

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: JORGSE01T

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.

