

SAINT CLARET COLLEGE, ZIRO
DEPARTMENT OF MASS COMMUNICATION

PROGRAMME OUTCOMES (POs), PROGRAMME SPECIFIC OUTCOMES (PSOs)
AND COURSE OUTCOMES (COs)

Name of the Programme: B.A. Mass Communication

Introduction: This programme is offered by Dept. of Journalism & Mass Communication to the students who wish to pursue a professional career in Journalism, Film-making, PR Professionals and Entrepreneurs in the making. This course is intended to take the students through the various processes of Communication, media studies and related fields where they learn about the background of communication and also English as a language of communication and equipped with various life-long skills as Professionals, to harness their potentials to the point of excellence.

1.1 PROGRAMME OUTCOMES (POs)

- PO1.** Writing skills and process: Students will be capable of writing a variety of creative media contents such as news items, writing styles, structure and creativity, develop e-marketing contents such as advertisements, blogs, create websites, podcast following journalistic code and conduct.
- PO2.** Critical Thought Process: Inculcate analyzing and interpretative ability, verifying the value impact & degree to which these assumptions are accurate and valid, and having broader intellectual, organizational, and personal perspectives.
- PO3.** Effective Communication: Being sound in grammar and vocabulary, one will be able to master the art of communication: spoken (Speech) and written communication to prepare, organize, and deliver an engaging oral and written communication presentation applying the knowledge to aid the world by connecting people, ideas, books, media and information technology.
- PO4.** Responsible Pro-Citizens: Demonstrate empathetic social concern and equity-centered national development, and the ability to act with an informed awareness of issues, development, and participate in civic life through volunteering.

- PO5.** Self-Efficiency: Acquire the ability to engage in independent and life-long learning in the broadest context of socio-technological changes and efficient in handling professional dealings.
- PO6.** Ethical-Professional: Recognize role and social responsibilities in the society incorporating values, respect for moral dimensions of decisions-making adhering to certain code and conduct of the system.
- PO7.** Multicultural Competency: Possess a curious mind to understand the values and beliefs of various cultures and having an empathetic perspective, actively and respectfully participate in diverse society.

1.2 PROGRAM SPECIFIC OUTCOME (PSOs)

- PSO1.** Formulate strategies for effective communication building excellence in oral communication and writing skills.
- PSO2.** Develop the skill to evaluate the cultural, political and social aspects of Indian media
- PSO3.** Produce the content for advertisements and public relations to understand the principles of design and photography skills.
- PSO4.** Coordinate using various techniques of communication for effective communication for public representation for Public Relation.
- PSO5.** Making in use public relation strategies, design and creativity for public appearances in social awareness programmes such as street-plays, door-to-door and digital public announcement.
- PSO6.** Organize and deliver relevant applications of knowledge through effective written, verbal, graphical/virtual, audio-visual communications and interact productively with people from diverse backgrounds.
- PSO7.** To create an attitude of empathy and understanding among students for smooth Intercultural exchanges by building cultural, political and economical tolerance towards the other culture for peace and harmony.

1.2 COURSE OBJECTIVE(COs)

BMC-101: Introduction to Communication & Journalism

- CO1. Define basic concepts of communication
- CO2. Assess models and theories of communication
- CO3. Analyse basics of journalism and its role in society
- CO4. Compare different types of media their characteristics, merits and demerits
- CO5. Identify various types of journalism and their importance

BMC-102: Communicative English

- CO1. Differentiate the various forms of communication and its strength and weakness.
- CO2. Exhibit linguistic competence and define various applications in writing.
- CO3. Analyse the use of grammar as a tool or resource in the comprehension and creation of oral and written discourse efficiently, effectively, and suitable to the event.
- CO4. The learners would be well equipped with communicative skills to express themselves in variety of speaking situation.

BMC-103: Environmental Studies

- CO1. Describe and explain the necessary knowledge pertaining to our environment, its scope, necessity, necessary awareness for preservation and sustenance of ecosystem.
- CO2. Explain about all the resources in the environment and growing concerns over its conservation and acknowledging the role of media in conservation.
- CO3. Achieve a mindset, attitude that understand environment related issues and work collectively towards the motto of a 'Green world'.
- CO4. Analyse the role of media and technology to fight for environment keeping in mind the journalistic ethics.

BMC-104: Introduction to Northeast India

- CO1. Explain basic concepts of communication and its role in society.
- CO2. Explain various processes and theories of communication
- CO3. Explain the basics of journalism and its role in society
- CO4. Describe the different types of media - their characteristics, merits and demerits
- CO5. Describe the various types of journalism and their importance

CO6. Analyse and explain about the importance of public opinion and the role of journalism in framing it.

BMC-201: Traditional Media

CO1. Trace and describe the glorious journey of journalism.

CO2. Trace and describe about the origin of Media.

CO3. Analyse and explain about the present status of various Traditional media.

CO4. Explain the role of folk media in development communication.

CO5. Explain and analyse the idea of social responsibility and create awareness of state and central government welfare measures.

CO6. Explain the role of Traditional Media in government and private sectors

BMC-202: Communicative Skills

CO1. Master speech skills: Exhibit professional oral communication skills.

CO2. Comprehensive Ability: Exhibit analytical and interpretative skills.

CO3. Writing skills: Describe the basic styles of writing formats for different occasions.

CO4. Translation skills: Demonstrate skills in oral and written communication sufficient to interact productively with people from diverse background by the methods of translation.

BMC-203: Theories of Communication

CO1. Explain the theories of communication.

CO2. Explain the communication models of different thinkers.

CO3. Describe the basic elements of Communication.

CO4. Describe the various types of Communication and barriers of communication.

CO5. Exhibit knowledge about the 7Cs of Communication.

BMC-204: Introduction to Indian Constitution

CO1. Explain about the Indian Constitution.

CO2. Analyse and explain about the constitution in a contemporary context.

CO3. Exhibit knowledge and skills of writing on global issues.

CO4. Exhibit knowledge of national developments.

CO5. Exhibit analytical knowledge about India's foreign policy.

BMC-301: Reporting & Editing

- CO1.** Describe the basics of reporting and writing for print media.
- CO2.** Analyse and exhibit an understanding about news values and qualities of reporters.
- CO3.** Analyse and exhibit an understanding about newspaper organization structure and editorial department.
- CO4.** Explain about the different types of reporting and their importance
- CO5.** Explain about the different forms of journalistic writing
- CO6.** Analyse and exhibit a basic understanding on various media laws and ethics

BMC- 302: Media Management

- CO1.** Explain the concept of not-for-profit participatory media, the scenario, policies in India.
- CO2.** Explain the roles and functions of a public service broadcaster and related industries.
- CO3.** Identify and explain various different organizational and economic structures of the major media industries and its management.
- CO4.** Identify and explain the different types of media their characteristics, merits and demerits.
- CO5.** Define various types of media techniques and management media Related to journalism field.
- CO6.** Identify and explain the purpose and activities of media management that includes advertising, production and its functions.

BMC-303: Photography and Photo Journalism Course Objectives

- CO1.** Explain the concepts and importance of photography.
- CO2.** Exhibit an understanding about photo coverage and photo journalism.
- CO3.** Equipped and ready to join any media organization as a Photo Journalist.
- CO4.** Explain about the importance of photo features.
- CO5.** Analyse and exhibit an understanding about the different branches of photography and may be self-employed.

BMC-304: Media Laws and Ethics

- CO1.** Describe Media laws, possess a vivid insight into media legal situation and also help navigate a course of action after assessing the legal risks.
- CO2.** Critically analyse journalist dilemma related to media ethics, exhibit an ability to reach for maturity instead of popularity.

- CO3.** Define various media laws in India and around the world for identifying and assessing risk for the problem-based environment.
- CO4.** Critically analyse facts by encouraging relevant case study on events involving real people contested in the courts and covered in the news media. (Practical)
- CO5.** Identify and explain the regulations of advertising and discuss various media laws.

BMC- 401: Communication for Development

- CO1.** Define and describe the key theories of Development Communication.
- CO2.** Analyse and identify the concepts, principles, approaches, methods and techniques of communication for development.
- CO3.** Explicate and identify with the concept development culture, behaviour and social change.
- CO4.** Assess and present an appreciation of the role of information, communication and role of media in development.
- CO5.** Facilitate an appreciation of the dimensions of development and initiate them to the development policy frameworks
- CO6.** Assess and identify key issues in sustainable development as a basis for engaging in effective development communication

BMC- 402: Introduction to Film Studies

- CO1.** Explain with examples the meaning, history, scope & development of Film Studies.
- CO2.** Define and elaborate on how film has changed over time as an aesthetic form, as an industry, and as a social institution.
- CO3.** Explain students in recognizing formal elements; they acquire and apply tools (terminology, methods) to carry out rigorous formal analysis of film.
- CO4.** Describe the various processes theories associated with Television Film Studies.
- CO5.** Elaborate and describe broadly interdisciplinary approach to an understanding of film and its role in society.

BMC- 403: International Communication

- CO1.** Analyse various aspects of International communication in International relation.
- CO2.** Explain regulatory, technological, political and cultural factors in communication.
- CO3.** Describe International media agencies, function, responsibilities
- CO4.** Examine critical role of media and communication in social, cultural, economic factors

BMC- 404: Sound & Radio Production

- CO1. Describe the evolution and growth of radio.
- CO2. Analyse the different components required for production of radio programme.
- CO3. Students would be well equipped with basic knowledge of sound and its components.
- CO4. Define the different perspective of sound.
- CO5. Assess different factors for setting up sound studio.
- CO6. Operate on different sound editing software for any sound production.

BMC-501: Television Production & Journalism Course Objectives

- CO1. Aware of the basic attributes and skills needed to pursue a journalistic path and different types of reporting undertaken in electronic media.
- CO2. Specialize in news script writing for television.
- CO3. Familiarize with TV language and improve their writing style.
- CO4. Define different skills and techniques of television media production.
- CO5. Identify and explain editing both offline and online programs of television.

BMC- 502: New Media Course Objectives

- CO1. Describe various technical terms regarding New Media.
- CO2. Analyse how social media is used for news.
- CO3. Explain the evolution of www, e-mail, web browsers; search engines.
- CO4. Identify and recognize emerging trends in social media.
- CO5. Define social media, identify and explain the various channels through which it operates, and its role in marketing strategy.
- CO6. Describe various technical terms regarding New Media

BMC- 503: Media Entrepreneurship and Marketing

- CO1. Define the concept and principles of entrepreneurship.
- CO2. Analyse different factors that affect entrepreneurial development.
- CO3. List out the problems, possibilities and support system for entrepreneur in North East India.
- CO4. Define the principles and significance of Media Management.
- CO5. Differentiate the different ownership patterns in India.
- CO6. Analyse various strategies and intervention for managing media institution.

BMC-504: Advertising and Public Relations

- CO1.** Explain the basics of advertising and its role in society
- CO2.** Examine ad campaign designing and copy writing
- CO3.** Describe scope, functioning of Public relations
- CO4.** Analyse various PR tools and publics
- CO5.** Assess role of PR in government and private sectors
- CO6.** Explain various forms of advertising

BMC-601: Media, Culture and Society

- CO1.** Define and explain intercultural sensitivity and awareness, will be able to list, identify and develop analytical and empathetical perspectives on cultural difference.
- CO2.** Analyse and identify the concepts of tolerance, and respect, and will be empathetic towards other cultures.
- CO3.** Exhibit a fair understanding of cultural knowledge and will be able to identify invisible cultural elements and eliminate the barriers to Inter-cultural communication.
- CO4.** Infer, analyse and assess the goal of communication, creating awareness, attitudes and knowledge into competence, and develop flexibility and adaptability in Intercultural Communication.
- CO5.** List out, identify, cope and relate with the contemporary tribal issues and will be capable of suggesting solutions and work for the upliftment of the marginalized section (tribals) of the society.
- CO6.** Trace the tribal origin, analyse the phases and policies involved for tribal development and various tribal rights bestowed upon them by the constitution of India

BMC-602: Techniques of Media Analysis

- CO1.** Define basic techniques of media interpretation semiotic theory, Marxist theory, psycho-analytic theory, and sociological theory
- CO2.** Analyse critical for creative to understand code, connotation, denotation
- CO3.** Examine techniques for analysing the language in texts
- CO4.** Assess psychological impact of media shows
- CO5.** Examine marginalization, alienation, post-modernism, Marxist theory

BMC-603: Video Production

- CO1.** Identify the current film making technologies and keeping up with the advancements.
- CO2.** Design and direct engaging films using cinematic language, demonstrating cooperative, collaborative skills to bring together the disciplines of film making into cohesive whole in a production environment.
- CO3.** Write an engaging well-structured story and screenplay in proper format.
- CO4.** Demonstrate the craft of writing visually and exhibiting the mastery of character build up and dialogue writing
- CO5.** Demonstrate the ability to create a working production schedule that allows time for the Iterative process to incorporate feedback and critical reflection.
- CO6.** Analyse a critical understanding of the contextual factors that shape the message in a film or video for a diverse audience.

BMC-604: Internship

The students of 6th semester are required to undergo an Internship programme for a period of atleast one month in any media organization. Having undergone their internship programme, the students will be:

- CO.1:** Equipped with basic knowledge of news reporting.