC tools i. Personal selling ii. Advertising iii. Public Relations iv. Direct and Database Marketing v. Sales promotion vi. Online communication / Interactive marketing	**IMC**
UNIT3- Marketing Communication The Marketing concept Segmentation, Targeting and positioning Developing Marketing Strategy- SWOT analysis, Strategic planning process Consumer Behavior	**CO65- Knowledge about market, audience**
UNIT 4- Media Business in Gour Banga Region, Types of Media ownership, Essential management for media entrepreneurship, Government assistance setting up small media business, preliminaries of media economics for small media business.	**CO66- Knowledge about media business, ownership pattern, media economics**

SEMESTER VI, Course Title Communication Research, Course code- C-13

TOPIC	COURSE OUTCOME
UNIT 1- Introduction to Research Definition, Role, Function, Basic and Applied Research, Scientific Approach, Role of theory in research, Steps of Research (Research question, Hypothesis, Review of Literature….)	**CO67- Basic knowledge of research**
UNIT 2- Methods of Media Research Qualitative- Quantitative Technique, Content Analysis, Survey Method, Observation Methods, Experimental Studies, Case Studies, Narrative Analysis, Historical research.	**CO68 Understanding methods of research**
UNIT 3- Sampling Need for Sampling, Sampling Methods, Representativeness of the Samples, Sampling Error, Tools of data collection: Primary and Secondary data-Questionnaire, Focus Groups, Telephone, Surveys, Online Polls, Published work.	**CO69-Understanding techniques of research & implications**
UNIT4 - Methods of analysis and report writing Data Analysis Techniques; Coding and Tabulation, Non-Statistical Methods (Descriptive and Historical) Working with Archives; Library Research; Working with Internet as a source; Writing Citations, Bibliography Writing the research report	**CO70- Understanding of data analysis, methodology, writing research**
UNIT 5- Ethnographies and other Methods Readership and Audience Surveys Ethnographies, textual analysis, discourse analysis Ethical perspectives of mass media research	**CO71- Understanding ethnography, mass media research**
Practical work- research project	

SEMESTER VI, Course Title Rural development & rural communication, Course code- C-13

TOPIC	COURSE OUTCOME
UNIT 1- Rural development & rural society, rural vs urban- sociological, demographical and cultural perspectives, rural development and agricultural development	**CO72- Understanding rural & urban society, rural & agricultural development**
UNIT 2- Participatory approaches of rural development, rural communication is an integrated communication strategy , model of rural communication, different kits/ tools of rural communication promotion/ rural communication for health, primary education and campaign of other related issues for rural development	**CO73- Understanding approaches for rural development, communication strategy**
UNIT 3- Gandhian view of rural development, decentralization of power, people's participation, PRIs, communication strategies, communication gap in PRIs ,Development, promotion of rural industries and role of rural communication (special fruit industry of Gour Banga) , rural cooperative and self help group,	**CO74- Understanding different views of development, promotion of rural industries, self, help group**
UNIT 5- Rural media, low cost participatory media, community media in rural development, role of traditional media in rural development, Awareness campaign on Country Liquor, Opium, Drug and Human trafficking.	**CO75- Understanding rural media, rural awareness campaign**
Practical work- writing rural campaign	

SEMESTER VI, Course Title- Photography, Course code- DSE 3A

TOPIC	COURSE OUTCOME
UNIT 1- Introduction to Photography A brief History of Photography- Camera Obscura to the daguerreotype process , The photographic process (The Silver Hallide Photography Process), Modernization of Photography and its use in Mass Media	**CO76- Basic knowledge about photography & its use in mass media**
UNIT 2- Types of photographic cameras and their structure (Pin-hole, SLR, TLR, D-SLR) , Lenses (types and their perspective/angle of view) , Aperture (f-stop & T-stop) , Shutters (Focal plane & Lens shutter) , Light meters (Incident, reflected & through Lens: Average, Centre weighted, Spot & Metrics) and FOCUS AND DEPTH OF FIELD	**CO77- Understanding the usage of camera**
UNIT 3- Understanding Light and Shadow Natural	**CO78- Knowledge of camera handling**

TOPIC	COURSE CONTENT
light and Artificial Light, The Nature of Light- Direct Light, Soft light, Hard light, Directional Light, Brightness, Contrast, Mid tones, Highlights, Shadow and Silhouettes, Lighting equipment (Soft boxes, umbrellas, fresnels, Skimmers, reflectors,etc) , Three Point Lighting Technique and Metering for Light , Filters and Use of a Flash Unit	
UNIT 4- DIGITAL Photography and Editing, Sensor Sizes , Formats and Storage , Introduction to Editing and Digital Manipulation , Brightness, Contrast, Mid tones, Highlights, Colour tones , Basics of Photoshop , Photo editing software : (Microsoft Office Picture Manager, CorelDraw, Adobe Photoshop Elements, Photoshop CC (Creative Cloud)	**CO79- Knowledge about photo editing & techniques**
UNIT 5- Photojournalism , Brief History – Global & Indian, Application & Ethics and Law in Digital Imaging (Ethicality while photographing a subject/issue & editing the image – issue of unethical morphing etc., Copyright Law etc.) , War Photojournalism	**CO80- Basic knowledge about photo journalism (Globally),**

SEMESTER VI, Course Title- Multimedia journalism, Course code- DSE 3B

TOPIC	COURSE CONTENT
UNIT1- Introduction to Multimedia Multimedia and interactivity, Basics of multimedia reporting, importance of audio, photo and video production skills in the newsroom in contemporary times, brainstorming about story ideas, developing a portfolio – print and online	**CO81- Basic knowledge about multimedia journalism**
UNIT2- Print Process of Production: Decision making and skills for multi-platform communications, Paraphrases, quotes and attribution in media writing, Leads and Nut Graphs, News Writing for Web, Content Development, Sources and Online Research, Story Organization, Strategies for effective interviewing and note taking, Interviewing Techniques.	**CO82- Basic knowledge about techniques of journalism**
UNIT 3- Mobile journalism Screen sizes & responsive web, Information multimedia and web architecture, Marketing websites, corporate websites, web feature stories, key points for web interactive narrative, interactive users vs linear narratives, elements of an interactive writer.	**CO83- Basic knowledge of technology of journalism using multimedia**
UNT4- Final project incorporating elements from all the previous unit —taking a story and adding	**CO84- news package using multimedia**

audio, photo and video to compliment it for online publication.	

SEMESTER VI, Course Title- Documentary production, Course code- DSE 4A

TOPIC	COURSE PRODUCTION
UNIT1- Understanding the Documentary Introduction to Realism Debate Observational and Verite documentary Introduction to Shooting styles Introduction to Editing styles Structure and scripting the documentary	**CO85- Basic knowledge of documentary film making**
UNIT 2- Documentary Production Pre-Production Researching the Documentary Research: Library, Archives, location, life stories, ethnography Writing a concept: telling a story Treatment Writing a proposal and budgeting	**CO86- Basic knowledge about techniques of documentary**
Practical work- Documentary film making	

SEMESTER VI, Course Title- Dissertation, Course code- DSE 4B

TOPIC	COURSE OUTCOME
UNIT 1- Word Limit – 5000-7000 Structure of the dissertation: Introduction. Objective, Methodology, Review of Literature, Research analysis Findings, Conclusion, Bibliography APA or MLA Style)	**CO87- Understanding research work**
Practical work- Research project making	

SEMESTER VI, Course Title- Introduction to film studies, Course code- SEC 2

TOPIC	COURSE OUTCOME
UNIT1- Focus on visual Language: Shot, Scene, Mis-en-scene, Deep focus, Continuity Editing, Montage ;Focus on Sound and Colour: Diegetic and Non Diegetic Sound; Off Screen Sound; Sync Sound; the use of Colour as a stylistic Element	**CO88- Basic knowledge about film & its technique**
UNIT2- Indian Films and Film Directors-Mrinal Sen, Satyajit Ray, Ritwik Ghatak,Goutam Ghosh, Rituparna Ghosh, Adoor Gopal Krishnan, Mani Ratnam.	**CO89- Knowledge about famous film maker & their work**
UNIT 3- Hindi Cinema Early Cinema and the Studio Era 1950s - Cinema and the Nation, Globalisation Of Cinema, Film Market, Film Promotion,Film Festival ,	**CO90- Basic knowledge about early era of film, globalization of cinema, market, promotion, & film festival**
UNIT 4- Practical Assignment.	

Programme Specific Outcome

PSO 1- Students would acquire, have knowledge regarding treatment of information which would gain expertise in transforming the information according to the needs of the society

PSO2- Students will acquire knowledge in communication models by which they will gain expertise in assessing the socio- political aspects

PSO3- Students will gain knowledge on the functioning of various media forms, their ownership pattern & thus will enable oneself into working with such mass medium

PSO 4- Students will gain knowledge in the areas of traditional media & mass media & hereby gain the insight to investigate socio-political, and psychological aspects invested in the society

PSO 5- Students would know various trends & pathways for development of communication, by doing which they would acquire intense expertise in identifying the need for research

PSO6-Students would acquire skills in enabling new media to the need of the society and would also gain the expertise to assess advertising and public relations in the light of present scenario regarding both national and international arena.

PO & CO Mapping

	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	✓						
CO2		✓	✓				
CO3							
CO4					✓		
CO5			✓				
CO6						✓	
CO7			✓				
CO8		✓					
CO9		✓					
CO10	✓						
CO11		✓					
CO12		✓					
CO13			✓				
CO14			✓				
CO15			✓				
CO16		✓					
CO17		✓					
CO18			✓				
CO19		✓					

	PO 1	PO 2	PO 3	PO 4	PO5	PO 6	PO 7
CO20			✓				
CO21		✓					
CO22	✓						
CO23	✓						
CO24		✓					
CO25		✓					
CO26		✓					
CO27		✓					
CO28	✓						
CO29		✓					
CO30		✓					
CO31		✓					
CO32			✓				
CO33			✓				
CO34					✓		
CO35		✓					
CO36	✓						
CO37						✓	
CO38		✓					
CO39						✓	
CO40					✓		
CO41					✓		
CO42				✓			
CO43					✓		
CO44	✓						
CO45				✓			
CO46		✓					
CO47				✓			
CO48		✓					
CO49		✓					
CO50		✓					
CO51			✓				
CO52		✓					
CO53		✓					
CO54			✓				
CO55		✓					
CO56			✓				
CO57	✓						
CO58		✓					
CO59		✓					
CO60	✓						
CO61							
CO 62		✓					
CO63			✓				
CO64		✓					

	PO1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7
CO 65		✓					
CO 66	✓						
CO 67	✓						
CO 68	✓						
CO 69	✓						
CO 70	✓						
CO 71		✓					
CO 72	✓						
CO 73	✓						
CO 74						✓	
CO 75		✓					
CO76		✓					
CO 77							✓
CO78							✓
CO79							✓
CO 80		✓					
CO 81		✓					
CO 82		✓					
CO 83			✓				
CO 84			✓				
CO 85		✓					
CO 86							✓
CO 87	✓						
CO 88		✓					
CO 89		✓					
CO 90		✓					