

## Department: Mass Communication and Journalism

### Programme Specific Outcomes

Programme offered by the Department	Outcomes
B.A MAJOR	<p>PSO1. Graduates will possess a comprehensive understanding of the principles, history, and diverse fields within mass communication and journalism, including print, radio, television, film, new media, advertising, and public relations.</p> <p>PSO2. Graduates will be equipped with critical thinking and analytical skills to evaluate media theories and practices, identify communication problems, formulate research questions, and apply appropriate methodologies, including technological interventions like AI, to generate evidence-based solutions.</p> <p>PSO3. Graduates will be proficient in applying practical media production skills, including writing, reporting, speaking, and utilizing media technology, to create effective multimedia content for various platforms and audiences.</p> <p>PSO4. Graduates will be able to analyse the societal and cultural impact of media, understand communication in diverse contexts, and demonstrate professional ethics and responsibilities within the media industry at both national and international levels.</p> <p>PSO5. Graduates will be capable of extrapolating theoretical knowledge to real-world scenarios, thinking from multiple perspectives, and contributing to the generation and dissemination of new knowledge to relevant stakeholders in the field of mass communication and journalism.</p>
B.A MINOR	<p>PSO1. Students will exhibit strong writing skills, crafting clear and engaging content suitable for various media formats, including print and digital.</p> <p>PSO2. Students will gain hands-on experience in media production, including video, audio, and digital content creation, employing industry-standard tools and software.</p> <p>PSO3. Students will develop the ability to critically analyse media texts, understanding the impact of different media forms on audiences and society.</p> <p>PSO4. Students will participate in the planning, design, and production of a publication (newspaper or magazine), gaining experience in editorial processes, layout design, and distribution.</p>

	PSO5. Students will develop an understanding of ethical issues in journalism, applying principles of integrity and responsibility in their reporting and production work.
B.A MDC (Not offered)	PSO1. PSO2. PSO3. PSO4. PSO5.

### Course Outcomes

B.A MAJOR			
Semester	Course Code	Course Title	Outcome
I	UMCJMAJ11001	Introduction to Media and Communication	<ol style="list-style-type: none"> <li>1. Understand core concepts, types, levels, and barriers of communication, including mass communication and its societal functions.</li> <li>2. Analyse the role of media in everyday life and its influence on modern identity, tradition, and social interactions.</li> <li>3. Evaluate key communication theories and their relevance to media influence and audience behaviour.</li> <li>4. Interpret classical and modern communication models from both Eastern and Western perspectives.</li> <li>5. Examine the evolution and impact of various media technologies, from print to the internet, and their role in shaping mediated realities.</li> </ol>
II	UMCJMAJ12002	Introduction to Journalism	<ol style="list-style-type: none"> <li>1. Understand the meaning, elements, process, and basic components of news.</li> <li>2. Analyse the historical evolution of print media and its various forms.</li> </ol>

			<ol style="list-style-type: none"> <li>3. Comprehend the structure, construction, newsworthiness criteria, and sourcing of news.</li> <li>4. Identify the language and principles of news writing across different media platforms.</li> <li>5. Evaluate the role and responsibilities of media in a democratic society.</li> </ol>
III		History of Mass Communication	<ol style="list-style-type: none"> <li>1. Understand the evolution, characteristics, and significance of oral communication and oral culture.</li> <li>2. Trace the journey from the invention of writing to the Gutenberg printing press and the rise of mass communication.</li> <li>3. Analyse the historical development of mass communication in India from ancient times to the post-independence era.</li> <li>4. Examine the evolution of broadcasting from telegraphy to modern television and the internet.</li> </ol>
III		Media Law and Ethics	<ol style="list-style-type: none"> <li>1. Understand the principles of media ethics, self-regulation, and ethical practices in reporting.</li> <li>2. Comprehend key media laws in India, including constitutional aspects and legal implications.</li> <li>3. Identify and explain important acts and regulations applicable to various media platforms.</li> <li>4. Analyse the rights and privileges afforded to journalists under relevant laws and regulations.</li> <li>5. Critically examine contemporary ethical and legal challenges in the digital media age.</li> </ol>
III		Basics of Broadcast Media	<ol style="list-style-type: none"> <li>1. Understand the definition, types, components, and recording techniques of sound in mass communication.</li> <li>2. Comprehend the characteristics, types, and editing principles of still and</li> </ol>

			<p>moving images, along with relevant software.</p> <ol style="list-style-type: none"> <li>3. Analyse the characteristics of radio as a medium and the elements involved in radio bulletin preparation and presentation.</li> <li>4. Understand the basics of television camera operation, news production, and video editing techniques.</li> <li>5. Learn the concept and features of webcasting and various Web 2.0 tools and services.</li> </ol>
IV		Reporting and editing for print	<ol style="list-style-type: none"> <li>1. Understand the definition, evolving concepts, structure, and different types of news stories and features.</li> <li>2. Comprehend the role, functions, qualities of a reporter, and various reporting techniques across different beats and events.</li> <li>3. Analyse the organizational structure of a newspaper newsroom and the principles and processes of news editing, including headline writing and picture selection.</li> <li>4. Learn about the purpose and types of newspaper supplements, pullouts, and columns.</li> <li>5. Evaluate the sociological factors influencing news treatment, including pressures, biases, and the concept of objectivity.</li> </ol>
IV		Advertising and public relations	<ol style="list-style-type: none"> <li>1. Understand the meaning, history, importance, theories, types, appeals, and ethical aspects of advertising.</li> <li>2. Analyse advertising strategies, media selection, planning, budgeting, and campaign development across print, electronic, and online media.</li> <li>3. Comprehend the concepts, growth, roles, functions, tools, and organizational structures of public relations in various sectors.</li> <li>4. Learn about PR research, the role of a PRO, press relations,</li> </ol>

			<p>campaign management, and crisis communication ethics.</p> <p>5. Understand social media technologies, integrated marketing communication, ethics, tools, and measurement strategies in social media marketing.</p>
IV		Development journalism	<p>1. Understand the definition, history, evolution, and theoretical distinctions of development journalism.</p> <p>2. Learn narrative techniques, including storytelling and documentary filmmaking, in the context of development journalism.</p> <p>3. Analyse the role of media in shaping development discourse and examine major development media projects.</p> <p>4. Gain an understanding of the geographical, socio-economic, and cultural context of North Bengal and the ethical considerations in development reporting.</p> <p>5. Learn to report on specific development issues prevalent in North Bengal, such as livelihood, health, and disaster risk reduction.</p>

B.A MINOR			
Semester	Course Code	Course Title	Outcomes
I		Basics of Print Journalism	<p>1. Students will articulate the fundamental principles and concepts of print journalism, including the roles and responsibilities of journalists.</p> <p>2. Students will apply effective interviewing techniques, developing questions that elicit informative and relevant responses from sources.</p> <p>3. Students will plan and develop compelling stories, identifying angles that resonate with audiences and enhance engagement.</p> <p>4. Students will recognize and apply ethical considerations in</p>

			journalism, understanding issues related to plagiarism, sourcing, and bias.
II		Media Law Ethics	<p>1. Analyse fundamental media ethics and challenges in reporting vulnerable groups.</p> <p>2. Understand key Indian media laws, their history, constitutional basis, and implications.</p> <p>3. Identify and explain legal acts and regulations across print, broadcast, new media, and information access.</p> <p>4. Critically assess the rights and privileges of journalists under Indian law.</p> <p>5. Examine contemporary ethical and legal issues in the digital media landscape.</p>
III			
IV			
V			
VI			