

DEPARTMENT:-BAMM

Programme Outcome (PO)-BAMM

- To provide thorough understanding of nature, scope and application of media and its usage in today's dynamic world.
- To develop interdisciplinary approach among the students

Programme Specific Outcome (PSO)-BAMM (Animation)

- Focuses on preparing student for roles pertaining to media industry.
- Start from the basics and in every semester learns each and everything about nuances of technicalities required to work in animation industry.
- Develop creativity and group dynamics among the students.
- Get skills required to work in animation industry.
- Learn about film shooting, reporting, photography and logo designing.
- To pursue further studies to get specialization animation.
- To Work in the animation industry as animator, photographer, logo designer, and making pamphlets, brochures, visiting cards, etc
- To work in public sector undertakings and Government organizations such as Doordarshan or for any government documentaries, in the field editing

Programme Specific Outcome (PSO)-BAMM (Journalism)

- Focuses on preparing student for roles pertaining to media industry.
- Start from the basics and in every semester learns each and everything about mass media.
- Develop creativity and group dynamics among the students.
- Get essential organizational and management skill to work in media industry.
- Learn about traditional media, print media, electronic media and reporting.
- To Work in the Media industry as reporter ,logo designer ,Layout of newspaper layout of magazine cover, photographer etc
- To work in public sector undertakings and Government organizations such as news channels, production houses

COURSE OUTCOMES

SEMESTER-I

1001 Effective Communication Skills

COURSE OBJECTIVES:-

- Understand the role of communication in personal & professional success.
- Develop awareness of appropriate communication strategies.
- Prepare and present messages with a specific intent.
- Analyze a variety of communication acts.
- Ethically use, document and integrate sources

COURSE OUTCOMES:-

- Recognized different styles of communication and how to improve understanding and build rapport with others.
- Reflected on different methods of communication and decided when each is most suitable.
- Appreciated the role of body language and voice tone in effective communication.
- Communicated their message in an effective and engaging way for the recipient.
- Understand the process of communication and its effect on giving and receiving information.
- Learn about historical and theoretical developments in the field of communication.
- Apply effective communication skills in a variety of public and interpersonal settings

1002 Fundamental of Mass Communication

COURSE OBJECTIVES:-

- Mass communication is to achieve the desired goals of the organizations by persuading the target audience.

- Organization uses mass communication media to influence its different stakeholders so that they help it to carry out its objectives.
- The basic objective of mass communication is to provide valuable information to the mass people.
- Information regarding various fields is sent to the public through mass communication media.
- Creates public awareness on currently important issues are down by mass communication. There are some crucial factors like HIV, AIDS, vaccination, corruption, pollution, population explosion, etc. that require huge public awareness and consciousness. Mass communication helps to do it.
- Mass communication is also used to create favorable public opinion towards particular issues.
- Mass communication plays an important role in entertaining people. Different amusement programs are carried out by different mass media like radio, television, newspapers, magazines, periodicals, etc.
- We find that mass communication serves different purposes. For its different uses, mass communication is becoming more and more popular to mass people.

COURSE OUTCOMES:-

- The students can understand various types of communication and their importance
- The units provide students an understanding of the importance of public opinion and role of communication in framing it.
- It helps students to understand the history and basics of media.
- Students will be able to make effective oral presentations on a variety of topics in public settings.
- 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 make effective business and professional presentations to internal and external audiences.
- Determine the best methods and strategies for developing a message.
- Justify the decisions for resolving moral or ethical mass communication dilemmas.

- Students are able to identify specific examples of media.
- Determine validity of source and research techniques. Additionally, they will be able to interpret data regarding communication

1003 Contemporary World History

COURSE OBJECTIVES:-

- Examine the history of the colonial North America and the new nation (United States)
- Critique the domestic and foreign policy of the United States since the mid 19th century.
- Evaluate the historical importance of the pre-modern European past.
- Appraise the historical significance of modern Europe in the global arena.
- Examine the historical significance of pre-modern 'non-western' cultures.
- Assess the historical importance of modern 'non-western' cultures.

COURSE OUTCOMES:-

- Understand background of our religion, customs institutions, administration and so on.
- Understand the present existing social, political, religious and economic conditions of the people.
- Analyze relationship between the past and the present is lively presented in the history.
- Develop practical skills helpful in the study and understanding of historical events.
- The study of history helps to impart moral education.
- History installs the feeling of patriotism in the hearts of the pupils.

1004 Traditional Media

COURSE OBJECTIVES:-

- To make students aware of the importance of traditional media in promoting folk art, music and dance.
- Help them differentiate between electronic and traditional media.

- To discuss the advantages of traditional folk media.
- To explain how folk media reflects social changes.
- To discuss the role of traditional folk media as development media.

COURSE OUTCOMES:-

- To make students aware of the importance of traditional media in promoting folk art, music and dance.
- Help them differentiate between electronic and traditional media.
- To discuss the advantages of traditional folk media.
- To explain how folk media reflects social changes.
- To discuss the role of traditional folk media as development media.

1005 Introduction to Sociology

COURSE OBJECTIVES:-

- Through the development of an understanding of sociological theories and concepts students can demonstrate the role of theory in sociology.
- Define theory and describe its role in building sociological knowledge.
- Compare and contrast basic theoretical orientations.
- Describe how sociology differs from and is similar to other social sciences, and give examples of these differences.
- Demonstrate the historical/cultural context in which theories were developed.
- Apply basic theories or theoretical approaches in at least one area of social reality.
- Apply the sociological imagination, sociological principles and concepts to her/his own life.

COURSE OUTCOMES:-

To understand the basic concepts in sociology and their fundamental theoretical interrelations, such that students will be able to define, give examples, show interrelationships, and demonstrate the relevance of the following:

- Culture
- Social change

- Socialization
- Stratification
- Social structure
- Institutions
- Social differentiation by race/ethnicity, gender, sexuality, age, and class.
- Define theory and describe and illustrate its role in building sociological knowledge.
- Compare and contrast basic theoretical orientations in reference to social phenomena.

SEMESTER-II

2001 Environment Studies

COURSE OBJECTIVES:-

- To develop a world in which persons are aware of and concerned about **environment** and the problems associated with it.
- Committed to work individually as well as collectively towards solutions of current problems and prevention of future problems.
- To gain a variety of experiences and acquire a basic understanding and knowledge about the environment and its allied problems.
- To acquire an attitude of concern for the environment.
- To acquire the skills for identifying and solving environmental problems.
- To participate in improvement and protection of environment.
- Develop the ability to evaluate measures for the improvement and protection of environment.

COURSE OUTCOMES:-

- Understand key concepts from economic, political, and social analysis as they pertain to the design and evaluation of environmental policies and institutions.
- Appreciate concepts and methods from ecological and physical sciences and their application in environmental problem solving.

- Appreciate the ethical, cross-cultural, and historical context of environmental issues and the links between human and natural systems.
- Reflect critically about their roles and identities as citizens, consumers and environmental actors in a complex, interconnected world.

2002 Indian Political and Economic systems

COURSE OBJECTIVES:-

- To become aware of authorities, powers and responsibilities in Indian political systems.
- To understand Indian political system and civic issues.
- To examine role of individual in governance.
- To understand different political system around the world.
- To know the significance of democracy.

COURSE OUTCOMES:-

- Develop ideas of the basic characteristics of Indian economy.
- It's potential on natural resources. Understand the importance, causes and impact of population growth and its distribution, translate and relate them with economic development.
- Grasp the importance of planning undertaken by the government of India, have knowledge on the various objectives, failures and achievements as the foundation of the ongoing planning and economic reforms taken by the government.
- Understand agriculture as the foundation of economic growth and development, analyse the progress and changing nature of agricultural sector and its contribution to the economy as a whole.

2003 Introduction to Psychology

COURSE OBJECTIVES:-

- To develop an understanding about definition and scope of psychology.

- To understand the different psychological process of learning, cognition, attention, perception and their impact on Human behavior.
- To able to understand and define the milestones of various stages of development.
- To understand different process of motivation, emotion and personality their impact on human behavior

COURSE OUTCOMES:-

- To identify theoretical underpinnings of the major areas of psychology, including cognition (thought, memory, perception), learning, personality, social and environmental influences, development, and physiology of behavior.
- To explain different models of human behavior based on science versus intuition or general ways of knowing.
- To recognize ways of pursuing questions in Psychology via discussion of theory and empirical research.
- To describe connections between knowledge gained in Psychology to everyday life.

2004 Basic Writing

COURSE OBJECTIVES:-

- To know an importance of word, its meaning and association with world.
- To understand different forms and types of writing.
- To acquire skills for basic writing.
- To visualize prior to writing and developing plan.
- To engage is knowing one's own style of writing and imagination.

COURSE OUTCOMES:-

- Employ a writing process and demonstrate the ability to write clear sentences and construct paragraphs and essays that effectively make use of supporting details, examples, and evidence.
- Compose cohesive paragraphs and short essays with identifiable topics, clear organization, and grammatical sentences.
- Demonstrate the ability to revise in stages and to discover errors and correct them.

- Use a variety of reading strategies to foster comprehension and to construct personally meaningful and culturally relevant connections to the text.

2005 Introduction to Computers

COURSE OBJECTIVES:-

- To understand evolution of computers to its modern form.
- To know role of computer in processing and spread sheet work.
- To understand how computers can improve or damage your work.
- To understand evolution of internet as a media.

COURSE OUTCOMES:-

- To explain the fundamental concepts of computer hardware and software
- Analyze a problem, decide whether it can or should be solved by a computer, and provide an appropriate solution
- Describe the major components of applications software in the areas of word processing, spreadsheets, database management, presentation graphics, data communications, and Internet
- Use an operating system software in the Windows environment

SEMESTER-III

3001 Introduction to Print Media

COURSE OBJECTIVES:-

- Print Media is a course that's introduces the Editorial and journalistic Practices used in gathering and publishing news articles and Newspaper.
- To familiarize the Student with various forms of the print Media like Newspaper management, Magazines, Brochure, leaflets, handout's, Fliers, etc.
- This course begins by introducing the history and development of Print Media with a focus on the newspaper and their impact as mass media.
- Differentiate between different forms of print media and genre types.
- Attain a familiarity with the variety of print media job descriptions and responsibilities.

- Produce a variety of article types and be confident users of the written word.

COURSE OUTCOMES:-

- Upon successful completion, students will have the knowledge and skills to:
- Demonstrate their own intellectual abilities to analyse the print media through group and discussion work.
- Competently identify, analyse and replicate the linguistic features of an article and critically evaluate current print media practices.
- Display with confidence the basic skills to write and submit a variety of articles which comply with space and time restrictions, as well as to find images for news and feature articles.
- Demonstrate specialized knowledge of case studies and understand the editorial processes involved in producing print media.
- To enrich the understanding and discussion of journalism and the media by inquiring into, and forging linkages with, related disciplines.

3002 Basics of Advertising

COURSE OBJECTIVES:-

- This course introduces the fundamental theoretical framework of advertising, and links the role of advertising to the broader marketing communications context.
- To develop Competencies and Skills needed for becoming an advertiser.
- Specific topics include Types and classification of Advertising, identifying promotional opportunities, corporate and brand image, advertising management, advertising design, media selection, consumer promotions, public relations and sponsorship and international advertising will make them more confident in handling the project.
- To familiarize the student with the various means of media used for the purpose of Advertisement.

COURSE OUTCOMES:-

- Appreciate the ways that communication through advertising influences and persuades consumers;
- Discuss the role of the advertising agency and its client relationships;
- Identify advertising's place in the communications mix;
- Discuss the decisions which need to be made in budgeting and planning for promotion;
- Develops the Practical Approaches and helps in more Creativity.
- Research and prepare a profile of media habits for a given target market;
- Set promotional objectives and identify their relationship with the strategic plan;
- Identify and discuss a range of creative strategies in advertising; and,
- Explain and illustrate Integrated Marketing Communication decision making and planning

3003 Fundamentals of Public Relations

COURSE OBJECTIVES:-

- Explain the history, theory, and models of corporate public relations.
- Explain the role of the public relations professional in the corporate environment.
- Describe the strategies, tactics, and techniques of public relations programs.
- Develop an understanding of the various writing tasks for specific audiences and purposes.
- Develop a basic communications plan.

COURSE OUTCOMES:-

- Be informed of, both practically and conceptually, in the field of public relations, advertising, brand communication, marketing communication, persuasive communication, communication management, corporate communication which were equipped lesson materials which included newest information and other resources.
- Be aware of and comply with law and regulations in the field of public relations, advertising, brand communication, marketing communication, persuasive communication, communication management, and corporate communications.

3004 Visual Communication

COURSE OBJECTIVES:-

- To teach visual communication is the primary concern and there may be no agenda or message other than the visual details of the visual communication itself, which will help student to become visual literate.
- The visual presentation of information and data is having an increasing impact on our practical life, which is helpful for students in Media industry.
- To teach an advantage of visual aids. Stop lights, emoji's, stock photos and billboards are all examples of visual communication.
- To make them aware about the basic principles of design, this will help students to identify any type of visual.

COURSE OUTCOMES:-

- Enable the students to use computer and create graphic and web designs.
- A better understanding on communication elements and process.
- Ability to use the principles of perspective to evoke a three dimensional space on a two dimensional surface.
- Effective use of shading to create forms and ability to create texture through drawing.

3005 Principles of Management

COURSE OBJECTIVES:-

Management is responsible for setting and achieving objectives for the organization. The main objective of any organization should be to utilize human and material resources to the maximum possible advantage, i.e., to fulfill the economic objectives of a business.

- **Survival:** The basic objective of any business is survival. In order to survive, an organization must earn enough revenues to cover costs.
- **Profit:** Management has to ensure that the organization makes a profit. Profit provides a vital incentive for the continued successful operation of the enterprise.
- **Growth:** To remain in the industry, management must exploit fully the growth potential of the organization. There are many indicators of growth such as sales volume, increase in

the of employee count, the number of products or the increase in capital investment.

COURSE OUTCOMES:-

- They are able to distinguish between mission, vision, and values.
- Also able to explain the pros and cons of planning.
- Learn about the stages of the planning cycle.
- They are able to list and describe the types of plans and common planning tools.
- They are able to identify important factors for consideration in organizational design.

COURSE OUTCOMES

SEMESTER-IV

4001 Introduction to Broadcasting

COURSE OBJECTIVES:-

- To create an awareness of the development of broadcast media and current trends.
- To give an overview of the structure and function of the broadcast industry.
- To introduce the basic terms and concepts of broadcasting.
- Students will become familiar with different types of Radio set us and their programming.
- They will be able to understand and write TV commercial and create visual story board.

COURSE OUTCOMES:-

- Learn skills and techniques required for broadcast journalism
- To learn how to handle equipment- a camcorder and recorder – for a story .
- Regional language broadcast journalism to be examined as a growing and flourishing field.
- To learn to write in Broadcast Format conforming to the ethical and practical principles that guide it.
- To introduce briefly the concepts of Convergence, Social Media & Online Journalism.

4002 Integrated Marketing Communication

COURSE OBJECTIVES:-

- To help students understand the principles and practices of marketing communications, involving tools.
- Used by marketers to inform consumers and to provide a managerial framework for integrated marketing communications planning.
- Develop and apply methods and techniques about stakeholders' appropriate communication strategy, taking into account differences in needs or developments, which are in the areas of public relations, advertising, brand communication, marketing communication, persuasive communication, communication management, and corporate communications.

COURSE OUTCOMES:-

4003 Introduction to New Media

COURSE OBJECTIVES:-

- To understand the concept of New Media and Media Convergence and its implications
- To create awareness of new media in a globalized world in the wake of an information explosion.
- To study the impact of new media technologies

COURSE OUTCOMES:-

- Students will take away from this course a set of conceptual tools, a vocabulary, and an analytical framework with which to recognize, understand.
- To make more effectively manage new social practices online, together with a familiarity with the literature regarding social media and identity, community, collective action, public sphere, social capital, and social networks.
- Students will also develop skills at using online forums, blogs, Twitter, wikis for research, collaboration, and communication.

4004 Writing for Media

COURSE OBJECTIVES:-

- To provide students with tools that would help them communicate effectively.
- Understanding crisp writing as part of Mass Communication
- The ability to draw the essence of situations and develop clarity of thought
- To help students become professional content writers and producers in broadcast media

COURSE OUTCOMES:-

- To train students to generate, develop and express ideas effectively
- The study of the broadcast media with a focus on various types of content writing and production, in detail.

- Students will understand mass media as a system of interrelated forces, including historical foundations, technological advances, economic dynamics, regulatory constraints, and ethical concerns.
- Students will be able to grasp the complex relationship between communication/media theories and a diverse set of individual, social, and professional practices.
- Students will understand the underlying philosophical assumptions of, and be able to apply, one or more communication research methods to address a range of media texts and audiences, production and technological practices, and relevant social issues.
- Students will comprehend the foundations, process, and practices of writing for and about the media, and demonstrate proficiency in writing in one or more professional media writing applications.
- Students will be able to conceptualize, design, and produce one or more works in media based on effective principles and practices of media aesthetics for a target audience.

4015 Women's Studies

COURSE OBJECTIVES:-

- Understand Women's Studies as an academic field of study and research;
- Understand and use intersectional feminist analysis to explore the bases of social inequalities;
- Understand what it means to place women at the center of knowledge-making and of discourse across disciplinary boundaries;
- Understand how feminist pedagogy may be different from other forms of teaching and learning;
- Understand the dynamic relationship between Women's Studies scholarship and feminist social action.

COURSE OUTCOMES:-

- Our graduate courses ensure that M.A. students receive an interdisciplinary education that integrates the arts and humanities with the social sciences;

- bridges theory and practice;
- Focuses on the intersections of gender, race, class, sexuality, and nationality in all areas of research.

4025 Women and Media

COURSE OBJECTIVES:-

- They will be able to describe the social, economic, political, intellectual or cultural contributions of one or more women
- They will be able to analyze scholarship, literature, art, music, dance, theatre, or film created by or performed by one or more women
- Learning goal: Students will develop an understanding of how gender combines with nationality, race and ethnicity, religion, social class, sexual orientation, and physical ability to shape the experiences of men and women, including themselves.

COURSE OUTCOMES:-

- Describe how the effects of gender, sexuality, race, class and nation intersect in the construction of identity and institutional formations.
- Demonstrate proficiency in writing and oral communication skills.
- Understand and evaluate major theories and texts central to Women's, Gender, and Sexuality Studies.
- Understand the ways in which economic, cultural, religious, environmental, and political forces shape a range of transnational social movements in the U.S. and abroad.
- Conduct research using feminist methodologies.
- Use feminist frameworks to analyze the structure of gendered representations in media, language, and texts.
- Demonstrate critical and analytic thinking skills.
- Apply acquired knowledge toward academic, professional, and personal development.

SEMESTER-V (ANIMATION)

5301 Research in Mass Media

COURSE OBJECTIVES:-

- To familiarize participants with basic of research and the research process.
- To enable the participants in conducting research work and formulating research synopsis and report.
- To familiarize Student with the data collection techniques and method for doing any research project.
- To impart knowledge for enabling students to develop data analytics skills and meaningful and interpretation to the data sets so as to solve the business/Research problem.

COURSE OUTCOMES:-

Upon successful completion, students will have the knowledge and skills to:

- Develop understanding on various kinds of research, objectives of doing research, research process, research designs and sampling.
- Have basic knowledge on qualitative research techniques
- Have adequate knowledge on measurement & scaling techniques as well as the quantitative data analysis.
- Have basic awareness of data analysis-and hypothesis testing procedures.

5302 Introduction to Animation

COURSE OBJECTIVES:-

- To introduce students the concept of design and Animation.
- To familiarize the students with Traditional and Modern Techniques of Animation.
- To provide strong foundation for designing, Presentation and animation using by introduction to Animation

COURSE OUTCOMES:-

- Students will able to understand about Traditional and Modern Animation

- Able to understand basic concepts of drawings, designs, colors and effects using for Animation
- Create or use 2D shapes or draw cartoon with the help of drawings, and color tools.
- Importance of frames and create animation with the help of using frames.
- Using different types of effects to create animation.
- Create object movements or cartoon movements, or create animation for websites or also create presentation with the help of templates available.

5303 Animation Scripting

COURSE OBJECTIVES:-

- To familiarize the students with various approaches, methods and techniques of Animation Technology.
- To develop competencies and skills needed for becoming an effective Animator.
- Mastering traditional & digital tools to produce stills and moving images.
- Exploring different approaches in computer animation.
- To enable students to manage Animation Projects from its Conceptual Stage to the final Product creation.

COURSE OUTCOMES:-

- Students will able to: Understand the concepts and terms used to describe languages that support the imperative, functional, object-oriented, and logic programming paradigms.
- Solve problems using the functional paradigm.
- Solve problems using the object-oriented paradigm.
- Solve problems using the logic programming paradigm.
- Critically evaluate what paradigm and language are best suited for a new problem.

5304 2D and 3D Animation

COURSE OBJECTIVES:-

- To introduce students the concept of design and 2d – 3D Animation.

- To familiarize the students with lights, materials, camera and effects in 2D-3D Animation.
- To provide strong foundation for designing real world animation using 2D and 3D software's.

COURSE OUTCOMES:-

- Students will be able to understand about Traditional and Modern Animation
- Able to understand basic concepts of drawings, designs, colors and effects using for Animation
- Create or use 2D shapes or draw cartoon with the help of drawings, and color tools.
- Importance of frames and create animation with the help of using frames.
- Using different types of effects to create animation.
- Create object movements or cartoon movements, or create animation for websites or also create presentation with the help of templates available.
- Able to understand importance of Animation in different industries like Movies, Serials, Education, Websites or Digital Media.
- The student will be using importance of 2d, 3d Animation using different software.
- The student will be able to understand scope and growth of Industries using skills of animation.
- The student will be able to understand job opportunities in the Animation Industries.
- Overall idea of the scope and growth of animation industry.

5305 Basics of Art & Drawing

COURSE OBJECTIVES:-

- Developing a working concept of what it means to draw. Reinforcing the principles of traditional drawing skills. Developing new ways of thinking, seeing, and creating.
- Building confidence through exercises that help you explore different types of mark making.
- Exercise and demonstrate use and mastery of the elements of design
- Use materials, tools and processes from a variety of media (printmaking, painting,

- sculpture, ceramic, photography)
- Handle materials effectively
- Create original objects of art in a specific medium (see above)
- Select appropriate media relative to concepts and forms of art

COURSE OUTCOMES:-

- Demonstrate understanding of art theory by applying practical methodology to the task
- Demonstrate problem-solving skills by providing a step-by-step approach to specific issues in class projects
- Defend visual projects through individual and group critiques

SEMESTER-V (JOURNALISM)

5201 Research in Mass Media

COURSE OBJECTIVES:-

- To familiarize participants with basic of research and the research process.
- To enable the participants in conducting research work and formulating research synopsis and report.
- To familiarize Student with the data collection techniques and method for doing any research project.
- To impart knowledge for enabling students to develop data analytics skills and meaningful and interpretation to the data sets so as to solve the business/Research problem.

COURSE OUTCOMES:-

Upon successful completion, students will have the knowledge and skills to:

- Develop understanding on various kinds of research, objectives of doing research, research process, research designs and sampling.
- Have basic knowledge on qualitative research techniques

- Have adequate knowledge on measurement & scaling techniques as well as the quantitative data analysis.
- Have basic awareness of data analysis-and hypothesis testing procedures.

5202 Political and Economic Reporting for Print Media

COURSE OBJECTIVES:-

- To make students understand about an Electoral system and coverage of Elections.
- To make them aware about the functioning of Parliament in context of media coverage.
- To teach them about the coverage policies of Government.
- To guide them about the business reporting aspects and its coverage.
- To analyze the coverage of parliament news.

COURSE OUTCOMES:-

- Students will be able to grasp the complex relationship between communication/media and a diverse set of individual, social, and professional practices.
- Students learn about different types of reporting and their importance.
- It helps students to understand about the basic laws and ethics while reporting.
- Students learned the values and qualities of reporters and how do they work reporting.
- Students comprehended the foundations, process, and practices of writing for and about the media, and demonstrate proficiency in writing in one or more professional media writing applications.

5203 Newspaper Editing Layout and Design

COURSE OBJECTIVES:-

- To make students understand the importance of language in Editing
- To impart knowledge on the skills required for Editing.
- To provide them basic knowledge of the principles underlying the editing process.

- Editing is done with specific motives of checking and improving the following: Punctuation, Spelling, Sentence Structure, Subject and Verb Agreement, Proper Word Use, Clarity, Point of View, Redundancies, Inconsistencies, Dialogue, Flow, and Format. Students will be able to gain knowledge for the same while learning this subject.
- To have an overview of Editing
- To have an overview of Sub Editing
- To know about the Various Aspects of Sub Editing
- To know about Photo Editing

COURSE OUTCOMES:-

- Aspiring news editors generally need to gain formal education from a college or university, which help BMM students to become professional after learning such subject.
- Gain writing experience and advance in the field
- They will be able to do most corrections which are the *result* of reporting errors or typographical mistakes. Also learn these vital aspects of editing.
- It helps students to become professional in editing and improve the quality of their writing.
- Editing makes effectively no difference in how male respondents rate the value of an article, but women see none edited articles as significantly less valuable than edited articles, thus students were eager to learn this subject.

5204 Magazines and Journals

COURSE OBJECTIVES:-

- Students become more aware about history of magazines through ages.
- To study the target audience of magazines and consumer psychology for the same.
- It gives information of practical aspects of magazines during class, which helps students to become professionals in the same field.
- Students gain knowledge regarding specialized journalistic streams.

- To impart knowledge of writing, editing and layout design skills required for magazines.

COURSE OUTCOMES:-

- Students understood the practical aspects of articles in magazines and also became aware about journals by learning this subject.
- Student made cover page of niche magazines and learnt layout and designing for the same.
- The importance of construction magazines in our daily lives are important because it's our source of entertainment thus it helped students to critically analyze

5205 Press Laws and Ethics

COURSE OBJECTIVES:-

- Define law and ethics and understand their purpose in society
- Understand the important theories of ethics
- Understand why the media of every country are regulated
- Know the essential media laws practiced
- Be acquainted with some ethical case studies

COURSE OUTCOMES:-

- Introduces students to a broad range of specific ethical and legal issues pertinent to various aspects of the media.
- It will investigate and analyses techniques for dealing with moral problems and moral dilemmas that students may encounter in their professional lives.
- It will also examine and analyses the general nature of ethical, legal and moral discourse pertaining to professional communication.
- Communicate understanding of the relevant ethical and legal issues in written and oral forms.

SEMESTER-VI (ANIMATION)

6301 Internship

COURSE OBJECTIVES:-

- To expose students to the daily demands and challenges as a journalist by providing a real world application of skill and prepare students for future employment in the animation field.
- The interns should learn how a department works, improve their writing ability, how to shoot, create and edit video for packages and how to use their judgment to decide what a good story is and how to tell that story to the general public.
- Undergraduate animation or communications majors, who have a passion for collegiate students and wish to work in the animation field.
- While representing, interns are expected to dress and act professionally business-casual attire, No tank-tops, flip-flops, ripped clothing, etc.
- Skills Required: Interns must possess computer and typing skills and should have an interest in sports and pursuing journalism as a career. Self-motivated, enthusiastic, knowledge of college sports, attention to detail, demonstrated interest in animation and social Media experience is a plus.
- The internship is offered on a semester/quarter basis, depending on the college's schedule.

COURSE OUTCOMES:-

- Students learn to evaluate work experience after completing an internship.
- They are able to understand the aspects of same industry they have worked for.
- Completion of an internship helps them to decide the career further.
- Students are always keen to learn new techniques which is done under the process of internship, on field to give practical exposure.
- Theoretical knowledge increases after working in industry.
- Skills learned by them from the field like confidence, Professionalism and practical exposure of the same.

6302 Advanced Web Designing

COURSE OBJECTIVES:-

- To introduce students the concept of websites.
- To familiarize the students with coding, design part in websites.
- To provide strong foundation for designing real world websites using different software's.

COURSE OUTCOMES

- At the end of the course, a student will be able to:
- Able to understand basic concepts of HTML codes.
- Create Cascading style sheet using DHTML.
- To engage in knowing the concepts of tags based on table frames and forms.
- Create multiple pages and link through hyperlinks, anchor etc.
- Using JavaScript develop concept of programming for websites.
- Able to understand logical concept using IF statement.
- Understanding loop by using FOR, While and DO-While concept.

6303 3D Animation

COURSE OBJECTIVES:-

- To introduce students the concept of design and 3D Animation.
- To familiarize the students with lights, materials, textures, in 3D Animation.
- To provide strong foundation for designing real world using camera and render effects in 3D software's

COURSE OUTCOMES

- Able to understand basic concepts of drawings, designs, with the help of 2d-3d shapes.
- Create or use 2D shapes and modify according to designs.
- Importance of Editable Shapes, Poly to create 3d models.
- Using compound object union, subtract or intersect objects.
- Create movement with the help of animation.
- Able to understand different views and how to work in different views for creating 3D objects.

- The student will be using ready 3D shapes and objects available in the software's and also create 2D designs and convert into 3D drawings.

6304 Video editing and VFX

Course Objective:

- To introduce students the concept of Camera.
- To familiarize the students with camera handling and photograph.
- To provide strong foundation for Audio & Video editing software's.

Course Outcomes:

- At the end of the course, a student will be able to:
- Able to understand basic concepts of camera handling.
- Able to understand the different types of Angles while shooting with cameras.
- To understanding of regenerating videos from SD to HD.
- Editing of images, changing of background.
- Students will learn how to use and apply different types of effects.
- Able to understand different transition effects between the scenes.
- Understanding importance of sound in movies.
- Students will learn how to use and apply different types of Audio effects.
- Student will learn how to use Chroma room for shooting purpose.
- Using different software final render of movies.

SEMESTER-VI (JOURNALISM)

6201 Internship

COURSE OBJECTIVES:-

- To expose students to the daily demands and challenges as a journalist by providing a real world application of skill and prepare students for future employment in the journalism field.

- The interns should learn how a sports department works, improve their writing ability, how to shoot, create and edit video for packages and how to use their judgment to decide what a good story is and how to tell that story to the general public.
- Undergraduate journalism or communications majors, who have a passion for collegiate athletics and wish to work in the journalism field.
- While representing, interns are expected to dress and act professionally business-casual attire, No tank-tops, flip-flops, ripped clothing, etc.
- Skills Required: Interns must possess computer and typing skills and should have an interest in sports and pursuing journalism as a career. Self-motivated, enthusiastic, knowledge of college sports, attention to detail, demonstrated interest in journalism and social Media experience is a plus.
- The internship is offered on a semester/quarter basis, depending on the college's schedule.

COURSE OUTCOMES:-

- Students learn to evaluate work experience after completing an internship.
- They are able to understand the aspects of same industry they have worked for.
- Completion of an internship helps them to decide the career further.
- Students are always keen to learn new techniques which is done under the process of internship, on field to give practical exposure.
- Theoretical knowledge increases after working in industry.
- Skills learned by them from the field like confidence, Professionalism and practical exposure of the same.

6202 News Media Organization and Management

COURSE OBJECTIVES:-

- The aim of the program is to produce postgraduates with advanced knowledge and understanding of News Media Organization & Management.

- Able to understand higher order critical, analytical, problem solving and transferable skill
- Ability to think rigorously and independently to meet higher level expectations of media industry, academics, research establishments or take up entrepreneurial route.

COURSE OUTCOMES:-

- Develop news reports for various sectors.
- Analyze news and reports coming from various sectors.
- Act as editor, director, producer in a media company.
- Present news, organize and chair intellectual discussions.
- Use various tools and techniques for compilation and presentation of news.
- Perform event management and advertising activities.
- Lead a team to ensure that projects are completed satisfactorily, on time, and within budget.
- Conform to cultural, environmental, sustainability and ethical issues.
- Communicate across teams verbally, visually and by writing.

6203 Broadcast Journalism

COURSE OBJECTIVES:-

- Apply effective and collaborative team communication and management skills to complete the video process from pre-production script development through the production capture of quality video image and audio.
- Understand the following digital video terms and apply the technique or concept using a digital video camera: storyboarding, cinematic camera angles, lighting: key light, fill light, backlight, and background light.

COURSE OUTCOMES:-

- Use a digital video camera to capture images using the following camera techniques and cinematography: rule of thirds, head room, talking space, close-up, medium shot, establishing shot, cut-away, basic shot sequence, tilt, pan, and zoom.
- Demonstrate knowledge of the three phase production processes by creating scripts, formats, storyboards, timelines, schedules and if possible budgets.

- Demonstrate ability to properly use and operate the studio and field cameras.
- Identify the target audience (script, narration, storyboard & shooting script).
- Demonstrate ability to scout locations and prepare location schematics.
- Select and execute the proper framing of a video shot; demonstrate ability to create different compositions.
- Setup & control the appropriate lighting on location in a safe manner.
- Identify the basic elements of a quality audio signal.
- Select and import appropriate script music, sound Foley effects for post-production sound enhancement.
- Identify the role of the editor in production process and the focus of the edit to convey the message to the target audience.
- Capture digital video and edit videos with a standard editing software.
- Perform the match-cut unobtrusive edit by shooting in sequences, and cutting within the scene, on the action & between the actions for continuity.
- Use and manipulate transitions and effects in editing software.
- Apply special effects using the effect controls.
- Demonstrate how copyright laws affect your ability to use and reproduce others' work.

6204 Social Developmental Reporting for Print Media

COURSE OBJECTIVES:-

- Classifying newspaper as a recorder of news and events, as an organ of public opinion, instrument of social service, and promoter of democracy.
 - The impact of newspaper on society, socioeconomic and cultural development.
 - Defining News and understanding its elements, news sources and different types of news.
 - Describing the role of the editor-functions and responsibilities and also editorial freedom and the role of the editor in recent perspective.
 - Understanding the role of the news editor and its functions, duties and responsibilities.
- CO5 Analyzing the duties and qualities of Chief Sub editor and Sub editors.

COURSE OUTCOMES:-

- Newspaper and Society: Enhance the knowledge about the role of newspapers in society and understanding its critical role in various aspects. Students develop critical understanding about the public service role of a newspaper.
- Media Watch, an international journal, has been subscribed to help the students inculcate the habit of reading research oriented material on the subject.
- Regular group discussions and other class activities help in better understanding.
- The Concept of news and various news persons: Understand what news is all about and have an insight into the working of various news persons. This helps the students to have a clear idea about the functioning of a newspaper organization.
- Training for newspaper writing: Students learn about various types of writing for newspapers and magazines. They understand the nuances of writing for various formats and develop knowledge to write thought provoking editorials.
- Publication of departmental newsletter 'The Confluence' and online journal 'Livewire' help the students to get a platform to express their talent in reporting, writing, interviewing, photography and other allied areas.
- The concept of editing: Students get a good idea about the various aspects of editing which are crucial requirements in the job market. Knowledge of page designing helps them to have a comprehensive knowledge on the topic.
- Knowledge about basic aspects of photo journalism and ownership patterns of newspapers: Students have an idea about photography and photojournalism which helps them to apply the knowledge when they search for jobs in the field.
- Core knowledge about media law, economy and polity: Core knowledge about media law, economy and polity which helps the students to understand crucial aspects related to working on the field as journalists.