



Dharmmanand Uniyal Govt. Degree College Narendranagar Tehri Garhwal

Department of Journalism & Mass Communication

Program Title

B.A (Honours) Journalism & Mass Communication

3 Year into Six Semester Based Program

**Affiliated to SRI DEV SUMAN UTTARAKHNAD UNIVERSITY BADSHAHITHAUL
TEHRI GARHWAL**

Program Objectives:-

The main objective of the B.A. Honours Program in Journalism & Mass Communication is to develop the communication skills, theoretical and practical knowledge among the students in print, electronic and new media. The Communication and Journalism Department established in the year 2017 with a vision to provide job opportunities to the youth through skill enhancement course like Journalism, is committed to providing undergraduate students with quality education in the communication and journalism disciplines that is current, relevant, practical, and personal. The department's goals include enabling students who graduate to be able to compete successfully for positions at graduate schools nationwide. Another departmental goal is that students who graduate in communication will be prepared for entry level positions as professionals within communication-related fields.

Situated in the picturesque surroundings of Narendra Nagar, the program is offered to the students from the semi urban and rural areas in a very low fee structure with a view that the students coming from low income brackets could afford and aspire to study journalism and explore various job prospects related to journalism & mass communication. Sensing the competitive edge offered by JMC courses and the high fee structure of private institutes, the Uttarakhand Government in order to promote skill development and employability offered this course for the first time at GDC Narendranagar college where B.A Honours in Journalism & Mass Communication Course is offered to the youth of lower income brackets in a very low fee structure. The students can avail this opportunity and build up their career in this highly demanded and competitive field in various capacities as self-employed and in other roles. Started from year 2017, today our students are interned and placed in various media categories and holding various positions.

Program Specific Outcomes:-

Students will be able to write a variety of mass media products, including news stories, press releases, and advertising copy, following accepted journalistic standards, including Associated Press style. Students will be able to create and design emerging media products, including blogs, digital audio, digital video, social media, digital photography, and multimedia.

Course Outcomes:-

S. No.	Papers in Semester I	Outcome
1	Introduction to Journalism	<ul style="list-style-type: none">• Understand the basics of journalism and recognize the contributions of the renowned journalists to the field of print media.• Understand and apply the principles and laws of freedom of speech and incorporate this fundamental right when functioning at different political structures.
2	Introduction to Media & Communication	<ul style="list-style-type: none">• Get an understanding of the basics of media and communication.• Get acquaintance of the meaning, types, process, models and theories of Communication
3	Print Journalism & Production	<ul style="list-style-type: none">• Demonstrate the ability to copyedit to AP Style specifications for print and plan and design news publications• Demonstrate the art of headline writing, rewriting and translation and familiarize the concept of page layout design.• Practical aspects related to print publications highlighted for preparing the students for the print media
4	Environmental Studies	<ul style="list-style-type: none">• To sensitize the students about the environment and its various facets• To talk about the importance of environment discourse at present times• Various finer points to kept in mind while reporting environment issues
Papers in Semester II		
5	Reporting & Editing	<ul style="list-style-type: none">• To understand techniques of reporting in different media, news gathering techniques. Various types of reporting including crime,

		<p>court, environment, development, political, sports, education, culture and entertainment,</p> <ul style="list-style-type: none"> • To understand different types of interviews and preparation and techniques of interview. • To gain knowledge of types headlines writing. to know about different types of editing symbols used in news and editing techniques
6	Photography & Photo Journalism	<ul style="list-style-type: none"> • Describe the fundamental concept of the medium of photography; Combine the science and art on photography • Relate the history of the medium, Design storytelling through this visual medium. • Develop projects that address both the art of the medium as well as the commercial application.
7	Economic Development & Planning	<ul style="list-style-type: none"> • To reviews major trends in economic and foreign policy indicators and policy debates in India in the post-Independence period, with particular emphasis on paradigm shifts and turning points.
8	English/ MIL Communication Hindi/ MIL Communication	<ul style="list-style-type: none"> • To impart the basic language skills needed for communication and media discourse. • Acquaint the students the basic language skills and grammar needed for written and spoken presentation.
Papers in Semester III		
9	Media Laws & Ethics	<ul style="list-style-type: none"> • Analyse the importance of media laws and ethical issues which will convince the budding journalists to engage in their career assignments without compromising the professional and ethical standards. • Explain the ethical concepts, legal implications, considerations and practices that guide the mass media professions.
10	Television Production	<ul style="list-style-type: none"> • To make the students understand the basics of Television, various genres of TV programs as well as as TV production techniques.
11	Design & Graphics	<ul style="list-style-type: none"> • The students will learn various software used for designing, various elements, principles of design and graphics. • The process of idea development and executions the basics of colours and their use in design.
12	Radio Journalism & Production	<ul style="list-style-type: none"> • Students will be able to identify and write record, produce and edit several formats of radio programmes including news stories, and

		<p>features.</p> <ul style="list-style-type: none"> • Students will recognize the structure and history of the radio industry will be able to work in professional atmosphere of radio station. • Students will interpret the challenges and solutions of the radio industry. • Students will outline the relationship of each personnel inside a radio station
13	Media & Intercultural Communication	<ul style="list-style-type: none"> • To make students understand Communication across cultures and social groups; Reception of multimedia content and cultural services and the role of media in promoting inter cultural communication.
Papers in Semester IV		
14	Global Media & Communication	<ul style="list-style-type: none"> • To give a critical understanding of the 21st Century complex global media ecosystem, • will prepare the students to work as a communications professional with high-end production skills to work across multiple platforms • develop ability to critically analyse complex media practice (images, narratives, product messages, industries),
15	Advertisement	<ul style="list-style-type: none"> • To understand the concept of advertising origin and development. different types of advertising, advertising design ,advt. campaigns ,laws and ethics of advertising, ASCI, consumer behavior.
16	New Media Technology & Journalism	<ul style="list-style-type: none"> • Student will be able to explain New Media, its origin and evolution and impact on readers, business and society. • Student will be able to distinguish New Media from print and electronic media. • Student will identify the milestones of internet journalism in India and worldwide. • Student will be able to define important terms of digital world. • Student will be able to explain the role of a New Media Journalist.
17	Development Communication	<ul style="list-style-type: none"> • Students will be able to recognize and explain the concept and importance of development. • Students will be able to distinguish between communication and development communication. Students will be able to describe use of different media in development communication.

18	Human Rights & Media	<ul style="list-style-type: none"> • To examine the complex and multi-faceted relationship between the media and human rights in today's world. • To equip the students with the knowledge and skills to report through a human rights framework • To develop an understanding of press freedom, freedom of expression, gender and reporting, reporting in conflicts, digital privacy and security, and how international human rights norms, standards and principles provide a framework for reporting.
Papers in Semester V		
19	Film Appreciation	<ul style="list-style-type: none"> • To appreciate cinema by understanding its distinct language, its narrative complexity and the way films control and stimulate our thoughts and feelings. • Through various examples from Indian and international cinema, the course explains how cinema as a visual medium, engages with us in constructing meaning.
20	Public Relations & Corporate Communication	<ul style="list-style-type: none"> • To provide basic and emerging concepts and principles in relation to better decision making in Corporate Communication. • To enable the students to integrate various functions with organizational goals and strategies. • To provide hands-on training on planning and production of brand and social campaigns. • To provide skills on various relevant software especially in media planning and production of campaigns
21	Event Management	<ul style="list-style-type: none"> • Understanding that EM companies function as independent organizations. • Develop the understanding of the events as prevalent tools of marketing. • Analyzing the role of events in building/developing corporate image • Provide an insight into the important aspects of crisis/risk
22	Current Affairs & Writing for Mass Media	<ul style="list-style-type: none"> • To equip the students with the latest current develops around the country and the world • To make the students understand various writing styles and key skills.

Papers in Semester VI

23	Media Management	<ul style="list-style-type: none">• Explain about the current status of Indian Media industry.• Understand the Ownership pattern in Indian Media Business• Understand the Global Media Scenario
24	Communication Research	<ul style="list-style-type: none">• Describe the media and communication research analysis for source, message, channel and audience classify the applications of media research in print, electronic and PR industry• Prepare media research plans for the above mentioned industries• Apply the basic statistical processes in various media research studies
25	Documentary Production	<ul style="list-style-type: none">• Along with the film appreciation paper, this paper specifically teaches the students about the meaning, scope and the currents trends in documentary movie making• Talks about the skills and creativity requirements in this field.
26	Dissertation	<ul style="list-style-type: none">• Students will be able to simplify the process of research and carry out research methodology with their own intellectual skills.• Students will be able criticize the earlier conducted researches by other scholar and give a new approach to the same. Students will be able to do comparative study of different researches on media and communication related topics.