



Shri Guru Govindsinghji College (B.J.), Malegaon Road, Nanded.

(Affiliated to Swami Ramanand Teerth Marathwada University, Nanded)

Principal: Dr. Vikas Limbaji Kadam [Ph. D. MA(MCJ), NET, PGDEM&PA]

Website: www.sggs.org.in Cell No.: 9325365666 E-mail: kdm.vks@gmail.com



COURSE OUTCOME

B.A. (MCJ) I YEAR (FIRST SEMESTER)

SUBJECT

Introduction to Mass Communication

- 1) **Critical Thinking Skills:** Students learn to analyze information critically, discerning between fact and opinion, evaluating sources, and understanding bias in media content.
- 2) **Communication Skills:** They develop strong written and verbal communication skills, essential for conveying information effectively to diverse audiences.
- 3) **Media Literacy:** Students gain media literacy, understanding how media messages are constructed, disseminated, and consumed, empowering them to navigate the complex media landscape intelligently.
- 4) **Research Skills:** They acquire research skills, including gathering, synthesizing, and interpreting data, which are valuable across various professions and academic disciplines.
- 5) **Ethical Awareness:** Students learn about media ethics and responsibilities, enhancing their ethical awareness and decision-making abilities in professional and personal contexts.
- 6) **Technological Proficiency:** With the evolving digital landscape, students become proficient in utilizing various media technologies and platforms, preparing them for careers in multimedia journalism, digital marketing, and content creation.
- 7) **Cultural and Global Understanding:** Studying mass communication provides insights into diverse cultures, ideologies, and global perspectives, fostering cultural sensitivity and understanding.
- 8) **Career Opportunities:** Graduates can pursue diverse career paths in journalism, broadcasting, public relations, advertising, digital media, filmmaking, corporate communications, and more, depending on their interests and specializations.
- 9) **Social Impact:** By understanding the role of media in shaping public opinion and societal norms, students can actively engage in promoting social justice, advocacy, and positive change through their work in media and communication.

Reporting



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- 1) **Critical Thinking and Analytical Skills:** Reporting involves analyzing information, discerning its significance, and presenting it in a coherent manner. Students develop critical thinking skills as they assess sources, evaluate evidence, and craft compelling narratives.
- 2) **Communication and Writing Skills:** Reporting requires clear and concise communication, both in writing and verbally. Students enhance their ability to articulate ideas, convey complex information effectively, and adapt their writing style to different audiences and platforms.
- 3) **Research Skills:** Reporting involves thorough research to gather accurate and reliable information. Students learn how to conduct interviews, access primary and secondary sources, and verify facts, honing their research skills in the process.
- 4) **Ethical Awareness and Professionalism:** Reporting requires adherence to ethical standards, including accuracy, fairness, objectivity, and respect for sources. Students develop an understanding of media ethics and the importance of upholding professional integrity in their work.
- 5) **Multimedia Proficiency:** In today's digital age, reporters often utilize various multimedia tools and platforms to tell stories effectively. Students may learn to use video, audio, photography, and social media alongside traditional reporting techniques, enhancing their multimedia proficiency.
- 6) **Specialized Knowledge in Various Fields:** Through reporting on different beats such as crime, politics, culture, business, and education, students gain specialized knowledge in these areas. This can provide a solid foundation for careers in journalism or related fields.
- 7) **Real-world Experience and Networking Opportunities:** Many reporting courses include practical assignments, internships, or opportunities to work with campus media outlets. This hands-on experience allows students to apply classroom learning in real-world settings, build their portfolios, and network with industry professionals.
- 8) **Civic Engagement and Social Impact:** Reporting plays a crucial role in informing the public, fostering accountability, and driving social change. Students learn how their reporting can contribute to civic engagement, raise awareness about important issues, and empower communities.

Media Writing

- 1) **Improved Communication Skills:** Learning about writing elements, grammar rules, and effective communication methods can enhance students' written and verbal communication skills. This is beneficial not only for academic purposes but also for future career endeavors where effective communication is essential.
- 2) **Critical Thinking and Analysis:** Engaging with principles of effective writing and creativity in writing requires students to think critically and analytically about the content they produce. They learn to



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evaluate information, organize thoughts logically, and express ideas coherently, which are valuable skills applicable across various disciplines and professions.

3) Enhanced Writing Proficiency: Through practice and study, students can develop proficiency in writing across different genres and formats, from academic essays to business reports to creative writing pieces. This proficiency can boost their confidence in expressing themselves through writing and improve their ability to adapt their writing style to different audiences and purposes.

4) Increased Creativity and Expression: Exploring creativity in writing allows students to unleash their imagination and express themselves in unique ways. They learn to experiment with language, develop their voice, and cultivate their creativity, which can enrich their personal and academic lives.

5) Preparation for Academic and Professional Success: Proficiency in writing is a valuable skill in academic settings and the professional world. Students who excel in writing are better equipped to succeed in their academic pursuits, excel in coursework, and effectively communicate their ideas in various professional contexts, potentially opening up opportunities for career advancement.

6) Appreciation for Language and Literature: Studying writing elements and creativity in writing can foster an appreciation for language, literature, and the power of storytelling. Students may develop a deeper understanding of literary techniques, cultural contexts, and the impact of language on society, enriching their overall educational experience.

Indian Government, Politics

1) Comprehensive Understanding of Governance and Politics: Students will gain a deep understanding of the functioning of government institutions, the dynamics of federalism, and the complexities of political systems, which are crucial for any individual aspiring to work in public administration, politics, or related fields.

2) Analytical Skills: By examining issues in governance, electoral systems, and intergovernmental relations, students will develop critical thinking and analytical skills necessary for evaluating policies, understanding societal issues, and proposing solutions.

3) Awareness of Socio-Political Issues: Through the study of secularism, communalism, and regional politics, students will become more aware of the socio-political landscape of India, including its diversity, challenges, and opportunities, which is essential for informed citizenship and active participation in democratic processes.

4) Research and Reporting Skills: Exploring reports on centre-state relations and other related topics will help students develop research and reporting skills, enabling them to gather, analyze, and present information effectively, which is valuable in academic, professional, and advocacy settings.




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- 5) **Understanding of Local Governance:** Studying topics such as politics at the district level and the Panchayat Raj system provides insights into grassroots governance and community development, empowering students to engage with local communities and contribute to their betterment.
- 6) **Career Opportunities:** The knowledge and skills acquired from studying these subjects can open up various career opportunities in government, public policy, international relations, journalism, research, advocacy, and academia.
- 7) **Holistic Perspective:** By studying a diverse range of topics spanning governance, politics, and electoral systems, students will develop a holistic perspective on Indian society and its governance structures, enhancing their ability to navigate complex societal challenges and contribute positively to their resolution.

Introduction to Computer Application for Media

- 1) **Computer Literacy:** Students will develop a strong understanding of computers, including their history, components, and functions. They will gain proficiency in using common software applications such as MS Office, which are essential skills in today's digital age.
- 2) **Graphic Design Skills:** Through learning about Corel Draw and related concepts such as working with objects, outlining, and using colors, students will develop graphic design skills that can be applied in fields such as advertising, marketing, publishing, and web design.
- 3) **Multimedia Proficiency:** Students will gain a comprehensive understanding of multimedia, including its applications in business, education, and public utilities. They will learn how to create and manipulate multimedia content effectively, which is valuable in fields such as entertainment, education, and marketing.
- 4) **Problem-Solving Abilities:** Engaging with complex software applications and multimedia projects will help students develop problem-solving skills. They will learn how to troubleshoot issues, adapt to new technologies, and creatively overcome challenges.
- 5) **Communication Skills:** Through assignments and projects, students will learn how to effectively communicate ideas using digital tools. This includes creating presentations, designing documents, and conveying information visually through graphics and multimedia.
- 6) **Career Opportunities:** The skills and knowledge gained from this subject can open up various career opportunities for students. They may pursue careers in graphic design, multimedia production, software development, digital marketing, education, and many other fields that require proficiency in digital technology.

Media Language (Marathi/Hindi/English)



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- 1) **Cultural and Linguistic Awareness:** Students gain a deeper understanding of the rich cultural heritage and linguistic diversity of India. They learn to appreciate the nuances of languages like Marathi, Hindi, and English, which can foster cultural sensitivity and empathy towards speakers of these languages.
- 2) **Enhanced Communication Skills:** Exploring different writing styles and genres in Marathi, Hindi, and English can improve students' language proficiency and communication skills. They learn how to articulate their thoughts effectively in various contexts, whether it's academic writing, creative expression, or journalistic endeavors.
- 3) **Literary Appreciation:** Studying the works of renowned authors and poets in Marathi, Hindi, and English exposes students to diverse literary traditions and themes. They develop critical thinking skills and learn to analyze and interpret literary texts, fostering a deeper appreciation for literature and the arts.
- 4) **Journalistic Skills and Media Literacy:** Learning about newspaper writing styles, editorial practices, and journalistic ethics equips students with essential skills for media literacy. They learn how to critically evaluate news sources, discern credible information, and understand the role of media in shaping public discourse.
- 5) **Cultural and Academic Enrichment:** Engaging with topics related to language, literature, and journalism broadens students' intellectual horizons and contributes to their overall cultural and academic enrichment. They gain a broader perspective on the world and develop a lifelong appreciation for learning and intellectual inquiry.

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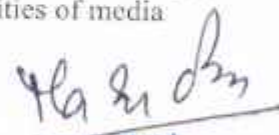
COURSE OUTCOME

B.A. (MCJ) I YEAR (SECOND SEMESTER)

SUBJECT

Print Media Ownership & National-International Media Agency

- 1) Industry Knowledge:** Gain a deep understanding of the print media industry, including its structures, ownership patterns, and operational mechanisms.
- 2) Professional Skills:** Develop practical skills related to journalism, advertising, marketing, and media management, which are valuable in the professional world.
- 3) Critical Thinking and Analysis:** Sharpen critical thinking skills by evaluating the merits and demerits of different ownership structures, media practices, and regulatory frameworks.
- 4) Media Ethics and Responsibility:** Learn about ethical considerations in journalism, advertising, and media management, promoting responsible and unbiased reporting.
- 5) Entrepreneurship Opportunities:** Understand the procedure for launching a publication, providing a foundation for students interested in entrepreneurial ventures in the media industry.
- 6) Understanding Regulatory Frameworks:** Grasp the regulatory mechanisms governing media, both at the national and international levels, enhancing awareness of legal and ethical considerations.
- 7) Networking Opportunities:** Connect with professionals in the media industry through engagements with organizations like the Indian Newspaper Society (INS) and other professional unions, paving the way for potential career opportunities.
- 8) Global Perspective:** Explore the international dimensions of media through an understanding of agencies like UNESCO and WHO, promoting a global perspective on media issues.
- 9) Advocacy for Press Freedom:** Learn about press commissions and organizations advocating for press freedom, encouraging students to become advocates for free and responsible journalism.
- 10) Media Literacy:** Develop media literacy skills that are essential in today's information age, enabling students to critically evaluate news sources and navigate the complexities of media landscapes.


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1) Career Opportunities: Equip students with a diverse skill set that can be applied in various roles within the media industry, such as journalism, content creation, advertising, public relations, and media management.

Editing

1) Enhanced Writing and Communication Skills: Through learning editing principles and practical editing techniques, students can improve their writing proficiency and communication abilities. They'll develop a keen eye for detail, clarity, and coherence in written communication, which is valuable in various professional contexts.

2) Critical Thinking and Analytical Skills: Engaging with editing tasks and editorial decision-making fosters critical thinking skills. Students learn to evaluate content critically, identify strengths and weaknesses, and make informed decisions to enhance quality and effectiveness.

3) Professionalism and Attention to Detail: Studying editing and editorial processes instills a sense of professionalism and attention to detail in students. They understand the importance of accuracy, consistency, and adherence to editorial standards, which are essential qualities in any professional setting.

4) Versatility and Adaptability: Exposure to various editing tasks, including copy editing, proofreading, and content selection, equips students with versatile skills that are applicable across different media platforms and industries. They learn to adapt their editing approach to suit different content types and audience preferences.

5) Understanding of Publishing Industry Practices: Students gain insights into the inner workings of the publishing industry, including editorial workflows, production processes, and industry standards. This knowledge prepares them for careers in publishing, journalism, digital media, or related fields by familiarizing them with industry practices and expectations.

6) Preparation for Diverse Career Paths: The skills and knowledge acquired through studying editing and editorial processes open up diverse career opportunities for students. They can pursue roles as editors, sub-editors, content creators, translators, journalists, or communications professionals in various organizations, including publishing houses, media outlets, advertising agencies, and corporate communications departments.

7) Hands-On Experience and Portfolio Building: Practical reporting and editing exercises provide students with hands-on experience in content creation, editing, and publication. They have the opportunity to build a portfolio showcasing their editing proficiency and journalistic capabilities, which can be invaluable when seeking internships or entry-level positions in the industry.

Translation Techniques & Media Criticism/Review




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Website: www.sqqs.org.in Cell No.: 9325365666 E-mail: kdm.vks@gmail.com



- 1) Enhanced Communication Skills:** Students will develop strong writing and communication skills tailored to specific target groups and special interest audiences. They will learn how to articulate their thoughts effectively, adapting their language and tone to suit different readerships.
- 2) Cultural Awareness and Sensitivity:** Through the exploration of arts, performing arts, and cinema from diverse cultures, students will gain a deeper understanding of cultural nuances and sensitivities. This awareness is crucial for effective communication and engagement in a globalized world.
- 3) Critical Thinking and Analytical Skills:** Analyzing and reviewing various forms of media require students to think critically and analytically. They will learn to evaluate content, identify themes, and discern underlying messages, fostering a more discerning perspective.
- 4) Research Proficiency:** Writing media reviews often entails conducting research to provide context, background information, and examples. Students will develop research skills, including locating credible sources, synthesizing information, and attributing credit where due.
- 5) Creativity and Expression:** Crafting engaging and insightful media reviews encourages students to think creatively and express themselves effectively. They'll learn to harness their creativity to captivate and inform their audience, honing their abilities as writers and critics.
- 6) Cross-Cultural Competence:** Engaging with media from different cultures fosters cross-cultural competence. Students will learn to appreciate diverse perspectives, values, and artistic expressions, facilitating greater intercultural understanding and empathy.
- 7) Translation Proficiency:** Through practicing translation techniques, students will enhance their language proficiency and translation skills. They'll develop an understanding of linguistic nuances and cultural differences, preparing them for careers in translation, localization, or related fields.
- 8) Professional Development:** For students interested in pursuing careers in media, journalism, arts criticism, or cultural studies, the skills acquired in this subject are directly applicable and highly beneficial. They'll be better equipped to produce high-quality content for various platforms and audiences.

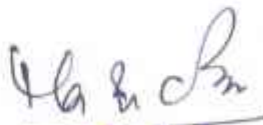
Governance and International Relations

1) Enhanced Understanding of Governance and Political Systems:

Students will gain a deeper understanding of governance structures, processes, and performance in both national and international contexts.

They'll develop critical thinking skills by analyzing the factors influencing governance effectiveness and the impact of various policies and reforms.




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2) Insight into Public Policy and Administration:

Students will learn about the implementation and impact of key policies and initiatives such as Panchayat Raj System, E-Governance, and Right to Information Act.

They'll gain insights into the challenges and opportunities in public administration and policymaking.

3) Appreciation of International Relations and Diplomacy:

Students will develop a broader perspective on global affairs, including the foreign policies of major countries and the roles of international organizations.

They'll understand the complexities of diplomatic relations and the dynamics shaping interactions between nations.

4) Critical Analysis and Research Skills:

Through research projects and assignments, students will hone their analytical and research skills. They'll learn to evaluate information from diverse sources and present well-reasoned arguments supported by evidence.

5) Relevance to Career Paths:

This knowledge can be beneficial for students pursuing careers in government, public administration, diplomacy, international organizations, policy analysis, journalism, and academia. Understanding governance and international relations is increasingly valuable in today's interconnected world, regardless of the specific career path students choose.

Introduction to Web - Internet Journalism

1) **Technical Skills:** Students will gain proficiency in various multimedia technologies, including graphics, animation, video editing, and web development. This technical knowledge can be valuable in various fields such as media production, advertising, graphic design, and web development.

2) **Critical Thinking:** Analyzing the differences between web and print media requires critical thinking skills. Students will learn to evaluate the strengths and weaknesses of each medium, considering factors like audience engagement, content delivery, and feedback mechanisms.

3) **Creative Expression:** Multimedia subjects often encourage creative expression through designing graphics, animations, and websites. Students can explore their artistic abilities while learning how to effectively communicate ideas through visual and interactive mediums.

4) **Understanding Audience:** By studying profiling techniques and content generation strategies, students gain insight into understanding audience preferences and behaviors. This understanding is crucial in designing content that resonates with target demographics, whether it's for marketing purposes or informative communication.




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5) **Ethical Awareness:** Delving into the legal, political, social, economic, and ethical issues surrounding multimedia and web content educates students about the responsibilities associated with media production. They learn about copyright laws, privacy concerns, accessibility requirements, and the societal impacts of digital media.

6) **Adaptability:** Given the rapid evolution of technology, students will develop adaptability skills to keep up with emerging trends and tools in multimedia production and web development. This adaptability is essential in a constantly evolving digital landscape.

7) **Career Opportunities:** Proficiency in multimedia technologies and web development opens up a wide range of career opportunities in industries such as advertising, marketing, film and television production, graphic design, web development, and content creation for digital platforms.

Writing for Radio, Television & Web

1) **Language Proficiency:** Students can expect to significantly improve their proficiency in Marathi, Hindi, and English languages, both in terms of grammar and vocabulary. This can enhance their ability to communicate effectively in various contexts, including writing, speaking, and media production.

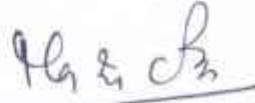
2) **Media Content Creation Skills:** Through learning about writing for radio, television, news articles, blogs, and websites, students can develop strong skills in content creation across different mediums. This includes understanding the nuances of each medium, adapting writing style accordingly, and effectively engaging with audiences.

3) **Scriptwriting and Storytelling Abilities:** Students will gain expertise in scriptwriting for radio and television, including the ability to craft compelling narratives, develop engaging characters, and structure stories effectively. This skillset can be valuable not only in media production but also in various creative endeavors.

4) **Critical Thinking and Analysis:** Studying and comparing television storylines, analyzing news content, and engaging in discussions on blogs can help students develop critical thinking skills. They will learn to evaluate media content critically, recognize biases, and form informed opinions.

5) **Professional Opportunities:** Proficiency in writing for media, especially in multiple languages, can open up various professional opportunities in journalism, broadcasting, content creation, advertising, public relations, and more. Students may pursue careers as writers, editors, reporters, scriptwriters, content creators, or media professionals.

6) **Cultural and Societal Understanding:** Through engagement with language and media, students will gain insights into cultural nuances, societal issues, and the role of media in shaping perceptions.


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and narratives. This broader understanding can foster empathy, cultural sensitivity, and a deeper appreciation for diversity.


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COURSE OUTCOME

B.A. (MCJ) II YEAR (THIRD SEMESTER)

SUBJECT

Introduction to Audio Visual Media

- 1) Understanding of Mass Communication:** Students gain a comprehensive understanding of how mass communication works, including the role of radio and television in disseminating information, shaping public opinion, and influencing culture.
- 2) Media Literacy:** Studying radio and television helps students develop critical thinking skills necessary to analyze and evaluate media messages. They learn to discern between different types of content, understand biases, and recognize the persuasive techniques used in broadcasting.
- 3) Career Opportunities:** Knowledge of radio and television broadcasting opens up various career paths in journalism, broadcasting, production, advertising, public relations, and media management. Students can pursue roles such as radio/TV presenter, producer, scriptwriter, journalist, media planner, or researcher.
- 4) Technical Skills:** Students may acquire technical skills related to audio and video production, editing, sound engineering, and broadcast journalism. These skills are valuable in today's multimedia landscape and are transferable across various media platforms.
- 5) Cultural Awareness:** By studying radio and television, students gain insight into the cultural significance of media in society. They explore how media reflects and shapes cultural values, norms, and identities, fostering cultural awareness and sensitivity.
- 6) Creativity and Innovation:** Radio and television offer platforms for creative expression and innovation. Students are encouraged to develop original content, experiment with storytelling techniques, and explore new formats to engage audiences effectively.
- 7) Community Engagement:** Understanding the role of community radio and educational television encourages students to engage with their communities and address local issues through media initiatives. They learn how media can be used as a tool for social change, advocacy, and community development.
- 8) Research Skills:** Students may develop research skills through studying the history, evolution, and current trends in radio and television broadcasting. They learn to conduct media studies, analyze audience behavior, and assess the impact of media content on society.

Civic Development & Rural Reporting




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- 1) **Enhanced Awareness:** Students gain a deeper understanding of societal issues, including civic problems, development challenges, and rural dynamics. This increased awareness fosters empathy and a sense of responsibility towards addressing these issues.
- 2) **Critical Thinking Skills:** Engaging with complex issues through reporting encourages students to think critically, analyze information, and evaluate multiple perspectives. They learn to assess the credibility of sources, identify biases, and draw evidence-based conclusions.
- 3) **Communication Skills:** Reporting requires effective communication skills, including writing, interviewing, and storytelling. Students develop proficiency in conveying information clearly, engaging diverse audiences, and advocating for social change.
- 4) **Research and Investigation Skills:** Reporting on civic, development, and rural issues involves conducting thorough research, gathering data, and investigating relevant topics. Students learn research methodologies, data analysis techniques, and investigative journalism practices.
- 5) **Community Engagement:** Through reporting, students have the opportunity to engage with communities, understand their needs and concerns, and amplify their voices. This fosters a sense of civic engagement and promotes partnerships between journalists and the public.
- 6) **Ethical Awareness:** Reporting on sensitive topics requires ethical considerations. Students learn about journalistic ethics, including accuracy, fairness, impartiality, and respect for privacy. They develop a strong ethical foundation to guide their reporting practices.
- 7) **Professional Development:** Studying reporting in various contexts prepares students for careers in journalism, media production, public relations, advocacy, and community development. They gain practical skills and knowledge relevant to the media industry and related fields.
- 8) **Empowerment:** By reporting on civic issues, development initiatives, and rural dynamics, students contribute to informed public discourse and empower communities to advocate for change. Their reporting can raise awareness, mobilize resources, and influence policy decisions.
- 9) **Global Perspective:** Reporting on diverse issues exposes students to global challenges and solutions. They develop a broader perspective on international development, cross-cultural understanding, and global interconnectedness.
- 10) **Personal Growth:** Engaging in reporting projects can be personally fulfilling and transformative for students. They gain confidence in their abilities, develop a sense of purpose, and cultivate a commitment to lifelong learning and social responsibility.

Advertising



Vikas Limbaji Kadam

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- 1) **Knowledge and Understanding:** Students gain a deep understanding of the principles, theories, and practices of advertising, including its historical development, social and economic impacts, and various types and strategies.
- 2) **Critical Thinking Skills:** Analyzing advertisements requires critical thinking skills to understand their persuasive techniques, target audience appeal, and effectiveness. This ability to critically assess media messages is valuable in various fields and everyday life.
- 3) **Creativity:** Advertising often involves creative problem-solving and idea generation. Students can enhance their creativity by developing advertising campaigns, designing compelling visuals, and crafting persuasive messages.
- 4) **Communication Skills:** Advertising involves effective communication to convey messages to target audiences. Students develop skills in writing, design, presentation, and interpersonal communication, which are transferable to many professions.
- 5) **Market Understanding:** Studying advertising provides insights into consumer behavior, market trends, and competitive dynamics. This understanding is valuable for careers in marketing, market research, and business strategy.
- 6) **Teamwork and Collaboration:** Many advertising projects require teamwork and collaboration among students, mimicking real-world agency environments. Students learn to work effectively in teams, delegate tasks, and leverage each other's strengths.
- 7) **Ethical Considerations:** Advertising raises ethical questions about truthfulness, transparency, and social responsibility. Students explore these ethical dilemmas and learn to make responsible decisions in their professional practice.
- 8) **Career Opportunities:** A background in advertising opens up diverse career opportunities in advertising agencies, marketing departments, media companies, public relations firms, and freelance work. Students can pursue roles such as account executives, creative directors, media planners, copywriters, and market researchers.

Public Relations

- 1) **Understanding Communication Strategies:** Students will learn effective communication techniques, including writing press releases, conducting media outreach, and managing social media channels. These skills are valuable in various professional settings, not just in PR but also in marketing, advertising, and corporate communications roles.
- 2) **Critical Thinking and Problem-Solving:** PR involves strategic planning, crisis management, and reputation repair. Through case studies and practical exercises, students develop critical thinking


Principal
Shri Guru Govindsinghji College (B.J.)
Malegaon Road, Nanded.

Shri Guru Govindsinghji College (B.J.), Malegaon Road, Nanded.

(Affiliated to Swami Ramanand Teerth Marathwada University, Nanded)

Principal: Dr. Vikas Limbaji Kadam [Ph. D. MA(MCJ), NET, PGDEM&EP]

Website: www.sggs.org.in Cell No.: 9325365666 E-mail: kdm.vks@gmail.com



skills and learn to analyze situations, identify stakeholders, and devise appropriate communication strategies.

3) Networking Opportunities: PR programs often provide opportunities for students to network with industry professionals through internships, guest lectures, and industry events. Building relationships with professionals can lead to job opportunities and mentorship, helping students kick-start their careers.

4) Creativity and Innovation: PR campaigns often require creative thinking to capture the attention of target audiences. Students learn to brainstorm ideas, develop engaging content, and leverage emerging technologies to create impactful campaigns.

5) Cultural and Global Awareness: In today's interconnected world, understanding cultural nuances and global trends is essential for effective communication. PR programs often cover topics such as cross-cultural communication, international PR practices, and global media trends, preparing students for careers in diverse environments.

6) Ethical Decision-Making: PR professionals often face ethical dilemmas related to transparency, honesty, and privacy. By studying ethical principles and examining real-world case studies, students develop a strong ethical foundation and learn to navigate ethical challenges in their careers.

7) Career Opportunities: A degree in PR opens doors to various career paths, including PR agencies, corporate communications departments, nonprofit organizations, government agencies, and media organizations. Students can pursue roles such as PR specialist, media relations manager, corporate spokesperson, social media manager, or crisis communication strategist.

Economic Development

1) Understanding of Global Issues: Students gain insights into the complex challenges facing economies worldwide, including poverty, inequality, globalization, and sustainable development. This understanding fosters global awareness and prepares students to engage with international issues.

2) Analytical Skills: The study of economic development involves analyzing data, identifying trends, and evaluating policy options. Students develop critical thinking and problem-solving skills as they examine the causes and consequences of economic phenomena.

3) Policy Relevance: Economic development is a field with direct relevance to policy-making and governance. Students learn about policy interventions and strategies aimed at promoting economic growth, reducing poverty, and addressing social inequality.




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Shri Guru Govindsinghji College (B.J.)
Malegaon Road, Nanded.

Shri Guru Govindsinghji College (B.J.), Malegaon Road, Nanded.

(Affiliated to Swami Ramanand Teerth Marathwada University, Nanded)

Principal: Dr. Vikas Limbaji Kadam | Ph. D. MA(MCJ), NET, PGDEM&FD

Website: www.sqgs.org.in Cell No.: 9325365666 E-mail: kdm.vks@gmail.com



4) Career Opportunities: A strong understanding of economic development opens up diverse career opportunities in fields such as international development, public policy, consulting, research, and academia. Students can pursue roles in government agencies, non-profit organizations, multilateral institutions, and private sector firms.

5) Empowerment: By understanding the drivers of economic development and the factors that shape living standards, students are empowered to contribute positively to society. They can advocate for evidence-based policies, participate in community development initiatives, and make informed decisions as consumers and citizens.

6) Interdisciplinary Perspective: Economic development intersects with various disciplines such as sociology, political science, environmental studies, and public health. Students gain interdisciplinary perspectives that enrich their understanding of complex societal issues and foster collaboration across different fields.

7) Ethical Considerations: Economic development raises important ethical questions related to equity, justice, and sustainability. Students explore these ethical dimensions and develop a deeper appreciation for the social implications of economic policies and practices.


Principal
Shri Guru Govindsinghji College (B.J.)
Malegaon Road, Nanded.



Shri Guru Govindsinghji College (B.J.), Malegaon Road, Nanded.

(Affiliated to Swami Ramanand Teerth Marathwada University, Nanded)

Principal: Dr. Vikas Limbaji Kadam [Ph. D. MA(MCJ), NET, PGDEM&FP]

Website: www.sqgs.org.in Cell No.: 9325365666 E-mail: kdm.vks@gmail.com



COURSE OUTCOME

B.A. (MCJ) II YEAR (FOURTH SEMESTER)

SUBJECT

Films, Radio & Television

- 1) Enhanced understanding of media production:** Students will gain a comprehensive understanding of the intricacies involved in producing various forms of media content, including films, radio programs, and television shows. This knowledge can prepare them for careers in media production and related fields.
- 2) Improved writing skills:** By studying scriptwriting for different mediums such as film, radio, and television, students can hone their writing skills and learn how to craft engaging and effective narratives. They will develop the ability to tailor their writing style to suit different formats and target audiences.
- 3) Critical thinking and analysis:** Analyzing the historical background, technical aspects, and industry trends in media can help students develop critical thinking skills. They will learn to evaluate media content critically, understand its societal impact, and recognize the broader cultural and historical contexts in which media operates.
- 4) Practical skills development:** Through hands-on projects and assignments, students can develop practical skills in media production, including scripting, editing, sound design, and production management. This experiential learning approach allows students to apply theoretical concepts in real-world scenarios, preparing them for careers in the media industry.
- 5) Awareness of industry practices and trends:** Studying the film industry, radio broadcasting, and television production will give students insights into industry practices, challenges, and emerging trends. This knowledge can help them stay informed about developments in the media landscape and adapt to changes in technology, audience preferences, and market demands.
- 6) Career opportunities:** Graduates with a strong background in media studies and production are well-equipped to pursue careers in various sectors of the media industry, including film and television production companies, radio stations, advertising agencies, journalism organizations, and digital media platforms.

Editing & Field Reporting

Principal

Shri Guru Govindsinghji College (B.J.)
Malegaon Road, Nanded.

Shri Guru Govindsinghji College (B.J.), Malegaon Road, Nanded.

(Affiliated to Swami Ramanand Teerth Marathwada University, Nanded)

Principal: Dr. Vikas Limbaji Kadam [Ph. D. MA(MCJ), NET, PGDEM&FP]

Website: www.sggs.org.in Cell No.: 9325365666 E-mail: kdm.vks@gmail.com



1) Understanding of Industry Practices: Students gain insight into how news organizations operate, which prepares them for potential careers in journalism. They learn about the roles and responsibilities within a newsroom, helping them understand where their interests and skills align.

2) Practical Skills Development: Through assignments and visits to newspaper offices, students acquire hands-on experience in reporting, editing, and headline writing. This practical training enhances their writing, editing, interviewing, and multimedia production skills, making them more competitive in the job market.

3) Critical Thinking and Analysis: Engaging with various aspects of journalism requires students to critically evaluate information, analyze its credibility, and synthesize it into coherent stories. This fosters critical thinking skills and encourages a deeper understanding of complex issues.

4) Communication Skills Improvement: Journalism involves effective communication with sources, colleagues, and audiences. Through field reporting assignments, students refine their communication skills, including interviewing techniques, interpersonal communication, and public speaking.

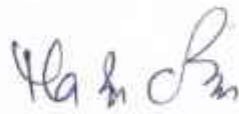
5) Ethical Awareness: Studying journalism ethics and standards as part of editing assignments instills a strong sense of professional ethics in students. They learn about the importance of accuracy, fairness, and objectivity in reporting, ensuring they uphold ethical standards throughout their careers.

6) Portfolio Building: Completing assignments and projects provides students with a portfolio of work that they can showcase to potential employers. A strong portfolio demonstrates their skills, experience, and versatility as journalists or media professionals.

7) Networking Opportunities: Visits to newspaper offices and interactions with industry professionals allow students to expand their professional network. Building connections with journalists, editors, and media professionals can open doors to internships, job opportunities, and mentorship.

8) Preparation for Diverse Career Paths: Journalism skills are transferable to various fields, including media, communications, public relations, and digital marketing. Students equipped with a solid foundation in journalism can pursue diverse career paths within the media industry or beyond.

Copy Writing and Advertising Research


Principal
Shri Guru Govindsinghji College (B.J.)
Malegaon Road, Nanded.

Shri Guru Govindsinghji College (B.J.), Malegaon Road, Nanded.

(Affiliated to Swami Ramanand Teerth Marathwada University, Nanded)

Principal: Dr. Vikas Limbaji Kadam [Ph. D, MA(MCJ), NET, PGDEM&FP]

Website: www.sggs.org.in Cell No.: 9325365666 E-mail: kdm.vks@gmail.com



- 1) Creative Skills Development:** Students will enhance their creative thinking abilities through ideation, visualization, and copywriting exercises. They'll learn how to generate innovative advertising concepts and bring them to life through various mediums.
- 2) Practical Experience:** Through practical assignments and copy preparation tasks, students will gain hands-on experience in creating advertisements for different platforms. This practical exposure helps them develop essential skills for a career in advertising.
- 3) Research Proficiency:** Students will acquire research skills necessary for understanding target audiences, market trends, and the effectiveness of advertising campaigns. This analytical ability is valuable for developing data-driven advertising strategies.
- 4) Ethical Awareness:** Learning about the ethical aspects of advertising equips students with an understanding of responsible advertising practices. They'll learn to navigate ethical dilemmas and ensure that advertising messages are honest, transparent, and socially responsible.
- 5) Legal Knowledge:** Understanding the legal framework surrounding advertising helps students navigate potential legal pitfalls in their future careers. They'll learn to create advertising campaigns that comply with regulations and avoid legal issues.
- 6) Market Understanding:** Through market research and studying consumer behavior, students will gain insights into understanding consumer needs, preferences, and trends. This knowledge is crucial for creating effective advertising campaigns that resonate with target audiences.
- 7) Adaptability to Emerging Trends:** By staying updated on emerging trends in advertising, students will be prepared to adapt to changes in the industry. They'll learn to leverage new technologies and platforms to create innovative advertising solutions.
- 8) Career Opportunities:** With a comprehensive understanding of advertising principles, techniques, and industry trends, students will be well-equipped to pursue various career paths in advertising, marketing, public relations, market research, media planning, and related fields.

New Trends in Public Relations

- 1) Skills Development:** Students can acquire a range of valuable skills, including communication (both verbal and written), critical thinking, problem-solving, strategic planning, creativity, and relationship management. These skills are highly transferable and can be applied across various industries and roles.
- 2) Career Opportunities:** Public relations is a versatile field with opportunities in corporate communications, agency work, nonprofit organizations, government agencies, political campaigns,




Principal
Shri Guru Govindsinghji College (B.J.)
Malegaon Road, Nanded.



Shri Guru Govindsinghji College (B.J.), Malegaon Road, Nanded.

(Affiliated to Swami Ramanand Teerth Marathwada University, Nanded)

Principal: Dr. Vikas Limbaji Kadam | Ph. D. MA(MCJ), NET, PGDEM&FR

Website: www.sggs.org.in Cell No.: 9325365666 E-mail: kdm.vks@gmail.com



healthcare institutions, and more. Graduates can pursue roles such as PR specialist, media relations manager, social media coordinator, crisis communications manager, and public affairs officer.

3) Understanding of Media Dynamics: Students will gain insights into how media works, including traditional outlets such as newspapers, TV, and radio, as well as digital platforms like social media, blogs, and podcasts. Understanding media dynamics is crucial for effective communication and relationship-building in today's interconnected world.

4) Ethical Decision-Making: Public relations education often emphasizes the importance of ethical conduct and responsible communication practices. Students learn about ethical frameworks, codes of conduct, and case studies to navigate complex ethical dilemmas they may encounter in their careers.

5) Global Perspective: With the increasing globalization of communication, students learn to navigate cultural differences and communicate effectively across diverse audiences. This global perspective is valuable in an interconnected world where organizations often operate on an international scale.

6) Adaptability to New Technologies: As technology continues to evolve, PR professionals must stay updated on emerging tools and platforms. Students studying PR develop adaptability to new technologies and learn how to leverage them to enhance communication strategies and achieve organizational goals.

7) Impactful Storytelling: Effective storytelling lies at the heart of successful PR campaigns. Students learn how to craft compelling narratives that resonate with target audiences, evoke emotions, and drive action, whether it's raising awareness, mobilizing support, or shaping public opinion.

8) Networking Opportunities: Through internships, industry events, and involvement in professional organizations, students have the opportunity to build valuable connections with PR professionals, potential employers, and mentors, which can open doors to future career opportunities.

Agriculture Industry & Public Sector in India

1) Understanding of Economic Principles: Students will develop a solid understanding of economic principles such as supply and demand, resource allocation, market structures, and macroeconomic policies. This understanding is crucial for making informed decisions in various professional fields and personal finance management.

2) Insight into India's Economic Landscape: Students will gain valuable insights into the dynamics of India's economy, including its strengths, weaknesses, opportunities, and threats. This knowledge is beneficial for those interested in pursuing careers in economics, finance, public policy, or international relations, particularly if they plan to work in or with India.

Principal
Shri Guru Govindsinghji College (B.J.)
Malegaon Road, Nanded.

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Website: www.sggs.org.in Cell No.: 9325365666 E-mail: kdm.vks@gmail.com



3) Awareness of Socio-Economic Issues: Studying agriculture, industry, public sector, and the external sector in the context of India's economic development will raise awareness about socio-economic issues such as poverty, inequality, rural-urban divide, and environmental sustainability. This awareness can inspire students to contribute positively to addressing these challenges through their future careers or civic engagement.

4) Critical Thinking and Analytical Skills: Analyzing the factors influencing agricultural productivity, industrial growth, public sector policies, and external trade requires critical thinking and analytical skills. Students will hone these skills through case studies, data analysis, and policy evaluations, which are valuable in a wide range of professions and academic pursuits.

5) Policy Evaluation and Formulation: Students will learn to evaluate existing policies and propose recommendations for improving them based on economic theory and empirical evidence. This skill is essential for aspiring policymakers, economists, researchers, and consultants who aim to contribute to evidence-based policy-making in India or globally.

6) Global Perspective: While focusing on India's economy, students will also gain a broader understanding of global economic trends, trade relations, and the role of international organizations such as the WTO and IMF. This global perspective is invaluable in today's interconnected world and prepares students for careers in international business, diplomacy, or development.

Principal
Shri Guru Govindsinghji College (B.J.)
Malegaon Road, Nanded.

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Principal: Dr. Vikas Limbaji Kadam [Ph. D. MA(MCJ), NET, PGDEM&FP]

Website: www.sgqs.org.in Cell No.: 9325365666 E-mail: kdm.vks@gmail.com



COURSE OUTCOME

B.A. (MCJ) III YEAR (FIFTH SEMESTER)

SUBJECT

Advance Reporting and Editing

1) **Enhanced Writing Skills:** Through exercises in reporting and writing news analysis, articles, and specialized reports, students can improve their writing skills, including clarity, coherence, and conciseness.

2) **Research Proficiency:** Reporting involves thorough research to gather information, conduct interviews, and analyze data. Students will develop strong research skills that are essential in journalism and other research-oriented professions.

3) **Critical Thinking and Analysis:** Writing news analysis, backgrounders, and articles requires critical thinking and analysis of complex issues. Students will learn to evaluate information, identify relevant points, and present them effectively to their audience.

4) **Specialized Knowledge:** Specialized reporting in economics, commodity markets, and other areas provides students with in-depth knowledge of specific subjects, making them valuable assets in industries that require expertise in these areas.

5) **Editing and Revision Skills:** Through exercises in editing, rewriting, and layout design, students will hone their editing skills, including grammar, spelling, style, and formatting. These skills are crucial for ensuring accuracy and professionalism in written content.

6) **Adaptability to Digital Tools:** Learning online editing, word processing, and page layout on computers equips students with the technical skills necessary for modern journalism, where digital tools and platforms play a significant role in content creation and distribution.

7) **Portfolio Development:** Engaging in reporting and editing exercises allows students to build a portfolio of published work, demonstrating their skills and expertise to potential employers or clients.

8) **Career Opportunities:** With a strong foundation in reporting and editing, students can pursue various career paths in journalism, media production, publishing, public relations, corporate communications, and related fields.

Photography: Techniques & Tools

Principal
Shri Guru Govindsinghji College (B.J.)
Malegaon Road, Nanded.

Shri Guru Govindsinghji College (B.J.), Malegaon Road, Nanded.

(Affiliated to Swami Ramanand Teerth Marathwada University, Nanded)

Principal: Dr. Vikas Limbaji Kadam [Ph. D. MA(MCJ), NET, PGDEM&FP]

Website: www.sggs.org.in Cell No.: 9325365666 E-mail: kdm.vks@gmail.com



1) **Enhanced Visual Literacy:** Students develop a keen eye for visual storytelling and learn how to communicate complex ideas and emotions through images. This skill is invaluable in various fields, including journalism, marketing, advertising, and social media management.

2) **Critical Thinking and Analysis:** Photojournalism requires students to critically analyze images, considering composition, subject matter, context, and audience interpretation. This analytical skill set can be applied to evaluate media messages, detect bias, and understand the impact of visual communication in society.

3) **Technical Proficiency:** Students gain practical experience with photographic equipment, mastering camera settings, lens selection, and lighting techniques. This technical proficiency not only serves them well in photojournalism but also in other areas of photography and multimedia production.

4) **Storytelling Skills:** Photojournalism teaches students how to craft compelling narratives through visual elements. They learn how to select, frame, and sequence images to convey a coherent and engaging story. These storytelling skills are transferable to various media formats, including video, graphic design, and digital storytelling platforms.

5) **Ethical Considerations:** Students explore ethical issues related to photojournalism, such as truthfulness, objectivity, privacy, and representation. They learn to navigate ethical dilemmas and uphold professional standards in their work. This ethical awareness is crucial for responsible journalism and ethical decision-making in any field.

6) **Career Opportunities:** A background in photojournalism opens doors to various career paths, including photojournalist, documentary photographer, multimedia journalist, social media content creator, and visual communications specialist. Additionally, the skills acquired in photojournalism are valuable in fields such as marketing, advertising, public relations, and nonprofit advocacy.

Design and Graphics

1) **Enhanced Creativity:** Students develop their creative thinking and problem-solving skills as they learn to conceptualize and execute visual designs. This creativity can be applied across various disciplines and industries.

2) **Technical Proficiency:** Students gain proficiency in using design software and tools, enabling them to effectively communicate their ideas visually. This technical skillset is highly valuable in today's digital age.

3) **Improved Communication Skills:** Understanding principles of design and typography helps students communicate more effectively through visual means. They learn how to convey complex information clearly and engagingly, which is essential in many professions.

Shri Guru Govindsinghji College (B.J.), Malegaon Road, Nanded.



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Principal: Dr. Vikas Limbaji Kadam [Ph. D. MA(MCJ), NET, PGDEM&FP

Website: www.sggs.org.in Cell No.: 9325365666 E-mail: kdm.vks@gmail.com



4) Career Opportunities: Proficiency in design and graphics opens up a wide range of career opportunities in fields such as graphic design, web design, advertising, marketing, user experience (UX) design, and multimedia production.

5) Portfolio Development: Students can build a strong portfolio showcasing their design work, which is crucial for securing internships, jobs, or freelance clients in the design industry.

6) Adaptability to Technological Changes: In the rapidly evolving field of design, students learn to adapt to new technologies and tools, staying ahead of industry trends and remaining competitive in the job market.

7) Critical Thinking Skills: Analyzing and critiquing design work, understanding design principles, and making decisions about visual communication all contribute to the development of critical thinking skills.

8) Interdisciplinary Applications: Design principles are applicable across various disciplines, including art, business, engineering, and education. Students can apply their design skills in interdisciplinary projects and collaborations.

Indian Constitution and Media Law

1) Understanding of Rights and Duties: Students gain a comprehensive understanding of their rights as citizens, including fundamental rights guaranteed by the Constitution. They also learn about their duties towards the nation, fostering a sense of responsibility and civic engagement.

2) Knowledge of Governance Structure: Studying the legislature, executive, and judiciary helps students understand the functioning of the government at both central and state levels. This knowledge is crucial for understanding how laws are made, implemented, and interpreted.

3) Awareness of Legal Framework: Students learn about the legal framework of the country, including the Constitution, laws, and judicial system. This knowledge can help them navigate legal issues in their personal and professional lives.

4) Appreciation of Democratic Principles: Learning about democracy, separation of powers, and federalism instills an appreciation for democratic principles and values. Students understand the importance of checks and balances in ensuring a fair and just society.

5) Critical Thinking and Analysis: Studying media freedom, pressure groups, and political parties encourages students to critically analyze information and media content. They learn to evaluate sources, discern biases, and form informed opinions.

Principal

Shri Guru Govindsinghji College (B.J.)
Malegaon Road, Nanded.

Shri Guru Govindsinghji College (B.J.), Malegaon Road, Nanded.

(Affiliated to Swami Ramanand Teerth Marathwada University, Nanded)

Principal: Dr. Vikas Limbaji Kadam [Ph. D. MA(MCJ), NET, PGDEM&FF

Website: www.sggs.org.in Cell No.: 9325365666 E-mail: kdm.vks@gmail.com



6) Promotion of Active Citizenship: By understanding the rights, duties, and responsibilities outlined in the Constitution, students are encouraged to actively participate in civic and political processes. They may engage in advocacy, community service, or political activism to address social issues and contribute to positive change.

Development Communication

1) Understanding of Global Issues: Students gain a deep understanding of global issues such as poverty, inequality, environmental degradation, and social injustice. This knowledge allows them to analyze complex problems from multiple perspectives and develop informed opinions about global challenges.

2) Critical Thinking Skills: Through the study of development theories, policies, and strategies, students develop critical thinking skills. They learn to evaluate the effectiveness of different approaches to development and to identify underlying assumptions and biases in development discourse.

3) Awareness of Social Responsibility: The subject of development emphasizes the importance of social responsibility and civic engagement. Students learn about the role of individuals, communities, governments, and organizations in promoting social change and addressing development challenges.

4) Communication Skills: Studying development communication equips students with effective communication skills, both in written and verbal forms. They learn how to craft persuasive messages, engage with diverse audiences, and mobilize support for development initiatives.

5) Career Opportunities: A background in development and development communication opens up a wide range of career opportunities. Graduates may pursue careers in international development organizations, government agencies, NGOs, media outlets, research institutions, advocacy groups, and corporate social responsibility departments.

6) Empowerment and Advocacy: By understanding the complexities of development issues and communication strategies, students are empowered to become advocates for positive change. They can use their knowledge and skills to raise awareness, mobilize support, and influence policy decisions in areas such as poverty alleviation, environmental conservation, gender equality, and human rights.

7) Interdisciplinary Perspectives: The subject of development draws on insights from various disciplines such as economics, sociology, political science, environmental studies, and communication studies. Students gain interdisciplinary perspectives that enrich their understanding of complex social phenomena and help them approach development challenges holistically.

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Principal: Dr. Vikas Limbaji Kadam [Ph. D. MA(MCJ), NET, PGDEM&FP]

Website: www.sggs.org.in Cell No.: 9325365666 E-mail: kdm.vks@gmail.com



COURSE OUTCOME

B.A. (MCJ) III YEAR (SIXTH SEMESTER)

SUBJECT

Interpretative & Investigative Reporting

- 1) Critical Thinking Skills:** Engaging with interpretative reporting, investigative reporting, and special articles/columns requires students to think critically about complex issues, analyze information, and evaluate different perspectives. This can enhance their ability to make informed decisions and navigate the world around them.
- 2) Research and Analysis Skills:** Investigative reporting and special stories often involve extensive research, data analysis, and fact-checking. Students who study these subjects can develop strong research skills and learn how to gather and interpret information from various sources effectively.
- 3) Writing and Communication Skills:** Writing book reviews, film reviews, and other types of articles/columns requires students to articulate their thoughts and opinions clearly and persuasively. By practicing writing in different styles and formats, students can improve their writing skills and become more effective communicators.
- 4) Cultural Awareness and Appreciation:** Reviewing books, films, TV programs, theatre productions, and cultural events exposes students to a wide range of cultural perspectives and artistic expressions. This can broaden their understanding of different cultures, societies, and historical contexts, fostering empathy, tolerance, and appreciation for diversity.
- 5) Ethical and Professional Standards:** Studying journalism ethics and principles while engaging in investigative reporting and special stories helps students understand the importance of integrity, accuracy, and fairness in journalism. Learning about the ethical dilemmas journalists face and how to navigate them prepares students to uphold professional standards in their future careers.
- 6) Portfolio Building:** Writing book reviews, film reviews, special articles, and columns provides students with opportunities to build a portfolio of published work. This can be valuable for students pursuing careers in journalism, writing, media, or related fields, as it demonstrates their writing ability, critical thinking skills, and subject matter expertise to potential employers or graduate programs.

Photojournalism

Principal
Shri Guru Govindsinghji College (B.J.)
Malegaon Road, Nanded.

Shri Guru Govindsinghji College (B.J.), Malegaon Road, Nanded.

(Affiliated to Swami Ramanand Teerth Marathwada University, Nanded)

Principal: Dr. Vikas Limbaji Kadam [Ph. D. MA(MCJ), NET, PGDEM&FP]

Website: www.sggs.org.in Cell No.: 9325365666 E-mail: kdm.vks@gmail.com



1) **Technical Proficiency:** Students will gain a solid understanding of camera operation, composition techniques, exposure control, and post-processing skills. This technical proficiency is essential for capturing high-quality images.

2) **Creative Expression:** By exploring different types of photography and learning about composition, color, and storytelling, students can develop their unique artistic style and express themselves creatively through their work.

3) **Critical Thinking and Problem-Solving:** Analyzing news values, evaluating photo essays, and completing practical field assignments require students to think critically and make informed decisions. They'll learn to adapt to different shooting conditions and solve challenges that arise during the photographic process.

4) **Communication Skills:** Writing captions, presenting photo lectures, and participating in discussions about photo ethics and technology foster strong communication skills. These skills are valuable for articulating ideas and concepts related to photography to both peers and broader audiences.

5) **Understanding of Media Landscape:** Studying the placement of photographs in newspapers, magazines, and digital media provides insight into how images are used to convey information and evoke emotions in different contexts. This understanding is crucial for aspiring photojournalists and photographers seeking to work in media-related fields.

6) **Professional Development:** Students will gain practical experience through field assignments and learn how to navigate the professional photography industry. They'll develop a portfolio of work that demonstrates their skills and abilities, preparing them for careers as photographers, photojournalists, editors, or multimedia storytellers.

7) **Ethical Awareness:** Learning about the ethical considerations in photography, such as consent, objectivity, and representation, helps students develop a strong ethical framework for their work. This awareness is essential for maintaining integrity and responsibility as visual storytellers.

Printing Technology

1) **Technical Skills:** Students will gain practical knowledge of various printing methods, including traditional techniques like letterpress and modern digital printing. They'll also learn about color correction techniques and how to prepare images for print.

2) **Creativity and Design Skills:** Understanding magazine layout, cover page design, and pagination will help students develop their creativity and design sensibilities. They'll learn how to effectively arrange content for visual impact and readability.

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Principal
Shri Guru Govindsinghji College (B.J.)
Malegaon Road, Nanded.

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(Affiliated to Swami Ramanand Teerth Marathwada University, Nanded)

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Website: www.sggs.org.in Cell No.: 9325365666 E-mail: kdm.vks@gmail.com



3) Industry-Relevant Knowledge: With the printing industry constantly evolving, students will stay updated on current trends and technologies. This knowledge will be valuable for those pursuing careers in printing, graphic design, advertising, publishing, and related fields.

4) Problem-Solving Abilities: Learning about color correction and troubleshooting issues in printing processes will enhance students' problem-solving skills. They'll develop the ability to identify and address issues related to color reproduction and printing quality.

5) Attention to Detail and Quality Control: Students will learn the importance of precision and attention to detail in printing processes. They'll understand the significance of quality control measures to ensure accurate color reproduction and consistent printing results.

6) Safety Awareness: Studying safety measures in printing presses will instill a sense of responsibility for workplace safety among students. They'll understand the potential hazards associated with printing equipment and how to mitigate risks effectively.

7) Career Opportunities: Proficiency in printing methods and color correction can open up various career opportunities in the printing and publishing industry. Students may pursue roles such as graphic designer, print technician, prepress specialist, or production manager.

Press Freedom & Press Law in India

1) Understanding Legal Frameworks: Students will gain a comprehensive understanding of the legal frameworks governing media activities in India, including constitutional provisions, statutes, and case law. This knowledge provides a solid foundation for understanding the rights and responsibilities of media professionals.

2) Awareness of Rights and Restrictions: Students will become familiar with the rights guaranteed by the Indian Constitution, such as freedom of speech and expression, as well as the reasonable restrictions imposed on these rights. Understanding these rights and restrictions is crucial for navigating ethical and legal dilemmas in media practice.

3) Ethical Considerations: Studying media law involves exploring ethical considerations inherent in journalistic practice, such as accuracy, fairness, and accountability. Students will learn about codes of ethics and professional standards upheld by media organizations, which can guide their conduct as future media professionals.

4) Critical Thinking and Analysis: Media law requires critical analysis of legal principles, statutes, and case law. Students will develop analytical skills to evaluate the implications of legal decisions on media freedom, censorship, defamation, and other relevant issues.



Principal

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Principal: Dr. Vikas Limbaji Kadam [Ph. D, MA(MCJ), NET, PGDEM&EP

Website: www.sggs.org.in Cell No.: 9325365666 E-mail: kdm.vks@gmail.com



5) Protection of Intellectual Property: Understanding copyright laws and regulations enables students to protect their own creative works and respect the intellectual property rights of others. This knowledge is valuable for media professionals working in content creation, publishing, and distribution.

6) Advocacy and Reform: Armed with knowledge of media law and regulation, students can advocate for media reforms and policies that uphold freedom of expression and protect journalists' rights. They can contribute to public discourse on issues such as press freedom, censorship, and access to information.

7) Risk Management: Media professionals often encounter legal risks and challenges in their work. By studying media law, students will learn strategies for risk management, including avoiding defamation, understanding liability issues, and complying with regulatory requirements.

8) Empowerment and Civic Engagement: Media law education empowers students to exercise their rights as informed citizens and engage in democratic processes. They can hold media organizations and government institutions accountable for upholding constitutional principles and protecting press freedom.

Rural Development Communication

1) Understanding of Development Processes: Students gain insight into the various models and theories of development communication, allowing them to comprehend the complexities of development processes and the factors influencing them.

2) Application of Communication Strategies: Students learn how to effectively communicate development messages in diverse social, cultural, and economic contexts. They develop skills in crafting messages that resonate with target audiences and contribute to positive social change.

3) Critical Thinking and Analysis: Studying case studies and evaluating campaigns fosters critical thinking skills. Students learn to analyze the strengths and weaknesses of communication initiatives, identify underlying assumptions, and propose innovative solutions.

4) Awareness of Social Issues: Through the study of development communication, students become more aware of pressing social issues such as poverty, healthcare disparities, environmental degradation, and gender inequality. This awareness can inspire them to engage in activism, advocacy, or careers focused on addressing these challenges.

5) Empowerment of Communities: By understanding participatory approaches to development communication, students learn the importance of empowering communities and involving them in decision-making processes. They may develop skills in community organizing, facilitation, and collaboration.



Principal
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Malegaon Road, Nanded.

Shri Guru Govindsinghji College (B.J.), Malegaon Road, Nanded.

(Affiliated to Swami Ramanand Teerth Marathwada University, Nanded)

Principal: Dr. Vikas Limbaji Kadam [Ph. D. MA(MCJ), NET, PGDEM&FP]

Website: www.sggs.org.in Cell No.: 9325365666 E-mail: kdm.vks@gmail.com



6) Career Opportunities: Knowledge of development communication opens up a wide range of career opportunities in fields such as international development, nonprofit organizations, government agencies, public relations, social marketing, journalism, and advocacy.

7) Contributions to Sustainable Development: Equipped with the tools and insights gained from studying development communication, students can contribute meaningfully to sustainable development efforts, both locally and globally.

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