

**Class: B.A.(Mass Communication) 1<sup>th</sup> Semester**

**Semester: Odd**

**Subject: Introduction to Communication**

**Paper : 1<sup>st</sup>**

<b>S. No.</b>	<b>Course Outcomes</b>
<b>Co 1</b>	Introduction to process of communication, elements of communication and barriers in communication
<b>Co 2</b>	Concept of listening: developing effective listening, active listening, listening habits & importance of feedback in communication
<b>Co 3</b>	Knowledge about the mass communication and factors affecting group performance
<b>Co 4</b>	Know about responsibility of a public speaker audience relationship

**Subject: Language & Media - 1**

**Paper : II**

<b>S. No.</b>	<b>Course Outcomes</b>
<b>Co1</b>	fganh Hkk"kk dk lkekU; ifjp;
<b>Co2</b>	'kCnlkeF;Z % milxZ] izR;;] 'kCnHksn] 'kCn L=ksr] rr~le.
<b>Co3</b>	fganhys[ku % ys[kudkvFkZ] ifjHkk"kk ,oavo/kkj.kk
<b>Co4</b>	fizaVehfM;k dh Hkk"kk
<b>Co5</b>	fizaVehfM;k dh Hkk"kkdkfodkl

**Subject: Computer Applications for Mass Media**

**Paper : 3<sup>rd</sup>**

<b>S. No.</b>	<b>Course Outcomes</b>
<b>Co1</b>	Introduction about the computer and their generations.
<b>Co2</b>	Knowledge about the operating systems, computer software
<b>Co3</b>	Use of Msword in copy editing formatting facilities and inserting page break, objects and pictures.
<b>Co4</b>	Introduction to Ms Excel and PowerPoint.How to design effective presentation

<b>Subject: General Awareness and Current Affairs-I</b>		<b>Paper : IV</b>
<b>S. No.</b>	<b>Course Outcomes</b>	
<b>Co1</b>	Knowledge of current media issues and Important issues covered by print/ radio / television and new media.	
<b>Co2</b>	Follow up of major stories and editorials during the term	
<b>Co3</b>	Follows up/ discussion of popular columns write ups, articles, features middles, letter to editors and blogs.	
<b>Co4</b>	Comparative study of issues covered by media	
<b>Subject: Personality Development &amp; Comm. Skills</b>		<b>Paper : 5<sup>th</sup></b>
<b>S. No.</b>	<b>Course Outcomes</b>	
<b>Co1</b>	Basic of Personality, Human growth and Behavior, Theories in Personality, basic of communication skills for improving the personality.	
<b>Co2</b>	Intra personal communication and Body Language, Inter personal Communication and Relationships, Leadership Skills, Team Building and public speaking, presentation skills, public speaking, social etiquettes and mannerism.	
<b>Co3</b>	Self-confidence in the public speaking and communication	
<b>Co4</b>	Techniques in Personality Development: Stress Management, Meditation and Concentration Techniques, Self hypnotism, Self-acceptance and Self Growth	
<b>Class: B.A.(Mass Communication) 2nd Semester</b>		
<b>Semester: Even</b>		
<b>Subject: Language &amp; Media (English-I)</b>		<b>Paper : VI</b>
<b>S. No.</b>	<b>Course Outcomes</b>	
<b>Co1</b>	Knowledge about Growth and development of English Language in India Punctuation marks, Plural forms, practice of Spellings, Active and Passive Voice Practising Tenses	
<b>Co2</b>	Understanding about Essentials of good writing, Effective News Writing Telephonic Conversation, Writing invitations to functions; replies to invitations	
<b>Co3</b>	Forms of writing: News stories, letters, essays, news, articles, features, book/film reviews	

Co4	Writing headlines: Language and grammar components, Report Writing, writing memoirs, travelogues, Writing for the Web
<b>Subject: Communication &amp; Society</b> <span style="float: right;"><b>Paper : VII</b></span>	
<b>S. No.</b>	<b>Course Outcomes</b>
Co1	Understanding about the concept of Mass media and society: Importance of media, media impact on society, social responsibility of media.
Co2	Knowledge of Psychology of a child, teenagers, youths and elders, Psychology of various social groups, Psychology of masses and crowd
Co3	Understanding about Mass media and public interest: Role of media in social movements: political – cultural movements, national integration, communal harmony
Co4	Knowledge about Ownership of media, Internal and external threats, pressures on media, media regulations, Media credibility: factors affecting media credibility.
<b>Subject: Basics of Mass Communication</b> <span style="float: right;"><b>Paper : VIII</b></span>	
<b>S. No.</b>	<b>Course Outcomes</b>
Co1	understanding about Concept of communication in ancient Indian texts, Indian perspective of communication, Narad as a communicator, Concept of Sadharnikaran, Modern Indian thoughts of communication, Modern Indian Communicator.
Co2	knowlegde about the concept of Mass Communication, Key concept, terms, definition, feature, functions, characteristics of audience of mass media, types of mass media, print, electronic and new media, their reach, advantages and limitations.
Co3	Understanding about the concept of SMR, SMCR, Aristotle model, Lass well's model, Berlo model, Shannon and Waver's, Osgood model
Co4	Knowledge of Communication theory and overview of the emergence and development, Bullet theory, personal influence- two step flow and multi-step flow, individual difference theory Cultivation theory, agenda setting theory.
<b>Subject: Introduction to Reporting</b> <span style="float: right;"><b>Paper : IX</b></span>	
<b>S. No.</b>	<b>Course Outcomes</b>
Co1	Understanding the concept of of news, definition, nature, qualities, elements of news, news concept of 5 w's & 1H, objectivity of news, types of news, news verses information. Hard and soft news, Understanding local, regional and national news, Defining beats and different types of beats

<b>Co2</b>	Knowledge of the concept of News sources, news gathering, types of sources, sourcing/attribution. Verification and validation of facts, credibility and protection of sources, cultivation of sources, on record sources, off the record sources, Report writing. Scoop and exclusive stories
<b>Co3</b>	Understanding of the concept of News writing style, intro types and importance, inverted pyramid, 5W and 1H, Hour glass style, circle style, Tools of reporting, qualities and responsibilities of reporting, principles of reporting- accuracy, objectivity, fairness, balance, Hierarchy function of reporting staff in a newspaper, duties and responsibilities of a chief reporter & reporter.
<b>Co 4</b>	Knowledge of the types of Reporting: accident, crime, court, political, Human interest, social events and issues, Health reporting, Interpretative & investigative reporting interviewing, reporting press conference.
<b>Subject: Media and Polity</b>	
<b>Paper : X</b>	
<b>S. No.</b>	<b>Course Outcomes</b>
<b>Co 1</b>	Understanding about the Indian constitution, framing of Indian constitution, Salient feature of Indian constitution Components of Indian constitution, preamble of the constitution Fundamental rights and duties.
<b>Co 2</b>	Knowledge about the concept of Democracy in India, Issues and challenges before Indian Democracy, Parliamentary System, Lok Sabha, Rajya Sabha its functions and power, System of Election of Lok Sabha & Rajya Sabha
<b>Co 3</b>	Understanding about the Organs of Indian Political System, Legislature: Power and Functions, Executive: Power and Function ,Judiciary: Power and Function ,Role of Press in Indian Democracy
<b>Co 4</b>	Knowledge about the concept of to state Government, Governor Chief Minister and council of ministry, Panchyati Raj System in India and its key features