

**JOURNALISM AND MASS
COMMUNICATION
PO & CO (UG)**

SHRI SHIVAJI EDUCATION SOCIETY, AMRAVATI'S
SHRI SHIVAJI ARTS & COMMERCE COLLEGE
MORSHI ROAD, AMRAVATI.
AFFILIATED TO - SANT GADGE BABA AMRAVATI UNIVERSITY, AMRAVATI.

PROGRAMME OUTCOME
COURSE OUTCOME

SYLLABUS PRESCRIBED UNDER CHOICE BASED CREDIT SYSTEM
(CBCS) - 2022-2023
FACULTY : INTERDISCIPLINARY STUDIES
PROGRAMME- BA JOURNALISM AND MASS COMMUNICATION (B.A.J.M.C)

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PROGRAM – BA JOURNALISM AND MASS COMMUNICATION (B.A.J.M.C)

POs:

Students of all Undergraduate general degree Programme at the time of graduation will be able to-

- 1. Critical Thinking: Take informed actions after identifying the assumptions that frame our thinking and actions, checking out the degree to which these assumptions are accurate and valid, and looking at our ideas and decisions (intellectual, organizational, and personal) from different perspectives.**

PO2.Effective

- 1. Communication: Speak, read, write and listen clearly in person and through electronic media in English and in one Indian language, and make meaning of the world by connecting people, ideas, books, media and technology.**
- 2. Social Interaction: Elicit views of others, mediate disagreements and help reach conclusions in group settings.**
- 3. Effective Citizenship: Demonstrate empathetic social concern and equity centered national development, and the ability to act with an informed awareness of issues and participate in civic life through volunteering.**
- 4. Ethics: Recognize different value systems including your own, understand the moral dimensions of your decisions, and accept responsibility for them.**
- 5. Environment and Sustainability: Understand the issues of environmental contexts and sustainable development.**
- 6. Self-directed and Life-long Learning: Acquire the ability to engage in independent and life-long learning in the broadest context socio-technological**

changes.

**Programme Specific Objective (PSOs):
BA Journalism and Mass Communication (UG)**

1. To impart the basic knowledge of Mass communication & Journalism and related areas of studies.
2. To develop the learner into competent and efficient Journalist in media Industry-ready professionals.
3. To empower learners by communication, professional and life skills.
4. To impart Information Communication Technologies (ICTs) skills, including digital and media Literacy and competencies.
- 5) To imbibe the culture of research, innovation, entrepreneurship and incubation.
- 6) To inculcate professional ethics, values of Indian and global culture.
- 7) To prepare graduates who will thrive to pursue life-long learning to fulfill their goals

ROGRAMME SPECIFIC OUTCOMES (PSOs): (UG Course)

After completing this undergraduate programme, a learner:

- 1) Shall acquire complete knowledge of Mass communication & Journalism and related study area.
- 2) Shall acquire the knowledge related to media and its impact.
- 3) Shall be competent enough to undertake professional job as per demands and requirements
- 1) of Print Media, Corporate sector, Government and Electronic Media Industry.
- 4) Shall empower themselves by communication, professional and life skills.
- 5) Shall be able to enhance the ability of leadership.
- 6) Shall become socially responsible citizen with global vision
- 7) Shall be equipped with ICTs competencies including digital literacy.
- 8) Shall become ethically committed media professionals and entrepreneurs adhering to 2) the human values, the Indian culture and the Global culture.
- 9) Shall have an understanding of acquiring knowledge throughout life.
- 10) Shall acquire the understanding of importance of cooperation and teamwork.

Employability Potential of the Programme :-

Journalism & Mass Communication gives training to the students in both technical skills and critical analysis of the media spectrum. The course includes the study of mass media such as newspapers, magazines, cinema films, radio, television etc. in order to convey information to the audience. The course is comprised of the concept of news, the role of journalism in society, history of journalism, skills in identifying news and also covers political and social issues of particular society. Needless to say, journalism has emerged as an extremely popular career option .And the common route to enter this field is often through a degree of journalism and mass communication (J&MC). This qualification not just enhances your chances of getting a ticket to the newsroom but can also be useful for other fields such as

communications, marketing, education ,entertainment and Public Relations.

What Does This Degree equips you with?

The degree will, first of all, develop your communication skills.

It will help you learn the nuances of reporting, researching and investigating and writing good copy.

It will also provide you with technical skills like layout designing, web designing, photography, radio programming and production, video production, packaging and editing and the likes.

For those who have dreams of being an anchor on television or a jockey on radio, this course may be the perfect

option. It will help you overcome shyness and develop your oratorical and communication skills.

Industry connects through internships and short-term training sessions, a mandatory component of the course, will

help in honing your skills and make you industry-ready.

It also trains you to work under pressure and have a flexible and creative approach towards work.

The course also teaches you the importance of teamwork.

• Advantage of Studying Journalism and Mass Communication

While studying this course, there are certain skills that you will gain. These skills will help you succeed in

the field and tread on the path of a successful career.

• Here are the top skills that you will gain:

- Good writing skills**
- Communication skills and a knack for storytelling**
- Creativity and Thinking Out of the Box**
- Research ability and Critical Analysis**
- Flexible approach to work**
- Inter-personal and Networking skills**
- Commitment to work against deadlines**

What You Can do With a BA.JMC Degree:-

Students passing out from the BA.JMC course have opportunities galore not just in the news media

industry but in various other sectors as well. These opportunities may typically found in such organizations/fields as

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1. Newspapers and magazines—both print and online (for jobs like editing, reporting, photography,

content creation, web designing, graphic designing etc)

2. Radio AM and FM stations (for jockeying, production and programming)

3. TV channels (reporting, editing, production, programming, guest relations, camerapersons,

software and graphics etc.)

4. Digital media companies for Content creation—in all formats

5. Advertising agencies

6. Corporate PR (in their Communications and Marketing Communications and Marketing divisions)

7. Government Media Departments

8. PR agencies

9. Event Management Companies

10. Media Research Companies

11. Legal Firms (for their documentation and research work)

12. NGOs (for their communications and documentation roles)

13. Think tanks (as journalists cover politics, economy, foreign affairs, and many a time they get hired

by such organizations for their in-depth knowledge in these fields)

14. Lecturers/Professors of Media Studies

15. Media advisers to Governments/Political parties

16. Travel Journalism

17. Freelance opportunities

As one can see, there is a huge diversity in the bouquet of opportunities that is available for a J& MC

student. That is the reason why there is a growing demand for this course. Many government-owned and private

Universities are offering it both at the degree and post-graduate levels.

• Job opportunities for BA JMC Undergraduate course -

There are numerous job opportunities available for Journalism and Mass communication students, the type

of job opportunities can get is often dependent on their communication skills and competencies and work experience

of the students. Students majoring in mass communications can expect to receive theoretical knowledge and

practical communication skills that are critical in the workplace. Courses included in a mass Communications

degree program may cover topics such as journalism, business writing, media outlets and oral and visual

communications. Students with a mass communications degree can seek a wide range of career opportunities, such

as public relations, professional writing and marketing. Mass communication refers to passing on messages to many

people through different media like radio and TV. So a graduate in mass communication will have studied the

different ways of communicating to the public. Therefore the candidate can work comfortably as a journalist, or

work in public relations. Fortunately in India there is freedom of communication which makes the work of journalists easy.

• Following are the various job profiles offered to graduates in Journalism and mass communication:

• Journalist

• Researcher in Media

• Communication Expert

• TV Correspondent

• Producer

• Radio Jockey/ RJ

• Screenwriter

• Manager in media houses

• Sound Mixer and Sound Records

• Special Correspondent

• Video Jockey

• Social media activist

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FACULTY - INTERDISCIPLINARY STUDIES
PROGRAMME: MA JOURNALISM AND MASS COMMUNICATION

POs:-

- 1. To train well rounded journalists and mass media professionals with requisite technical and content generation skills.**
- 2. To train the students to suit the requirements of the media organizations and the society.**
- 3. To train the students in changing skills of news gathering and editing.**
- 4. Prepare graduates to become continuous learner with aptitude for teaching and research with societal focus.**
- 5. To prepare graduates who will enhance their ability to hone their analytical skills & prepare them both for being academicians or for working in the media industry.**
- 6. To prepare graduates who will thrive to pursue life-long learning to fulfill their goals**
- 7. To train in research skills; understand the importance of innovation, entrepreneurship and incubation abilities.**

PSOs:-

- 1. An ability to apply knowledge of Mass communication and Journalism in practice**
- 2. The program will primarily enable the students to understand & appreciate the relevance of Media (Social science/ Interdisciplinary) research.**
- 3. This program highlights amalgamation of humanities, Social Sciences & New Media into Advertising, Media & Entertainment to make students aware of developments both in the global & local spheres.**
- 4. This program will equip the learners with professional skills essential for making career in Media industry, Television, Public Relation, social media platforms etc.**
- 5. An ability to function professionally with ethical responsibility as an individual as well as in multidisciplinary teams with positive attitude**

6. **An ability to communicate effectively**
7. **An ability to appreciate the importance of goal setting and to recognize the need for life-long learning.**
8. **Learners will get knowledge of mass media as a system of interrelated forces, including historical foundations, technological advances, economic dynamics, and regulatory constraints.**
9. **They will be better equipped to grasp the complex relationship between communication/media theories and a diverse set of individual, social, and professional practices.**
10. **They will acquire innovation, entrepreneurship and incubation abilities.**

Employability Potential of the Programme:

- **Job opportunities for MA MCJ post graduate course-**

There are numerous job opportunities available for MCJ students, who are pursuing their course from school of Arts and Humanities Dept. of Mass communication and Journalism Students, North Maharashtra University. The type of job opportunities can get is often dependent on their MA MCJ specialization and communication skills and competencies and work experience of the students. Students majoring in mass communications can expect to receive theoretical knowledge and practical communication skills that are critical in the workplace. Courses included in a mass communications degree program may cover topics such as journalism, business writing, media outlets and oral and visual communications. Students with a mass communications degree can seek a wide range of career opportunities, such as public relations, professional writing and marketing. Mass communication refers to passing on messages to many people through different media like radio and TV. So a graduate in mass communication will have studied the different ways of communicating to the public. Therefore the candidate can work comfortably as a journalist, or work in public relations. Fortunately in India there is freedom of communication which makes the work of journalists easy.

- **Copy Editor**

The primary responsibility of a copy editor is to prepare content for publications in magazines, books and newspapers. Copy editors rewrite and revise the copy of writers so that readers can easily understand it. Many editors start their careers as writers before transitioning into editing. While reviewing copy, editors look for grammatical errors, misspellings and punctuation problems. According to the Bureau of Labor Statistics, employers looking for copy editors typically hire individuals with degrees in communications, journalism or English. To effectively carry out their job duties, copy editors depend on creativity, critical thinking, communication and writing skills.

- **Lobbyist**

Working as a lobbyist is another career option available to individuals with a degree in mass communications. Lobbyists work for a variety of entities, such as small and large organizations, nonprofits and individual clients. The primary goal of a lobbyist is to convince

politicians to vote in the best interest of the organization the lobbyist represents. To achieve this goal, lobbyists must communicate well and master the art of persuasion. Lobbyists often meet with congressmen to present their case through the use of polls, graphs and reports. According to the Princeton Review, a critical component of their job is to maintain good relationships with politicians, making effective communication vitally important.

- **Advertising Sales Agent**

Advertising sales agents try to sell ad space to prospective clients. These agents spend much time out of the office meeting with clients. During client meetings, sales agents explain to clients how advertising products and services will help increase the client's sales. Time spent in the office usually consists of making phone calls to secure business, creating promotional plans and sales literature and processing paperwork related to new and existing customers. The ability to effectively communicate is a skill critical to the success of a sales agent. Other key traits include initiative, organizational skills and persistence.

- **News Broadcaster**

News broadcasters, frequently called reporters, report news events on television, radio and through similar media outlets. These reporters typically cover a particular story. They often travel to the location where the event occurred and conduct interviews to investigate the story and report on it. When a new story breaks, news broadcasters often work long hours under stressful conditions to meet deadlines and be the first to report the story.

Many communication programs offer courses in journalistic ethics and teach students how research stories and accurately report them.

Following are the various job profiles offered to graduates in mass communication:-

- | | |
|---------------------------------|---------------------------------|
| • Journalist | Researcher in Media |
| • Communicator | TV Correspondent |
| • Producer | Radio Jockey/ RJ |
| • Screenwriter | Manager in media houses |
| • Sound Mixer and Sound Records | Special Correspondent |
| • Video Jockey | Social media activist |
| • Editor | Event manager |
| • Public Relations Officer. | Photo journalist , photo editor |

**Programme: MA Journalism and Mass Communication-Semester 1
1MJM - 1 Mass Media and Communication / Paper -1**

COs:

After completion of course the student would be able to:

- 1. Understand the concept of journalism, its definition, nature and scope –qualifications, duties and responsibilities of journalists.**
- 2. Define characteristics of mass media; Newspaper, magazine; radio, TV, cinema.**
- 3. Relate mass media and mass culture and their development.**
- 4. Classify the role of media as fourth pillar of democracy, changing trends of mass Communication under the process of globalization, private and public media.**
- 5. Criticize media and political relationship, media as a source of new political power, modernity and new political thought.**

**Programme: MA Journalism and Mass Communication - Semester 1
1MJM - 2 Reporting/ Paper 2**

**Programme: MA Journalism and Mass Communication- Semester 1
2MJM - 3 Field Reporting (AEC – 1)**

COs:

After completion of course the student would be able to:-

- 1. Understand of meaning and nature of Reporting – Qualifications & duties of a Reporter, Basics of Reporting – process of Accreditation from central and state Governments.**
- 2. Classify the News; Definition, elements, sources and types – Lead and Body – Types of Lead, Structure of News – Format of News Writing.**
- 3. Acquaint techniques of reporting – tools of news Gathering – Interview – Types and techniques.**
- 4. Report and write Crime – speech – sports – foreign – accidents – budget – development; Executive – Legislature – Judiciary; Investigative news.**
- 5. Know about Objectivity in reporting – Advocacy Reporting, Ethics in Reporting.**

**Programme: MA Journalism and Mass Communication-Semester 1
1MJM - 4 Editing / Paper 3**

COs:

After completion of course the student would be able to:-

- 1. Acquire the fundamental knowledge of news room organisation – small, medium and big daily – Editorial staff pattern; Role and functions of the editor, chief sub – editors, news editors and staff.**
- 2. Well informed about principles of editing – rewriting different copies – computer editing –**

style sheet. Techniques of Headlines writing – news and feature headline – types and functions of headlines.

3. Use the formats of editorial functions , principles, types; letters to the editor, concept of editorials – need for editorials – traits of editorial writers – editorial writing and techniques – contents of editorial page and op-ed page – concept of Advertorial.
4. Apply knowledge of the practical process involve in Newspaper design and layout – front and inside pages – computer page makeup; principle & techniques of page makeup, Create, Edit picture and write Caption for photos.

**Programme: MA Journalism and Mass Communication- Semester 1
1MJM - 4 Radio Journalism / Paper 4**

COs:

After completion of course the student would be able to –

1. Empower themselves by understanding the history and evolution of radio, characteristics of the medium, broadcasting and narrow casting.
2. acquire the fundamental knowledge of radio formats: radio talk, interview, radio drama, chat shows, phone – in/phone – out programs, running commentary, news bulletins, features, and documentaries; special abilities required for each format
3. acquaint themselves with the various types of radio news – news-room management, news coverage, news formats, news presentations and structure and content of news bulletins, Role of radio broadcaster announcer, disc jockey, radio host; ‘on air’ techniques performance, art of interviewing, speed, breathing, emphasis and pitch.
4. Inculcate the knowledge about Radio programme production – theory of sound – frequency, spectrum: AM, FM, SW, Long wave, sound formats. Recording software, sound effects, mixing and dubbing, Satellite Radio and internet Radio.

**Programme: MA Journalism and Mass Communication - Semester 1
Practical- 1MJM – 6 Reporting and Editing (DSC -5)**

COs:

1. Gather information for news items and articles.
2. Write a news items on the topic Social, Political, Educational, Cultural, Agriculture, Law, Sports, Business, Technology and Crime.
3. Compose news items on computers (Marathi, English, Hindi)
4. Write articles on any subjects.
5. Edit news story and Photographs
6. Prepare a dummy of any page of Newspaper and magazine.

*** List of Practical/Laboratory Experiments/Activities etc.**

- 1. Writing of 10 news items on different news field.**
- 2. Prepare a news story on given points.**
- 3. Compose a five news items on computer in English/ Marathi /Hindi**
- 4. Edit a news and photograph on computers and give a caption to the photograph.**
- 5. Select any 12 news items given bellow and Make a front page of Daily Newspaper on computers in page maker/ Corol draw/ In design.**

**Programme: MA Journalism and Mass Communication-Semester II
2MJM - 1 Development of Media-(DSC - 6)**

COs:

The students would be able to:-

- 1. Acquire and apply fundamental knowledge of early communication system in India. Traditional and folk media. Invention of printing press and paper, know about pioneer news publications in EU and USA etc.**
- 2. Inculcate the knowledge of Development of television as a medium of mass communication. Technological innovations. History of radio in India. Emergence of AIR. Birth of Prasar Bharati. Various committees etc.**
- 3. Apply knowledge of the Development of television as a medium of mass communication Birth of evolution of television In India.DTH and cable TV in India. Impact of TV on society etc.**
- 4. Understand the birth of cinema in the world and in India. Films as an agent of social change in independent India etc.**

**Programme: MA Journalism and Mass Communication- Semester II
2MJM - 2 Web Journalism /Paper – 2 (DSC – 7)**

COs:

The students would be able to:-

- 1. Familiarize student about basic computers – Hardware and software – modem, hard disk, CDROM, control panel, CPU, Internet Explore, Email- search Engines; Google, Yahoo. Netscape and others.**
- 2. Gain and implement knowledge about internet – history and structure, internet explorer, Email- search Engines; Google, Yahoo, HTML basics**
- 3. Enhance understanding of the online journalism writing for the web – multimedia writing –**

WWW writing – Applied interactive newspapers – cyber journalism – webcasting – information design.

- 4. Inculcate and prepare the knowledge of Blogging – blogging software and technique - the public sphere in the internet era- emergence of collaborative citizen journalism, cyber laws of India, code of ethics in web media.**

**Programme: MA Journalism and Mass Communication- Semester II
2MJM- 3 Advertising and Media / Paper 3 (DSC – 8)**

COs:-

The students would be able to:-

- 1. Understand the role of advertising, meaning, attributes, origin, developments, goals, history of Indian advertising, process of advertising, publicity versus propagandas versus sale promotion.**
- 2. Create and criticize advertising, advertising types, principles, steps in advertisement planning, advertising agency, function and role, selection of advertising and agency etc.**
- 3. Design advertisements, background etc**
- 4. Apply knowledge for layout setups, functions of layout, design and layout, types of design, principles of good layout, appeal of an advertisement etc.**