



**PROGRAMME SPECIFIC OUTCOMES AND
COURSE OUTCOMES OF
BAJMC**

VISION

To equip students to provide citizens with the information they need to make the best possible decisions about their lives, their communities, societies and their government.

MISSION

To strengthen our connections with the people and professions that inspire our students to do grand breaking work in the fields of advertising, Journalism, media studies and public relations.

PROGRAMME: BAJMC (COURSE OUTCOME)

By the end of this course, the students will be able to:

Bachelor of Journalism and Mass Communication is the study of spreading information to a large audience through the various means of communication and writing about recent development for newspapers, magazines, radio, television etc.

BAJMC Semester I**PAPER I FUNCTIONAL HINDI****PAPER CODE BAJMC 101**

- ❖ **CO1:** Study the significance of word, vowels, consonant and pronunciation.
- ❖ **CO2:** A brief account on synonyms, antonyms, noun, verb, adverb and tens.
- ❖ **CO3:** Understand the concept of development of Hindi language, official language and contact language.
- ❖ **CO4:** Need and importance of Hindi Language in Journalism, and letter writing formal, informal, commercial and letter to editor.
- ❖ **CO5:** Grammar knowledge and style of Hindi language-formal, informal and literature

PAPER II INTRODUCTION TO JOURNALISM AND MASS COMMUNICATION**PAPER CODE BAJMC 102**

- ❖ **CO1:** Study the significance and types of Communication- Oral, and Written
- ❖ **CO2:** A brief account on mass communication, its scope, elements and characteristic and role of masscommunication
- ❖ **CO3:** Understand the concept of Journalism, its meaning, scope and importance, study of various kinds of media such as newspaper, book, magazine, radio, television and web.
- ❖ **CO4:** Explain cinema and Internet
- ❖ **CO5:** Scope of Journalism and its types namely Political, sports and Investigative.

**PAPER III VALUE EDUCATION AND LIBERAL STUDIES-I
PAPER CODE BAJMC 103**

- ❖ **CO1:** Study the significance of Value education, Problems faced by humanity and Ecological and Environmental imbalance.
- ❖ **CO2:** Study of Social and Family disintegration, stress and conflict in Individuals and its solution.
- ❖ **CO3:** Understanding of Human Behaviour and Internal Values like Trust, Respect, Affection, Pride, Maternal Love, Devotion and Love.
- ❖ **CO4:** Behaviour Values like Courtesy, Simplicity, Generosity, Gentleness and Kindness and difference in Material and Non-material Values.
- ❖ **CO5:** Study of Existential values (Happiness, Peace, Harmony and Satisfaction) and Human values (Bravery, Patience, Kindness, Compassion).

**PAPER IV INDIA'S POLITICAL ENVIRONMENT
PAPER CODE BAJMC 104**

- ❖ **CO1:** Study of Political Environment of India such as Parliamentary, Assembly and Local Body Setup, along with understanding the Politics, Government making, working of Federalism, Issues in governance of state and central level of state autonomy in India.
- ❖ **CO2:** Study the nature of Party system and study of major national parties and regional parties and their social structure.
- ❖ **CO3:** Understanding the effect of fragmentation of parties on the formation and working of government at the centre and state and Federal Structure.
- ❖ **CO4:** Study of Electoral system- process, stresses and strains, secularism and communalism in India, Problem and trends.
- ❖ **CO5:** Study of Centre-state relation and NITI Aayog.

**PAPER V PLANNING AND DEVELOPMENT
PAPER CODE BAJMC 105**

- ❖ **CO1:** Study the introduction to Economics and its nature, scope and types.

- ❖ **CO2:** Study of basic features of Indian Economy, Planning, Development and Growth, Market, Demand and Supply, Consumer Behaviour, Liberalization, Globalization and Swadeshi, and Human development Index.
- ❖ **CO3:** Understanding the role of Agriculture in India's economic development, factors influencing Productivity, technological factors, price availability of finance.
- ❖ **CO4:** Study the role of Public Sector in the growth of India, Small scale and Cottage Industries.
- ❖ **CO5:** Study of Industrial Policies in India and Chhattisgarh.

BAJMC Semester II

PAPER I FUNCTIONAL ENGLISH PAPER CODE BAJMC 201

- ❖ **CO1:** Study the significance of Noun (Countable and Uncountable), Pronoun (Personal, Relative and other) Verb and Verb Structure (infinites and gerunds), and Tense
- ❖ **CO2:** A brief account on Functional Grammar i.e. Adverb and Adverbial Phrases, Comparisons and Intensification, Modifier, Adjective and Adjective phrases.
- ❖ **CO3:** Understanding Vocabulary (Synonyms, Antonyms and Homonyms, Diminutives and Derivatives) and Use of Journalistic Jargons or Registers.
- ❖ **CO4:** Study of mechanics of writing: precise writing, paragraph writing, Curriculum Vitae/Resume.
- ❖ **CO5:** Preparation of questionnaires for interview skills, and Expansion/Working skills, language of newspaper and letter writing for various department, opinion writing and letter to editor

PAPER II ORIGIN AND GROWTH OF PINT MEDIA PAPER CODE BAJMC 202

- ❖ **CO1:** Study the introduction to history i.e., the origin and growth of print media in India as well as its role in freedom movement.
- ❖ **CO2:** Study of brief account on print media in India: its stages of development in changing role, early development and the role of press in reform movements, the rise of the nationalist press, and post independent press.
- ❖ **CO3:** Understanding the concept of Indian Press Institution and its role: Press council of India, Press Institute of India, Press Commission, and Journalist Union: IFWJ and NUJ.
- ❖ **CO4:** Study of Important Newspapers and Magazines of Pre-Independence and an introduction to Indian News Agencies.
- ❖ **CO5:** Study of Origin and Development of Vernacular Press and State Scenario in Chhattisgarh

PAPER III VALUE EDUCATION AND LIBERAL STUDIES-II

PAPER CODE BAJMC 203

- ❖ **CO1:** Understanding Human, Self and Body, Harmony in self and harmony in self with body.
- ❖ **CO2:** Study of Harmony being and Human Goal, and Internal and External Conflict in Human Life
- ❖ **CO3:** Understanding values and Human Behaviour, External Values.
- ❖ **CO4:** Studying of Behaviour Values like Courtesy, Simplicity, Generosity, Gentleness and Kindness and Jeevan Values.
- ❖ **CO5:** Study of Human values (Bravery, Patience, Kindness, Compassion) and Material and Non-material Values, and Human Characters and Morality.

PAPER IV TOURISM AND TRIBAL COMMUNICATION

PAPER CODE BAJMC 204

- ❖ **CO1:** Study of Characteristics, Issues and Challenges of Tribes in India
- ❖ **CO2:** Study of tribal culture and various forms of tribal social institutions like marriage, kinship, clan, youth, dormitory, along with status and role of women in Tribal society.
- ❖ **CO3:** Understanding the Development of tribe, tribe and forest, tribal

welfare schemes in Chhattisgarh, Industrial Development and tribe and role of NGO.

- ❖ **CO4:** Study of Tourism communication its meaning, characteristics and its significance, Leaflet, Brochure and Literature of Tourism, and Role of Media and Problem and prospects of Tourist.
- ❖ **CO5:** Study of terms such as tours, tourist and visitors, traveller, excursionist, resource, attraction, WTO Classification of Tourists, Tourism in Chhattisgarh: Adventures Tourism and their development and role of Chhattisgarh Tourism Board (CTB).

PAPER V ORGANIZATIONAL BEHAVIOUR AND COMMUNICATION **PAPER CODE BAJMC 205**

- ❖ **CO1:** Study the Organizational Behaviour, its concept, meaning and Principles and Environment model i.e., organization environment. Organizations as system formal organization i.e., Sources and types and meaning, and managing organization culture.
- ❖ **CO2:** Study of Motivation, motivation result model, and theories of Motivation (Herzberg's, Maslow, Vroom).
- ❖ **CO3:** Understanding the role of decision making, characteristics of decision making, Ideal vs. actual decision-making, Advantages and Disadvantages of Decision making.
- ❖ **CO4:** Study the Concept of team and team work, effectiveness, stress, sources of stress and stress and coping.
- ❖ **CO5:** Study of organization communication and its importance, principles for effective organizational communication followed by purposes and structure of Organizational Communication.

BAJMC Semester III

PAPER I BASICS OF COMPUTER APPLICATION **PAPER CODE BAJMC 301**

- ❖ **CO1:** Study the significance of Computer and its uses in Media along with History and Types of Computers, OS and Hardware.
- ❖ **CO2:** A brief account on MS Office and its, MS Word with features, MS Excel and PowerPoint. **CO3:** Understanding Important Computer Commands.
- ❖ **CO3:** Study of Application software's such as Quark Xpress, In Design and

Photoshop, Illustrator, CorelDraw and Outlook Express

- ❖ **CO4:** Study the History and Development of Internet, Web search engine e-mail and other applications

PAPER II INTRODUCTION TO PSYCHOLOGY

PAPER CODE BAJMC 302

- ❖ **CO1:** Study the definitions and goals of Psychology- behavioristic, cognitive and humanistic; cross-cultural perspective, Methods of psychology i.e., Experimental, observation, interview, questionnaire, and various case studies.
- ❖ **CO2:** Study of Cognitive and non-cognitive process, Intelligence its nature and types, motivation, Biogenic and sociogenic motives, Personality its nature and determinants, approaches to study personality and Thinking process, its nature and types.
- ❖ **CO3:** Understanding Attitudes its nature and measurement, interpersonal attraction and its determinants, Group Structure and function, social facilitation, conformity, cohesiveness, and group norms, Leadership and its nature, types, characteristics and functions.
- ❖ **CO 4:** Study of Social Perception, perception of self and others, impression formation and its determinant, prosocial behaviour, cooperation and helping, personal, situational and socio-cultural determinates.
- ❖ **CO 5:** Study of Social issues like aggression, determinants, prevention and control. Population explosion its nature and consequences, socio, cultural pollution like corruption, mob behaviour, gender discrimination and child labour.

PAPER III INDIAN CONSTITUTION AND MEDIA LAW

PAPER CODE BAJMC 303

- ❖ **CO1:** Study of Indian constitution its characteristic and preamble, directives of state policy, Fundamental rights, Fundamental Duties and Citizenship.
- ❖ **CO2:** Understanding the legislature, executive, the cabinet, the judiciary, power and functions, the president and the governor.
- ❖ **CO3:** Understanding Media freedom, media economics, advertisers and pressure groups, lobbying political parties.

- ❖ **CO4:** Study the Indian Constitution and freedom of mass media, privileges, laws defamation, contempt of legislature and court, censorship.
- ❖ **CO5:** Study of the indecent representation of women (prohibition) Act 1986, Official secret act, Sedition, Copyright, Press Council, IPR, Ombudsman, and Right to Information.

PAPER IV REPORTING AND MEDIA

PAPER CODE BAJMC 304

- ❖ **CO1:** Introduction to reporting, principals of Reporting, Functions and responsibilities of Reporter.
- ❖ **CO2:** Study of reporting Techniques, News Elements and news sources its types and problems, qualities of a reporter, roles and responsibilities of reportorial staff, reporter, correspondence, stringers and bureaus.
- ❖ **CO3:** Understanding various kinds of reporting like Crimes, Courts, Defence, Political, Health, Business, Sports, Public speech and Economics
- ❖ **CO4:** Study of reporting places such as Functions, Meetings, Seminar, Workshop and Conferences, Interviews and Advertorial.
- ❖ **CO5:** Reporting for Radio, Introduction to reporting for television, Interpretative and Investigative Reporting, Sting Operation and Citizen Journalism.

PAPER V WRITING FOR MEDIA

PAPER CODE BAJMC 305

- ❖ **CO1:** Study the basics of writing, Elements of writing, principles and method of effective writing, writing for target group.
- ❖ **CO2:** Studying Translation in Journalism, its concept and definition of Translation, nature and norms of translation followed by types of translation.
- ❖ **CO3:** Understanding the importance of creativity in writing such as creative, features, articles, stories, interview, news, editorial, business, technical writing and letter writing.
- ❖ **CO 4:** Study the introduction of broadcast writing, writing for radio, the audio language, writing for television-the visual language.
- ❖ **CO5:** Review writing: book, film, art and culture and fiction.

BAJMC Semester IV**PAPER I INTRODUCTION TO FOLK MEDIA****PAPER CODE BAJMC 401**

- ❖ **CO1:** Study the significance folk media, its nature and scope and its characteristics of folk media.
- ❖ **CO2:** A brief account on types of folk media such as dance, theatre and music. Folk Theatre covers Bhavai, Tamasha, Ramleela, Raslila and Jatra. Folk music such as music of Bengal, Gujarat and Maharashtra. Finally, Folk dance talks about Garba, Tamasha and Lavani.
- ❖ **CO3:** Understanding Fairs and Festivals such as Seasonal and Cultural festival along with features of Fairs. **CO4:** Study of folk media in Chhattisgarh: folk dance, songs and theatre and its importance
- ❖ **CO5:** Understanding many other aspects of Folk media, its merits and demerits, influence of modern media on folk media, social changes and its role in promoting literacy.

PAPER II INTRODUCTION TO PUBLIC RELATIONS**PAPER CODE BAJMC 402**

- ❖ **CO1:** Study of Public relations its objective, history and growth of PR in India along with defining Publicity, propaganda and Public Opinion.
- ❖ **CO2:** Study of Various Stages of PR such as Research, Planning, Implementation and Evaluation and the relationship & duties of the PR Practitioner
- ❖ **CO3:** Understanding the concept of tools of PR such as Press Conference, Press Releases, House Journals, and Role of Public Relation in Public and Private Sector, NGO's, Political Parties and Employee Relations, Corporate PR including some case studies.
- ❖ **CO 4:** Study of Important Laws and Ethics of PR, Copyright Act, Competition Act, Law of Defamation, Professional Organization; IPRA, PRSI and PR agencies.
- ❖ **CO5:** Study of Emerging trends in PR and New technologies.

PAPER III INTRODUCTION TO AUDIO-VISUAL COMMUNICATION**PAPER CODE BAJMC 403**

- ❖ **CO1:** Study of Radio as a medium of Mass Communication, describing its characteristics and historical perspective with special reference to India, audience, types of radio such as Commercial radio, educational radio, AM, FM, and Community radio.
- ❖ **CO2:** Study of television of medium of mass communication, its characteristics, and the Organizational structure of Door darshan.
- ❖ **CO3:** Understanding Organizational Structure of a Television and Radio.
- ❖ **CO4:** Studying of Satellite television channels, cable television, and Commercial television.
- ❖ **CO5:** Study of Films, Nature, Historical Background, followed by Film industry in India, its Status issues, Problems, and Regional Cinema.

PAPER IV COMMUNITY DEVELOPMENT**PAPER CODE BAJMC 404**

- ❖ **CO1:** Study of Concept, definition, meaning, need, history, objectives and scope of community development. **CO2:** Study of Rural Development its concept, definition, meaning, need, objectives, scope, origin and background.
- ❖ **CO3:** Study of Problem and prospects of rural life with reference to agriculture and allied activities like land its use. Approaches to rural development: Gandhian contractive programme and Contribution of Vinoba Bhave in Rural Development.
- ❖ **CO4:** Study of urban Community Development: Definition and characteristics of urban areas, town, city, metropolis, suburbs, satellite towns, the relevance of urban ecology, urban sociology and environmental psychology for urban community development practice
- ❖ **CO 5:** Study of Problems and prospects of urban life with reference to crowding and density, noise, air, solid and liquid pollution, urban housing, drinking water supply, transport, and urban public health.

PAPER V PHOTO JOURNALISM**PAPER CODE BAJMC 405**

- ❖ **CO1:** Understanding the term Photography it's Meaning, Definition, Elements and Historical background Necessity and Utilizations, Photography and Media is explained in the topic followed by Types of photography such as Digital photography, Press photography, Sports photography and war photography.
- ❖ **CO2:** Study of Camera and its types such as field camera, Box camera, miniature camera, Twin lens reflex camera, and single lens reflex (SLR) and DSLR camera, along with the components of camera which are View finder, focusing screens, and Rule of Thirds.
- ❖ **CO3:** Understanding Lens and its type such as Normal, wide angle, Tele and zoom, Auto focus, Handling of camera, focus, Depth of field, Tripods and Monopods, Flash Gun, Exposure Meter.
- ❖ **CO 4:** Study the Concept of composition, movements, art and various angles of photography.
- ❖ **CO5:** Study of fundamentals of Light, Daylight, Artificial lights, Studio lights, Flash lights, Difference between B &W and colour photography.

BAJMC Semester V

PAPER I INTRODUCTION TO SOCIOLOGY

PAPER CODE BAJMC 501

- ❖ **CO1** Study the Nature and Scope of sociology, and Basic concepts of sociology such as Society, Institution, Group, Community and Culture.
- ❖ **CO2:** A brief account on Family, Kinship, Caste, Class, Clan, and Tribe
- ❖ **CO3:** Understanding Marriage, Social changes its Concept, Process, and Types and Agents of social change. Social control with its meaning and importance.
- ❖ **CO4:** Study of Social Interactions Its types, and Semiotics.
- ❖ **CO5:** Socialization its meaning, concept and definition, Stages of Socialization, Approaches of Mass Media, Collective Behaviour its Meaning, Crowd, Public, Audience.

PAPER II INTRODUCTION TO ADVERTISING

PAPER CODE BAJMC 502

- ❖ **CO1:** Study of Advertising its Concept, Function and Definition
- ❖ **CO2:** Study of Various Types of Advertising, namely Consumer, corporate, Industrial and social, along with basics of Branding.
- ❖ **CO3:** Understanding Advertising strategies, Appeal and Target Audience, advertising as a marketing tool. **CO 4:** Study of Important Code of Ethics for Advertising, Ad Agency its Structure and functions, creativity, media selection (Newspapers, Magazines, Radio and Television) DAVP, DPR.
- ❖ **CO 5:** Studying the methods of Copy Writing, Advertisement Campaigns, New trends in Advertising.

PAPER III CONTEMPORARY ISSUES

PAPER CODE BAJMC 503

- ❖ **CO1:** Study of Environmental issues such as Global Warming and its Economic and Environmental impact, Resource use and sustainability, Environmental degradation, Ozone depletion, Pollution and Deforestation.
- ❖ **CO2:** Study of Universal Human Rights which are the basic rights of the human being taught such as the Universal declaration (1949), Declaration of the right to development (1986), examining the concept of “Universal” human rights and the individual context.
- ❖ **CO3:** Understanding Emancipatory Movements, such as Tribal and Trade movements, Rehabilitations and its Problems & Initiative.
- ❖ **CO 4:** Studying the State of Polity, Decline of Law, Corruption, Migration, and Alcoholism. **CO 5:** Study of Political apathy, Politics and Media, and social issues of Chhattisgarh.

PAPER IV DESIGN AND GRAPHICS

PAPER CODE BAJMC 504

- ❖ **CO1:** Study of Elements of Design and Graphics, Visualization, Convergence and Divergence.
- ❖ **CO2:** Study of Conceptualization, Functions and significance, Fundamentals of creativity in art logic, Style, Value, Tools of art, illustrations, and graphs.

- ❖ **CO3:** Study of Basic elements and Principles of graphics, Design lay-out and production, Principles of good typography, Spacing, Measurement, Point system.
- ❖ **CO4:** Study the use of Multimedia
- ❖ **CO 5:** Studying various Printing Methods such as Plaster Cylindrical, Gravure, Screen, Offset, Plate Making, Types of papers, and technologies required in a printing press. Magazine lay-out, Pagination, Designing and Printing of over pages, Safety measures in Printing Press.

PAPER V EDITING TECHNIQUES

PAPER CODE BAJMC 505

- ❖ **CO1:** Study the Introduction to Editing, its principles and functions, Work of Editorial Desk, Skills of Copy editing and Proof-reading symbols and their significance.
- ❖ **CO2:** Understanding the Role and functions of editors, sub-editors, assistant editors, and news editors
- CO3:** Understanding Lens and its type such as Normal, wide angle, Tele and zoom, Auto focus, Handling of camera, focus, Depth of field, Tripods and Monopods, Flash Gun, Exposure Meter.
- ❖ **CO3:** Studying the basic tools of Editing, Selection of News items, subbing, weekly Newspaper and Periodicals, Photo editing
- ❖ **CO 4:** Study the Headlines and sub-headlines, Intro and body of news, editing articles and features, Page make-up for newspaper and magazines, style sheet.
- ❖ **CO 5:** Study of Editing Radio and TV news, editing equipment required for Radio and TV, and editing other Programmes for radio and TV.

BAJMC Semester VI

PAPER I BASICS OF ECONOMICS

PAPER CODE BAJMC 601

- ❖ **CO1:** Study the Basic characteristics and features of Indian economy, Economic Planning in India its Features, objectives and assessment of Indian Planning.
- ❖ **CO2:** A brief account on Demographic features of India's population. Inter-state disparities in the patter of development. Structural Change in the

distribution of income and workforce in India.

- ❖ **CO3:** Understanding Poverty and unemployment in India Programmes of eradication of poverty and unemployment with special reference to the post –reform era.
- ❖ **CO4:** Study of Features of Indian Agriculture, Impact of Green Revolution on Indian Agriculture is included along with Recent Trends in Agricultural Development.
- ❖ **CO5:** Study of Features of Economic Reforms and structural adjustment
 - programme: Liberalisation, Privatisation and Globalisation, appraisal of Economic Reform Programme is dealt with in further units.

PAPER II MEDIA MANAGEMENT

PAPER CODE BAJMC 602

- ❖ **CO1:** Study of Basic Principles of Management and Need of Media Management, Planning Process involved in Management along with its Organizational structure.
- ❖ **CO2:** Study of Newsprint policy, Costing, Supplies, Inventory, PRB Act, Working Journalists and Other Newspaper employees, followed by the role of ABC.
- ❖ **CO3:** Study of Managing Resources such as Advertising revenue building and maintenance, Circulation revenue, Human Resource development.
- ❖ **CO 4:** Study of Marketing Techniques, Brand building, Public Relations, Media's relation to its Community, Understanding the target audience, and FDI.
- ❖ **CO 5:** Understanding Media Management and its challenges.

PAPER III WEB JOURNALISM

PAPER CODE BAJMC 603

- ❖ **CO1:** Study of History of Internet, Website, Portal and Search engine, E-mail, and Internet Protocol. **CO2:** Study of Space and Media and the Strength of web journalism, and Web Medium.
- ❖ **CO3:** Understanding Web Journalism covers Web reporting, Presentation of material on web, Ethics, and IT Act.
- ❖ **CO4:** Studying the Important News portals/website, Local Web portals, Indian languages (selection of material and presentation).

- ❖ **CO 5:** Study the Use of Internet, Web writing and practice of web editing, Making of own webpage, Major web news portals, and Mobile Journalism (MoJo).

PAPER IV RADIO PRODUCTION

PAPER CODE BAJMC 604

- ❖ **CO1:** Study of Radio Language, and Script writing for News, Newsreel, Documentary, Feature, Drama, Speech, Skit, Soap Opera and Special audience programme.
- ❖ **CO2:** Study of Voice Presentations, Announcing, Compeering, Adlibbing, Interviewing.
- ❖ **CO3:** Study of Radio programme production techniques covers, production of a program, sound studios, and Transmission facilities, Reverberation and echo, Various types of microphones, Tape recorders and playable machines, Recording, Sound mixing.
- ❖ **CO4:** Study of Narrating, Conversation, News Reading, Programme Policies and Services, Critical analysis of Radio programmer, Radio forums and clubs.
- ❖ **CO 5:** Studying various writing for Various Target Audience, Different Types of Writing Travelogue, Biography, Memoirs, Film Review, Documentary script writing is also included in the curriculum.

PAPER V TELEVISION PRODUCTION

PAPER CODE BAJMC 605

- ❖ **CO1:** Study of scripting for various kinds of programmes on television such as Documentaries, features, and Entertainment Programs.
- ❖ **CO2:** Understanding of writing programmes proposals, program research, planning, budgeting and scheduling.
- ❖ **CO3:** Understanding of Indoor-outdoor shooting, single and multi-camera shooting, OB production, montage its need and importance, and use of teleprompter.
- ❖ **CO 4:** Study of presenting a program, importance of anchor, news reading and anchoring, voice modulation, live commentary

- ❖ **CO 5:** Study of Video production, introduction to video camera techniques, audio techniques, TV studio operations, lighting, role and function of studio personnel.




PRINCIPAL
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