

**Department of Journalism and Mass Communication**  
**Maheshtala College, Kolkata**

**B.A. General, Journalism**

**Program Outcome**

The B.A. General Course in Journalism and Mass Communication, under CBC System of Education at Maheshtala College, under University of Calcutta, is designed to provide overall knowledge about Journalism and Mass Communication to the students. While the emphasis of the course is on the subject related papers, still the course intends to introduce students to various practical experiences of mass media. Students learn how contents are generated and used in different platforms and digitized environments of media industries. They also trained about the new media techniques in order to understand the processes of production, distribution, marketing and consumption.

The syllabus and curriculum provides students with the means to investigate and learn a range of working involving activities from creative production and creation to promotion, marketing and networking. The primary and foremost goal of the course is to train the students in such a way so that they can acquire knowledge, skills and leadership quality to contribute in different trades and crafts of all forms of media. The course provides a comprehensive knowledge and skillset, so that student could get employed in the field of Print, Electronic and Digital media as well as into academics sectors.

**Program Specific Outcomes**

1. Reporting on stories in an accurate, detailed, balanced, professional and timely manner.
2. Apply production skills in preparation, creation and distribution of content for the designated news media/channels/platforms.
3. Apply computer and technical skills to handle production and research functions in journalism with capacity to change with volatile market.
4. Strategies for personal and professional development.
5. Create research-driven communication campaigns that accomplish organizational goals.

**Course Outcome**

**Semester I - JORG GE1: Basics of Journalism**

Course Outcome: After the completion of the course the students will able to learn –

1. Can draw a line of difference between hard news and soft news.
2. Will be able to write news, reports, news analysis etc.
3. can make a story newsworthy
4. will play their roles as copy editors and reporters
5. will prepare newspaper pages on Adobe InDesign
6. Will understand the roles and duties of Media Personnel

## **Semester II – JORG GE2: Media Management**

Course Outcome: Upon completion of the course the students will able to learn –

1. Understand micro and macroeconomics media Industry
2. Explain operation of media business and its managerial aspects
3. Fore see the future challenges in emerging media platforms and importance of technological developments
4. Understand significance of marketing, its concept, scope and new trends.

## **Semester III – JORG GE3: Advertising and Public Relations**

Course Outcome: Upon completion of the course the students will able to learn –

1. Define advertising and brand and functions of advertising
2. Describe various elements of an advertisement
3. Utilize knowledge gained to plan and design advertisement campaign
4. Describe role and importance of PR agency
5. Describe the functions of PR agency
6. Utilize knowledge gained in planning and designing a public relations campaign

## **Semester IV– JORG GE4: Press Laws and Indian Constitution**

Course Outcome: Upon completion of the course the students will able to learn –

1. Understand and explain freedom of press as per article 19(1) of the Indian constitution and reasonable restrictions in freedom of press
2. Understand the need and importance of various media laws in India
3. Utilize knowledge gained in coverage of judicial proceedings, parliament and state legislature

## **Semester V– JORG GE5: Film Studies**

Course Outcome: Upon completion of the course the students will able to learn –

1. Develop a passion for films through understand the language of cinema, film narrative and the history of cinema
2. Became film professionals with an aesthetic understanding of film production
3. Equipped to approach and appreciate cinema in an academic way

## **Semester VI– JORG GE6: Broadcasting Media**

Course Outcome: Upon completion of the course the students will able to learn –

1. The basics of Radio as a device and as a medium and differentiate between a public and a private broadcaster
2. The technicalities and esthetics of radio program and news presentation and production
3. The latest technologies and recent trends in Radio Programming and Presentation
4. To practice and learn the art of TV News reporting, the basic skills and requirement for a TV Journalist
5. How to cope up with the pressure within the organization and the outside the world and to maintain a balance with the market forces

## **Semester III/V– JORG SEC A: Journalistic Writing, Newspaper Designing, Film Appreciation, Print Advertising (Any One)**

Course Outcome: Upon completion of the course the students will able to learn –

1. Journalistic Writing
  - a. Can write Hard News and Soft News
  - b. Can Write Features and understand the difference
  - c. Can write Editorials
2. Newspaper Designing
  - a. Will understand the importance of first page and other pages
  - b. Will be able to design tabloids
  - c. Will be able to understand importance and functions of Designing Softwares
3. Film Appreciation:
  - a. Be exposed to World Cinema
  - b. Know the history of Indian Cinema
  - c. Develop an understanding of Socio-politico-cultural contexts of film content
  - d. Develop an understanding of metaphors, symbols and under lying themes

- e. Be able to write critical reviews of movies
- 4. Print Advertising:
  - a. Will be able to create a solus using Adobe Photoshop and related applications
  - b. Will be able to create Display Ads
  - c. Will understand the difference between Display and Classified Ads

### **Semester III/V– JORG SEC B: Documentary Script Writing, Radio TV Script Writing, Anchoring, Media Presentation (Any One)**

Course Outcome: Upon completion of the course the students will able to learn –

1. Create Documentary Script
2. Create Radio Program Script/ Media Sheet
3. Create a video of Anchoring a program
4. Make a Power Point Presentation on any given topic