

Department of Journalism and Mass Communication

Bhairab Ganguly College

Course Outcomes – B.A. Journalism and Mass Communication

Basic understanding of news in different media, historical perspectives of different forms of print media, comparison of different media and the role of media in democracy.

Extensive knowledge of the critical theories of Mass Communication and models, cultural effects of communication and the emerging paradigms in the field of communication .

Developing proficiency in the field of reporting and editing for print, electronic and new media and to understand the nature of audience in communication. The course offers specialization which would equip the students to face the modern day challenges in the field of mass communication and journalism.

Develop general idea of the evolution of print, electronic and new media and its key concepts and the form in which it exists today. The syllabus offers study of communication in various forms, like its human or technological dimension and the characteristics of interdisciplinary and multidisciplinary social science.

To explore different aspects of print media, electronic media ,new media, advertising, public relations and to develop skills as professionals in the field of print media, electronic media ,new media , advertising , public relations and other fields of mass media.

The syllabus provides selected teaching hours for soft skill development and grooming and preparing students well for group discussions, seminars and presentations.

Learning the concepts and approaches in development communication, to evaluate the role of media in development and understanding how the mass media operates and exhibits its structure in rural India.

The syllabus provides comprehensive knowledge about Indian and world cinema and the primitive as well as recent knowledge in the field of photography.

To gain knowledge regarding the ethics and media laws which are essential for the smooth and efficient functioning of mass media.

The students can get a brief glimpse into the world of global media and politics and how they are interconnected.

An important area in communication is communication research. The course is designed in such a way that the students have clear understanding about the fundamentals of research and application of the same in different fields of communication.

Course Specific Outcomes – B. A. Journalism and Mass Communication (HONOURS)

- **Semester-I**

- **C1 - Introduction to Journalism (JORACOR01T)**

- On completion of the course, students are able to:
- Fundamental idea about news---definition, meaning, nature and its ingredients, the process of transfer of news from the event to the reader, know the features of different types of news namely hard news, soft news etc. Understand the terms related to news such as attribution, embargo, verification, balance and fairness, brevity, dateline, credit line, byline etc.
- Understanding regarding different forms of print, its historical perspective, different aspects of yellow journalism, Penny Press, tabloid press, learn the language of news, Robert Gunning : Principles of clear writing, understanding of Rudolf Flesch formula necessary to develop skills for writing news.
- Knowledge regarding the structure and construction of news, organization of a news story, 5W's and 1H, basic idea regarding the structure of Inverted Pyramid, criteria for news worthiness, principles of news selection, use of archives, sources of news, use of internet.
- Idea regarding the basic differences between print, electronic and online journalism and knowing the features of Citizen Journalism.
- Knowledge regarding the role of media in a democracy, responsibility of media to society, relationship between Press and Democracy and acquire knowledge on contemporary debates and issues relating to media ethics in journalism.

- **C2 - Introduction to media and Communication (JORACOR02T)**

- On completion of the course, students are able to:
- Gain knowledge regarding the role of media in our everyday lives, how internet has become an indispensable part of media and its effects in everyday life and engage in discussions relating to mediated and non-mediated communication.
- Understand how communication in its different forms exists today, process of Mass Communication and develop intricate knowledge regarding Normative Theories of the Press and the relationship between media and the public sphere,
- Know the effects of Mass Communication, Mass Society Theory, Propaganda, Limited Effects, Individual Difference Theory, Personal Influence Theory,
- Understand the cultural effects of communication and the emergence of Paradigm and Alternative Paradigm.

- Learn four models of communication---Transmission Model, Ritual Model, Ritual or Expressive Model, Publicity Model, Reception Model
- **Semester-II**
 - **C3 - Reporting and Editing for Print (JORACOR03T)**
 - On completion of the course, students are able to:
 - Clear understanding of culture, mass culture, popular culture, folk culture, media and culture.
 - Knowledge about Critical Theories, Frankfurt School, Media as cultural industries, political economy, ideology and hegemony.
 - Knowledge regarding the techniques of the representation of media as texts, signs and codes in media discourse analysis genres, analyzing representation of nation, class, caste and gender issues in media.
 - Insight about audiences, analyzing Uses and Gratification Approach, Reception Studies, understanding the nature of active audiences, women as audiences, sub cultures, music and the popular fandom.
 - An idea about media and technologies, learning about folk media as a form of mass culture, live performance , audience performance, learning about media technologies, understanding medium is the message, Technological Determinism, new media and cultural forms.
 - **C4 –Media and Cultural Studies (JORACOR04T)**
 - On completion of the course, students are able to:
 - Clear understanding of culture, mass culture, popular culture, folk culture, media and culture.
 - Knowledge about Critical Theories, Frankfurt School, Media as cultural industries, political economy, ideology and hegemony.
 - Knowledge regarding the techniques of the representation of media as texts, signs and codes in media discourse analysis genres, analyzing representation of nation, class, caste and gender issues in media.
 - Insight about audiences, analyzing Uses and Gratification Approach, Reception Studies, understanding the nature of active audiences, women as audiences, sub cultures, music and the popular fandom.
 - An idea about media and technologies, learning about folk media as a form of mass culture, live performance , audience performance, learning about media technologies, understanding medium is the message, Technological Determinism, new media and cultural forms.

- **Semester-III**

- **C5 - Introduction to Broadcast Media (JORACOR05T)**

- On completion of the course, students are able to:
- Students will be able to understand the sound techniques, recording and microphone handling.
- To familiarize the students with the basic techniques of visual media.
- To inculcate the knowledge of radio news script writing.
- To create understanding of electronic media content creation, camera operating, camera movement etc.
- Students will be able to understand the 24 hrs news formats, news production cycle, Public Service Broadcasters etc.

- **C6 - History of the Media (JORACOR06T)**

- On completion of the course, students are able to:
- Students would be able to understand the process of Printing Technology, layout and Designing, world history and evolution of press.
- Students would be able to familiarize the print cultures, language of press etc.
- Students will be able to know the radio technologies, different types of radio programmes, F.M programmes and many other important aspects.
- Students would be able to understand the introduction of visual media and electronic media related some laws.

- **C7 - Advertising and Public Relations (JORACOR07T)**

- On completion of the course, students are able to:
- Students would learn development of advertising and basic concepts.
- Students would be able to know about role and importance of advertising in media and strategy of ad campaigning.
- Students would learn about the definitions, concepts and functions of public relations in different sectors and they also gain knowledge about the tools of public relations.
- Students would gain knowledge about the basic ethics and laws of public relations and strategy of PR campaigning.
- Students would gain understanding of the concepts of digital and social media, Cyber ethics, social marketing, different tools etc.

- **SEC1 - Radio Production (JORSSEC01M)**

- On completion of the course, students are able to:
- Learn about the Broadcast Formats: Public service advertisements, Jingles, Radio magazine Interview, Talk Show, Discussion, Feature, and Documentary.
- Understand the Broadcast Production Techniques: Working of a Production Control Room & Studio: Types and functions, acoustics, input

and output chain, studio console: recording and mixing. Personnel in Production process – Role and Responsibilities.

- Understand the Stages of Radio Production: Pre-Production – (Idea, research, RADIO script), Production – Creative use of Sound; Listening, Recording, using archived sounds, (execution, requisite, challenges). Editing: Creative use of Sound Editing.

- **Semester-IV**

- **C8 - Introduction to New Media (JORACOR08T)**

- On completion of the course, students are able to:
- Students would gain understanding of the concepts of new media and digital media.
- Students would learn the basics of Virtual Cultures, Online Communities, Alternative Journalism; Social Media in Context etc.
- Students would gain knowledge about the basic ethics and laws of new media.
- Students would learn the basics of web writings.
- Students would be able to acquaint them with important aspects of the Content Designing, Website planning, Blogging etc.

- **C9 - Development Communication (JORACOR09T)**

- On completion of the course, students are able to:
- Student would be able to know about development, paradigm, growth and human development and developed his or her concept about U.N Development Goals.
- Student would be able to analyze Development Communication, concepts and approaches, development, inclusive development, development support communication.
- Student would able to develop his or her concept on media's role in development, also know media's tool for development, creativity role and performance. Critical appraisal of each medium.
- Development journalism and rural reporting in India and it's importance.
- Student able to know about use of traditional media for development in rural areas, rural problems and rural issues.

- **C10 - Media Ethics and the Law (JORACOR10T)**

- On completion of the course, students are able to:
- Student would able to know about Freedom of expression, Article 19(1)(a), Article 19(1)(2), defamation, Libel and Slander, Right to information.
- Student would able to know about live reporting and ethics. It Act 2000. Operation Westend, NBA Guidelines.

- Student would know about representation and ethics in advertisement. protection against Sexual harassment Bill 2007.
- Students would able to know about media and regulation, regulatory bodies, code and ethical guidelines, self regulation, , Taste culture and taboo
- Media and social responsibility is an important part of this chapter student would able to aware about media's role and function.
- **SEC2 – Documentary Production (JORSSEC02M)**
 - On completion of the course, students are able to:
 - Understanding the Documentary: Introduction to Realism Debate, Observational and Verite documentary, Introduction to Shooting styles, Introduction to Editing styles, Structure and scripting the documentary.
 - Learn about the Documentary Production: Pre – Production, Researching the Documentary, Research: Library, Archives, location, life stories, ethnography, writing a concept: telling a story, Treatment, Writing a proposal and budgeting.
- **Semester-V**
 - **C 11- Global Media and Politics (JORACOR11T)**
 - On completion of the course, students are able to:
 - Student would able to know about media and international communication. The advent of popular media and a brief over view of Nazi Propaganda in inter war years.
 - Student would able to know about media and super power rivalry, media during cold war, Vietnam War. Importance of NWICO, McBride Commission etc.
 - Global media rise of Al Jazeera, The Gulf War 9/11 and implication of global media is the main part of this unit.
 - Student would able to know media and cultural Globalization, Cultural Imperialism, Cultural Poliyics, Media hegemony and global culture.
 - Student would able to know about the media and global market, free economy, zee tv as a pan Indian Channel.
 - **C12 - Advanced Broadcast Media (JORACOR12T)**
 - On completion of the course, students are able to:
 - Learn about the Public Service Broadcasting and Private Broadcasting.
 - Understanding regarding Broadcast Genres - Debates, Issues and Concerns of Television Genre; Various Evolving Contemporary Television genres: Drama, soap opera, comedy, reality television, children's television, animation, prime time and day time.

- Knowledge regarding Advanced Broadcast Production I - (Radio) and Advanced Broadcast Production II - (Television).
- **DSE1 - Media Industry and Management (JORADSE01T)**
 - On completion of the course, students are able to:
 - Learn about the Media Management: Concept and Perspective; Concept, origin and growth of Media Management; Fundamentals of management; Management School of Thought.
 - Understand the plants Media Industry: Issues & Challenges; Media industry as manufacturers - Manufacturing Consent, news and content management. Market Forces, performance evaluation (TAM, TRP, BARC and HITS) and Market shifts. Changing Ownership patterns.
 - Knowledge regarding Structure of news media organizations in India. Role, responsibilities & Hierarchy; Workflow & Need of Management; Shift Patterns, Circulation & Guidelines.
 - Learn about the Media Economics, Strategic Management and Marketing: Understanding Media Economics - Economic thought, Theoretical foundations, issue and concerns of media economics. Capital inflow, Budgeting, Financial management, and personnel Management, Strategic Management, Market forces.
 - Understand the Case Studies: Visionary Leadership - Media Entrepreneurs, Qualities and Functions of media managers. Indian and International Media Giants - Case Studies.
- **DSE2 - Print Journalism and Production (JORADSE02T)**
 - On completion of the course, students are able to:
 - Developing an idea about specialized reporting: Business/economic, Parliamentary, and Political.
 - Acquiring knowledge about trends in Print Journalism with reference to Investigative Journalism, Sting operations and related case studies, understanding impact of technology on newspapers and magazines, ethical debates in print journalism and the ownership and control of media.
 - Learning about production of newspaper---principles of layout and design, layout and format, typography, copy preparation design process, handling text matter, page make-up of print and electronic copy: front page, editorial page and supplements.
 - Gaining knowledge about technology and print: modern printing processes, DTP/software for print, picture editing and caption writing.

- Learning about advanced newspaper and magazine editing, classification of newspapers and magazines, current trends in newspapers and magazines with respect to content photographs and cartoons in newspapers and magazines.
- **DSE3 - Photographical Appreciation (JORADSE03T)**
 - On completion of the course, students are able to:
 - Fundamental idea about Introduction to Photography: A brief History of Photography - Camera Obscura to the daguerreotype process, Technical history of photography: Persistence of Vision, Camera Obscura, Muybridge Experiment (Leaping horse). The photographic process (The Silver Halide Photography Process); A brief glimpse into the Dark Room, Development of a Photograph, Modernization of Photography and its use in Mass Media.
 - Understanding the mechanisms of Photography and Light and Shadow.
 - Learn about the Digital Photography and Editing: Sensor Sizes, Formats and Storage; Introduction to Editing and Digital Manipulation; Brightness, Contrast, Mid tones, Highlights, Colour tones; Basics of Photoshop; Photo editing software: (Microsoft Office Picture Manager, CorelDraw, Adobe Photoshop Elements, Photoshop CC (Creative Cloud).
 - Understand the Photojournalism: Brief History – Global & Indian; Application & Ethics and 29 Law in Digital Imaging (Ethicality while photographing a subject/issue & editing the image – issue of unethical morphing etc., Copyright Law etc.); Approaches to documenting reality - (Discussion on Capa's 'The Falling Soldier', Objective Truth or Staged Representation); War Photojournalism.
- **Semester-VI**
 - **C13 - Advanced New Media (JORACOR13T)**
 - On completion of the course, students are able to:
 - Knowledge regarding Basics of New Media: Frameworks – Genres and Environments, Understanding New Media Ecologies, Trans - medial Storytelling, Genres – Digital art, Digital Cinema – New Media Fiction and Documentary, Gaming and Player Culture, Virality and Memes, et al.; guerrilla media; curating media, festival, media spaces.
 - Learn about the Sociology of the Internet and New Media: Social Construction of Technology, Utopian - Dystopian Interface, Digital inequalities – Digital Divide and Access, Economy of New Media - Intellectual value; digital media ethics, new media and popular culture.
 - Understand the Critical New Media: Who controls New Media, Questions surrounding net neutrality and related issues, Surveillance and the state,

Cyber security and issues of privacy, the Internet and public sphere - politics and public sphere in the digital age.

- Learn about the Participatory culture: Convergence Culture - social media and participatory media culture, digital fandom and online communities, Identity, Gender and new media - 24 digital media and identities, new media campaigns.
- Student would be able to know Project and Production: Digital production in the form of shorts, video, podcast, video blog, photo blog, blogs and microblogs etc. related to one of the above three units or all, research and developmental techniques, ideas for final project, scripting/production, social media marketing and publicity, exhibition/screening.
- **C14 - Communication Research and Methods (JORACOR14T)**
 - On completion of the course, students are able to:
 - Learn about the Introduction to Research: Definition, Role, Function, Basic and Applied Research, Scientific Approach, Role of theory in research, Steps of Research (Research question, Hypothesis, Review of Literature).
 - Student would be able to know Methods of Media Research: Qualitative-Quantitative Technique, Content Analysis, Survey Method, Observation Methods, Experimental Studies, Case Studies, Narrative Analysis, Historical research.
 - Understanding regarding Sampling: Need for Sampling, Sampling Methods, Representativeness of the Samples, Sampling Error, Tools of data collection: Primary and Secondary data - Questionnaire, Focus Groups, Telephone, Surveys, Online Polls, Published work.
 - Understand the Methods of analysis and report writing, Data Analysis Techniques, Coding and Tabulation, Non - Statistical Methods (Descriptive and Historical), Working with Archives, Library Research, Working with Internet as a source, Writing Citations, Bibliography, Writing the research report.
 - Knowledge regarding Ethnographies and other Methods: Readership and Audience Surveys, Ethnographies, textual analysis, discourse analysis, Ethical perspectives of mass media research.
- **DSE4 - Media, Gender and Human Rights (JORADSE04T)**
 - On completion of the course, students are able to:
 - Students would gain knowledge about the media impact on individual and society, cultural impacts and the major role of grass root media in rural India.

- Students would learn about the definitions and concepts of gender studies, feminist theories and different case studies about media and gender debates.
- Students would know the relations and impact of class, gender, race, caste on media.
- Students would gain knowledge about human rights through different case studies.
- **DSE5 –Multimedia Journalism (JORADSE05T)**
 - On completion of the course, students are able to:
 - Clear understanding of Multimedia and interactivity, Basics of multimedia reporting, importance of audio, photo and video production skills in the newsroom in contemporary times, brainstorming about story ideas, developing a portfolio – print and online, legal and ethical issues and diversity in the media - media law, ethics, multicultural sensitivity.
 - Understand the Decision making and skills for multi-platform communications, Paraphrases, quotes and attribution in media writing, Leads and Nut Graphs, News Writing for Web, Content Development, Sources and Online Research, Story Organization, Strategies for effective interviewing and note taking, Interviewing Techniques.
 - Understand the Rule of thirds, focal point, Composition, Photography as a powerful tool to tell a story. Dynamic content and visual medium, increasing importance of photojournalism in today's journalism, Photography and cut lines as an important part of storytelling. Placements & Visual Design.
 - Learn about the Audio & Video Content: Focus on audio recording, telling stories with sources and natural sound, bytes, editing & Placement of sound, Storytelling with video, broadcasting / webcasting: Collecting content, Structuring story, Writing, video editing with interviews and B-roll, streaming.
 - Learn about the Mobile journalism: Screen sizes & responsive web, Information multimedia and web architecture, Marketing websites, corporate websites, web feature stories, key points for web interactive: narrative, interactive users vs. linear narratives, elements of an interactive writer.

- **DSE6 –Introduction to Film Studies (JORADSE06T)**
 - On completion of the course, students are able to:
 - Understand the Language of Cinema I – Focus on visual Language: Shot, Scene, Mis-en-scene, Deep focus, Continuity Editing, Montage; Language of Cinema II – Focus on Sound and Colour: Diegetic and Non Diegetic Sound; Off Screen Sound; Sync Sound; the use of Colour as a stylistic Element; Genre and the development of Classical Hollywood Cinema.
 - Learn about the Film Form and Style: German Expressionism and Film Noir Italian Neo-realism; French New-Wave.
 - Learn about the Third Cinema and Non Fiction Cinema; Introduction to Feminist Film Theory; Auteur - Film Authorship with a special focus on Ray or Kurusawa.
 - Clear understanding of Early Cinema and the Studio Era; 1950s - Cinema and the Nation (Guru Dutt, Raj Kapoor, Mehboob); The Indian New-Wave; Globalization and Indian Cinema Film Culture.

Course Specific Outcomes – B.A. with Journalism and Mass Communication

- **Semester I**

- **DSC1A/GE1 - Basics of Journalism (JORGCOR01T)**

- On completion of the course, students are able to:
- Fundamental idea about news---definition, meaning, nature and its ingredients, the process of transfer of news from the event to the reader, know the features of different types of news namely hard news, soft news etc. Understand the terms related to news such as attribution, embargo, verification, balance and fairness, brevity, dateline, credit line, byline etc.
- Understanding regarding different forms of print, its historical perspective, different aspects of yellow journalism, Penny Press, tabloid press, learn the language of news, Robert Gunning : Principles of clear writing, understanding of Rudolf Flesch formula necessary to develop skills for writing news.
- Knowledge regarding the structure and construction of news, organization of a news story, 5W's and 1H, basic idea regarding the structure of Inverted Pyramid, criteria for news worthiness, principles of news selection, use of archives, sources of news, use of internet.
- Idea regarding the basic differences between print, electronic and online journalism and knowing the features of Citizen Journalism.
- Knowledge regarding the role of media in a democracy, responsibility of media to society, relationship between Press and Democracy and acquire knowledge on contemporary debates and issues relating to media ethics in journalism.

- **Semester II**

- **DSC1B/GE2 - Photography (JORGCOR02T)**

- On completion of the course, students are able to:
- Understanding of the history of photography, the birth of camera and its evolution, advancement in the field of photography and its use in Mass Media, invention of Digital Photography.
- Knowledge about fundamentals of photography: cameras, lenses, tripods, monopods, camera bags, digital storage.
- Knowledge about different types of lighting in photography.
- Basic idea about different types of photography : News Photography, Sports Photography, Nature Photography, Portrait Photography, Fashion

Photography and Advertisement Photography and knowledge about photo journalism.

- Fundamental idea about different styles of editing in photography, learning about editing softwares in photography : Microsoft Office Picture manager, CorelDraw, Adobe Photoshop Elements, Photoshop CC (Creative Cloud) Correcting imperfect images: Picture orientation, Cropping, Levels, Altering brightness and contrast, Red eye.

- **Semester III**

- **DSC1C/GE3 - Film Appreciation (JORGCOR03T)**

- On completion of the course, students are able to:
- Understand the Language of Cinema I – Focus on visual Language: Shot, Scene, Mis-en-scene, Deep focus, Continuity Editing, Montage. Language of Cinema II – Focus on Sound and Colour: Diegetic and Non Diegetic Sound; Off Screen Sound; Sync Sound; the use of Colour as a stylistic Element. Difference between story, plot, screenplay.
- Learn about the Film Form and Style: German Expressionism and Film Noir, Italian Neo-realism, French New-Wave, Genre and the development of Classical Hollywood Cinema.
- Understand the Alternative Visions: Third Cinema and Non Fiction Cinema, Introduction to Feminist Film Theory, Auteur- Film Authorship with a special focus on Ray or Kurusawa.
- Learn about the Hindi Cinema: 1950s - Cinema and the Nation (Guru Dutt, Raj Kapoor, Mehboob), The Indian New-Wave, Globalization and Indian Cinema, The multiplex Era Film Culture.

- **SEC1 - Radio Production (JORSSEC01M)**

- On completion of the course, students are able to:
- Students will be able to interview, talks, features, make radio promos and jingles etc.
- Students will be able to apply radio production techniques.
- Students will be able to undertake radio programme production in different formats.

- **Semester IV**

- **DSC1D/GE4 - Introduction to Documentary (JORGCOR04T)**

- On completion of the course, students are able to:
- Understanding the Documentary: Introduction to the debate on realism, Six Modes of Documentary Representation: Participatory, Expository, Observational, Performative, Reflexive, and Poetic. Ethical Debates in the

Documentary Encounter, Defining the Subject / Social Actor / Participant.
Voice in the Documentary: Problematic of 'Voice of God' Narrator & Different Posturing of the Narration, Participant, Filmmaker & Audience
Camcorder Cults Documentary.

- Learn about the Documentary Production: Pre-Production, Researching the Documentary, Research: Library, Archives, location, life stories, ethnography. Writing a concept: telling a story. Writing a Treatment, Proposal and Budgeting Structure and scripting the documentary Issues of Funding and Pitching. Issues of Primary and Secondary Audience.
- Understand the Documentary Production: Production Documentary Sound; Documentary Cinematography – a responsive filmic encounter. Location Research, Technologies and Techniques, Shooting Schedule, Shot Breakdown & Call list, Production Team, Meetings, Checklist, Crowd Funding.
- Learn about the Documentary Production: Post-Production. Grammar of editing, Transitions: Scenic Realism & Sound Effects and Visual Effects, Aspect Ratio, Language, Duration and marketing of DVD and issues of piracy. Distribution and Exhibition Spaces (Traditional and Online). Festivals and International Market Box office documentaries.
- **SEC2 – Documentary Production (JORSSEC02M)**
 - On completion of the course, students are able to:
 - Understanding the Documentary: Introduction to Realism Debate, Observational and Verite documentary, Introduction to Shooting styles, Introduction to Editing styles, Structure and scripting the documentary.
 - Learn about the Documentary Production: Pre – Production, Researching the Documentary, Research: Library, Archives, location, life stories, ethnography, writing a concept: telling a story, Treatment, Writing a proposal and budgeting.
- **Semester V**
 - **DSE1A- Media Industry and Management (JORGDSE01T)**
 - On completion of the course, students are able to:
 - Understand the Media Management and Media Industry.
 - Learn about the Structure of news media organizations in India. Media Economics, Strategic Management and Marketing.

- Understand the Visionary Leadership - Media Entrepreneurs, Qualities and Functions of media managers.
- **DSE2A - Print Journalism And Production (JORGDSE02T)**
 - On completion of the course, students are able to:
 - Developing an idea about specialized reporting: Business/economic , Parliamentary, Political.
 - Acquiring knowledge about trends in Print Journalism with reference to Investigative Journalism, Sting operations and related case studies, understanding impact of technology on newspapers and magazines, ethical debates in print journalism and the ownership and control of media.
 - Learning about production of newspaper---principles of layout and design, layout and format, typography, copy preparation design process, handling text matter, page make-up of print and electronic copy: front page, editorial page and supplements.
 - Gaining knowledge about technology and print: modern printing processes, DTP/software for print, picture editing and caption writing.
 - Learning about advanced newspaper and magazine editing, classification of newspapers and magazines, current trends in newspapers and magazines with respect to content photographs and cartoons in newspapers and magazines.
- **GE1 - Multimedia Journalism (JORGEC01T)**
 - On completion of the course, students are able to:
 - Clear understanding of Multimedia and interactivity, Basics of multimedia reporting, importance of audio, photo and video production skills in the newsroom in contemporary times, brainstorming about story ideas, developing a portfolio – print and online, legal and ethical issues and diversity in the media - media law, ethics, multicultural sensitivity.
 - Understand the Decision making and skills for multi-platform communications, Paraphrases, quotes and attribution in media writing, Leads and Nut Graphs, News Writing for Web, Content Development, Sources and Online Research, Story Organization, Strategies for effective interviewing and note taking, Interviewing Techniques.
 - Understand the Rule of thirds, focal point, Composition, Photography as a powerful tool to tell a story. Dynamic content and visual medium, increasing importance of photojournalism in today's journalism, Photography and cut lines as an important part of storytelling. Placements & Visual Design.

- Learn about the Audio & Video Content: Focus on audio recording, telling stories with sources and natural sound, bytes, editing & Placement of sound, Storytelling with video, broadcasting / webcasting: Collecting content, Structuring story, Writing, video editing with interviews and B-roll, streaming.
 - Learn about the Mobile journalism: Screen sizes & responsive web, Information multimedia and web architecture, Marketing websites, corporate websites, web feature stories, key points for web interactive: narrative, interactive users vs. linear narratives, elements of an interactive writer.
- **Semester VI**
 - **DSE1B - Photographical Appreciation (JORGDSE03T)**
 - On completion of the course, students are able to:
 - Fundamental idea about Introduction to Photography: A brief History of Photography - Camera Obscura to the daguerreotype process, Technical history of photography: Persistence of Vision, Camera Obscura, Muybridge Experiment (Leaping horse). The photographic process (The Silver Halide Photography Process); A brief glimpse into the Dark Room, Development of a Photograph, Modernization of Photography and its use in Mass Media.
 - Understanding the mechanisms of Photography and Light and Shadow.
 - Learn about the Digital Photography and Editing: Sensor Sizes, Formats and Storage; Introduction to Editing and Digital Manipulation; Brightness, Contrast, Mid tones, Highlights, Colour tones; Basics of Photoshop; Photo editing software: (Microsoft Office Picture Manager, CorelDraw, Adobe Photoshop Elements, Photoshop CC (Creative Cloud).
 - Understand the Photojournalism: Brief History – Global & Indian; Application & Ethics and 29 Law in Digital Imaging (Ethicality while photographing a subject/issue & editing the image – issue of unethical morphing etc., Copyright Law etc.); Approaches to documenting reality - (Discussion on Capa's 'The Falling Soldier', Objective Truth or Staged Representation); War Photojournalism.
 - **DSE2B - Media, Gender and Human Rights (JORGDSE04T)**
 - On completion of the course, students are able to:
 - Students would gain knowledge about the media impact on individual and society, cultural impacts and the major role of grass root media in rural India.

- Students would learn about the definitions and concepts of gender studies, feminist theories and different case studies about media and gender debates.
- Students would know the relations and impact of class, gender, race, caste on media.
- Students would gain knowledge about human rights through different case studies.
- **GE2 - DSE2B – Introduction to Film Studies (JORGEC02T)**
 - On completion of the course, students are able to:
 - Understand the Language of Cinema I – Focus on visual Language: Shot, Scene, Mis-en-scene, Deep focus, Continuity Editing, Montage; Language of Cinema II – Focus on Sound and Colour: Diegetic and Non Diegetic Sound; Off Screen Sound; Sync Sound; the use of Colour as a stylistic Element; Genre and the development of Classical Hollywood Cinema.
 - Learn about the Film Form and Style: German Expressionism and Film Noir Italian Neo-realism; French New-Wave.
 - Learn about the Third Cinema and Non Fiction Cinema; Introduction to Feminist Film Theory; Auteur - Film Authorship with a special focus on Ray or Kurosawa.
 - Clear understanding of Early Cinema and the Studio Era; 1950s - Cinema and the Nation (Guru Dutt, Raj Kapoor, Mehboob); The Indian New-Wave; Globalization and Indian Cinema Film Culture.