

**Class: B.A.(Mass Communication) 3<sup>rd</sup> Semester**

**Semester: Odd**

**Subject: History of Print Media**

**Paper : XI**

<b>S. No.</b>	<b>Course Outcomes</b>
<b>Co 1</b>	Knowledge about role of press in our life and freedom fighters.
<b>Co 2</b>	Newspapers revolution during nineties and major newspaper which are important to know for media students.
<b>Co 3</b>	Information about Major news agencies: Reuters, AP, AFP, Taas, UNI, PTI, ANI,
<b>Co 4</b>	Introduction to printing industry in India And major specialized magazines

**Subject: Communicative English - I**

**Paper : XII**

<b>S. No.</b>	<b>Course Outcomes</b>
<b>Co 1</b>	Knowledge about Different types of spoken English - British, American and Indian
<b>Co 2</b>	Usage of dictionary and thesaurus, Diction - words meaning and usage, Spelling rules, verb patterns, Idioms and phrases
<b>Co 3</b>	Common errors in spellings and sentences
<b>Co 4</b>	Exercising right pronunciation of difficult words

**Subject: - Political Science**

**Paper : XIII**

<b>S. No.</b>	<b>Course Outcomes</b>
<b>Co 1</b>	Understanding about the importance of Political Science and Importance of studying Political Science for media students.
<b>Co 2</b>	Knowledge about the Preamble, fundamental rights, duties, directive principles, center-state relationship, parliament, judiciary and emergency powers
<b>Co 3</b>	Understanding about Concepts of: Rights, liberty, equality, justice, duties and obligations, Nation, state, government, power and authority

Co 4	Knowledge to how Indian democracy functions: parliament to <i>panchayats</i> ? And Structure of bureaucracy, Indian police, military and other forces
<b>Subject: - News Writing</b> <span style="float: right;"><b>Paper : XIV</b></span>	
<b>S. No.</b>	<b>Course Outcomes</b>
Co 1	Understanding about the concept of News values and dynamics of news values Truth, objectivity, diversity, plurality, social welfare and relevance of facts
Co 2	Knowledge about the concept of News: structure and content, differences from other forms of media writing, Style: inverted pyramid, chronological
Co 3	Understanding about the concept Types of news story and writing news features, news analysis and backgrounders
Co 4	Writing news based on interviews Writing news for: newspapers, radio, television, web
<b>Subject: - Print Production</b> <span style="float: right;"><b>Paper : XV</b></span>	
<b>S. No.</b>	<b>Course Outcomes</b>
Co 1	Understanding about the concept of various printing processes, Typography and graphic art, Various types of papers
Co 2	Knowledge about the basic principle Basic principles of layout designing, Tools of layout designing, Desk Top Publishing
Co 3	Newspaper make-up, Designing a poster, Magazine layout designing
Co 4	Understanding about the concept of Visual communication and colors
<b>Class: B.A.(Mass Communication) 4<sup>th</sup> Semester</b> <b>Semester : EVEN</b>	
<b>Subject: History of Electronic Media</b> <span style="float: right;"><b>Paper : XVI</b></span>	
<b>S. No.</b>	<b>Course Outcomes</b>
Co 1	Understanding about the concept of the Growth of private television in India History of serials in India
Co 2	Knowledge about the concept of Development of All India Radio, Role of AIR in national development and Growth of private radio channels in India

<b>Co 3</b>	Understanding about the concept Meaning of new media,Growth of new media Features of new media
<b>Co 4</b>	Knowledge of the concept of to the history of Indian Cinema & Indian documentaries.
<b>Subject: Communicative English-II Paper: XVII</b>	
<b>S. No.</b>	<b>Course Outcomes</b>
<b>Co 1</b>	Knowledge about the Transformation of sentences
<b>Co 2</b>	Understanding about the Paragraph writing, Story writing, Dialogue writing, Translation
<b>Co 3</b>	Knowledge about the Listing and using words commonly used in news and advertisements.
<b>Co 4</b>	Understanding about how to Writing CV, Preparing Agenda for meetings, Report Writing, Press release
<b>Subject: Economics Paper: XVIII</b>	
<b>S. No.</b>	<b>Course Outcomes</b>
<b>Co 1</b>	Understanding about the Relation of Economics with other social sciences Importance of studying Economics for media students.
<b>Co 2</b>	Understanding about the Understanding union budget, How share market functions?
<b>Co 3</b>	Knowledge about the Infrastructure, production, service, agriculture sector Present state of Indian trade and commerce
<b>Co 4</b>	Understanding about the Consumer behavior,Globalization, Liberalization, consumerism,Understanding contemporary economic issues
<b>Subject: Reporting and Editing Paper: XIX</b>	
<b>S. No.</b>	<b>Course Outcomes</b>
<b>Co 1</b>	understanding the concept of definitions and elements of reporting
<b>Co 2</b>	Knowledge about the concept of Types of news reports.
<b>Co 3</b>	Understanding about the concept of Hierarchy of news rooms in: newspapers, radio, television, news portals,Writing headlines, page make-up, news bulletins

<b>Co 4</b>	Knowledge about the Textual editing,Audio editing,Video editing And Editing messages for cellular telephony
<b>Subject: Radio Production</b>	
<b>Paper: XX</b>	
<b>S. No.</b>	<b>Course Outcomes</b>
<b>Co 1</b>	understanding the radio formats and scripting of radio program in production work
<b>Co 2</b>	Knowledge about the concept mixing and dubbing techniques of radio program.
<b>Co 3</b>	Knowledge of the production team member who consider in the production team while recording the radio program.
<b>Co 4</b>	Understanding the concept of sound effects and linear and non linear editing