

RISHI BANKIM CHANDRA COLLEGE FOR WOMEN

Program Outcomes

Department of JOURNALISM & MASS COMMUNICATION

SI No.	PO Master Name
1	Focuses on in-depth knowledge practical and theoretical aspects of Journalism.
2	To help the students to sharpen their specialisation skills in the field of mass media.
3	To sharpen the research skills of the students.
4	To impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.
5	Master professional oral communication and writing skills.
6	Demonstrate professionally competent analysis of media messages.
7	To recognize and understand the importance of major journalism and communication genres and periods.
8	Train students for careers and advanced studies in a wide range of Journalism, Public Relations, Advertising and Communications fields.
9	To inculcate professional ethics, values of Indian and global culture.

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Course Outcomes

Department of JOURNALISM & MASS COMMUNICATION

Sl No.	Semester	Course Name	Course Outcome
1	1st Semester	Introduction to journalism.	Unit-1: understanding news • news: meaning, definition, nature, elements, • the news process: from the event to the reader (how news is carried from event to reader); • hard news vs. soft news; different types of news • basic components of a news story • attribution, embargo, verification, balance and fairness, brevity, dateline, credit line, byline. unit-2: different forms of print - a historical perspective • yellow journalism, • penny press, • tabloid press • language of news - robert gunning: principles of clear writing; rudolf flesch formula: skills to write news. unit-3: understanding the structure and construction of news • organizing a news story; 5ws and 1h; inverted pyramid; • criteria for news worthiness; principles of news selection; • use of archives, source of news, use of internet, citizen journalism.
2	1st Semester	Radio production	Unit 1: • public service advertisements • jingles • radio magazine • interview • talk show • discussion • feature • documentary • news reading • radio jockey as host • anchoring unit 2: • working of a production control room & studio • types and functions, acoustics, input and output chain • studio console: recording and mixing • personnel in production process – role and responsibilities unit 3: • pre-production (idea, research, preparation of radio script) • production • editing: creative use of sound editing. • news reading • radio jockey as host • anchoring
3	2nd Semester	Introduction to communication studies	Unit-1: communication definition, elements, process and functions of communication, forms of communication-intrapersonal communication, interpersonal communication, small group communication, public communication, mass communication; verbal and non-verbal communication; 7c's of communication, barriers to communication. unit-2: models of communication definition, importance and function of communication models, types of communication models-linear, interactive and transactional. models -smr, smcr, shannon & weaver, harold dwight lasswell, osgood and schramm, wilbur schramm, frank dance, newcomb, westley and mclean, george gerbner, communication flows: one step, two step, and multi-step. unit-3 : mass communication definitions, nature, process and scope of mass communication; mass media; characteristics and typology of media audiences; mass media and modern society. unit- 4: organizational communication definition, functions and types, barriers and obstacles to organizational communication; meetings: convening, meeting manners, presiding over a meeting and participating in a meeting, managing post meeting follow ups.
4	2nd Semester	Documentary production	Theory unit 1: • understanding documentary • introduction to realism debate • observational and verite documentary • major documentary film makers like robert flaherty, basil wright, michael moore, anand patwardhan. practical unit 2: • introduction to shooting styles • introduction to editing styles. unit 3: • pre-production • production • post production.
5	3rd Semester	Reporting and editing for print	Unit 1: role, functions and qualities: reporters, chief reporter, news coordinator, photo journalists, chief of news bureau, correspondents (special, district, foreign), freelancers, stringers; general assignment reporting/ working on a beat- crime, courts, city reporting, local reporting, hospitals, health, education, sports; advocacy reporting with curtain raiser; lifestyle journalism; news agency reporting; covering press conferences;

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			<p>review- book review, film review, review of television programmes, review of series of ott platforms; role of cartoon and cartoonist unit 2: interpretative journalism; investigative reporting; interviewing: research, planning, framing questions, writing the piece; importance of leads, types of lead; features: meaning, types of features, leads for features, difference between news and features; advertorials. columns: meaning, importance, types, columnists; trends in sectional news: weekend pull-outs, supplements, backgrounders. unit 3: organizational setup of a newspaper; newsroom of the newspaper; editorial department; introduction to editing: principles of editing; headlines: types, importance, functions; importance of news photos, selection and editing of news photos; duties and responsibilities of editor, news editor, sub /copy editor, night news editor; editorial page: structure, purpose, edits, middles, op-ed, letters to the editor.</p>
6	4th Semester	Introduction to new media	<p>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. 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. unit 3: digitization of journalism; authorship and what it means in a digital age, piracy, copyright, copy left and open source, digital archives, new media and ethics. unit 4: overview of web writing; linear and non - linear writing, contextualized journalism, writing techniques, linking, multimedia, storytelling structures. unit 5: visual and content design; website planning and visual design, content strategy and audience analysis, brief history of blogging, creating and promoting a blog.</p>
7	4th Semester	Development communication	<p>Unit 1: development: concept, concerns, paradigms; concept of development: measurement of development; development versus growth; human development, development as freedom; models of development; basic needs model: nehruvian model, gandhian model, panchayati raj; developing countries versus developed countries; un millennium dev. goals. unit 2: development communication: concept and approaches; paradigms of development: 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. unit 3: role of media in development; mass media as a tool for development; creativity, 18 role and performance of each media - comparative study of pre and post liberalization eras; role, performance record of each medium - print, radio, tv, video, traditional media; role of development agencies and ngos in development communication; critical appraisal of dev. comm. programmes and govt. schemes: site, krishi darshan, kheda, jhabua, mnrega; cyber media and dev. – egovernance, e chaupal, national knowledge network, ict for dev.; narrow casting; development support communication in india in the areas of: agriculture, health & family welfare, population, women empowerment, poverty, unemployment, energy and environment, literacy, consumer awareness, right to information (rti). unit 4: practicing development communication strategies for designing messages for print, community radio and dev. television programmes for rural india (krishi darshan) using new media technologies for development. development journalism and rural reporting in india. unit 5: rural journalism; information needs in rural areas; use of</p>

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			traditional media for development in rural areas; rural newspapers; critical appraisal of mainstream media's reportage on rural problems and issues; specific features of tribal society; information needs in tribal setting; critical appraisal of mainstream media's reportage on tribal problems and issues.
8	4th Semester	Media ethics and the law	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. 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); discussion of important cases - e.g. - operation westend. some related laws - relevant sections of broadcast bill, nba guidelines. unit 3 : representation and ethics: advertisement and women pornography; related laws and case studies - indecent representation of women (prohibition) act, 1986 20 and rules 1987, protection of women against sexual harassment bill, 2007, sec 67 of it act 2000 and 292 ipc etc. unit 4: media and regulation: regulatory bodies, codes and ethical guidelines; self regulation; media content - debates on morality and accountability: taste, culture and taboo; censorship and media debates. unit 5: media and social responsibility: economic pressures; media reportage of marginalized sections - children, dalits, tribals, gender; media coverage of violence and related laws - inflammatory writing (ipc 353), sedition - incitement to violence, hate speech. relevant case studies – muzaffarpur riots, attack on civil liberties of individuals and social activists.
9	5th Semester	Global media and politics	Unit 1: media and international communication: the advent of popular media - a brief overview. propaganda in the inter - war years: nazi propaganda, radio and 21 international communications. unit 2: media and super power rivalry: media during the cold war, vietnam war, disintegration of ussr; radio free europe, radio liberty, voice of america. communication debates: nwico, mcbride commission and unesco; unequal development and third world concerns: north - south, rich – poor. unit 3: global conflict and global media: world wars and media coverage post 1990: rise of al jazeera; the gulf wars: cnn's satellite transmission embedded journalism, 9/11 and implications for the media. unit 4: media and cultural globalization: cultural imperialism, cultural politics: media hegemony and global cultures, homogenization, the english language local/global, local/hybrid. unit 5: media and the global market: discourses of globalization: barrier – free economy, multinationals, technological developments, digital divide; 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.
10	5th Semester	Advanced broadcast media	Public service broadcasting; community radio, community video, participatory communication, campus radio, : private broadcasting: private broadcasting model in india; policy and laws: structure, public and private partnership in television and radio programming, various evolving contemporary television genres.
11	6th Semester	Advanced new media	Basics of new media: frameworks – genres and environments, understanding new media ecologies, trans - medial storytelling, genres – digital art, digital cinema – new media fiction and documentary, gaming and player culture, virality and memes, et al.; guerrilla media; curating media, festival, media spaces, sociology of the internet and new media: social construction of technology, utopian - dystopian interface, digital

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			inequalities – digital divide and access, economy of new media - intellectual value; digital media ethics, new media and popular culture, questions surrounding net neutrality and related issues, surveillance and the state, cyber security and issues of privacy, the internet and public sphere - politics and public sphere in the digital age. participatory culture: convergence culture - social media and participatory media culture, digital fandom and online communities, identity, gender and new media - 24 digital media and identities, new media campaigns.
12	6th Semester	Communication research and methods	Introduction to research: definition, role, function, basic and applied research, scientific approach, role of theory in research, steps of research . methods of media research: qualitative- quantitative technique, content analysis, survey method, observation methods, experimental studies, case studies, narrative analysis, historical research. sampling: need for sampling, sampling methods, representativeness of the samples, sampling error, and tools of data collection: primary and secondary data - questionnaire, focus groups, telephone, surveys, online polls, published work. ethnographies and other methods: readership and audience surveys; ethnographies, textual analysis, discourse analysis, ethical perspectives of mass media research.