Learning Outcomes Paper wise

JMC-DSC-101-Introduction to Journalism & Mass Communication: 6 Credits

1. The students will be able understand Journalism as a profession and practice along with its global and Indian History
2. The students will be able to comprehend the dynamics of different media business and operations
3. The students will develop knowledge of Press organisations and their roles along with emerging trends in journalism
4. The students will gather understandings pertaining to communication models and their applications along with conceptual underpinnings of different forms and types of communication.

JMC-DSC-201-Introduction to Reporting & Basics of Indian Constitution: 6 Credits

1. Competently identify, analyse and replicate the linguistic features of an article and critically evaluate current print media practices.
2. Display with confidence the basic skills to write and subedit a variety of articles which comply with space and time restrictions, as well as to find images for news and feature articles
3. The students will be able understand theoretical underpinnings of Indian Constitution and its relevance in journalism

JMC-DSC-301-Basics of Electronic Media: 6 Credits

1. The students will be able understand History of different electronic media platforms and operational basics
2. The students will be able understand writing scripts for different media platforms
3. The students will be able understand TV reporting and production, concepts, role and usage of equipments

Introduction to Development Journalism: 6 Credits

1. The students will be able to perform research in domain of development and also can understand the operational frameworks of NGOs and other development sectors.
2. Have an appreciation of the role of information, communication and the media in development and social change.

3. Be conversant with the dimensions of development and the development policy frameworks

JMC-DSC-501-Introduction to Advertising & Public Relations: 6 Credits

1. The students will be able understand the workings of advertising industry.
2. They will be able to recognize the societal impact of advertising and the need for ethical practitioners.
3. Students will master the PR skills and would be professionally trained to make their career in the corporate, public and private sector.
4. Coordinate and contribute to the planning of public relations activities, including the development of clear, measurable communication objectives and project or tactical budgets and selection of
5. Strategies, tactics, tools and resources to manage a range of stakeholder relationships and issues and achieve organizational objectives.

JMC-DSE-601-Introduction to Film Studies: 6 Credits

1. The students will gather knowledge of the history of cinema from its beginning to the present including major international films, artists, and movements.
2. Students will understand the key concepts and debates underlying theories of cinema and media
3. The Students will also be able to appreciate the film.
4. They will be able to analyze the film text, review of any film genre

JMC-SEC-301- Print Journalism Practical: 4 Credits

1. Students will be proficient in pre-production, production and post-production activities and associated job roles, final print run
2. They will understand print media organizations and their functioning
3. They will be able to publish and manage a print publication
4. They will be able to perform the role of a professional news reporter and editor

JMC-SEC-401-Photography & Electronic Media Practical: 4 Credits

1. The students will be able to incorporate the knowledge of photography and video theories, principles and historical practices into the conceptualization and development of effective photographs.
2. The students can define and develop themes for photographic and visual bodies of work that (a) investigate and record the visual world and (b) explore and express ideas.
3. The students can analyze and complement textual content in photographic and video assignments.
4. The students can use a variety of technologies and processes to capture, manipulate, output, and manage photographic images and videos.