

Programme Outcomes, Programme Specific Outcomes and Course Outcomes For PG Programmes

ProgrammeName: M.A. in Mass Communicaion

Number of Semesters: 04



Name of the Department
University of North Bengal
West Bengal, INDIA

Programme Outcomes

- To inculcate concepts of communication, its role and importance in society.
- To impart the knowledge of Mass communication & Journalism covering a wide areas of studies.
- To impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.
- To apply the objectivity and critical thinking for communicating to masses through a variety of mediums such as Short Films, Documentary Films, PTC for Television, Advertising and PR Campaign, Event Management, News Paper Production for Print.
- Create awareness to become an enlightened citizen as well as a dynamic professional with commitment to deliver one's responsibilities strictly adhering to highest standard of ethics and professionalism.
- In the ever evolving dynamics of communication and society continue to acquire relevant knowledge and skills appropriate to professional activities.

Programme Specific Outcomes

- Understanding the fundamental relations between society, culture and communication.
- Provide advanced knowledge on communication theories and models.
- Introduce students to the practical arena of exploring the potential of communication tools to become an able communicator.
- To develop the learner into competent and efficient Media & Entertainment Industry ready professionals
- To inculcate professional ethics, values of Indian and global culture.
- Assist students in preparing for competitive all India entrance exams e.g. NET, SET etc
- To prepare socially responsible media academicians, researchers, professionals with global vision.

Course Outcomes

SEMESTER—I		
Course Code	Course Name	Course Outcomes
MC 101	Development of Media & Media Laws	<ul style="list-style-type: none"> • Provides concept of the emergence and growth of press in the Indian sub-continent. • Inculcate the challenges faced by early eminent journalists of the country and the values and morals with which they produced their newspapers • Impart understanding of media laws and ethics essential for every media professionals
MC 102	Communication, Media & Society	<ul style="list-style-type: none"> • Understanding the process of communication, including different forms, levels and barriers. • Knowledge about communication models and its application • Understanding Media Systems and Communication Theories • Learning about the wide array of communication from folk media to Social media.
MC 103	Print Media Studies	<ul style="list-style-type: none"> • Concept of news and new process • Understanding Newspaper consumption, readership and newspaper business and importance of editorial policies. • Learning about the Specialised and exclusive areas of reporting. • Understanding the structures of news writing style, language of newspaper, sourcing, attributions, interviews and quotations.
MC 104	News Writing & Layout Designing	<ul style="list-style-type: none"> • Understanding the concept of page makeup and display • Practical training of designing newspaper pages • Practical training of editing photographs • Knowledge about different page makeup and photo editing software

MC 105	Lab Journal Production	<ul style="list-style-type: none"> • Application of theoretical knowledge of page designing into practically designing pages of newspaper. • Collecting news and editing them. • Knowledge about news positioning. • Exposure to printing technology of newspapers
MC 106	Conducting Interview Session	<ul style="list-style-type: none"> • Application of theoretical knowledge of Interview by drafting interview questions, taking interview of local personalities one on one, compiling answers from the interview notes into an interview feature. • Exposure to real interview scenario. • Analyzing, compiling, structuring and editing skills. • Practice to communicate and confidence building.
MC 107	Group Discussion	<ul style="list-style-type: none"> • Facilitates factual conversation and ethos of a democratic debate among pupil. • Exposures to constructive criticism and brain churning session related to contemporary social and media issues.
MC 108	Tutorial	<ul style="list-style-type: none"> • Part of continuous evaluation. • Tutorial helps to engage students with topic covered in classroom teachings • Motivates students to perform well in academics and processing theoretical and practical knowledge as imparted.
MC 109	Viva-Voce	<ul style="list-style-type: none"> • Opens up the students understanding of the subject and knowledge gathered. • Helps in analyzing students' response and evolve curriculum accordingly

SEMESTER—II		
Course Code	Course Name	Course Outcomes
MC 201	Radio Production System & Technology	<ul style="list-style-type: none"> • Concepts of radio as a medium of mass communication, radio broadcasting technicalities, AM and FM radio. • Listening to radio programs and understanding the formats and genres of radio programming.

		<ul style="list-style-type: none"> • Learning broadcast language, style of writing, news script writing. • Concept of radio studio layout theoretically and a visit practically to a radio station for a better understanding. • Practical training on basic Radio production and sound editing skills.
MC 202	Television Production System & Technology	<ul style="list-style-type: none"> • Exposure to the development of television as a technology and as a medium • Concept of evolution of television in India • Analysis of TV program formats, news formats • Concept of television news room structure • Practical training elements of television writing
MC 203	New Media Studies	<ul style="list-style-type: none"> • Understanding the notion of Online communication and Internet • Concept about Internet architecture such as networking, types of web sites, video conferencing, web casting • Knowledge about digital media and communication • Notion of Web Journalism
MC 204.a	Magazine Journalism	<ul style="list-style-type: none"> • Understanding the current trends and challenges of the magazine industry. • Concept of magazine contents, layout and designs. • Understanding various types of magazines and their target audience. • Analysis of various cover styles, house styles and editorials. • Learning the management structure, advertising, sales, promotions and subscription. • Feature and column writing styles
MC 204.b	Folk Media & Cultural Studies	<ul style="list-style-type: none"> • Understanding culture as a social institution, value systems and differentiating eastern and western perspectives • Knowledge about Folk Media and its classification

		<ul style="list-style-type: none"> • Use of folk media in developmental message. • Understanding the notion of Popular Media and Cultural Hegemony
MC 204.c	Data Journalism	<ul style="list-style-type: none"> • Concept of data as a tool for next level of journalism • Use of Data to report objectively • Concept of gathering data from primary and secondary sources • Understanding data delivery mechanism for general public interpretation
MC 204.d	Media, Gender and Human Rights	<ul style="list-style-type: none"> • Understanding media impact on individual and society democratic polity and mass media and cultural change • Conceptual Frameworks in Gender Studies Feminist Theory • Concepts of Media Power and Contestation Public Sphere and its critique • Knowledge about Media and Human Rights
MC 205	Documentary Production	<ul style="list-style-type: none"> • Application of theoretical knowledge of research, scripting, budgeting into practically making a documentary • Knowledge of on location shooting • Application of the editing software to edit the documentary
MC 206	Radio Spot	<ul style="list-style-type: none"> • Producing a mini-drama and a straight announcement. • Writing original scripts, recording and editing the radio spot. • Writing for the ear, time management, voice modulation, usage of sound effects and transitions
MC 207	TV News Capsule	<ul style="list-style-type: none"> • Producing a professional standard Piece to Camera with real news stories. • Writing original Voice Over, shooting, editing and producing news at per television standard. • Writing for the visuals, time management, understanding visuals, use of lucid visual media language.

MC 208	Tutorial	<ul style="list-style-type: none"> • Part of continuous evaluation. • Tutorial helps to engage students with topic covered in classroom teachings • Motivates students to perform well in academics and processing theoretical and practical knowledge as imparted.
MC 209	Viva-Voce	<ul style="list-style-type: none"> • Opens up the students understanding of the subject and knowledge gathered. • Helps in analyzing students' response and evolve curriculum accordingly.
SEMESTER—III		
Course Code	Course Name	Course Outcomes
MC 301	Development Communication	<ul style="list-style-type: none"> • Understanding different approaches to development, its problems and issues • Knowledge about characteristics of developing societies and finding gaps between developed and developing societies • Knowledge about meaning, concept, definition about several paradigms • Understanding the role of developmental and rural extension agencies in development • Understanding the role of media in development
MC 302	Community Media	<ul style="list-style-type: none"> • Understanding the concept of not-for-profit participatory media, the scenario, policies in India. • Analyzing the global scenario of community media. • Concept of access and participation, media pluralism, community management.
MC 303	Film Studies	<ul style="list-style-type: none"> • Understanding early development and evolution of cinema in USA and India • Explore the celebrated works of renowned national and international film makers • Inculcate film making techniques using practical tools

		<ul style="list-style-type: none"> • Undertaking stages of film making and visual languages.
MC 304.a	Newspaper Management	<ul style="list-style-type: none"> • Understanding roles and functions of a public service broadcaster. • All India Radio as a public service broadcaster. • Concept of public service broadcasting global case studies. • Learning revenue models, sponsorships, public service announcements.
MC 304.b	Environmental Communication	<ul style="list-style-type: none"> • Basic perspective of environment studies • Understanding role of media in environment and ecology. • Adept with local, national and international environmental issues • skills of writing in depth and interpretative environmental reports • strategize communication for environment campaigns • Knowledge of environmental laws and conventions.
MC 304.c	Health Communication	<ul style="list-style-type: none"> • Understanding the concept of health communication with contemporary media dynamics • Theories related to health communication • Role mass media play in securing access for masses of health infrastructure
MC 304.d	Communication for NGOs	<ul style="list-style-type: none"> • Understanding culture as a social institution, value systems and differentiating eastern and western perspectives • Knowledge about Folk Media and its classification • Use of folk media in developmental message. • Understanding the notion of Popular Media and Cultural Hegemony
MC 305	Short Film Production	<ul style="list-style-type: none"> • Application of theoretical knowledge of research, scripting, budgeting into practically making a short film • Knowledge of on location shooting

		<ul style="list-style-type: none"> • Application of the editing software to edit the short film
MC 306	Fieldwork	<ul style="list-style-type: none"> • Exposure to media organisations/ Ngo's/ community radio stations. • Understanding of workings of media organisations/ Ngo's/ community radio stations. • Clearing queries with discussions with the members of the media organizations/ Ngo's/ community radio stations. • On the field experience.
MC 307	Film Review	<ul style="list-style-type: none"> • Expose to critical appreciation of films as a piece of art. • Understanding language of film critics • Writing actual film review as per professional benchmarks
MC 308	Tutorial	<ul style="list-style-type: none"> • Part of continuous evaluation. • Tutorial helps to engage students with topic covered in classroom teachings • Motivates students to perform well in academics and processing theoretical and practical knowledge as imparted.
MC 309	Viva-Voce	<ul style="list-style-type: none"> • Opens up the students understanding of the subject and knowledge gathered. • Helps in analyzing students' response and evolve curriculum accordingly.
SEMESTER—IV		
Course Code	Course Name	Course Outcomes
MC 401	Advertising and Marketing Communication	<ul style="list-style-type: none"> • Understanding of fundamentals of advertising • Knowledge about Advertising and Marketing • Concepts of Advertising Planning and execution • Understanding the function of Advertising Agency and knowledge about advertising campaigns. • Understanding the Legal and Ethical aspects of Advertising
MC 402	Public Relations	<ul style="list-style-type: none"> • Understanding Public Relations concepts, importance, functions and elements.

		<ul style="list-style-type: none"> • Gain knowledge of corporate identity and image, corporate social responsibility and crisis management with the help of case studies. • Learn about the various tools of public relations and practice writing press release and designing house journal. • Develop campaign organising skills and SWOT tests and crisis management plans.
MC 403	International Communication	<ul style="list-style-type: none"> • Exposure to concepts of international communication dynamics • Understanding the role of international bodies to securing access to communication • Democratization of international communication • Contemporary scenario related to international communication and news flow.
MC 404	Communication Research	<ul style="list-style-type: none"> • Exposure to communication research areas • Understanding theoretical, conceptual and operational framework of research. • Designing research methodology and literature review • Tools of data collection and data interpretation
MC 405	Ad & House Journal Production	<ul style="list-style-type: none"> • Experience to design a house journal cover page and back cover. • Explore their creative side in creating contents and writing the CEO's message in the house journal. • Knowledge about production of advertisements. • Use of different software to design print advertisement. • Practical knowledge of preparing advertisements
MC 406	Term Paper	<ul style="list-style-type: none"> • Planning communication research • Finding research problems • Developing research methodology • Practical use of data collection tools and interpretation

		<ul style="list-style-type: none"> • Writing research papers
MC 407	PR Campaign	<ul style="list-style-type: none"> • Opportunity to connect with the community and work with them. • Innovate ideas, plan organise and budget a PR campaign for the university. • Skill building exercise, leadership and teamwork qualities.
MC 408	Viva-Voce	<ul style="list-style-type: none"> • Opens up the students understanding of the subject and knowledge gathered. • Defending term papers, research methodology and research findings.