



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

Master of Journalism & Media Science FIRST SEMESTER

SUBJECT

HISTORY & GROWTH OF MEDIA IN INDIA

- 1) Historical Awareness:** Students will gain a deep understanding of the historical context in which various forms of media emerged and evolved in India. This historical perspective can help them contextualize current media practices and developments.
- 2) Critical Thinking Skills:** Analyzing the role of media during colonial rule, the national freedom movement, and post-independence periods will foster critical thinking skills. Students will learn to evaluate the impact of media on society, politics, and culture.
- 3) Cultural Understanding:** Exploring the diverse landscape of print, sound, and visual media in India will provide students with insights into the country's cultural richness and linguistic diversity. They will appreciate how different media forms have contributed to shaping Indian identity and values.
- 4) Media Literacy:** Studying the evolution of media technologies, such as print, radio, cinema, and television, will enhance students' media literacy skills. They will learn to critically assess media content, understand media production processes, and recognize the influence of media on public opinion.
- 5) Appreciation of Media Professionals:** Learning about veteran editors, journalists, and media personalities who played significant roles in shaping India's media landscape will foster appreciation for their contributions. Students may be inspired by their stories and understand the importance of ethical journalism and editorial integrity.
- 6) Career Opportunities:** This subject can also open up career opportunities for students interested in media, journalism, communications, or cultural studies. Understanding the historical development of media in India can provide a solid foundation for pursuing careers in media organizations, publishing houses, broadcasting companies, or academia.

INFORMATION TECHNOLOGY AND JOURNALISM



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- 1) **Understanding of Basic Concepts:** Students will gain a solid understanding of fundamental concepts in computer science and information technology, including the structure of computers, data representation, number systems, hardware components, and software types.
- 2) **Practical Knowledge:** They will acquire practical knowledge about computer hardware, software, and operating systems, which are essential skills in today's digital world.
- 3) **Problem-Solving Skills:** Learning about computers and IT involves problem-solving, critical thinking, and logical reasoning. Students will develop these skills as they tackle various topics and learn to troubleshoot computer-related issues.
- 4) **Preparation for Further Studies:** This subject serves as a foundation for students who wish to pursue further studies or careers in computer science, IT, or related fields. It lays down the groundwork for more advanced topics and concepts.
- 5) **Enhanced Digital Literacy:** Understanding computers and IT concepts improves digital literacy, enabling students to navigate and utilize technology effectively in their personal and professional lives.
- 6) **Awareness of Emerging Technologies:** Studying this subject can also introduce students to emerging technologies, trends, and advancements in the field, keeping them updated with the latest developments.
- 7) **Career Opportunities:** It opens up various career opportunities in fields such as software development, information systems management, data analysis, cybersecurity, networking, and more.
- 8) **Adaptability:** In today's technology-driven world, having knowledge of computers and IT makes students more adaptable to changes and advancements in technology, making them valuable assets in any field they choose to pursue.

BASICS OF PUBLIC RELATIONS

- 1) **Comprehensive Understanding of Public Relations:** Students will develop a thorough understanding of the principles, theories, and practices of public relations. They will learn how PR functions within organizations, its role in shaping public opinion, and its significance in modern management.
- 2) **Practical Skills:** Through case studies, examples, and real-world applications, students will acquire practical skills essential for a career in public relations. This may include writing press releases, crafting effective communication strategies, managing media relations, and engaging with various stakeholders.



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3) **Critical Thinking and Analysis:** The course encourages students to critically analyze the role of PR in different contexts, such as historical events, societal changes, and cultural influences. They will learn to evaluate the ethical implications of PR practices and make informed decisions.

4) **Awareness of Industry Trends:** Students will stay updated on current trends and developments in the field of public relations, including the impact of technology, globalization, and social media. This awareness prepares them to adapt to the evolving landscape of PR practice.

5) **Ethical Considerations:** By studying the ethics of PR and professional standards, students will develop a strong ethical foundation. They will understand the importance of integrity, transparency, and accountability in PR practice, which are essential for building and maintaining trust with stakeholders.

6) **Career Opportunities:** This subject provides students with valuable knowledge and skills that are applicable across various industries and sectors. Graduates may pursue careers in corporate PR departments, PR agencies, government organizations, non-profit sectors, or as independent consultants.

MASS MEDIA RESEARCH

1) **Critical Thinking Skills:** By learning to formulate research problems, develop hypotheses, and design studies, students develop critical thinking skills essential for analyzing and evaluating media content, trends, and phenomena.

2) **Research Competence:** Students gain practical experience in conducting research, including selecting appropriate methods, collecting and analyzing data, and interpreting findings. This competence prepares them for future research endeavors, both in academia and in professional settings.

3) **Understanding of Media Landscape:** Through the application of research methods such as content analysis, case studies, and surveys, students gain a deeper understanding of the media landscape, including audience behaviors, media effects, and industry trends.

4) **Effective Communication:** Writing research reports enhances students' ability to communicate complex ideas and findings effectively, both in written and oral forms. This skill is valuable in academic writing, professional presentations, and collaborative projects.

5) **Applied Knowledge:** By applying research methodology to real-world media issues, students develop practical skills that can be directly applied in media-related fields such as journalism, advertising, public relations, and digital media.



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6) Problem-Solving Abilities: Through the process of identifying research problems, formulating hypotheses, and designing studies, students learn to approach complex issues systematically and develop effective problem-solving strategies.

7) Ethical Awareness: Engagement with research ethics and integrity issues sensitizes students to the ethical considerations inherent in media research, such as privacy concerns, data integrity, and the responsible dissemination of findings.

8) Preparation for Further Study: For students considering advanced study in media studies or related fields, a solid foundation in research methodology provides essential preparation for graduate-level coursework and research projects.

INTRODUCTION TO MASS COMMUNICATION

1) Critical Thinking Skills: Students will develop the ability to critically analyze information presented through various media channels. They'll learn to evaluate the credibility of sources, recognize biases, and discern fact from opinion.

2) Media Literacy: Understanding different types of media and their impact helps students become more media literate. They'll learn to navigate media landscapes effectively, identify propaganda and misinformation, and make informed choices about media consumption.

3) Effective Communication Skills: Learning about communication processes and models equips students with practical skills for effective interpersonal and professional communication. They'll develop skills in verbal, non-verbal, written, and visual communication, essential for success in various fields.

4) Cultural Awareness: Studying media and society exposes students to diverse cultural perspectives, fostering empathy and cultural sensitivity. They'll gain insight into how media shapes cultural identities and influences societal norms, preparing them to navigate multicultural environments.

5) Media Production Skills: Students may have the opportunity to develop practical skills in media production, such as writing, editing, graphic design, and multimedia storytelling. These skills are valuable in fields like journalism, advertising, public relations, and digital media production.

6) Social and Ethical Responsibility: Understanding the social impact of media encourages students to consider the ethical implications of media practices and content. They'll explore issues such as media representation, privacy, censorship, and media regulation, preparing them to engage responsibly as media consumers and professionals.



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7) **Career Opportunities:** A solid understanding of communication and mass media opens up diverse career paths in media industries, marketing, public relations, advertising, journalism, digital media production, film and television, social media management, and more.

8) **Adaptability and Innovation:** Given the rapid evolution of media technologies, students will develop adaptability and innovation skills necessary for navigating an ever-changing media landscape. They'll be prepared to embrace new technologies, platforms, and trends, staying ahead in their chosen fields.

Radio Journalism

1) **Comprehensive Understanding of Radio Broadcasting:** Students will gain a thorough understanding of the history, development, and functioning of radio broadcasting, including the role of All India Radio and the emergence of private radio stations.

2) **Technical Skills:** Students will develop practical skills related to audio recording, editing software, and various transmission technologies, including AM, FM, and internet radio.

3) **Critical Thinking and Analysis:** Through the critical evaluation of contemporary programming strategies and the impact of radio broadcasting, students will enhance their ability to analyze media content and its societal effects.

4) **Regulatory Knowledge:** Students will become familiar with the rules and regulations governing radio broadcasting, both at the national and local levels, which can be valuable for those interested in working in the industry.

5) **Programme Development Skills:** Students will learn about different radio programme formats and gain insights into developing engaging and informative content for various audiences.

6) **Community Engagement:** Through the study of community radio and educational radio channels, students will understand the importance of radio in serving diverse communities and addressing educational needs.

7) **Advertising and Revenue Generation:** Students will learn about the role of advertising in radio broadcasting and gain insights into effective advertising strategies and promotional techniques.

8) **Career Opportunities:** This subject can prepare students for various careers in radio broadcasting, including radio journalism, production, programming, advertising sales, and regulatory affairs.

INTERNATIONAL COMMUNICATION



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1) Understanding Global Dynamics: Students gain insights into the complexities of global communication networks, including how information flows across borders, the influence of media organizations, and the impact of cultural imperialism. This understanding is crucial for navigating an interconnected world.

2) Critical Thinking Skills: Engaging with various theoretical frameworks and perspectives encourages students to think critically about issues such as power dynamics, cultural representation, and media influence. They learn to analyze and evaluate information from diverse sources, fostering a more nuanced understanding of international communication.

3) Cultural Awareness and Sensitivity: Studying international communication exposes students to different cultures, languages, and perspectives from around the world. This cultivates cultural awareness, empathy, and sensitivity towards diverse communities, which are essential skills in today's globalized society.

4) Professional Development: For students pursuing careers in fields such as journalism, media, public relations, international relations, or diplomacy, a solid understanding of international communication is invaluable. It provides them with the knowledge and skills needed to navigate global media landscapes, communicate effectively across cultures, and engage with diverse audiences.

5) Advocacy and Social Change: Armed with knowledge about the complexities of international communication, students are better equipped to advocate for social justice, media literacy, and balanced information flow. They can become agents of change by challenging stereotypes, promoting cultural diversity, and advocating for more equitable communication practices.

6) Research Opportunities: The field of international communication offers ample opportunities for research and academic inquiry. Students can explore topics such as media globalization, cross-cultural communication, digital media technologies, and the impact of social media on international relations, contributing to the advancement of knowledge in the field.

SECOND SEMESTER

SUBJECT

REPORTING AND FEATURE WRITING

1) Understanding of News: Students will gain a deep understanding of what constitutes news, its purpose, and its importance in society. They will learn about the qualities that define news, such as accuracy, clarity, objectivity, and balance, which are essential for producing credible journalism.

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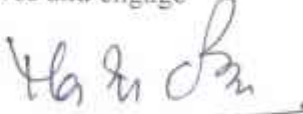


- 2) **Skills Development:** Through practical exercises and assignments, students will develop essential skills for news reporting, including researching, interviewing, fact-checking, and writing news stories. They will learn how to use various tools and technologies for information gathering and how to critically evaluate sources.
- 3) **Professionalism:** Students will learn about the different roles and responsibilities of news reporters, as well as their rights and ethical responsibilities. They will understand the importance of adhering to journalistic standards and principles, such as fairness, accuracy, and transparency.
- 4) **Critical Thinking:** The subject will cultivate students' ability to critically evaluate news stories and assess their relevance, reliability, and impact. They will learn to identify biases, misinformation, and propaganda, thereby becoming more discerning consumers and producers of news.
- 5) **Adaptability:** Given the discussion of changing trends in news reporting and the media-specific nature of news, students will develop adaptability and flexibility in their approach to journalism. They will be prepared to navigate evolving technologies, platforms, and audience preferences in the fast-paced world of media.
- 6) **Portfolio Building:** Through practical assignments and projects, students will have the opportunity to build a portfolio of news stories and reports, showcasing their skills and accomplishments to potential employers or further academic pursuits.

GRAPHICS DESIGNING IN MEDIA

- 1) **Technical Skills:** Students will gain proficiency in using graphic design software like Photoshop, understanding file formats, color modes, and image manipulation techniques. This technical knowledge is highly valuable in various industries, including advertising, marketing, publishing, and digital media.
- 2) **Creative Expression:** By learning about design principles, composition techniques, and visual communication theories, students can develop their creativity and ability to express ideas visually. They'll learn how to effectively use elements like color, shape, and texture to convey messages and evoke emotions through their designs.
- 3) **Problem-Solving Skills:** Design projects often involve solving visual problems, such as creating a compelling logo or designing a user-friendly interface. Students will learn how to analyze design briefs, identify client needs, and develop creative solutions that meet objectives and engage audiences.




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4) Understanding Visual Perception: Studying the psychology of visual perception and human vision can help students create designs that are intuitive, easy to understand, and visually appealing. They'll learn how factors like color, depth, and movement influence perception and how to leverage these principles in their work.

5) Portfolio Development: Throughout the course, students will complete various design projects, which they can compile into a portfolio showcasing their skills and creativity. A strong portfolio is essential for securing internships, freelance opportunities, or jobs in the design industry.

6) Career Opportunities: With the skills and knowledge gained from this subject, students can pursue various career paths in graphic design, advertising, branding, web design, illustration, and more. The demand for skilled graphic designers and visual communicators is high across industries, offering diverse job opportunities.

7) Critical Thinking: Analyzing visual compositions, understanding design principles, and interpreting the effectiveness of different design elements require critical thinking skills. Students will learn how to evaluate designs objectively and make informed decisions to improve their own work.

8) Collaboration and Communication: Design projects often involve collaboration with clients, team members, and other stakeholders. Students will develop communication skills to effectively present their ideas, receive feedback, and collaborate with others to achieve common goals.

EDITORS DESK

1) Enhanced Communication Skills: Students develop proficiency in written communication, including grammar, style, and clarity. They learn to convey information effectively, which is valuable in various professional contexts.

2) Critical Thinking and Analysis: Through editing and news compilation exercises, students hone their critical thinking skills by evaluating information, identifying biases, and ensuring accuracy in reporting. This skill is crucial for making informed decisions and problem-solving.

3) Media Literacy: Understanding the functions of editorial setups, publication ideologies, and audience analysis cultivates media literacy. Students learn to discern credible sources, recognize different editorial perspectives, and interpret media messages critically.

4) Technical Proficiency: Learning editing symbols, digital editing techniques, and layout design principles equips students with technical skills relevant to the publishing industry. Proficiency in digital tools enhances their employability in media-related fields.

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5) Creativity and Innovation: Planning page layouts, selecting visuals, and crafting headlines require creativity and innovation. Students explore ways to engage audiences, communicate effectively, and differentiate their content in a crowded media landscape.

6) Ethical Awareness: Studying ethical considerations in visual selection, content editing, and publication decisions fosters ethical awareness. Students learn to navigate ethical dilemmas, uphold journalistic integrity, and respect diverse perspectives.

7) Teamwork and Collaboration: In editorial setups, students collaborate with peers and supervisors, learning to communicate effectively, manage deadlines, and delegate tasks. These teamwork skills are transferable to various professional environments.

8) Adaptability to Technological Changes: Understanding how technology revolutionizes editing processes prepares students for the dynamic media landscape. They learn to adapt to evolving digital tools and platforms, staying abreast of industry trends and innovations.

9) Career Opportunities: Proficiency in editing, news coordination, and layout design opens doors to diverse career opportunities in journalism, publishing, communications, advertising, and related fields. Students can pursue roles such as editors, reporters, content creators, digital marketers, or media consultants.

CYBER SECURITY

1) Practical Skills: Students will gain practical skills in various areas of cybersecurity, including:

- Using cybersecurity tools and techniques, such as those found in Kali Linux, to identify and mitigate security threats.
- Implementing security measures to protect computer systems, networks, and applications from cyber attacks.
- Conducting ethical hacking activities, such as penetration testing, to identify and address vulnerabilities in systems.
- Applying cryptography techniques to secure data and communications.

2) Critical Thinking and Problem-Solving: Cybersecurity requires critical thinking and problem-solving skills to analyze complex systems and identify potential security risks. Students will develop these skills as they learn to assess and respond to various cybersecurity threats and challenges.

3) Understanding of Cyber Threat Landscape: By studying cyber threats like cyber warfare, cybercrime, cyber terrorism, and cyber espionage, students will gain a deeper understanding of the evolving landscape of cybersecurity threats. This understanding will help them anticipate and respond effectively to emerging threats.



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4) Ethical Awareness: Ethical considerations are central to cybersecurity, particularly in areas such as ethical hacking and responsible disclosure of vulnerabilities. Students will develop ethical awareness as they learn about the ethical implications of cybersecurity practices and how to navigate ethical dilemmas in the field.

5) Preparation for Careers in Cybersecurity: With the increasing demand for cybersecurity professionals in various industries, studying cybersecurity can provide students with valuable skills and knowledge for careers in this field. Whether pursuing roles in cybersecurity analysis, penetration testing, security consulting, or incident response, students will be well-prepared to enter the workforce with a solid foundation in cybersecurity.

6) Contribution to Cybersecurity Awareness and Advocacy: Students who study cybersecurity may also become advocates for cybersecurity awareness and education. They can contribute to raising awareness about cybersecurity risks and best practices within their communities and organizations, helping to promote a culture of cybersecurity awareness and resilience.

DEVELOPMENT COMMUNICATION


1) Understanding Communication Dynamics: Students will gain a thorough understanding of communication dynamics, including its basic concepts, historical context, and various types of communication. This knowledge equips them with valuable skills applicable in diverse personal, professional, and societal contexts.

2) Appreciation of Communication's Role in Social Change: By exploring communication for social change, students will appreciate the power of communication in influencing attitudes, behaviors, and social structures. They'll learn how to harness communication strategies effectively to advocate for positive social transformation.

3) Insight into Development Programs: Students will develop insights into development issues, goals, and programs at both national and international levels. They'll understand the complexities involved in designing, implementing, and evaluating development initiatives, along with the crucial role communication plays in these processes.

4) Competence in Behavior Change Communication: Through the study of behavior change communication strategies, students will acquire competencies in designing and implementing communication interventions aimed at promoting positive behavioral changes. These skills are valuable for careers in public health, social work, community development, and related fields.

5) Media Literacy and Development: By examining the role of media in development, students will enhance their media literacy skills and understand how media can be leveraged as a tool for fostering development outcomes. They'll critically analyze media representations, agendas, and


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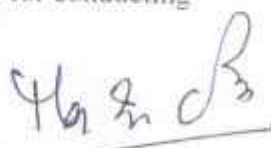


impacts on development processes, enabling them to engage more effectively with media in their future endeavors.

6) Awareness of Governmental Roles in Development: Students will gain insights into the roles of central and state governments in development processes, including policy formulation, resource allocation, and implementation. This understanding is crucial for students aspiring to work in government agencies, NGOs, or international development organizations.

ADVERTISING

- 1) Comprehensive Understanding of Advertising:** Students will develop a deep understanding of the purpose, nature, and role of advertising in various contexts, including its historical development and its impact on the economy.
- 2) Global Perspective:** Exploring the international advertising scenario will provide students with insights into global advertising practices, trends, and cultural nuances, enabling them to appreciate the diversity of advertising approaches worldwide.
- 3) Practical Skills:** Through units focused on advertising planning and execution, students will acquire practical skills such as brand positioning, message strategy development, media planning, and copywriting, which are essential for working in the advertising industry.
- 4) Ethical Awareness:** Delving into advertising ethics and social responsibility will equip students with the knowledge and critical thinking skills necessary to navigate ethical dilemmas in advertising and make responsible decisions as future advertising professionals.
- 5) Marketing Integration:** Understanding the role of advertising within the broader marketing mix and its alignment with sales promotion goals will enable students to appreciate the interconnectedness of marketing communications and develop integrated marketing strategies.
- 6) Creative and Strategic Thinking:** Through exercises in developing brand personality, crafting persuasive messages, and selecting appropriate media channels, students will hone their creative and strategic thinking abilities, essential for devising effective advertising campaigns.
- 7) Industry Insights:** Learning about the advertising industry in India, including its size, major agencies, and notable campaigns, will provide students with valuable insights into the dynamics of the advertising landscape and potential career opportunities.
- 8) Research Skills:** Emphasizing the importance of research inputs, including market research and consumer behavior analysis, will equip students with research skills necessary for conducting audience analysis and market assessments to inform advertising strategies.


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MEDIA LAWS

- 1) **Legal Literacy:** Students will develop a strong understanding of the legal framework governing the media in India, including constitutional provisions, statutes, and case law. This legal literacy will empower them to navigate the complexities of media regulation confidently.
- 2) **Ethical Awareness:** By examining ethical issues faced by the media, students will cultivate a heightened awareness of the ethical responsibilities inherent in journalism and media-related professions. This awareness will guide their decision-making processes in their future careers.
- 3) **Critical Thinking Skills:** Engaging with case studies and discussions surrounding media law and ethics will sharpen students' critical thinking skills. They will learn to analyze complex legal and ethical dilemmas from multiple perspectives and develop reasoned arguments to support their positions.
- 4) **Professional Preparedness:** Understanding the rights and responsibilities of journalists and media organizations under the law will prepare students for the realities of working in the media industry. They will be equipped to navigate legal challenges, uphold ethical standards, and protect the interests of both themselves and their sources.
- 5) **Advocacy and Reform:** Armed with knowledge of media law and ethics, students may be inspired to advocate for reforms in media regulation or to champion ethical journalism practices. They may become voices for change within the industry, working to uphold freedom of expression while promoting responsible media behavior.
- 6) **Media Literacy for Citizens:** Beyond their professional careers, students will also gain valuable insights into the legal and ethical dimensions of media consumption and participation as informed citizens. They will be better equipped to critically evaluate media content, recognize misinformation, and engage constructively in public discourse.

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FIRST SEMESTER

SUBJECT

HISTORY OF MEDIA

1) **Historical Understanding:** Students will gain a deep understanding of the historical evolution of journalism in India, particularly in the context of the freedom struggle and post-independence development. This knowledge helps students appreciate the role of media in shaping societal narratives and political movements.

2) **Cultural Awareness:** Exploring Marathi language journalism provides students with insights into the rich cultural heritage of Maharashtra and its contribution to the national discourse. They develop an appreciation for the diversity of Indian media and the importance of regional voices in shaping public opinion.

3) **Critical Thinking Skills:** Analyzing the role of the press in democracy and the functioning of media organizations enhances students' critical thinking skills. They learn to evaluate the credibility of news sources, understand media bias, and assess the impact of media ownership on journalistic integrity.

4) **Professional Development:** Understanding the organizational setup and working style of the newspaper industry equips students with knowledge relevant to careers in journalism and media. They gain insights into different roles within a newsroom and the skills required to succeed in the field.

5) **Ethical Considerations:** Studying the ethical principles of journalism, as exemplified by leaders like Mahatma Gandhi, encourages students to reflect on their own ethical responsibilities as future journalists or media professionals. They learn to navigate complex ethical dilemmas and uphold journalistic integrity.

6) **Research and Presentation Skills:** Engaging in research projects and presentations on topics related to Indian press history and Marathi journalism hones students' research and presentation skills. They learn to gather and synthesize information effectively and communicate their findings clearly and persuasively.

INTRODUCTION TO COMMUNICATION

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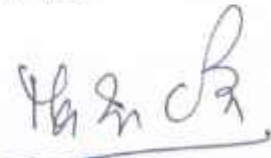
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- 1) **Enhanced Communication Skills:** Students will develop a deeper understanding of the communication process, including how to effectively convey messages, listen actively, and provide constructive feedback. These skills are valuable in personal, professional, and academic contexts.
- 2) **Critical Thinking:** Analyzing various communication models and theories requires critical thinking skills. Students learn to evaluate information, identify patterns, and draw conclusions, which can be applied to other areas of study and everyday decision-making.
- 3) **Interpersonal Relationships:** Understanding communication dynamics can improve interpersonal relationships by fostering empathy, conflict resolution skills, and the ability to navigate diverse social situations.
- 4) **Media Literacy:** Learning about mass communication and media theories helps students become more discerning consumers of media. They gain insights into how messages are constructed, disseminated, and interpreted, empowering them to critically engage with media content and recognize bias or manipulation.
- 5) **Career Opportunities:** Communication skills are highly sought after in the workforce. Students who study communication may pursue careers in journalism, public relations, marketing, advertising, human resources, education, or any field that requires effective communication and relationship-building skills.
- 6) **Cultural Understanding:** Communication studies often explore the role of culture in shaping communication norms and practices. Students gain a greater appreciation for cultural diversity and learn to navigate intercultural communication challenges with sensitivity and respect.
- 7) **Leadership Development:** Effective communication is essential for effective leadership. By studying communication theories and models, students can develop leadership skills such as persuasion, negotiation, and motivational speaking.

NEWS WRITING AND REPORTING ANALYSIS

- 1) **Professional Skills:** Students would develop practical skills essential for journalism, including research, interviewing, writing, and editing. They would learn how to gather information, verify facts, and present news stories effectively.
- 2) **Critical Thinking and Analysis:** By exploring different types of reporting and news perspectives, students would enhance their critical thinking skills. They would learn to analyze information, evaluate sources, and provide insightful interpretations of complex issues.


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3) Ethical Awareness: Understanding the principles of journalism ethics, such as accuracy, fairness, and integrity, would help students navigate ethical dilemmas they may encounter in their careers. Learning about protecting sources would also instill a sense of responsibility and integrity in their reporting practices.

4) Adaptability and Versatility: Exposure to various types of reporting, including investigative, interpretative, and beat reporting, would prepare students to work in diverse journalistic roles and environments. They would learn to adapt their reporting style and techniques to different subjects and audiences.

5) Industry Knowledge: Studying news sources and beat reporting would provide students with insights into the workings of the media industry. They would learn about news gathering processes, the role of different media outlets, and the importance of staying informed about current events.

6) Communication Skills: Effective communication is essential in journalism, and students would hone their skills in writing, interviewing, and presenting information to diverse audiences. This would benefit them not only in their journalism careers but also in various other professions that require strong communication skills.

7) Career Opportunities: With a solid foundation in journalism principles and practices, students would be well-equipped to pursue careers in various media-related fields, including print, broadcast, online journalism, and public relations. They could work as reporters, editors, correspondents, or media analysts in news organizations, government agencies, non-profits, or corporate settings.

MOBILE JOURNALISM

1) Proficiency in Modern Journalism Techniques: Students will gain a thorough understanding of contemporary journalism practices, particularly in the digital era, by learning how to leverage mobile devices for reporting, recording, editing, and publishing news content.

2) Enhanced Technical Skills: Through hands-on experience with various smartphones, video recording apps, and editing software, students will develop technical skills essential for producing high-quality multimedia journalism content.

3) Adaptability and Versatility: MOJO equips students with the ability to adapt to different reporting scenarios and environments, as they learn to work efficiently with minimal equipment and resources, thereby enhancing their versatility as journalists.

4) Global Reach and Audience Engagement: With the widespread adoption of smartphones worldwide, students will understand the potential for reaching diverse audiences globally through mobile platforms, thereby expanding the reach and impact of their journalistic endeavors.


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5) Creative Storytelling Techniques: By mastering framing, composition, shot types, filming angles, and incorporating elements like captions, logos, and special effects, students will develop innovative storytelling techniques that captivate and engage audiences across digital platforms.

6) Ethical and Legal Awareness: Through discussions on citizen journalism, live storytelling, and understanding cyber laws related to journalism, students will gain insights into the ethical considerations and legal implications associated with mobile journalism, ensuring responsible and informed reporting practices.

7) Entrepreneurial Opportunities: MOJO empowers students to explore entrepreneurial avenues in journalism, such as establishing their own YouTube channels for citizen journalism, freelance reporting, or creating niche content tailored to specific audience interests.

8) Competitive Edge in the Job Market: As mobile journalism continues to gain prominence in the media industry, students with proficiency in MOJO techniques will possess a competitive edge in the job market, as they offer valuable skills aligned with the evolving needs of modern news organizations.

RESEARCH METHODOLOGY

1) Understanding of Research Methods: Students will gain a solid understanding of both qualitative and quantitative research methods, including their characteristics, uses, limitations, and practical applications. This knowledge will enable them to design and conduct research effectively in their respective fields.

2) Critical Thinking Skills: Through engaging with various research methodologies and learning about the importance of literature review, hypothesis formulation, and data interpretation, students will enhance their critical thinking abilities. They'll learn to evaluate research findings, identify gaps in existing literature, and formulate research questions or hypotheses effectively.

3) Practical Skills: Students will develop practical skills such as conducting field observations, organizing and facilitating focus groups, analyzing content, designing surveys, and implementing experimental research designs. These hands-on experiences will prepare them to undertake research projects in academic, professional, or organizational settings.

4) Ethical Awareness: Understanding research ethics is crucial for conducting responsible and ethical research. Students will learn about ethical considerations in research, including issues related to informed consent, confidentiality, data integrity, and conflicts of interest. This knowledge will guide their research practices and ensure they conduct research ethically and responsibly.

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5) Statistical Literacy: By learning about the importance of statistical analysis and basic statistical techniques, students will develop statistical literacy. They'll be able to interpret and analyze research data, draw meaningful conclusions, and effectively communicate their findings to diverse audiences.

6) Report Writing Skills: The course will equip students with the skills necessary for writing research reports, including structuring their findings, citing sources properly, and presenting data effectively. These skills are valuable not only for academic research but also for professional communication in various fields.

7) Preparation for Further Studies or Careers: A strong foundation in research methods and report writing is highly advantageous for students pursuing further studies in academia or entering professions where research skills are valued, such as social sciences, market research, journalism, public policy, and more.

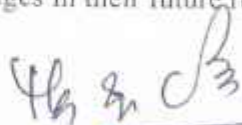
SECOND SEMESTER

SUBJECT

MEDIA LAWS AND ETHICS

- 1) Understanding Legal Frameworks:** Students will gain a deep understanding of the legal frameworks governing media operations, including freedom of speech, defamation, contempt of court, copyright, and cyber laws. This knowledge equips them to navigate legal challenges and make informed decisions in their professional careers.
- 2) Ethical Awareness:** By examining ethical dilemmas and professional codes of conduct, students develop a heightened sense of ethical awareness. They learn to critically analyze ethical issues such as privacy concerns, sensationalism, and the responsibility of media to society.
- 3) Critical Thinking Skills:** The subject encourages critical thinking by requiring students to evaluate laws, regulations, and ethical principles in the context of real-world scenarios. They learn to assess the implications of media actions on individuals, communities, and institutions.
- 4) Media Literacy:** Through studying media laws and ethics, students become more media literate. They gain insights into how media content is produced, regulated, and consumed, enabling them to engage more critically with media messages and sources.
- 5) Professional Development:** Understanding media laws and ethical standards is essential for anyone pursuing a career in journalism, broadcasting, public relations, or related fields. Students develop the professional skills necessary to navigate legal and ethical challenges in their future roles.




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7) Advocacy and Activism: Armed with knowledge of media laws and ethics, students are better equipped to advocate for press freedom, transparency, and ethical journalism practices. They may engage in activism to promote media accountability and protect the rights of journalists and media consumers.

8) Preparedness for Digital Challenges: In an era where digital media plays a significant role, understanding cyber laws and cybersecurity measures is crucial. Students learn to identify cyber threats, protect digital assets, and adhere to legal and ethical standards in online environments.

NEW MEDIA

1) Comprehensive Knowledge: Students will gain a thorough understanding of digital media, including its evolution, characteristics, applications, and impact on various industries.

2) Critical Thinking Skills: Through discussions on credibility, net neutrality, and digital literacy, students will develop critical thinking skills necessary for evaluating digital content and making informed decisions in a media-saturated environment.

3) Technical Proficiency: Students will become proficient in using digital media application software such as word processing, spreadsheets, and image editing tools, enhancing their technical skills that are valuable in many professions.

4) Journalistic Competence: For students interested in journalism, the course provides insights into the journalistic uses of the internet, social media, and digital audience engagement strategies. They'll learn how to utilize various online platforms effectively for reporting, storytelling, and audience interaction.

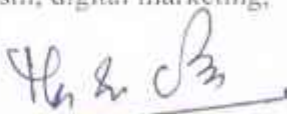
5) Audience Analysis Skills: Understanding different audience types and behaviors, along with digital audience research techniques, will equip students with audience analysis skills crucial for content creation, marketing, and communication strategies across digital platforms.

6) Social Media Management: Students will learn how to leverage social media for journalistic purposes, including social media campaigns, engagement tactics, and audience analytics, preparing them for roles in digital media management and marketing.

7) Ethical Awareness: Discussions on manipulating digital media audience and other ethical considerations will raise students' awareness of ethical issues in digital media production and consumption, fostering responsible digital citizenship.

8) Career Opportunities: With a solid foundation in digital media concepts and practical skills, students will be prepared for a wide range of careers in fields such as journalism, digital marketing, social media management, content creation, and more.




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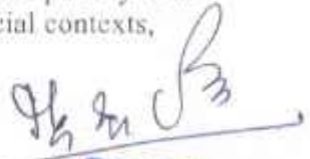
POLITICAL COMMUNICATION

- 1) **Critical Thinking Skills:** Students will develop critical thinking skills by analyzing complex interactions between communication, politics, media, and identity. They'll learn to evaluate information critically, identify biases, and understand the nuances of media representations.
- 2) **Media Literacy:** They will become more media literate, learning to navigate various forms of media and discern credible sources from misinformation or propaganda. This skill is crucial in today's digital age where information is abundant but not always reliable.
- 3) **Understanding Political Processes:** By studying the relationship between media and politics, students gain a deeper understanding of how political systems operate, including the role of media in shaping public opinion, influencing elections, and holding power to account.
- 4) **Awareness of Identity Politics:** They will become more aware of the role of identity in politics and media representation, including how factors such as race, gender, nationality, and ideology shape political discourse and power dynamics.
- 5) **Engagement in Civic Life:** Students will be better equipped to engage in civic life and participate meaningfully in political processes. They'll understand the importance of informed citizenship, advocacy, and activism in shaping public policy and societal change.
- 6) **Career Opportunities:** Knowledge in this subject area can lead to various career opportunities in fields such as journalism, public relations, political campaigning, policy analysis, advocacy, and social activism.
- 7) **Cross-Cultural Understanding:** For students studying the Indian political system, they'll gain insights into the unique dynamics of Indian politics and media, fostering cross-cultural understanding and the ability to navigate diverse political landscapes.
- 8) **Research and Analytical Skills:** Through research projects, case studies, and analytical exercises, students will enhance their research and analytical skills, which are valuable in both academic and professional settings.

FILM STUDIES

- 1) **Critical Thinking Skills:** Analyzing films from different eras, cultures, and movements encourages students to think critically about the messages, techniques, and themes portrayed in cinema. They learn to deconstruct complex narratives, cinematography, and social contexts, enhancing their ability to critically analyze various forms of media.




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- 2) **Cultural Awareness and Empathy:** By studying films from different regions and time periods, students gain insights into diverse cultures, societies, and historical contexts. This cultivates empathy and understanding of different perspectives, enhancing their cultural awareness and appreciation for global cinema.
- 3) **Visual Literacy:** Understanding the visual language of cinema, including cinematography, editing, and mise-en-scène, equips students with visual literacy skills that are valuable in today's visually-driven world. They learn to interpret and communicate through visual elements effectively.
- 4) **Historical and Social Understanding:** Exploring the history and social contexts of cinema provides students with a deeper understanding of historical events, societal norms, and cultural movements. They learn how cinema reflects and influences society, politics, and culture, fostering a more nuanced understanding of the world around them.
- 5) **Creative Expression:** Studying cinema can inspire students to explore their own creativity and storytelling abilities. By analyzing different filmmaking techniques and styles, they may develop a greater appreciation for the art of storytelling and visual expression, and perhaps even pursue their own filmmaking endeavors.
- 6) **Communication Skills:** Discussing and writing about films enhances students' communication skills, both verbally and in writing. They learn to articulate their thoughts and opinions effectively, engage in meaningful discussions, and construct persuasive arguments based on evidence from the films they study.
- 7) **Cultural Critique and Social Commentary:** Through the study of film, students can engage in discussions about societal issues, cultural norms, and ethical dilemmas depicted in cinema. This encourages them to become more active and informed citizens who can critically assess media representations and contribute to cultural discourse.

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