

**B.L.D.E ASSOCIATION'S
S.B ARTS AND K.C.P SCIENCE COLLEGE,
VIJAYAPUR**

**DEPARTMENT OF JOURNALISM AND
MASS COMMUNICATION**

Report on

PROGRAM OUTCOMES

AND

COURSE OUTCOMES

2022-23

PROGRAM OUTCOMES

POs	DESCRIPTIONS
PO1:	Acquiring and understanding Of Knowledge: 1.Presentation Skill 2.Reporting 3.Writing 4.Anchoring 5.Communication
PO2:	Experiment Learning: 1.Field Visit 2.Studio Visit 3.Newspaper Office visit 4.T.v Channel visit 5.Portal Media Visit 6.Visiting the all Channels
PO3:	Opportunity: 1.Job Opportunity 2.Post Graduated 3.Higher Studies 4.Competitive Exams
PO4:	Photography 1.photography skills 2.capturing Photos 3.Techniques

COURSE OUTCOMES

CLASS	PAPER	COURSE OUTCOMES	DESCRIPTIONS
B. A. I SEM	NEP Introduction to Journalism		This course will enable the students to
		CO1	Understand the concept, history, origin, scope and definitions of Journalism and Mass Communication and its relevance in the present scenario
		CO2	Understand the interdisciplinary nature of Journalism and Mass Communication and the role of Journalist in the contemporary society
		CO3	Describe the different branches of journalism and critically identify the contributions of Journalism and Mass Communication to the growth and development of the society
		CO4	Explain the different concepts and practices of Journalism and Mass Communication
		CO5	Understand the fundamentals of journalism and mass communication concepts, principles and processes underlying the academic field and practice in print media,
	Theory based Practical's	CO1	To identify the distinct nature of Journalism and its professional aspects including career Opportunities

		CO2	To recognize and use the terms specific to media
		CO3	To recognize the significance of changes in the practice of journalism
		CO4	To educate the students about the role of journalism in society and development.
	OEC: Title-Writing for Media		
		CO1	The student will be ready to work as amateur reporter
		CO2	He/she will be through with the techniques of reporting
		CO3	He/she is able to understand the mistakes committed by the reporters
		CO4	: Understand the writing skills for various mass media
B. A. II SEM	NEP Title- Computer Application for Media	CO1	To Introduces students the basics of computers
		CO2	To Familiarizes the applications of computers in Print and Electronic Journalism
		CO3	To Facilitates the students to practically learn the applications of computers at different levels in media
		CO4	Understand the basics of media related computer applications.
	Theory based Practical's	CO1	To understand basics of computer
		CO2	To understand the operating systems software and different applications software
	OEC: Title-	CO1	To understand the nature of photography


B. A. III SEM	Photo Journalism	CO2	To the recent trends in photography.
		CO3	To make the students aware about the Nature photography.
		CO4	To understand the digital photography.
	NEP NEWS REPORTIN G AND ANALYSIS (Theory) (014JMC01 1)	CO1	To give a glimpse of writing for media and develop an interest in writing
		CO2	Equip the students with new trends in Media Writing
		CO3	To identify events and issues and turn them into news.
		CO4	To make use of the skills and techniques in reporting.
		CO5	To make use of career opportunities in reporting
		CO6	To Introduce students to the skills of writing for the print media.
		CO7	To Introduce students to specialized reporting skills and reporting analysis.
	Theory based Practical's NEWS REPORTIN G AND ANALYSIS (Practical) (Code: 013JMC012)	CO1	To prepare the students as „ready to be recruited by the media houses“, where the programme will ensure jobs to all the students who undergo this programme.
		CO2	Understand the programme and open for the changes in the field, that happen time to time and cope up the new challenges.
		CO3	Ensures responsible citizens of the society as a product, will facilitate job opportunities for all those who completes the course.
		CO4	Ensures that the products of the

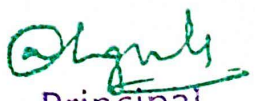
B. A. IV SEM	OEC 003JMC051 : Paper 3 – FEATURE WRITING AND FREELANCI NG		course are not only good in technology but also respects the ethics of the field.
		CO5	Every students is expected to produce a practical journal at the end of the semester.
		CO1	To Introduce the students to the essentials of future writing and freelancing
		CO2	To create interest in freelancing..
		CO3	To use professional skills in structuring and presenting features.
		CO4	To write features for print media.
		CO5	To write with social concern.
	NEP NEWS PROCESSIN G AND EDITING (Theory) (Code: 014JMC011)	CO1	Understand the basics of editing and publication process.
		CO2	Provide an overview of the editing process.
		CO3	Train in writing and editing techniques.
		CO4	Write and edit news stories.
		CO5	Design newspaper / magazine pages
	Theory based Practical's NEWS PROCESSIN G AND EDITING (Practical) (Code: 014JMC012)	CO1	Prepare students to analyze and edit the pages of news paper.
		CO2	Understand the skills of paginations.
		CO3	Acquire skills to make news attractive and readable.
		CO4	Write and edit news stories.
		CO5	Every student is expected to produce a practical journal at the end of the semester
		CO1	To examine journalistic discourse
		CO2	To focus on differences in language

	OEC Paper: TRANSLATION FOR MEDIA (OEC014JM C051)		used in print media
		CO3	To follow the current print media techniques of translation and practice the translating media texts and build journalistic terminology .
		CO4	Students will be able to translate print media news items.
		CO5	Differentiate different text types in media such as news, articles, and advertisements
B. A. V SEM	(CBCS) DSE1 P-7 E0691 – Media Laws Paper-I	CO1	Understand the freedom of speech and expression.
		CO2	Fundamental duties.
		CO3	Understand the Directive principles of state policy.
		CO4	Media Ethics
		CO5	Understand the Press and democracy.
	(CBCS) DSE1 P-7.1 E0701 Radio and Advertisement Paper-II	CO1	growth and development of radio in India
		CO2	Understand the AIR. Prasar Bharati. Vividh Bharati. Growth of FM radio
		CO3	Radio writing techniques and principles
		CO4	Social and economical impact of advertisement.
		CO5	Understand the Various Types of advertisement
B. A. VI SEM	(CBCS) DSE2 P-9 – Photo Journalism and Cinema Paper-I	CO1	To understand the nature of photography.
		CO2	To the recent trends in photography
		CO3	To understand the digital photography.

		CO4	To understand the Recent Trend in Cinema .
		CO5	TO understand the importance of Cinema in the Society
	(CBCS) DSE2 P-9.1 - Television Journalism and Internet Paper-II	CO1	TO understand A brief history of television in India.
		CO2	TO understand Television journalism Latest Trend
		CO3	Importance of Television journalism
		CO4	To understand the Internet,Blog Journalism, and App based Journalism
		CO5	TO understand the present online journalism


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