



# 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]

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## COURSE OUTCOME BACHELOR OF JOURNALISM (BJ) YEARLY PATTERN

### SUBJECT

#### DEVELOPMENT OF JOURNALISM

- 1) Enhanced Communication Skills:** Students develop effective verbal, nonverbal, and written communication skills, which are crucial for success in various personal, academic, and professional contexts. They learn how to articulate ideas clearly, listen actively, and adapt their communication style to different audiences and situations.
- 2) Critical Thinking and Analytical Skills:** Through the study of communication models, theories, and principles, students sharpen their critical thinking abilities. They learn to analyze and evaluate communication processes, messages, and media content, enabling them to discern information critically and make informed judgments.
- 3) Interpersonal and Relationship Building Skills:** Understanding intra-personal, inter-personal, and group communication dynamics equips students with the skills needed to navigate relationships effectively. They learn how to build rapport, resolve conflicts, and collaborate productively with others, fostering healthy personal and professional relationships.
- 4) Media Literacy and Awareness:** Students gain media literacy skills that enable them to critically evaluate media content, recognize biases, and understand the influence of media on society and culture. This empowers them to consume media responsibly and engage with it in a more informed and discerning manner.
- 5) Cultural Competence and Diversity Awareness:** Studying communication exposes students to diverse perspectives, cultures, and communication practices. They develop cultural competence, empathy, and sensitivity towards differences, which are essential for navigating an increasingly interconnected and multicultural world.
- 6) Leadership and Public Speaking Skills:** Through learning about public speaking and effective communication strategies, students build confidence in their ability to present ideas persuasively and lead others effectively. They learn how to communicate with clarity, conviction, and charisma, qualities that are essential for leadership roles in various fields.
- 7) Career Opportunities and Professional Advancement:** A strong foundation in communication studies opens up a wide range of career opportunities across industries such as media, public



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relations, marketing, advertising, human resources, education, and more. Employers value candidates with strong communication skills, making communication studies graduates highly sought after in the job market.

## PRINT MEDIA IN INDIA

- 1) Historical Understanding:** Students will gain a deep understanding of the historical development of printing, journalism, and the press in India, including key milestones, significant figures, and major events that have shaped the media landscape.
- 2) Cultural Awareness:** Exploring the birth of Indian language press and the emergence of regional newspapers will enhance students' awareness and appreciation of the cultural diversity and linguistic richness of India.
- 3) Critical Thinking Skills:** Analyzing the relationship between political freedom and press freedom, as well as the role of the press in social and political movements, will foster critical thinking skills among students as they evaluate complex issues and historical contexts.
- 4) Media Literacy:** Studying the evolution of newspapers, magazines, and news agencies will contribute to students' media literacy, enabling them to understand the structures, functions, and influence of various media organizations.
- 5) Appreciation of Journalism Ethics:** Examining the contributions of notable journalists and editors, including their approaches to reporting and editorial decision-making, will help students develop an understanding of journalistic ethics and values.
- 6) Regional Perspective:** Focusing on the press in Maharashtra provides students with a regional perspective, allowing them to understand the unique challenges, opportunities, and dynamics of media development in a specific cultural and linguistic context.
- 7) Career Opportunities:** Learning about the historical development and current status of journalism in India can inspire students to pursue careers in media, journalism, publishing, or related fields, equipped with a solid foundation of knowledge and understanding.
- 8) Research and Inquiry Skills:** Engaging with historical sources, case studies, and contemporary developments in the media industry will hone students' research and inquiry skills, preparing them for further academic study or professional endeavors.

## INTRODUCTION TO MULTIMEDIA

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- 1) **Comprehensive Understanding of Multimedia Journalism:** Students will gain a thorough understanding of the principles, elements, and characteristics of multimedia journalism, equipping them with the knowledge necessary to produce engaging content across various platforms.
- 2) **Practical Skills Development:** Through hands-on exercises, projects, and use of tools/software, students will develop practical skills in multimedia storytelling, including writing, editing, interviewing, and using multimedia equipment such as cameras and mobile phones.
- 3) **Adaptability to Convergent Media Environment:** By learning about convergence and cross-platform storytelling, students will be prepared to work in a media landscape where storytelling occurs across multiple channels, including print, online, social media, and mobile platforms.
- 4) **Collaborative and Mobile Reporting Skills:** Students will learn to collaborate with others on multimedia projects and utilize mobile technology effectively for reporting, enabling them to capture and disseminate news and stories in real-time from diverse locations.
- 5) **Critical Thinking and Problem-Solving:** Engaging in brainstorming, planning, and story structuring exercises will foster critical thinking skills, helping students to identify compelling story angles and solutions to storytelling challenges in multimedia formats.
- 6) **Portfolio Development:** Through the completion of assignments and projects, students will build a portfolio of multimedia content that showcases their skills and creativity, enhancing their prospects for internships, jobs, or further study in journalism or related fields.
- 7) **Professional Preparedness:** By understanding the pitching and publishing process, students will be better prepared to navigate the professional aspects of journalism, including interacting with editors, meeting deadlines, and adhering to ethical standards.
- 8) **Awareness of Emerging Technologies and Trends:** Exposure to multimedia tools and software will keep students abreast of technological advancements and industry trends, ensuring they remain adaptable and competitive in a rapidly evolving media landscape.

## NEW MEDIA TECHNOLOGIES

- 1) **Understanding of Historical and Technological Contexts:** Students will gain an understanding of the historical development of communication technologies, providing them with context for understanding current media landscapes and technological trends.
- 2) **Technical Skills:** They may acquire technical skills related to image capturing devices, cinematography, radio and TV technology, multimedia production, and digital communication platforms. These skills are valuable in various industries, including media production, advertising, marketing, and digital content creation.



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**3) Critical Thinking and Analysis:** Students will develop critical thinking skills by examining the impact of media technology on globalization, culture, society, and individual behavior. They will learn to analyze media texts, technologies, and industries through a critical lens, considering issues such as media ownership, representation, bias, and ethics.

**4) Multimedia Production and Design:** Through hands-on projects and assignments, students may learn to create multimedia content, including videos, audio recordings, graphics, and interactive media. This can involve learning software tools for editing, production, and design, as well as developing storytelling and visual communication skills.

**5) Awareness of Convergence and Integration:** Students will become familiar with the concept of media convergence and its implications for content creation, distribution, and consumption. They will learn about emerging technologies and platforms that are reshaping the media landscape, such as streaming services, social media, and mobile communication.

**6) Preparation for Future Careers:** The knowledge and skills acquired in this subject can prepare students for diverse career paths in media, communication, entertainment, journalism, advertising, public relations, digital marketing, and technology-related industries. They may pursue roles such as multimedia producers, content creators, digital marketers, social media managers, journalists, media analysts, or communication specialists.

**7) Adaptability and Lifelong Learning:** Given the rapid pace of technological change in the media industry, students will develop adaptability and a mindset for lifelong learning. They will be equipped to navigate and embrace future advancements in communication technology, continuously updating their skills and knowledge to stay relevant in their careers.

## BASICS OF RADIO AND TELEVISION PRODUCTION

**1) Technical Proficiency:** They will develop a strong understanding of the technical aspects of camera operation, lighting, audio recording, and editing for both video and radio production. This proficiency will allow them to effectively use industry-standard equipment and software.

**2) Creative Skills:** Students will learn the principles of composition, framing, and visual storytelling, enabling them to create visually engaging content across different genres such as short films, music videos, documentaries, and PSAs. They'll also gain insights into the use of sound effects, music, and narration to enhance storytelling in radio production.

**3) Professionalism:** Understanding legal and ethical considerations in media production is crucial for students to navigate the industry responsibly. They will learn about copyright laws, privacy issues, and ethical standards, which will help them conduct themselves professionally in their careers.



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**4) Adaptability:** With knowledge of both traditional and digital media production techniques, students will be well-equipped to adapt to evolving technologies and industry trends. This adaptability is essential in a rapidly changing media landscape.

**5) Collaboration:** Media production often involves teamwork and collaboration. Through group projects and practical exercises, students will learn how to effectively communicate and collaborate with others, enhancing their interpersonal and teamwork skills.

**6) Portfolio Development:** By completing various projects throughout the course, students will build a diverse portfolio showcasing their skills and creativity. This portfolio can be invaluable when seeking internships, jobs, or further education in the field of media production.

**7) Career Opportunities:** Armed with a comprehensive understanding of media production techniques and principles, students will be well-positioned for a variety of career opportunities in film, television, radio, advertising, digital media, and more. They may pursue roles such as videographer, editor, producer, director, sound designer, or radio broadcaster.

## ADVERTISING AND PUBLIC RELATIONS

**1) Comprehensive Understanding:** Students will gain a comprehensive understanding of the concepts, principles, and functions of advertising and public relations. They will learn about the historical evolution, theories, and classifications in these fields, providing them with a solid foundation.

**2) Strategic Thinking:** Through studying advertising management, brand management, and PR management, students will develop strategic thinking skills. They will learn how to plan, execute, and evaluate advertising and PR campaigns effectively.

**3) Research Skills:** Understanding advertising research and PR research methodologies will equip students with valuable research skills. They will learn how to conduct market research, analyze data, and apply research findings to campaign planning.

**4) Creative Skills:** Learning about creativity in advertising and PR will foster students' creative thinking abilities. They will explore different creative approaches in print, radio, television, and other media formats, enhancing their ability to develop innovative campaigns.

**5) Communication Skills:** Studying corporate communication, PR writing tactics, and integrated marketing communication will improve students' communication skills. They will learn how to craft compelling messages, communicate effectively with various stakeholders, and integrate PR with other marketing communication elements.



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**6) Analytical Skills:** Analyzing case studies of successful PR exercises and advertising campaigns will sharpen students' analytical skills. They will learn to critically evaluate campaign strategies, identify key success factors, and apply these insights to their own projects.

**7) Professional Preparation:** By understanding the structure and functions of advertising agencies, students will be prepared for careers in the advertising and PR industries. They will gain insight into the roles and responsibilities within ad agencies, as well as the broader professional landscape.

**8) Ethical Awareness:** Studying the impact of advertising on society and exploring ethical considerations in advertising and PR will cultivate students' ethical awareness. They will learn to navigate ethical dilemmas and make responsible decisions in their professional practice.

## TRADITIONAL FOLK MEDIA AND ALTERNATIVE MEDIA

**1) Cultural Awareness and Appreciation:** Students will gain a deeper understanding and appreciation of the rich cultural heritage embedded in traditional folk media forms. They will develop sensitivity to diverse cultural expressions and traditions, fostering cultural empathy and respect.

**2) Critical Thinking and Analysis:** Through the examination of the role of traditional folk media in social development and change, students will cultivate critical thinking skills. They will learn to analyze media messages, discern underlying societal implications, and evaluate the effectiveness of different media forms in facilitating social transformation.

**3) Media Literacy:** Studying traditional folk media alongside mass media and alternative media will enhance students' media literacy. They will learn to distinguish between various media forms, understand their respective strengths and limitations, and critically evaluate media content and its impact on society.

**4) Communication and Presentation Skills:** Engaging with different forms of media, such as puppetry and storytelling, may enhance students' communication and presentation skills. They may learn to effectively convey messages, stories, and cultural narratives through creative and engaging mediums.

**5) Community Engagement and Empowerment:** Understanding the role of alternative media forms like neighborhood newspapers and social media in citizen journalism can empower students to actively engage with their communities. They may develop skills in grassroots organizing, community journalism, and advocacy, contributing to positive social change.

**6) Research and Inquiry Skills:** Students may develop research and inquiry skills through exploring the historical, cultural, and social contexts of traditional folk media. They may conduct



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research projects, fieldwork, or case studies to deepen their understanding of specific media forms and their impact on society.

**7) Cross-Cultural Competence:** Studying folk media from different regions and cultures within India will foster cross-cultural competence among students. They will learn to appreciate cultural diversity, navigate intercultural communication challenges, and collaborate effectively across diverse contexts.

**8) Creativity and Innovation:** Engaging with alternative media forms like graffiti, blogging, and mobile telephony radio may stimulate students' creativity and innovation. They may explore new ways of expressing ideas, addressing social issues, and amplifying marginalized voices through innovative media practices.

## MEDIA MANAGEMENT

**1) Comprehensive Understanding of Media Management Principles:** Students will acquire a solid foundation in the principles of media management, including organizational structures, policy formulation, and ownership patterns. This understanding will equip them to analyze and navigate the complexities of the media industry effectively.

**2) Strategic Thinking and Planning Skills:** Through studying topics such as policy formulation, budgeting, and competition analysis, students will develop strategic thinking and planning skills essential for managerial roles in media organizations. They will learn how to formulate effective strategies and plans of action to address challenges and achieve organizational goals.

**3) Knowledge of Industry Regulations and Practices:** By learning about apex bodies, legal aspects, and regulatory frameworks, students will gain insights into the regulatory environment governing the media industry. This knowledge will enable them to navigate legal and regulatory challenges and ensure compliance with industry standards.

**4) Enhanced Communication and Editorial Skills:** Understanding the changing roles of editorial staff and media personnel, as well as editorial response systems, will help students develop strong communication and editorial skills. These skills are crucial for effectively managing content creation, dissemination, and audience engagement in media organizations.

**5) Financial and Business Acumen:** Studying the economics of media management, including budgeting, finance, advertising, and sales strategy, will equip students with financial and business acumen essential for managerial roles. They will learn how to manage budgets, optimize revenue streams, and make strategic business decisions to ensure the financial sustainability of media organizations.

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**6) Awareness of Ethical and Legal Considerations:** Learning about labor laws, press commissions, and foreign equity in the media industry will raise students' awareness of ethical and legal considerations relevant to media management. This awareness will help them navigate ethical dilemmas, uphold professional standards, and promote accountability and transparency in media organizations.

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