

## **JIWAJI UNIVERSITY, GWALIOR**

### **CENTRE FOR STUDIES IN JOURNALISM AND MASS COMMUNICATION (CSJM)**

Centre for Studies in Journalism and Mass Communication was set up in the 2003 to promote high learning and professional skills in the field of journalism and mass communication. Centre conducted post graduate diploma course for two sessions and turned it into a degree Programme since 2005. After completing the course students have been successfully placed at various levels in media industry. The Centre has computer lab and library for students who are enrolled in the journalism Programme of department. The Centre is running following Programme:

#### **MJMC**

#### **BA (Honours in Mass Communication)**

#### **Programme Outcomes (POs)**

The aim of conducting Journalism programme at Jiwaji University is to build capacity of aspirants who want to pursue career in the field of Journalism, Mass Communication and related fields. The study programme provide fundamental conceptual knowledge about journalism, media, mass communication, advertising, public relations. Students may choose to become media professional, public relations and advertising professional, NGO worker or they may pursue further studies.

Distinguishing features of the programme are:

- Up-to-date course curriculum
- Sound theoretical knowledge in relevant disciplines
- Practical skills in journalism, public relations, advertising
- Internship for exposure of media industry

#### **Programme Specific Outcomes (PSOs)**

Curriculum of Journalism and Mass Communication is designed to prepare graduates and post graduates to attain the following programme specific outcomes:

**PSO 1:** Ability to understand phenomena of mass communication which has become integral part of modern society and affects every aspect of social, cultural, political and economic institution.

**PSO 2:** Ability to apply journalistic, communication, media skills efficiently for effective reporting, writing and editing of news in industry.

**PSO 3:** Develop analytical thinking and generation of new ideas for popularizing information and communication in society.

**PSO 4:** Develop capacity for analysis of relevant current socio-economic and political issues and express the outcome of analysis through appropriate vehicle of communication.

**PSO 4:** Explore possibilities of strengthening democracy and citizens through people centric journalism.

**PSO 5:** Reveal extensive mindset with respect to knowledge diffusion and accretion in professional activities.

**PSO 6:** Show true potential and get suitable support through qualifying NET/SLET/State Civil Services and other competitive examinations.

**PSO 7:** Acquire the ability to engage in independent and life-long learning in the broadest context of socio-economic changes.

## **Course Outcomes (COs)**

### **For MJMC programme**

#### **I Semester**

After completing the study of the course, students are expected

**CO1:** To develop understanding of dynamics and process of communication, basic theories of communication, components of communication.

**CO2:** To learn basics of journalism, role of journalism in democracy, flow of communication and imbalance in international flow of communication.

**CO3:** To learn about origin and development of press, role of press in freedom movement and growth of TV, radio and film in India.

**CO4:** To know about the concept of freedom of speech and expression, defamation, contempt of court, media ethics and important acts such as press and registration act, 1867.

#### **II Semester**

After completing the study of the course, students are expected

**CO1:** To learn techniques and sources of news reporting, interview skills, tools and techniques of news investigation, news analysis, sting operation.

**CO2:** To get knowledge of principles of editing, photo editing, editorial functions, designing layout, computer and printing technology.

**CO3:** To learn television programme formats, news production, video editing and anchoring.

**CO4:** To know role and utility of public relations in government and corporate sector, public relations campaign planning, advertising management.

### **III Semester**

After completing the study of the course, students are expected

**CO1:** To acquire knowledge about media ownership pattern, economics of media, organizational structure of media, management functions of various departments.

**CO2:** To learn basics of radio broadcasting, community radio, web radio, programme production, reporting, writing, editing for radio.

**CO3A:** To know fundamental concepts of journalistic writing, utility of style guide, writing in inverted pyramid and other styles.

**CO3B:** To learn form and structure of features, reportage, article and column writing.

**CO4A:** To understand indicators, models of development, policy and philosophy of development communication, role of communication and media in development, development support communication.

**CO4B:** To understand environ of rural mass communication, problems faced by Indian rural society and potential of rural journalism

### **IV Semester**

After completing the study of the course, students are expected

**CO1:** To study basic features of Indian constitution, Indian social structure, social changes and relation between society and media.

**CO2:** To have understanding of web media's role in news communication, content management for blogs, news web portals, impact of technology and media convergence.

**CO3A:** To get awareness of business and economic news reporting, editing and writing, and to develop understanding of fundamental concepts Indian economic system.

**CO3B:** To learn formats, language and style of art and culture journalism, skills of art and culture news reporting, writing, basic concepts of music, paintings and architecture.

**CO4A:** To study process of research, tools and techniques of data collection, interpretation and writing.

**CO4B:** To learn about printing technology used print media.

## **Course Outcomes (COs)**

### **For BA (Honours in Mass Communication)**

#### **1st year**

After completing BA (Honours) first year course, students are expected to

**CO 1:** Understand meaning of news, structure of news and historical perspective of journalism.

**CO2:** Develop understanding of mediated communication and get acquainted with various aspects of mass communication process including its effects on society.

**CO3:** Know dynamics of covering news, conducting interview and editing news filed by reporters.

**CO4:** Get acquainted with growth of press in India, Britain, America and know the history of radio, photography and cinema.

**CO5:** Understand mechanism of photography along with concept of light, shadow, digital photography, photo editing and photo journalism.

**CO6:** Get acquainted with laws relating to media and ethical aspects of journalism.

## **IIInd Year**

After completing BA (Honours) second year course, students are expected to

**CO1:** Develop understanding of mass culture, popular culture and representation of nation, class, caste and gender issues in Media.

**CO2:** Learn basics of visual language and writing and editing skills for broadcast media.

**CO3:** Know concept, concern and paradigm of development and role of journalism in development process and acquire skills in development reporting.

**CO 4:** Develop awareness of public relations work and importance of PR in media industry.

**CO 5:** learn about functioning of computer mediated media and techniques of digital journalism.

**CO 6:** understand news media organization industry in India and challenges faced by media industry.

## **IIIInd Year**

After completing BA (Honours) third year course, students are expected to

**CO 1:** Know latest trends in print journalism, principles of layout designing and technology of printing.

**CO 2:** Know how research is conducted in the field of media and mass communication and its utility for media professionals.

**CO 3:** know how advertisements are prepared and how they impact media industry. Also learn the concept of media planning and advertising campaign.

**CO 4:** Acquire knowledge about language of cinema and impact of globalization process on Indian cinema.

**CO 5:** get acquainted with the international media organisations and learn concepts of cultural imperialism, cross cultural communication and concerns of developing countries in relation to global communication.

**CO 6:** Learn art and craft of anchoring for television programmes and news production.