

PG Department of Mass Communication and Video Production

Name of the Programme: B.Voc. (J&M)(3 year degree course)

Programme Outcomes

- PO1: The students are able to work as per the requirement of the industry, i.e., newspaper, radio, television, advertising and Public relations.
- PO2: The students can start their own venture and become job providers instead of job seekers. The venture can be started in any field of media.
- PO3: As more emphasis on practical is given in B.Voc. like on the job training, expert classes, workshops, seminars, media visits, etc., so the students have more exposure.
- PO4: The students can handle still as well as video camera by knowing various angles, shots, etc.
- PO5: The students are made aware about industry demands and they are given training accordingly. After completing this course students can find careers as TV and Radio artist, Producer and Director, Reporting Journalists, PR Executives and Event Managers.

Programme Specific Outcomes

- PSO1: Students demonstrate knowledge of the field of communication and the meaning and purpose of communication at the individual, group, and societal level.
- PSO2: Students will be able to prepare, organize, and deliver an engaging oral and written communication presentation.
- PSO3: The students will be able to know technical knowledge about media related software especially newspaper related software including design of newspaper's pages.
- PSO4: The students will be able to write a variety of mass media products, including news stories and press releases.
- PSO5: The students are able to evaluate mass communication theories and assess their use.
- PSO6: The student gain knowledge about media evolution.

Mapping of Course Outcomes

Semester-I

Paper: Communication: Principles and Practices

Course outcome	Skill	PO	Bloom's	Assessing tools can be used to measure CO
CO1: Understand and apply specific paradigms for critical thinking to mass communication.	Understand	PO1	L1	Exam Assignment Discussion Practical
CO2: Explained the best methods and strategies for developing a message.	Understand Apply	PO1	L2 L3	Exam Assignment Discussion Practical
CO 3: Evaluate mass communication theories and assess their use.	Understand, Apply	PO2 PO5	L2 L3	Exam Assignment Discussion Practical
CO 4: Make effective oral presentations on a variety of topics.	Analyse	PO5	L4	Exam Assignment Discussion Practical
CO 5: Aware about basic concepts of communication and its role in society.	Analyse	PO3 PO5	L4	Assignment Discussion Practical

Semester-I
Paper: Basics of Computer

Course outcome	Skill	PO	Bloom's	Assessing tools can be used to measure CO
CO1: Understand the concept of input/output devices of computers and how it works.	Understand	PO1	L1	Exam Assignment Discussion Practical
CO2: Use MS office, MS excel, MS word and power point presentation.	Understand, Apply	PO2	L2 L3	Exam Assignment Discussion Practical
CO 3: Understand the important commands of coral draw, page maker, quark express and Photoshop.	Understand Apply	PO5	L2 L3	Exam Assignment Discussion Practical
CO 4: Understand internet and its applications.	Understand	PO1 PO5	L2	Exam Assignment Discussion Practical
CO 5: Create banners in coral draw.	Create	PO1 PO5	L6	Exam Assignment Discussion Practical

Semester-I
Paper: News Reporting-I

Course outcome	Skill	PO	Bloom's	Assessing tools can be used to measure CO
CO1: reporting and writing for print media will be introduced to the students.	Understand	PO1	L1	Exam Assignment Discussion Practical
CO2: understand the news values and qualities of reporters.	Understand, Apply	PO1,PO5	L2, L3	Exam Assignment Discussion Practical
CO 3: analyse different types of reporting and their importance.	Analyse	PO1,PO5	L4	Exam/ assignment/discussion
CO 4: training in event reporting.	Analyse	PO1, PO5	L4	Exam/ assignment/discussion

Semester-I
Paper: History of Press

Course outcome	Skill	PO	Bloom's	Assessing tools can be used to measure CO
CO1: Introduced to the history of print media and its role in freedom movement.	Define	PO1	L1	Exam Assignment Discussion Practical
CO2: Aware about organs of I&B Ministry and their working.	Understand	PO1 PO5	L2	Exam Assignment Discussion Practical
CO 3: Define regulatory bodies in Print and Broadcast journalism.	Define	PO1	L1	Exam Assignment Discussion Practical
CO 4: Remember about the evolution of Indian press and media in Punjab.	Remember	PO1 PO5	L1	Exam Assignment Discussion Practical

Semester-II
Paper: Media and the Law

Course outcome	Skill	PO	Bloom's	Assessing tools can be used to measure CO
CO1: Provided with the basic ideas of all the laws related to media which govern it.	Remember, Understand	PO1	L1 L2	Exam Assignment Discussion Practical
CO2: Knowledge about their fundamental rights and duties.	Illustrate	PO1 PO5	L2	Exam Assignment Discussion Practical
CO 3: Awareness about the various regulatory bodies of media.	Explain	PO2	L2	Exam Assignment Discussion Practical
CO 4: Basic understanding on various media laws and ethics.	Understand	PO1 PO5	L2	Exam Assignment Discussion Practical

Semester-II, Paper:News Reporting-II

Course outcome	Skill	PO	Bloom's	Assessing tools can be used to measure CO
CO1: Introduced to different categories of articles/features/columns/editorials and reviews.	Remember Understand	PO1	L1 L2	Exam Assignment Discussion Practical
CO2: Understand newspaper organization structure and editorial department.	Understand	PO1 PO2	L2	Exam Assignment Discussion Practical
CO 3: Acquainted with interview taking techniques.	Applying	PO5	L23	Exam, Assignment Discussion Practical

Semester-II, Paper: Editing for Newspaper

Course outcome	Skill	PO	Bloom's	Assessing tools can be used to measure CO
CO1: Acquainted with principles of editing, copy testing, and rewriting the news copy.	Remember Understand	PO1	L1 L2	Exam Assignment Discussion Practical
CO2: Analyze the headlines of news stories and different types of headlines.	Analyze	PO1,PO2	L4	Exam Assignment Discussion Practical
CO 3: Learn about the importance of translation in journalism.	Applying	PO1 PO5	L1 L3	Exam Assignment Discussion Practical

Semester-II, Paper: Design and Pagination

Course outcome	Skill	PO	Bloom's	Assessing tools can be used to measure CO
CO1: Understand about traditional methods of printing and the new ones.	Remember, Understand	PO1	L1 L2	Exam Assignment Discussion Practical
CO2: Learn about the principles of page makeup and pagination.	Analyze	PO1 PO2	L4	Exam Assignment Discussion Practical
CO 3: Understand the software of pagination, quark express and illustrator.	Applying	PO1 PO2 PO5	L1 L3	Exam, Assignment Discussion Practical
CO4: Learn page makeup of various pages of a newspaper.	Analyze	PO3 PO5	L4	Exam,Assignment Discussion Practical

Semester III, Paper: Broadcasting in India

Course outcome	Skill	PO	Bloom's	Assessing tools can be used to measure CO
CO1: Understand the evolution of broadcasting in India and its present Status.	Remember Understand	PO1	L1 L2	Exam, Assignment Discussion Practical
CO2: Learn about AIR, Community Radio, and Internet Radio.	Remember Understand	PO1,PO3	L1 L2	Exam, Assignment Discussion Practical
CO 3: Learn about broadcasting policy of the government.	Analyze	PO5	L4	Exam, Assignment Discussion Practical
CO4: AIR code of broadcasting and its commercial code.	Apply Analyze	PO3 PO5	L3 L4	Exam,Assignment Discussion Practical

Semester III, Paper: Business Communication

Course outcome	Skill	PO	Bloom's	Assessing tools can be used to measure CO
CO1: Demonstrate their verbal and non-verbal communication ability through presentations.	Remember, Understand	PO1	L1,L2	Exam,Assignment Discussion Practical
CO2: Design business correspondence with brevity and clarity.	Remember, Understand	PO1,PO5	L6	Exam,Assignment Discussion Practical
CO 3: Analyze various techniques of writing for business pages of a newspaper.	Analyze	PO5	L4	Exam,Assignment Discussion Practical
CO4: Understanding and analysis of budget and share market too.	Understand Analyze	PO2 PO5	L2 L4	Exam,Assignment Practical

Semester III, Paper: Photojournalism

Course outcome	Skill	PO	Bloom's	Assessing tools
CO1:Create imagery which meets the requirements of different media.	Create	PO4	L6	Exam,Assignment Discussion Practical
CO2: Acquainted with different types of photography.	Understand, apply	PO1,PO4	L2 L3	Assignment Discussion,Practical
CO 3: Know about the various legal and ethical issues in photojournalism.	Analyze	PO5	L4	Exam, Assignment Practical
CO4: Sound knowledge of technical aspects of photography.	Apply Analyze	PO4	L3 L4	Exam, Assignment Discussion Practical

Semester III, Paper: Radio Journalism

Course outcome	Skill	PO	Bloom's	Assessing tools can be used to measure CO
CO1: Produce well-researched, effective and relevant radio shows.	Create	PO5	L6	Exam ,Assignment Discussion Practical
CO2: Use all the equipment used in a radio studio.	Apply	PO2,PO5	L3	Exam, Assignment Discussion Practical
CO 3: Apply technical skills in recording and production skills to produce and present radio interviews, news stories and features.	Apply	PO1 PO5	L3	Exam,Assignment Discussion Practical
CO4: Develop professional communication skills as applicable to professional broadcast media including voice and presentation.	Apply	PO5	L3	Exam, Assignment Discussion Practical

Semester III, Advertising

Course outcome	Skill	PO	Bloom's	Assessing tools can be used to measure CO
CO1: introduced to basics of advertising and its role in society.	Remember	PO1	L1	Exam Assignment Discussion Practical
CO2: trained in basics of ad campaign designing and copy writing.	Apply	PO1,PO5	L3	Exam Assignment Discussion Practical
CO 3: aware about the ethics of advertising.	Analyze	PO1, PO5	L4	Exam Assignment Discussion Practical
CO4: understanding of various forms of advertising.	Understand	PO5	L2,	Exam Assignment Discussion Practical

Semester IV, Media Management

Course outcome	Skill	PO	Bloom's	Assessing tools can be used to measure CO
CO1: Understand about the importance of management in the field of media.	Understand	PO1	L2	Exam Assignment Discussion Practical
CO2: Remember about the organizational pattern of print media.	Remember Apply	PO2	L1	Exam Assignment Discussion Practical

Semester IV
Public Relations

Course outcome	Skill	PO	Bloom's	Assessing tools can be used to measure CO
CO1: Understand the scope, functioning of Public Relations.	Understand	PO1	L2	Exam Assignment Discussion Practical
CO2: Able to understand the various PR tools and public.	Understand	PO1, PO5	L2	Exam Assignment Discussion Practical
CO 3: Analyse the role of PR in government and private sectors.	Analyse	PO5	L4	Exam Assignment Discussion Practical
CO 4: Understand the ethics, law and responsibility of public relations.	Understand Apply	PO5	L2 L3	Exam Assignment Discussion Practical

Semester IV
TV Journalism

Course outcome	Skill	PO	Bloom's	Assessing tools can be used to measure CO
CO1: Identify appropriate story content for broadcast news reporting.	Understand	PO1	L2	Exam Assignment Discussion Practical
CO2: Gather information through a variety of methods using primary and secondary sources.	Analyse	PO2 PO3	L4	Exam Assignment Discussion Practical
CO 3: Consistently meet production deadlines whilst maintaining high journalistic standards.	Analyse	PO5	L4	Exam Assignment Discussion Practical
CO 4: Produce news reports using industry-appropriate techniques of scripting, shooting and editing.	Understand Apply	PO5	L2 L3	Exam Assignment Discussion Practical

Semester IV, Camera, Lights and Sound

Course outcome	Skill	PO	Bloom's	Assessing tools can be used to measure CO
CO1: Learn all the aspects of camera and lighting.	Understand	PO4	L2	Exam Assignment Discussion Practical
CO2: Aspects of camera handling, lighting and sound system.	Apply	PO4	L3	Exam Assignment Discussion Practical
CO 3: Able to make use of camera on their own and produce good quality videos.	Apply Create	PO4 PO5	L3 L6	Exam Assignment Discussion Practical
CO 4: Training of video editing using software.	Understand Apply	PO5	L2 L3	Exam Assignment Discussion Practical

Semester IV, Cyber Journalism

Course outcome	Skill	PO	Bloom's	Assessing tools can be used to measure CO
CO1: Understand about cyber journalism and its advantages/disadvantages.	Understand	PO1	L2	Exam Assignment Discussion Practical
CO2: Aware about the recent trends of presentation of news in cyber journalism.	Remember, Create	PO2	L1 L6	Exam Assignment Discussion Practical
CO 3: Understand latest trends in cyber reporting and editing.	Understand Apply	PO2 PO5	L2 L3	Exam Assignment Discussion Practical
CO 4: Concept of e-governance and cyber laws.	Understand Apply	PO5	L2 L3	Exam Assignment Discussion Practical

Semester V, GK and Current Affairs

Course outcome	Skill	PO	Bloom's	Assessing tools can be used to measure CO
CO1: Aware about the national and international happenings.	Remember Analyse	PO5	L1 L4	Exam Assignment Discussion Practical
CO2: Take part in quizzes, debates and competitive exams.	Remember Analyse	PO5	L1 L4	Exam Assignment Discussion Practical

Semester V, Development Communication

Course outcome	Skill	PO	Bloom's	Assessing tools can be used to measure CO
CO1: Understand various factors of development.	Understand	PO5	L2	Exam, Assignment Discussion Practical
CO2: Understand the problems of human development and compare measures to overcome them.	Understand Analyse	PO5	L2 L4	Exam Assignment Discussion Practical
CO 3: Introduced to development issues in India and coverage of these issues by media.	Understand Analyse	PO1, PO5	L2 L4	Exam, Assignment Discussion Practical
CO 4: Social responsibility and awareness of state and central government welfare measures will be inculcated in them.	Understand Analyse	PO5	L2 L4	Exam, Assignment Discussion Practical
CO 5: Trained on various media programme formats of development communication.	Apply Analyse	PO5	L3 L4	Exam, Assignment Discussion Practical

Semester V, Film Production

Course outcome	Skill	PO	Bloom's	Assessing tools can be used to measure CO
CO1: Get knowledge about various phases of film production, .i.e., preproduction, production and post production.	Understand, Apply	PO4	L2 L3	Exam, Assignment Discussion Practical
CO2: Knowledge about key departments involved in film making.	Understand, Apply	PO5	L2 L3	Exam, Assignment Discussion Practical
CO 3: Compare film distribution, film review and film criticism.	Understand Analyse	PO1 PO5	L2 L4	Exam, Assignment Discussion Practical

Semester V, Event Management

Course outcome	Skill	PO	Bloom's	Assessing tools
CO1: Understand the importance of team work.	Understand,	PO2	L2	Exam, Assignment Discussion Practical
CO2: Develop a range of leadership skills and abilities such as motivating others, leading changes and resolving conflict.	Understand, Apply	PO5	L2 L3	Exam, Assignment Discussion Practical
CO 3: Qualities of a good manager are instilled in the students.	Understand, Apply	PO1, PO5	L2 L3	Exam, Assignment Discussion

Semester V, Writing for Media

Course outcome	Skill	PO	Bloom's	Assessing tools can be used to measure CO
CO1: Acquainted with the process of writing for print/radio/TV.	Apply	PO1	L3	Exam, Assignment Discussion Practical
CO2: Write good scripts for radio and TV.	Apply	PO1 PO5	L3	Exam, Assignment Discussion Practical
CO 3: Understand and apply the historical, theoretical, legal and societal contexts for producing and consuming news media for consumers, ranging from local to global public.	Understand, apply	PO1 PO5	L2 L3	Exam Assignment Discussion Practical

Semester VI, GK and Current Affairs

Course outcome	Skill	PO	Bloom's	Assessing tools can be used to measure CO
CO1: Aware about the national and international happenings.	Remember Analyse	PO5	L1 L4	Exam, Assignment Discussion Practical
CO2: Take part in quizzes, debates and competitive exams.	Remember Analyse	PO5	L1 L4	Exam, Assignment Discussion Practical

Semester VI, Folk Media

Course outcome	Skill	PO	Bloom's	Assessing tools can be used to measure CO
CO1: understand the role of folk media in communication.	Understand	PO1	L2	Exam, Assignment Discussion Practical
CO2: understand the influence of modern media on folk media.	Understand	PO1	L2	Exam, Assignment Discussion Practical
CO 3: know the present status of folk media.	Analyse	PO5	L4	Exam Assignment Discussion Practical

Semester VI, Communication Research

Course outcome	Skill	PO	Bloom's	Assessing tools can be used to measure CO
CO1: demonstrate a sound knowledge of basic research methods.	Understand	PO1 PO5	L2	Exam, Assignment Discussion Practical
CO2: demonstrate a working knowledge of the theories and frameworks.	Understand, analyse	PO1 PO5	L2 L4	Exam, ,Assignment Discussion Practical
CO 3: conducting surveys which will enhance their practical knowledge in Research.	Analyse, Evaluate	PO5	L4 L5	Exam, Assignment Discussion Practical

Semester VI, Publishing

Course outcome	Skill	PO	Bloom's	Assessing tools can be used to measure CO
CO1: Understand the principles of publishing industry.	Understand	PO1 PO5	L2	Exam, Assignment Discussion Practical
CO2: Understand the job of central and state publishing groups and NBT.	Understand	PO1 PO5	L2	Exam, Assignment Discussion Practical
CO 3: Understand the working of a publishing house by visiting there.	Analyse	PO2 PO3	L4	Exam, Assignment Discussion Practical
CO 4: Aware about basics of DTP fonts, page designing and proof correction.	Understand	PO1 PO5	L2	Exam, Assignment Discussion Practical
CO5: Awareness about copyright, plagiarism and royalty.	Understand Analyse	PO1 PO5	L2 L4	Exam, Assignment Discussion Practical

Semester VI Training

Course outcome	Skill	PO	Bloom's	Assessing tools can be used to measure CO
CO1: Acquainted with the working environment of the media houses.	Understand, Analyse	PO1, PO5	L2, L4	Training session report

Name of the Programme: B.A. (With JMC as Vocational subject)

Programme Outcomes

- PO1: Students will be able to understand the effectiveness and need of communication.
PO2: The students will be able to know the practicability of communication models and theories in day to day life.
PO3: The students understand the whole system of Information and Broadcasting in India.
PO4: The students will be able to understand the concept of News and its writing styles.
PO5: The students learn the art of photography.
PO6: The students understand the world of advertising and public relations and its practical approach.

Programme Specific Outcomes

- PSO1: Students will be able to make effective oral presentations on a variety of topics in public. The students become sensitive and caring and the ability to understand people of very different backgrounds and upbringing is developed in them.
PSO2: The students analyze the work of various news persons, their qualities, duties and the professional requirements.
PSO3: The students gain knowledge about advertising and its different types and mediums and their selection criterion.
PSO4: The students develop knowledge about photography and photojournalism.
PSO5: The students will be aware about the technicalities of publishing.

Mapping of course outcomes

First Year

Course outcome	Skill	PO	Bloom's	Assessing tools can be used to measure CO
CO1: Able to make effective oral presentations on a variety of topics in public.	Understand	PO1, PO2	L2	Exam Assignment Discussion Practical
CO2: Develop the ability to present information clearly, logically and critically.	Analyse	PO2	L4	Exam Assignment Discussion Practical
CO 3: Understand the basics of news and its elements, news sources and its types.	Understand, Analyse	PO4	L2, L4	Exam Assignment Discussion Practical
CO 4: Identify the role of the reporter and his/her duties and responsibilities.	Understand, analyse	PO4	L2, L4	Exam Assignment Discussion Practical
CO5: Understanding the crucial role played by Ministry of I&B and its various organs.	Understand, analyse	PO3	L2, L4	Exam Assignment Discussion Practical

Second Year

Course outcome	Skill	PO	Bloom's	Assessing tools can be used to measure CO
CO1: Analyze the work of various news persons, their qualities, duties and the professional requirements.	Analyse	PO3	L4	Exam Assignment Discussion Practical
CO2: Come to know about the whole process of starting a newspaper venture of how to apply for it and what are the other formalities.	Understand	PO3	L2	Exam Assignment Discussion Practical
CO 3: Defining various aspects and the nuances involved in newspaper page designing and typography.	Understand, Analyse	PO4	L2 L4	Exam Assignment Discussion Practical
CO 4: Understand various formats of Radio and TV programs.	Understand, Analyse	PO3	L2 L4	Exam Assignment Discussion Practical
CO5: Develop knowledge about photography and photojournalism.	Understand Apply	PO5	L2 L3	Exam Assignment Discussion Practical

Third Year

Course outcome	Skill	PO	Bloom's	Assessing tools can be used to measure CO
CO1: Knowledge about advertising and its different types and mediums and their selection criterion.	Understand	PO6	L2	Exam Assignment Discussion Practical
CO2: learn about ethics of advertising.	Understand	PO6	L2	Exam Assignment Discussion Practical
CO 3: understand the structure and functioning of an advertising agency.	Understand	PO6	L2	Exam Assignment Discussion Practical
CO 4: gain knowledge about Public Relations and its various aspects, PR in Public and Private sector and various tools of PR.	Understand Analyse	PO2 PO6	L2 L4	Exam Assignment Discussion Practical
CO5: learn about the new technologies in PR, PR institutions and role of PRO with the qualities and duties.	Understand, Apply	PO6	L2 L3	Exam Assignment Discussion Practical

