

**DUM DUM MOTIJHEEL COLLEGE**  
**DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION**  
**B.A. JORA (Hons.) CBCS Syllabus**  
**Issued by the West Bengal State University**  
**With effect from 2018-19**

**Programme Specific Outcomes**

- Focus on in-depth knowledge of practical and theoretical aspects in different areas of Journalism and Mass Communication.
- Help students sharpen their specialization skills in the field of Mass Media.
- Enable students to write specialized stories for various media.
- Teach students to use Public Relation tools like Press release, news etc.
- Help students understand the importance of media surveys and media seminars.
- Create awareness among students about mass media research.
- Sharpen the research skills of students.
- Enable students to acquire knowledge of Research report writing.
- Generate a sense of News and enthusiasm in the subject to appreciate the importance of news, media and culture.
- Open career opportunities in news reporting, editing, advertising, public relations and corporate communications.
- Prepare students for deciding on specialization for higher education and careers in research and teaching.

**DUM DUM MOTIJHEEL COLLEGE**  
**Course Outcome or Learning Outcome**  
**Three year B.A. /B.Sc. degree course**  
**Under CBCS semester system**  
**Honours Course in Journalism & Mass Communication**  
**With effect from the session: 2018–19**

**Course Name:** Core Course-1  
**Course Code:** JORACOR01T

**Topic Name:** Paper CC I: Introduction to Journalism

**Course Outcome:** After finishing the course, the students are enable to

- 1) Understand the basic concepts in Journalism and give a knowledge about the various aspects and latest developments in the field of Journalism
- 2) give inputs that help identify skills suitable for aspiring a career in Journalism
- 3) Develop the ability to write clear, concise, accurate and interesting news stories
- 4) Demonstrate basic skills and techniques in newsgathering and newswriting
- 5) Judge the newsworthiness of events and ideas and analyze stories for content, form and style
- 6) Gain a wide range of practical experience in basic news coverage

**Course Name:** Core Course-2  
**Course Code:** JORACOR02T  
**Topic Name:** HISTORY OF THE MEDIA

**Course Outcome:** After completion of the above course the students are enabled to

- 1) be aware of significant events and people in media history
- 2) understand major themes in our media history and how they resonate in contemporary media
- 3) understand the advantages of historical consciousness or “thinking in time.”

**Course Name:** Core Course-3  
**Course Code:** JORACOR03T  
**Topic Name:** Reporting and Editing for Print

**Course Outcome:** After completion this course, students were understood  
(1) about reporting and editing for the print media  
(2) Structure and function of print media  
(3) Responsibility of different departmental head.

**Course Name:** Core Course-4  
**Course Code:** JORACOR04T  
**Topic Name:** Introduction to Media and Communication

**Course Outcome:** The above course enabled the students to  
(1) Students will demonstrate the ability to communicate effectively in actuality  
(2) Students will be able to analyse communication in the light of various communication models.  
(3) Students will be able to analyse media content in the light of communication models and media theories

**Course Name:** Core Course-5  
**Course Code:** JORACOR05T  
**Topic Name:** Introduction to Broadcast Media

**Course Outcome:**

- 1) Grow concept on various types and aspects of both radio and television
- 2) A basic concept on the functioning of broadcast media are grown in them
- 3) They both theoretically and practically learn to write and present programs in both types of media.

**Course Name:** Core Course-6  
**Course Code:** JORACOR06T  
**Topic Name:** Media and Cultural Studies

**Course Outcome:** After successful completion of this Course Students will be able to:

- 1) They grow the theoretical knowledge of communication and mass communication
- 2) They get to better understand how culture, audience and technologies affect the communication process
- 3) This paper helps them further in research and academic analysis.

**Course Name:** Core Course-7  
**Course Code:** JORACOR07T  
**Topic Name:** Advertising and Public Relations

**Course Outcome:** This course enables the students to:

- 1) They learn the techniques and tactics of advertising and public relations
- 2) They practically (both written and through software) learn to present ad copies and public relation documents as a professional
- 3) It further helps them pursue careers in advertising and public relations

**Course Name:** Core Course-8  
**Course Code:** JORACOR08T  
**Topic Name:** Introduction to New Media

**Course Outcome:** This course enables the students to:

- 1) Students grow the basic concept of the most neo form of media i.e. New Media
- 2) They are taught the basic terminologies and its functioning
- 3) Basic skills regarding this form of media are grown which further helps them to specialise as a communicator in new media

**Course Name:** Core Course-9  
**Course Code:** JORACOR09T  
**Topic Name:** Development Communication

**Course Outcome:** This course enables the students to:

- 1) Through the study of development communication models and theories students grow a theoretical concept of this paper.
- 2) They understand the important role of media in the development of societies of all types that are rural, urban, communities etc.
- 3) An understanding on the functioning and importance of development communication helps them in future research and contributing in this field of communication.

**Course Name:** Core Course-10  
**Course Code:** JORACOR10T  
**Topic Name:** Media Ethics and the Law

**Course Outcome:** This course enables the students to:

- 1) Students of Journalism who are tomorrow's budding journalist grow a concept of the laws and ethics of media that govern the functioning of journalists
- 2) They understand the laws of media, know about the regulatory bodies to whom they are answerable and also their responsibilities towards women, children and the society as a whole.
- 3) As this paper helps students to learn the laws that govern the different media, it helps them in their professional field later.

**Course Name:** Core Course-11  
**Course Code:** JORACOR11T  
**Topic Name:** Global Media and Politics

**Course Outcome:** After the completion of above paper, students will enable to understand

- 1) an in-depth understanding of the relation of mass media with different aspects of the society like global markets, international communication and its effect on global culture
- 2) the serious issues of media giants, their effects in global news and the counter measures taken by developing countries.
- 3) how media functioned during different global conflicts and they propaganda techniques thus understanding the politics of media

**Course Name:** Core Course-12  
**Course Code:** JORACOR12T  
**Topic Name:** Advanced Broadcast Media

**Course Outcome:** This course enables the students to:

- 1) grow an in-depth knowledge of broadcast media through this paper. They learn the different types of radio, their functioning and their contribution in development of the society.
- 2) Students get an idea of the different broadcasting models, policies and laws along with different genres and concerns regarding broadcast media.
- 3) They are also given concepts of broadcast production.

**COURSE NAME:** JORA-DSE02

**COURSE CODE:** JORADSE02T

**TOPIC NAME:** Print Journalism and Production

**COURSE OUTCOME:** This course enables the students to:

- 1) Gain an in-depth knowledge of print journalism and different aspects related to it
- 2) They are taught various aspects like specialized journalism, page make up and advanced editing techniques which help them in their professional field.
- 3) The students are also taught the latest trends of print journalism and technologies of print to prepare them for the competitive market

**COURSE NAME:** JORA-DSE03

**COURSE CODE:** JORADSE03T

**TOPIC NAME:** Photographical Appreciation

**COURSE OUTCOME:** This course enables the students to:

- 1) acquire the required concept and techniques of photography
- 2) gain technical aspects, editing and their implementation techniques are taught along with its practical training
- 3) get idea and knowledge on digital photography and photojournalism helps them in professional field and become an ace photographer

**Course Name:** Core Course-13

**Course Code:** JORACOR13T

**Topic Name:** Advanced New Media

**Course Outcome:** This course enabled the students to:

- 1) the basics of the New media and its frameworks and genres like Memes, Virality, digital art, gaming and player culture
- 2) comprehend the possibilities and prospects of sociology of the new media and Internet, digital divide, economy of new media and ethical issues regarding new media and netiquettes.
- 3) understand properly the aspects of new media and popular culture, net neutrality and various relevant issues regarding control of new media.
- 4) understand the enactment and working of new media, cyber security and the issues of privacy in the age of new media.
- 5) understand the aspects of convergence culture and participatory culture of new media
- 6) will also gain knowledge regarding digital fandom, online communities and identity issues of digital media and communication

**Course Name:** Core Course-14

**Course Code:** JORACOR14T

**Topic Name:** Communication Research and Methods

**Course Outcome:** After successful completion of this Course Students will be able to:

1. Develop knowledge about basics of research, steps of research, research questions and hypothesis
2. Understand the different types of methodologies and techniques regarding mass communication research
3. Understand the areas of sampling and methods of selecting the samples for different types of research methods
4. Gets an idea of the how to write the analysis and research report and how internet can be used as a source for research
5. Understand about different types of mass media surveys and analysis. It also helps to study the ethical issues of research.

**Course Name:** Discipline Specific Elective  
**Course Code:** JORADSE04T

**Topic Name:** Media , Gender and Human Rights

**Course Outcome:** Completion of the course made the students well known to

- 1) the debate on media and the social world, the rural-urban divide and the history of the grass-root media.
- 2) the history of gender rights with special reference to India and the theories of mass media and society in the aspects of gender empowerment and identity.
- 3) the theory of media and masculinity in India
- 4) the idea of the public sphere and gender issues. The concept of genres regarding gender issues.
- 5) the history of UDHR, theoretical perspective of mass media and human rights in India

**Course Name:** Discipline Specific Elective  
**Course Code:** JORADSE06T

**Topic Name:** Introduction to Film Studies

**Course Outcome:** After the completion of this paper,

- 1) Students will be able to understand the different aspects of film as a mass medium.
- 2) The students will also acquire knowledge about the history of film as a mass medium and the different film forms, styles and movements around the world.
- 3) Students are also going to study Hindi films of the 1950s and the different government audio visual organizations of India.
- 4) The students are also going to have knowledge regarding the language of cinema, basic camera angles, process of editing and different aspects of film editing process.

**Course Name:** Skill Enhancement Course-1  
**Course Code:** JORSSEC01M  
**Topic Name:** Radio Production

**Course Outcome:** Through this course we introduced students

- 1) get an idea of radio production details
- 2) The students through practical classes learn to produce different radio programs from pre-production to post production
- 3) A knowledge in radio production helps them further in professional field as radio broadcaster

**Course Name:** Skill Enhancement Course-2

**Course Code:** JORSSEC02M

**Topic Name:** Documentary Production

**Course Outcome:** This course enables the students to:

- 1) Students grow a concept on the making and presentation of documentaries.
- 2) A detailed idea on the production, pre-production and editing is given
- 3) Students are able to create documentaries on their own and later take it up as their professional.

**DUM DUM MOTIJHEEL COLLEGE**  
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**Under CBCS semester system**  
**General Course in Journalism & Mass Communication**  
**With effect from the session: 2018– 19**

**COURSE NAME:** DSC 1A

**COURSE CODE:** JORGCOR01T

**TOPIC NAME: : Basics of Journalism**

**COURSE OUTCOME:** This course enables the students to:

1. The students get a detailed idea of the concept of news and news making.
2. A detailed knowledge of how news are collected, written and edited are given to the students along with concepts of citizen journalism which help them later in their professional life.
3. The students grow concepts of other aspects of journalism like yellow journalism, responsibilities towards society and ethics of journalism.

**COURSE NAME:** DSC 1B

**COURSE CODE:** JORGCOR02T

**TOPIC NAME: : Photography**

**COURSE OUTCOME:** This course enables the students to:

1. The students acquire the required concept and techniques of photography. They also learn and master the latest trends of photography.
2. All technical aspects of photography along with the use of lighting and equipment are taught. Students also learn different editing techniques and their implementation tactics in this paper.
3. Idea and knowledge on specialized fields of photography like sports, news, nature and portrait photography helps students later in their professional life and become an ace photographer.

**COURSE NAME:** DSC 1C

**COURSE CODE:** JORGCOR03T

**TOPIC NAME: Film Appreciation**

**COURSE OUTCOME:** This course enables the students to:

- 1) Students learn the rich history international and national history of film
- 2) They grow a basic concept of film language and techniques for future studies.
- 3) They know the government organizations related to film.

**COURSE NAME:** DSC1D

**COURSE CODE:** JORGCOR04T/DSC1D:

**TOPIC NAME: Introduction to Documentary**

**COURSE OUTCOME:** This course enables the students to:

- 1) Students grow a concept on the making and presentation of documentaries



- 2) A detailed idea on the production, pre-production, editing and grammar of documentary making is given.
- 3) Students are able to create documentaries on their own and later take it up as their profession.

**COURSE NAME:** GE1

**COURSE CODE:** JORGGE01T

**TOPIC NAME: Multimedia Journalism**

**COURSE OUTCOME:** This course enables the students to

- 1) The students learn here the concept, techniques and tactics of multimedia journalism in depth.
- 2) The students are taught on how to use multimedia in different types media like print, photographs and audio-video content, which further help them professionally.
- 3) They are taught the techniques of mobile journalism which help them later

**COURSE NAME:** DSE1A

**COURSE CODE:** JORGDSE02T

**TOPIC NAME: Print Journalism and Production**

**COURSE OUTCOME:** This course enables the students to:

- 1) Students are given an in-depth knowledge of print journalism and different aspects related to it
- 2) They are taught various aspects like specialized journalism, page make up and advanced editing techniques which help them in their professional field.
- 3) The students are also taught the latest trends of print journalism and technologies of print to prepare them for the competitive market

**COURSE NAME:** DSE1B

**COURSE CODE:** JORGDSE04T

**TOPIC NAME: Media, Gender and Human Rights**

**COURSE OUTCOME:** Completion of the course made the students well known to

- 1) the debate on media and the social world, the rural-urban divide and the history of the grass-root media.
- 2) the history of gender rights with special reference to India and the theories of mass media and society in the aspects of gender empowerment and identity.
- 3) the theory of media and masculinity in India
- 4) the idea of the public sphere and gender issues. The concept of genres regarding gender issues.
- 5) the history of UDHR, theoretical perspective of mass media and human rights in India

**COURSE NAME:** GE2

**COURSE CODE:** JORGGE02T

**TOPIC NAME: Introduction to Film Studies**

**COURSE OUTCOME:** After the completion of this paper, students will be able to understand

- 1) The different aspects of film as a mass medium.
- 2) The students will also acquire knowledge about the history of film as a mass medium and the different film forms, styles and movements around the world.
- 3) Students are also going to study Hindi films of the 1950s and the different government audio

visual organizations of India.

- 4) The students are also going to have knowledge regarding the language of cinema, basic camera angles, process of editing and different aspects of film editing process.