

a clear idea about Folk and Community media and their present scenario in India. This knowledge is also going to help them to carry out a lot of research work in future.

Health and Science Communication is another specialized field. More and more people in the world are now taking interest in the field of Science and health. Students learning about Science and Health Communication will learn about the areas where this kind of communication prevails and also the method of this communication. This knowledge will also help the students in their professional fields.

*** The syllabus of Journalism and Mass Communication has a good blend of Theoretical and Practical knowledge which will help the students in their career in academics as well as professional fields.

Course Outcome

Journalism and Mass Communication (General) under CBCS

Semester – 1

CC/GE 1: Basics of Journalism are taught in this semester. The students of Journalism and Mass Communication, in the beginning must understand the Print Medium Journalism. Reporting, Editing, and all kinds of Journalistic writings and the personnel working in the print medium give them a clear idea about Newspaper organization and its functions which will create a base for their further study in this subject.

Semester – 2

CC/GE 2: This paper deals in Media Management. Since these students are pursuing the course in General, they should have a comprehensive idea about the subject within a very short period of time. The Media Management gives them a thorough idea about the Ownership of the media, how they are run, what are their sources of revenue and also the printing of the papers. This knowledge helps them in future, if any of them wants to join the management of media as a profession.

Semester – 3

CC/GE 3: Advertising and Public Relations are two separate as well as comprehensive professional courses in Mass Communication. The students who want to join profession only after graduation, for them this paper would be very useful. They can gather the concept of advertising and public relations and can prepare themselves accordingly to get into the industries.

The practical portion in this paper helps the students to develop skill in both the fields. Training in the college helps them understand the trend of these professions and they can be well aware of what to do and how, when they will go for the profession.

Skill Enhancement Course A 3/5: There are 4 options in this paper out of which the students have to choose one either in semester 3 or semester 5.

Journalistic Writing – This helps in understanding all sorts of writings that come under the purview of Journalism. Studying this paper and practicing the students would be able to develop the skill in writing which will definitely help them in their career as Journalists.

Newspaper Designing – This is a technical matter and purely a desk job. Those who have an aptitude for designing and working with computer software can take up this option. This is going to help them if they want to go for Desk job in newspaper.

Film Appreciation - Critics of films are widely accepted in any Media, especially in the Print Medium. The students who want to become film critics are going to get sheer help from this paper where they will learn the appreciation of films, understanding the technical side of it and how to put it on the paper.

Print Advertising – Advertising is a very lucrative profession for those who have a creative bent of mind. If the students study the Print advertising thoroughly, there is a fair chance for them to join the ad industry as the print medium is still a popular medium in India.

Semester – 4

CC/GE 4: In this semester the students would learn The Press Laws and Indian Constitution. In order to work as a Journalist, the students must know the laws relating to press. Knowing the Constitution, its framework, provisions, freedom of the press and many other relevant matters would help them in their future life.

Skill Enhancement Course B 4/6 – The students have to opt any one out of the four subjects either in semester 4 or semester 6.

Documentary Script Writing – This is another important area in Mass communication. Many a students have an aptitude in film and it is rather easy to start with Documentary. Not that all of them would be the Directors. Writing script for Documentaries is yet another area where people can have a good career. In this paper the training is imparted to understand and write script for documentary films.

Radio – Television Script Writing – Same as the previous one, people can also pursue their career in electronic media as script writers. Radio and TV being the major electronic media there are many scopes for the script writers. This paper makes the students understand the scripts in electronic media, both of news and other programmes, and helps them in practicing them in order to get a help in the professional fields.

Anchoring – The common belief is those who have a good voice and modulation can be a good anchor. This is rather a myth. People need training and expertise to go for his profession. Studying this paper makes the students understand all the pros and cons of anchoring. They are also trained accordingly to become good anchors.

Media Presentation – Students with Mass Communication background can join the corporate sectors in many areas like Corporate Communication, Corporate Marketing etc. In such professions, presentation is a must. Hence if the students take up this course they can develop their skill in making presentation, planning, creating strategies etc., that would definitely help them in their career.

Semester – 5

Discipline Specific Elective A – There are two options out of which the students have to choose one.

Film Studies – Film being an important medium of mass communication and the huge Film Industry of India with immense scope have created a lot of interest about Films. Students, studying this paper, can develop a good concept of films and their technical sides which can be of help to them in the entertainment industry.

Specialized Writing – This paper gives a clear idea about specialized writings in any Media as well as advertising, public relations etc. helping the students in developing multifarious skills. This can help them in getting into the professions. Preparation and skill development in student life can give them good confidence in their future life.

Semester – 6

Discipline Specific Skill B - Here are two options out of which the students have to choose one.

Broadcasting Media – The Broadcasting or the electronic media are the major media in the world. If the students have to pursue their career in this media they must have a good concept about this media, both in national and international field. The technical training also is of great help in pursuing their careers.

International Relations – All the students will not go to profession immediately after graduation. Some of them may go to higher studies and even in the field of research. In such cases the knowledge of this paper would help them a lot. A profound knowledge in International Relation is also an asset to the Working Journalists and Communicators.
