

Course Outcomes of B.A. (Journalism and Mass Communication)

Code	Title	Outcomes
BJM-101	Communication Theories and Models	<ul style="list-style-type: none"> The students will be able to understand concepts in communication and shall be able to implement them in not only their professions but everyday life. Communication is integral to human expression and growth and has taken many forms over centuries. The students will be able to identify the use of media in providing meaningful information. After the completion of the course the students will be able to explain and review on critical evaluation of mass communication Theories
BJM-102	History and Growth of Media in India	<ul style="list-style-type: none"> The students will be able to understand the different phases of print and broadcast journalism in India.
BJM-103	Fundamentals of Advertising and Public Relations	<ul style="list-style-type: none"> The student will be able to identify and define the advertising concepts and will review the advertising media. The student will be able to analyze the Indian advertising scenario and will distinguish between advertising and marketing. The student will be able to categorize different types of advertisements. The students will also be able to appraise and interpret the legal, ethical and social aspect of advertising.
BJM-104	Fundamentals of Print Journalism	<ul style="list-style-type: none"> Students will be able to identify news values and comprehend the news process Organize a news story according to the hard news structure Write different leads, the body text and ending Demonstrate interviewing and newsgathering skills Display editing skills including proof reading and headline writing
BJM-105	Introduction to Visual Communication	<ul style="list-style-type: none"> Visual communication applies the fundamentals of major art forms for professional problem-solving. It is the conveyance of ideas and information in forms that can be read or looked upon. This unit will introduce students to the history, forms, elements, theories, meaning, and principles of visual communication. Students will be given basic grounding through conventional classes and practical exercises so as to prepare them for undertaking the remaining courses in BJMC.
BJM -106	State and Politics	<ul style="list-style-type: none"> To describe the functioning and structure of the state, legislature, executive and the judiciary. To identify forms of government, coalitions and alliances. To analyze political issues in the overall context of the Indian political system.
BJM -107	Digital Skills for Media-I	<ul style="list-style-type: none"> Understand the basic concepts of Computer fundamentals. Work on MS Office tools, Photoshop and Internet.
BJM-108	Print Media Production	<ul style="list-style-type: none"> Students will submit the project at the time of end term examination which will be beneficial for their career growth.

BJM-201	Specialized Reporting, Writing & Editing	<ul style="list-style-type: none"> • Write various types of features for magazines • Write different leads, the body text and ending • Demonstrate interviewing and newsgathering skills • Display editing skills including proof reading and headline writing
BJM-202	Theories of Advertising & Public Relations	<ul style="list-style-type: none"> • The students will be able to understand the different theoretical perspective of advertising and public relations.
BJM-203	Basics of Radio Journalism	<ul style="list-style-type: none"> • Students will be able to identify and write record, produce and edit several formats of radio programmes including news stories, and features. • Students will recognize the structure and history of the radio industry will be able to work in professional atmosphere of radio station. • Students will interpret the challenges and solutions of the radio industry. • Students will outline the relationship of each personnel inside a radio station.
BJM-204	Fundamentals of Photography	<ul style="list-style-type: none"> • Describe the fundamental concept of the medium of photography; Combine the science and art on photography • Relate the history of the medium, Design storytelling through this visual medium. • Develop projects that address both the art of the medium as well as the commercial application.
BJM-205	Indian Economy & Foreign Relations	<ul style="list-style-type: none"> • Using appropriate analytical frameworks, this course reviews major trends in economic and foreign policy indicators and policy debates in India in the post-Independence period, with particular emphasis on paradigm shifts and turning points. Given the rapid changes taking place in India, the reading list will have to be updated annually.
BJM-206	Digital Skills for Media -II	<ul style="list-style-type: none"> • Understand the basic concepts of Computer fundamentals • Work on Ms Office tools, Photoshop and Internet.
BJM-207	Radio Production	Students will submit the project at the time of end term examination which will be beneficial for their career growth. The examination for the same will be conducted as follows.
BJM-301	Basics of Media Research	<ul style="list-style-type: none"> • <i>outline</i> the fundamentals of research • <i>describe</i> the relationship between mass communication, journalism & research • <i>explain</i> the process, concepts and techniques of research • <i>infer</i> the impact of research in mass communication
BJM-302	Television Journalism	<ul style="list-style-type: none"> • The students will Memorize basic evolution of TV industry and its growth in India. • Students will be able to illustrate the basics of TV genres and essentials of TV journalism. • Students will able to explain the handling and operating video camera and sound controlling equipments used in TV production.
BJM-303	Writing for Advertising and Public Relations	<ul style="list-style-type: none"> • Critically assess the use of rhetoric in an array of advertising and public relations materials, as demonstrated through successful completion of quizzes and critical analyses and Online critique of advertising and PR campaign materials • Compose ad copy in a variety of media, as demonstrated through Critical evaluation of visuals, graphics and the written

		<p>word and Designing a best practices ad kit</p> <ul style="list-style-type: none"> Develop public relations materials, as demonstrated through Designing a set of press releases to address crisis scenarios and Creating a set of press releases to relay good news and Constructing a best practices press kit
BJM-304	Media Laws and Ethics	<ul style="list-style-type: none"> Students will be able to identify ethical issues faced by the media and discuss trends in commercialization of news Students will be able to discuss the various media laws and their implications on conduct of media Students will be able to analyse the issue of media regulation in India
BJM-305	Film Theories and Practices	<ul style="list-style-type: none"> Students will <u>select</u> the Language of Cinema and fundamentals of film form and content Students will understand the <u>relationship</u> between theory and practice Students will be <u>classify</u> various fascinating aspects of Cinema Students will be able to <u>define</u> the crucial fine points that make Cinema Students will be capable to <u>create</u> a simple script and implement a shoot based on the same
BJM-306	Development Communication	<ul style="list-style-type: none"> Students will be able to recognize and explain the concept and importance of development Students will be able to distinguish between communication and development communication Students will be able to describe use of different media in development communication
BJM-307	Digital Skills for Media -III	<ul style="list-style-type: none"> Students will be able work on Premiere-Pro and Adobe after effect and FCP. Students will be able to do the editing of Video.
BJM-308	Advertisement Production	<ul style="list-style-type: none"> Students will submit the project at the time of end term examination which will be beneficial for their career growth.
BJM-401	Applied Research in Media Studies	<ul style="list-style-type: none"> describe the media research analysis for source, message, channel and audience classify the applications of media research in print, electronic and PR industry prepare media research plans for the above mentioned industries apply the basic statistical processes in various media research studies
BJM-402	Newsroom Practices & Anchoring Skills	<ul style="list-style-type: none"> Students will be able to outline the role of an anchor for various types of programmes Students will be able to identify the challenges of working as a media professional. Students will be able to express themselves in any live situation.
BJM-403	Media Planning & Event Management	<ul style="list-style-type: none"> Understanding that EM companies function as independent organizations. Develop the understanding of the events as prevalent tools of marketing. Analyzing the role of events in building/developing corporate image Provide an insight into the important aspects of crisis/risk

		<p>management in events.</p> <ul style="list-style-type: none"> • Creating a combination of PR, advertising and promotions that help a corporate organization
BJM-404	Introduction to New Media	<ul style="list-style-type: none"> • Student will be able to explain New Media, its origin and evolution and impact on readers, business and society. • Student will be able to distinguish New Media from print and electronic media. • Student will identify the milestones of internet journalism in India and worldwide. • Student will be able to define important terms of digital world. • Student will be able to explain the role of a New Media Journalist.
BJM-405	Indian Media Industry	<ul style="list-style-type: none"> • Explain about the current status of Indian Media industry. • Understand the Ownership pattern in Indian Media Business • Understand the Global Media Scenario
BJM-406	Digital Skills for Media -IV	<ul style="list-style-type: none"> • Understand the concept of Animation & Graphics. • Able to handle the software related to Graphics & Animation
BJM-407	Television Production	<ul style="list-style-type: none"> • Students will submit the project at the time of end term examination which will be beneficial for their career growth.
BJM-408	Term Paper	<ul style="list-style-type: none"> • Students will be able to explain the nuances of articles which gets published in different print media and the scripting and production styles of electronic media • Students will be able to criticize a particular topic and look for the shortcomings and help in the improvement of that particular topic. • Students will be able to do comparative research of different articles published in any form of media.
BJM-501	Corporate Communication & Brand Management	<ul style="list-style-type: none"> • At the End of this course, the students will be able to, • To provide basic and emerging concepts and principles in relation to better decision making in Corporate Communication and Brand Management • To enable the students to integrate various functions with organizational goals and strategies. • To provide hands-on training on planning and production of brand and social campaigns. • To provide skills on various relevant software especially in media planning and production of campaigns.
BJM-502	Introduction to Data Journalism	<ul style="list-style-type: none"> • Write data based stories • Explain the concept of Data Journalism
BJM-503	Film Appreciation, Direction and Stylisation	<ul style="list-style-type: none"> • Describe the value of film viewing and Summarize early film history. • Summarize the filmmaking process and Define 100 years of film styles and movements. • Define film psychology and Describe general ideas on art theory as a consumer habit.
BJM-504	Writing Skills for New Media	<ul style="list-style-type: none"> • Student will be able to explain New Media, its origin and evolution and impact on readers, business and society. • Student will be able to distinguish New Media from print and electronic media. • Student will be able to define important terms of digital world. • Student will be able to explain the role of a New Media Journalist.

BJM-505	Media Conflict and Peace Building	<ul style="list-style-type: none"> • Student will be able to explain role of Media during War and Conflict. • Student will learn aspects of peace building
BJM-506	Integrated Marketing Communication	<ul style="list-style-type: none"> • Explain the usefulness of Integrating marketing in the contemporary scenario
BJM-507	Digital Skills for Media -V	<ul style="list-style-type: none"> • Define the principle of Web page design • Define the basics in web design • Visualize the basic concept of HTML. • Recognize the elements of HTML. • Introduce basics concept of CSS. • Develop the concept of web publishing
BJM-508	Short Film/Documentary Production	<ul style="list-style-type: none"> • Students will submit the project at the time of end term examination which will be beneficial for their career growth and practical Knowledge.
BJM-601	Media and Society	<ul style="list-style-type: none"> • Students will be able to write and discuss on the issues related to media, culture and society • Students can easily recognize the impact of mass media on culture and society.
NTCC BJM 660 BJM 661 BJM 662 BJM 663 BJM 664 BJM 665 BJM 666	Specialized Project: 1. News Paper or Magazine Design 2. Photography Portfolio 3. Advertisement Production 4. Radio Production 5. Television Production 6. Short Film/Documentary Production Website Designing	
BJM-667	Dissertation	<ul style="list-style-type: none"> • Students will be able to simplify the process of research and carry out research methodology with their own intellectual skills. • Students will be able criticize the earlier conducted researches by other scholar and give a new approach to the same. • Students will be able to do comparative study of different researches on media and communication related topics.


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AMITY SCHOOL OF COMMUNICATION

Minor Tracks

Semester	Course Name	Vacancies Available	Course Code	Subject	Credit
I	Animation	40	CBA 103	Fundamentals of Computers	3
II			CBA 203	Sound Recording & Editing	3
III			CBA 303	Fundamentals of Video Editing	3
IV			CBA 403	Graphics, Image and Animation	4
V			CBA 503	Web Designing	4
VI			CBA 603	Project	1


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FUNDAMENTALS OF COMPUTER

Course Code : CBA 103

Course Objectives: In this course students will be introduced to the broad knowledge of the basic computer software's, which are mainly used in print media. Students will study the designing of print layout of pages, taking into consideration the choice of typeface and positioning and choice of color, images and text. Students will explore the information in context to the designing of variety of print layouts.

Prerequisites: The student should be a keen visualizer and must have strong observation skills.

Learning Outcome: On completion of the course students should be able to:

1. Understand the basic concepts of Computer fundamentals.
2. Work on Ms Office tools, Photoshop and Internet.

Teaching Pedagogy: The course will be taught using the Theory and practical's mainly the practice of

MS Office tools like word, excel, PowerPoint, Photoshop, CorelDraw and In Design will be performed in the Lab.


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SOUND RECODING & EDITING

Course Code : CBA 203

Course Objectives: To appreciate sound as creative element for storytelling in motion pictures

- To understand procedures, techniques, and standard practices in motion picture post production sound.
- To acquire practical knowledge and hands-on experience of post production sound workflow.

Learning Outcome: On completion of the course students should be able to:

1. Understand the basic concepts of Computer fundamentals.
2. Work on Ms Office tools, Photoshop and Internet.


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FUNDAMENTALS OF VIDEO EDITING

Course Code : CBA 303

Course Objectives: In this course students will be introduced to the broad knowledge of the video Editing Software's, which are mainly used in TV Media and Film Industry. Students will study the editing of videos.

Prerequisites: Basic Understanding of Computer is must.

Student Learning Outcomes:

- Students will be able work on Premiere-Pro and Adobe after effect and FCP.
- Students will be able to do the editing of Video.


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GRAPHICS, IMAGE AND ANIMATION

Course Code : CBA 403

Course Objectives:

1. To familiarize students with graphics & animation.
2. To familiarize students with the software related to computer graphics and animation.
3. To equip the students in techniques of computer graphics & animation.

Pre-Requisite: Students must have the basic knowledge of Media Industry

Student Learning Outcomes: Student will be able to

- Understand the concept of Animation & Graphics.
- Able to handle the software related to Graphics & Animation


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WEB DESIGNING

Course Code : CBA 503

Course Objectives & Outcome: The student will be able to

- Define the principle of Web page design
- Define the basics in web design
- Visualize the basic concept of HTML.
- Recognize the elements of HTML.
- Introduce basics concept of CSS.
- Develop the concept of web publishing

Pre-Requisite

- Basic knowledge in HTML tags & skill of creating web pages should be known
- Knowledge of basic Computer hardware & software is also necessary.


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PROJECT

Course Code : CBA 603

Course Objective:

To give an in-depth exposure to the area of specialization, in order to make the students “industry ready” immediately after the programme.

Course Contents:

PROJECT OUTLINES

The students can opt for any of the following specialized area:



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AMITY SCHOOL OF COMMUNICATION

Minor Tracks

Semester	Course Name	Vacancies Available	Course Code	Subject	Credit
I	Audio - Visual Communication	40	CBB 103	Basics of Radio	3
II			CBB 203	Introduction to Visual Communication	3
III			CBB 303	Digital Photography & Visualization	3
IV			CBB 403	Basics of Film Theory and Practice	4
V			CBB 503	Advanced Film Theory and Practice	4
VI			CBB 603	Project	1


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BASICS OF RADIO

Course Code : CBB 103

Course Objectives:

- To familiarize students with the basics of radio as a medium of communication.
- To develop production skills and ability for producing radio programmes.
- To develop professional capabilities of news reading.

Pre-requisites: Students should have a flair for radio and good auditory skills.

Student Learning Outcomes:

1. Students will be able to identify and write, record, produce and edit several formats of radio programmes including news stories, and features.
2. Students will recognize the structure and history of the radio industry, will be able to work in professional atmosphere of radio station.
3. Students will interpret the challenges and solutions of the radio industry.
4. Students will outline the relationship of each personnel inside a radio station.

Pedagogy for Course Delivery:

Class lectures; Class Demo of equipments; Class discussion; Field Assignments; Operations and handling of Audio equipments in studio and radio stations; Students project in the form of Tv& radio programme


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INTRODUCTION TO VISUAL COMMUNICATION

Course Code : CBB 203

Course Objectives and expected Outcome: Seeing comes before words. We learn to see and recognize before we learn to speak. When we grow older as adults, the way we see things is affected by what we know and what we believe. Visual communication applies the fundamentals of major art forms for professional problem-solving. It is the conveyance of ideas and information in forms that can be read or looked upon. This unit will introduce students to the history, forms, elements, theories, meaning, and principles of visual communication. Students will be given basic grounding through conventional classes and practical exercises so as to prepare them for undertaking the remaining courses in BJMC.

Pre Requisites & Course Requirement: NIL.

Teaching Pedagogy: The course will be delivered through a combination of lectures, discussions and task-based activities. Lab/ Practicals details, if applicable: Applicable


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DIGITAL PHOTOGRAPHY & VISUALIZATION

Course Code : CBB 303

Course Objectives:

In this course students will be introduced to visualization of photography. Students will explore the making and editing of photography to improve their visual understanding and connectivity to the medium. The course includes working with the artificial lighting, and further digital editing and photojournalism. Students will also be learning contemporary style adopted in today's culture. Work outside of class will be required.

Prerequisites: The student should be creative and must have an aptitude to learn photography.

Student Learning Outcomes:

The following course will help students in the following areas

After successful completion of this course, students will be able to,

- Describe the fundamental concept of the medium of photography; Combine the science and art on photography
- Relate the history of the medium, Design storytelling through this visual medium.
- Develop projects that address both the art of the medium as well as the commercial application.


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BASICS OF FILM THEORY AND PRACTICE

Course Code : CBB 403

Course Objectives:

- (i) To introduce basic concepts of filmmaking technique
- (ii) To establish the relevance of important film theoretical concepts
- (iii) To establish relationship between visualization and creativity
- (iv) To understand Cinema as an Art form
- (v) To establish distinction between technique and content
- (vi) To discuss the impact of Cinema in our daily lives
- (vi) To establish a capability to write /analyze scripts for film

Pre-requisites: A semi formal knowledge of Films is required.

Student Learning Outcomes:

- (i) Students will select the Language of Cinema and fundamentals of film form and content
- (ii) Students will understand the relationship between theory and practice
- (iii) Students will be classify various fascinating aspects of Cinema
- (iv) Students will be able to define the crucial fine points that make Cinema
- (v) Students will be capable to create a simple script and implement a shoot based on the same


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ADVANCED FILM THEORY AND PRACTICE

Course Code : CBB 503

Course Objectives:

- i) To introduce the finer nuances of Cinema
- ii) To establish the specific and finer aspects of Film Appreciation
- iii) To introduce the work of famous film makers
- iv) To discuss the impact of their outstanding work on film making

Pre-requisites: Students should have basic knowledge of the History of cinema and the different film movements

Student Learning Outcomes:

- (i) Students will be able to distinguish and recognize good cinema practices.
- (ii) Students will grasp the relationship between imagination and execution
- (iii) Students will be familiar with the nuances and core specific concepts related to Films
- (iv) Students will implement knowledge into assignment to make a film.

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PROFESSIONAL PROJECT (ANY ONE)

Course Code : CBB 603

Course Objective:

To give an in-depth exposure to the area of specialization, in order to make the students “industry ready” immediately after the programme.

Course Contents:

PROJECT OUTLINES

The students can opt for any of the following specialized area:

- Photography
- Electronic Communication

PHOTOGRAPHY

Course Objective:

Student can choose any two subjects for Specialization:

- Photojournalism
- Travel Photography
- Portrait Photography
- Product & Table-top Photography
- Glamour Photography
- Wild life Photography


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AMITY SCHOOL OF COMMUNICATION

Minor Tracks

Semester	Course Name	Vacancies Available	Course Code	Subject	Credit
I	Media Management	40	CBC 103	Fundamentals of Advertising	3
II			CBC 203	Advertising Principal & Practices	3
III			CBC 303	Public Relations and Corporate Communication	3
IV			CBC 403	Media Management	4
V			CBC 503	Fundamentals of Event Management	4
VI			CBC 603	Project	1


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FUNDAMENTALS OF ADVERTISING

Course Code : CBC 103

Course Objectives: The course provides a comprehensive overview of advertising from media perspective. It talks about the evolution of advertising creating an understanding of traditional advertising and promotional tools.

- i) The course introduces the students to concepts of advertising.
- ii) The course will provide them with the knowledge of Indian advertising scenario.
- iii) The course is designed to make students understand the relationship between advertising and marketing.
- iv) The course make student be able to identify advertising mediums, traditional, new and experimental.
- v) The course shall familiarize the students with the social and ethical issues concerning advertising in society.

Prerequisites: NIL

Student Learning Outcomes:

- (i) The student will be able to identify and define the advertising concepts.
- (ii) The student will be able to review the advertising media.
- (iii) The student will be able to analyze the Indian advertising scenario.
- (iv) The students will be able to distinguish between advertising and marketing.
- (v) The student will be able to categorize different types of advertisements.
- (vi) The students will be able to appraise and interpret the legal, ethical and social aspect of advertising.


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ADVERTISING PRINCIPLES & PRACTICES

Course Code : CBC 203

Course Objectives: The course provides a comprehensive overview of advertising from media perspective. It talks about the evolution of advertising creating an understanding of traditional advertising and promotional tools.

- i) The course introduces the students to concepts of advertising.
- ii) The course will provide them with the knowledge of Indian advertising scenario.
- iii) The course is designed to make students understand the relationship between advertising and marketing.
- iv) The course make student be able to identify advertising mediums, traditional, new and experimental.
- v) The course shall familiarize the students with the social and ethical issues concerning advertising in society.

Prerequisites: NIL

Student Learning Outcomes:

- (i) The student will be able to identify and define the advertising concepts.
- (ii) The student will be able to review the advertising media.
- (iii) The student will be able to analyze the Indian advertising scenario.
- (iv) The students will be able to distinguish between advertising and marketing.
- (v) The student will be able to categorize different types of advertisements.
- (vi) The students will be able to appraise and interpret the legal, ethical and social aspect of advertising.


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PUBLIC RELATIONS AND CORPORATE COMMUNICATION

Course Code : CBC 303

Course Objectives:

Public Relations and Corporate Communication provides a broad introduction to the principles of Public Relations & Corporate communication practice. Students will explore the role of these two domains and its contribution to public and private sectors.

Pre-requisites: Nil

Student Learning Outcomes:

1. Understanding the various perspectives of Public Relations and Corporate communication.
2. Identifying potential business opportunities of Public Relations and Corporate Communication.
3. Creating business plans and pitch for various clients; Researching and analysing in the field of Public Relations and Corporate Communication.

Course Contents/Syllabus:


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MEDIA MANAGEMENT

Course Code : CBC 403

Course Objective:

- To develop an understanding of the role of Event Management in today's fast changing trends.
- Towards the final year, developing an understanding of how EM is a tool for brand promotion, besides what they have already learnt about students will be in a better position to plan their career path.

Pre-requisites: Nil

Student Learning Outcomes:

1. Understanding that EM companies function as independent organizations.
2. Develop the understanding of the events as prevalent tools of marketing.
3. Analyzing the role of events in building/developing corporate image
4. Evaluating student participation in discussions during case studies to help them become industry ready
5. Provide an insight into the important aspects of crisis/risk management in events.
6. Creating a combination of PR, advertising and promotions that help a corporate organization.


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FUNDAMENTALS OF EVENT MANAGEMENT

Course Code : CBC 503

Course Objective:

- To develop an understanding of the role of Event Management in today's fast changing trends.
- Towards the final year, developing an understanding of how EM is a tool for brand promotion, besides what they have already learnt about students will be in a better position to plan their career path.

Pre-requisites: Nil

Student Learning Outcomes:

1. Understanding that EM companies function as independent organizations.
2. Develop the understanding of the events as prevalent tools of marketing.
3. Analyzing the role of events in building/developing corporate image
4. Evaluating student participation in discussions during case studies to help them become industry ready
5. Provide an insight into the important aspects of crisis/risk management in events.
6. Creating a combination of PR, advertising and promotions that help a corporate organization.


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PROJECT

Course Code : CBC 603

S.No Course Title

1. **Course Objectives:** The Internship File aims to encourage students to keep a personal record of their learning and achievement throughout the Programme. It can be used as the basis for lifelong learning and for job applications. Items can be drawn from activities completed in the course modules and from the workplace to demonstrate learning and personal development.
2. **Pre-requisites:** Students should be interested in a particular field where can give their best during internship period in the industry
3. **Student Learning Outcomes:** (i) Students will get out-of-the classroom training environment which will help them in gaining knowledge about the industry
(i) Students will be exposed to more real life work situations and prepare them for their career /working life.
(iii) Students will be more focused towards their goal and will learn professionalism.


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AMITY SCHOOL OF COMMUNICATION

Minor Tracks

Semester	Course Name	Vacancies Available	Course Code	Subject	Credit
I	Print Media	30	CBD 103	Basics of Print Media	3
II			CBD 203	Writing for Print	3
III			CBD 303	News Analysis	3
IV			CBD 403	Reporting & Feature Writing	4
V			CBD 503	Specialized Writing & Editing	4
VI			CBD 603	Project	1


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BASICS OF PRINT MEDIA

Course Code : CBD 103

Course Objectives: The course aims to introduce basic concepts of news and the news process. It will also illustrate the history of press in India and the role of pioneers during the independence struggle. In addition it will describe the growth of press post independence.

Pre-requisites: Nil

Student Learning Outcomes: (i) Students will be able to **describe** the functioning of a newspaper and the role of various departments
(ii) Students will be able to **identify** news values and comprehend the news process
(iii) Students will be able to **describe** the history of press in India during the colonial era
(iv) Students will be able to **discuss** the developments of the press post independence


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WRITING FOR PRINT

Course Code : CBD 203

Course Objectives: The course aims to introduce basic concepts of print journalism including news structuring, writing and news gathering. In addition, basics of editing will be discussed.

Pre-requisites: Students should have an interest in journalism and current affairs. They should have proficiency in the English language.

Student Learning Outcomes: After studying this course, the student should be able to:

- (i) **Organize** a news story according to the hard news structure
- (ii) **Write** different leads, the body text and ending
- (iii) **Demonstrate** interviewing and newsgathering skills
- (iv) **Display** editing skills including proof reading and headline writing


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NEWS ANALYSIS

Course Code : CBD 303

Course Objectives:

The students are the freshers in the field of journalism and mass communication, therefore, they are to be introduced to the news industry from a journalistic perspective through this course of News Analysis. The modules in the course will comprehensively cover all current newsmakers and events in the national and international arenas. Also national and international organization's in-depth analysis will be done so that the students will understand its significance. Students will be introduced to and kept updated on other current issues and affairs, which are high on the world agenda. The students will also get a chance to discuss and debate on contemporary issues.

Prerequisites: Preferably BJMC Students

Student Learning Outcomes: After the completion of the course, Students will be able

- To describe the process of news analysis.
- To identify and analyze print and broadcast media news.
- To demonstrate the functioning and structure of the national and international organizations and groups.
- To categorize, compare and contrast social, political and economic issues in the overall context of the global scenario.


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REPORTING & FEATURE WRITING

Course Code : CBD 403

Course Objectives: The objective of this course is to:

- (i) To introduce beats and explain their coverage at the local and national level
- (ii) To explain the coverage of specialized beats pertaining to government, politics, sports & business
- (iii) To discuss various aspects of investigative reporting
- (iv) To familiarize students with feature writing

Pre-requisites: Nil

Student Learning Outcomes: After studying this course, the student will be able to:

- (i) **Classify** news stories according to beats
- (ii) **Demonstrate** beat specific coverage and feature writing skills
- (iii) **Discuss** the various aspects of investigative reporting
- (iii) **Execute** analytical report writing and appraise investigative reports



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SPECIALIZED WRITING & EDITING

Course Code : CBD 503

Course Objectives: The course aims at teaching specialized writing genres such as magazine writing, editorial writing, disaster reporting among others. It also discusses various aspects of investigative reporting and editing and page layout planning.

Pre-requisites: The student must be knowledgeable about basics of print journalism and should be conversant with specialized beat reporting at the local and national level.

Student Learning Outcomes: After studying this course, the student will be able to:

- (i) **Write** various types of features for magazines
- (ii) **Produce** stories for specialized genres such as travel, lifestyle, disaster reporting (iii)
- Demonstrate** investigative reporting and writing skills
- (iv) **Display** editing and Page Layout planning skills


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PROJECT

Course Code : CBD 603

Credit Units : 01

S.No Course Title

1. **Course Objectives:** Project aims at imparting practical research approach to the theoretical knowledge which they have gained in previous semesters. Project will be allocated to a faculty guide who will help the students in conducting research on assigned topic. The project will be assessed on several parameters by faculty guide and panel of examiners.
2. **Pre-requisites:** Students should have knowledge of research methodology so that they can implement them while doing their project.
3. **Student Learning Outcomes:** (i) Students will be able to explain the process of research and conduct research methodology on any assigned topic.
(ii) Students will be able criticize the previous conducted research and give new dimensions to the existing research.
(iii) Students will be able to do comparative study of different researches done on any topic.
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