

NAHATA JOGENDRANATH MONDAL SMRITI MAHAVIDYALAYA

North 24 Pgs, W.B.

Course Outcome

Department: Journalism and Mass communication

Semester – I, Course Code: JORGCOR01T,

Course Title: Paper I: Basics of Journalism

Core Course: CC1 Credit – 6, FM - 75

Course Content	Course Outcome
I. Understanding News: Ingredients of news	CO-1: Understanding news contents and its ingredients will help students to interpret and analyze a news story. (Level 4, Analysis)
II. Different forms of print – A historical Perspective	CO-2: Students shall be able to understand the historical perspective of different forms of print media. (Level 2, Understand)
III. Understanding the structure and construction of news: Organizing a news story	CO-3: Students shall be able to understand the structure and construction of news and learn to organize a news story. (Level 2, Understand; Level 3, Application)
IV. Different mediums - a comparison: Language and principles of writing	CO 4: Students shall be able to compare the journalism in different forms of media and understand the principles of writing. (Level 2, Understand; Level 4, Analyze)
V. Role of Media in a Democracy: Responsibility to Society press and Democracy	CO 5: Students shall be able to understand the social responsibility of a media organization and the role of journalist in a Democracy. (Level 2, Understand; Level 4, Analyze)

BT: Level 1- Remember, Level 2- Understand, Level 3- Apply, Level 4- Analyze, Level 5- Evaluate, Level 6- Create

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Course Outcome

Department: Journalism and Mass communication

Semester – II, Course Code: JORGCOR02T,

Course Title: Paper II: Photography

Core Course: CC1 Credit – 6, FM - 75

Course Content	Course Outcome
Unit 1 - History of Photography	CO 1:- Students shall be able to understand the history and evolution of Photography. (Level 2, Understand)
Unit 2 - Equipments of Photography	CO 2:- Students shall be able to identify several photography related equipments and will know how to use them properly. (Level 1, Remember; Level 2, Understand)
Unit 3 – Lighting	CO 3:- Photography is all about light. Students shall be able to understand the use of the light and lighting equipments in Photography. (Level 2, Understand)
Unit 4 - Types of Photography and Photo journalism	CO 4:- Students shall be able to understand different types and kinds of photography. Students shall have a clear about Photojournalism also. (Level 2, Understand)
Unit 5 – Editing	CO 5:- Students shall be able to acquire adequate knowledge about Editing in Photography. (Level 2, Understand)
BT: Level 1- Remember, Level 2- Understand, Level 3- Apply, Level 4- Analyze, Level 5- Evaluate, Level 6- Create	

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Course Outcome

Department : Journalism and Mass communication

Semester – III, Course Code: JORGCOR03T

Course Title : Paper III: Film Appreciation

Core Course: CC3 Credit – 6, FM - 75

Course Content	Course Outcome
I. Language of Cinema	CO 1:- Students shall be able to understand different type shots, angles and the language of Cinema. (Level 2, Understand)
II. Film Form and Style	CO 2:- Students shall be able to know different forms and styles of Film making. (Level 2, Understand)
III. Alternative Visions	CO:- Students shall be able to understand about the Alternative Visions of cinema. (Level 2, Understand)
IV. Hindi Cinema	CO 4:- Students shall be able to understand evolution of Hindi cinema. (Level 2, Understand)
V. Film screenings	CO 5:- Students shall be able to analyze the visuals and visual language of the Film. (Level 4, Analyze)

BT: Level 1- Remember, Level 2- Understand, Level 3- Apply, Level 4- Analyze, Level 5- Evaluate, Level 6- Create

Course Outcome
SEC 1
Paper I: Radio Production
Semester: III
Course Code: JORSSEC01M
Credits: 2

Course Content	Course Outcome
I. Broadcast Formats	CO 1: Students shall be able to understand several broadcast formats. (Level 2, Understand)
II. Broadcast Production Techniques: Working of a Production Control Room & Studio	CO 2: Students shall be able to understand Broadcast Production Techniques and working of a Production Control Room and studio. (Level 2, Understand)
III. Stages of Radio Production	CO 3: Students shall be able to apply several stages of radio production. (Level 3, Apply)
BT: Level 1- Remember, Level 2- Understand, Level 3- Apply, Level 4- Analyze, Level 5- Evaluate, Level 6- Create	

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Course Outcome

Department: Journalism and Mass communication

Semester – IV, Course Code: JORGCOR04T,

Course Title: Paper IV: Introduction to Documentary

Core Course: CC4 Credit – 6, FM - 75

Course Content	Course Outcome
Unit 1 - Understanding the Documentary	CO 1:- Students shall be able to understand the six types of documentary, ethical debates in documentary making and different types of narration in documentary. (Level 2, Understand)
Unit 2 - Documentary Production: Pre-Production	CO 2:-Students shall be able to understand the pre-production process of documentary making. Students will know to do the research works before documentary making. (Level 2, Understanding)
Unit 3 - Documentary Production: Production	CO 3:- Students shall be able to understand process of documentary production, use of sound and cinematography. (Level 2, Understand)
Documentary Production: Post-Production	CO 4:- Students shall be able to understand the post production process, importance of editing in documentary film. (Level 2, Understand)
BT: Level 1- Remember, Level 2- Understand, Level 3- Apply, Level 4- Analyze, Level 5- Evaluate, Level 6- Create	

Course Outcome
SEC 1
Paper I: Radio Production
Semester: IV
Course Code: JORSSEC02M
Credits: 2

Course Content	Course Outcome
Unit 1 - Understanding the Documentary	CO 1:- Students shall be able to understand the documentary making process. (Level 2, Understand)
Unit 2 - Documentary Production	CO 2:- Students shall be able to understand documentary production process. (Level 2, Understand)
Film Screening	CO 3:- Students shall be able to analyze the visual language portrayed in a film by their own. (Level 4, Analyze)
BT: Level 1- Remember, Level 2- Understand, Level 3- Apply, Level 4- Analyze, Level 5- Evaluate, Level 6- Create	

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Course Outcome

Department : Journalism and Mass communication

Semester – V (DSE) , Course Code: JORGDSE01T

Course Title : Paper I: Media Industry and Management

Core Course : DSE 1A Credit – 6, FM - 75

Course Content	Course Outcome
I. Media Management: Concept and Perspective	CO 1: Students shall be able to understand concepts and several perspectives of Media Management. (Level 2: Understand)
II. Media Industry: Issues & Challenges	CO 2: Students shall be able understand the issues and challenges in Media Industry. (Level 2:Understand)
III. Structure of news media organizations in India	CO 3: Students shall be able to understand structure of news media organizations in India. (Level 2: Understand)
IV. Media Economics, Strategic Management and Marketing	CO 4: Students shall be able to understand media economics, strategic management and marketing. (Level 2: Understanding)
V. Case Studies	CO 5: Students shall be able to understand several issues regarding media management in India. (Level 2, Understand)

BT: Level 1- Remember, Level 2- Understand, Level 3- Apply, Level 4- Analyze, Level 5- Evaluate, Level 6- Create

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Course Outcome

Department : Journalism and Mass communication

Semester – V (DSE), Course Code: JORGDSE02T

Course Title : Paper II: Print Journalism and Production

Core Course: DSE 1B Credit – 6, FM -75

Course Content	Course Outcome
Unit 1 - Specialized Reporting	CO 1: Students shall be able to analyze and several kinds of reporting. (Level 4, Analyze)
Unit 2 - Trends in Print journalism	CO 2: Students shall be able analyze trends in several trends in print journalism. (Level 4, Analyze)
Unit 3 - Production of Newspaper	CO 3: Students shall be able to understand Production of Newspaper. (Level 2, Understand)
Unit 4 - Technology and print	CO 4: Students shall be able to understand technology and print used in news paper and media industry. (Level 2, Understand)
Unit 5 - Advanced Newspaper and Magazine Editing	CO 5: Students shall be able to apply their editing skills. (Level 3, Create)
BT: Level 1- Remember, Level 2- Understand, Level 3- Apply, Level 4- Analyze, Level 5- Evaluate, Level 6- Create	

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Course Outcome

Department: Journalism and Mass communication

Semester – V (GE), Course Code: JORGEC01T

Course Title: Paper I: Multimedia Journalism

Core Course: DSE 1A Credit – 6, FM -75

Course Content	Course Outcome
I. Introduction to Multimedia: Multimedia and interactivity	CO 1:- Students shall be able to understand the basics of Multimedia reporting and interactivity in multimedia space. (Level 2, Understand)
II. Print: Process of Production: Decision making and skills for multi-platform communications	CO 2:- Students shall be able to understand content development process, story organization and interviewing techniques online. (Level 2, Understand)
III. Photograph: Photo on Screen	CO 3:- Students shall be able to analyze the photographs and on screen viewing of photography. (Level 4, Analyze)
IV. Audio & Video Content: Focus on audio recording	CO 4:- Students shall be able understand audio and video content, natural sound recording and studio recording. (Level 2, Understand)
V. Mobile journalism	CO 5:- Students shall be able to understand function and importance of mobile in journalism. (Level 2, Understand)

BT: Level 1- Remember, Level 2- Understand, Level 3- Apply, Level 4- Analyze, Level 5- Evaluate, Level 6- Create

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Course Outcome

Department: Journalism and Mass communication

Semester –VI (DSE), Course Code: JORGDSE03T

Course Title: Paper III: Photographical Appreciation

Core Course: Credit – 6, FM - 75

Course Content	Course Outcome
Unit 1 - Introduction to Photography	CO 1:- Students shall be able to understand the history and evolution of photography. (Level 2, Understand)
Unit 2 - Understanding the mechanisms of Photography	CO 2:- Students shall be able to understand the several mechanisms, equipments and important functions of several parts of camera. (Level 2, Understand)
Unit 3 - Understanding Light and Shadow	CO 3:- Students shall be able to understand use of light and shadow in photography. (Level 2, Understand)
Unit 4 - Digital Photography and Editing	CO 4:- Students shall be able to capture photograph and edit those photographs in their own mobile application. (Level 6, Create)
Unit 5 – Photojournalism	CO 5:- Students shall be able to understand several modes of photojournalism and application of photojournalism. (Level 2, Understand)
BT: Level 1- Remember, Level 2- Understand, Level 3- Apply, Level 4- Analyze, Level 5- Evaluate, Level 6- Create	

Course Outcome
Course Code: JORGDSE04T
Course Title: Paper IV: Media, Gender and Human Rights
Core Course: Credit – 6, FM – 75

Course Content	Course Outcome
Unit 1 - Media and the social world	CO 1:- Students shall be able to understand the impact of media on individual, society and culture. In short Students shall be able understand, analyze and evaluate their position in the society. (Level 2, Understand; Level 4, Analyze; Level 5, Evaluate)
Unit 2 – Gender	CO 2:- Students shall be able to understand the media and gender debate and the history of gender studies. (Level 2, Understand)
Unit 3 – Media : Power and Contestation	CO 3:- Students shall be able to understand the concept of public sphere and several television programmes. (Level 2, Understand)
Unit 4 - Media and Human Rights	CO 4:- Students shall be able to understand the concept of human rights and the role of media in it. (Level 2, Understand)
BT: Level 1- Remember, Level 2- Understand, Level 3- Apply, Level 4- Analyze, Level 5- Evaluate, Level 6- Create	

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Course Outcome

Department : Journalism and Mass communication

Semester – VI (GE), Course Code: JORGEC02T

Course Title : Paper I: Multimedia Journalism

Core Course: GE 2 Credit – 6, FM -75

Course Content	Course Outcome
Unit 1 - Language of Cinema	CO 1:- Students shall be able to understand different type shots, angles and the language of Cinema. (Level 2, Understand)
Unit 2 - Film Form and Style	CO 2:- Students shall be able to know different forms and styles of Film making. (Level 2, Understand)
Unit 3 - Alternative Visions	CO 3:- Students shall be able to understand about the Alternative Visions of cinema. (Level 2, Understand)
Unit 4 - Hindi Cinema	CO 4:- Students shall be able to understand evolution of Hindi cinema. (Level 2, Understand)

BT: Level 1- Remember, Level 2- Understand, Level 3- Apply, Level 4- Analyze, Level 5- Evaluate, Level 6- Create

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Program Outcome

Department: Journalism and Mass communication

B. A. (GEN.) IN JOURNALISM AND MASS COMMUNICATION (CBCS)

Program Outcome:-

- **PO1:** Students shall be able to understand the basic tenets of Journalism.
- **PO2:** Students shall be able to apply their photography related knowledge and they can create and develop their own kind of Photographical style.
- **PO3:** Students shall be able to understand, analyze and evaluate several kinds of cinemas and cinema making techniques.
- **PO4:** Students shall be able to understand the several radio production skills.
- **PO5:** Students shall be able to understand, analyze and evaluate several kinds of documentaries and documentary making techniques.
- **PO6:** Students shall be able to understand documentary production techniques.
- **PO7:** Students shall be able to understand the media industry and several management techniques.
- **PO8:** Students shall be able to understand print journalism and production.
- **PO9:** Students shall be able to understand and analyze media convergence and multimedia journalism.
- **PO10:** Students shall be able to understand, analyze and apply their photographic skills.
- **PO11:** Students shall be able to understand the relation between media, gender and human rights.
- **PO12:** Students shall be able to understand, analyze and evaluate several kinds of cinemas and cinema making techniques.

