



**IMS  
NOIDA**

# **B.A. (JOURNALISM & MASS COMMUNICATION)**

## **COURSE OUTCOMES**

## **Semester I**

### **Course: Basics of Mass Communication and Journalism**

- CO1 Recall the definitions and elements of communication.
- CO2 Explain the different types of communication and their characteristics.
- CO3 Apply communication models to analyze communication processes.
- CO4 Analyze the role of feedback in effective communication.
- CO5 Evaluate various communication barriers and their impact.

### **Course: General Hindi**

- CO1 Recall basic grammar rules of Hindi language.
- CO2 Explain the use of different parts of speech in Hindi.
- CO3 Apply correct grammar in writing and speaking Hindi.
- CO4 Analyze the structure of sentences in Hindi.
- CO5 Evaluate the effectiveness of communication in Hindi.

### **Course: Digital Journalism**

- CO1 Recall the basic concepts of digital journalism.
- CO2 Explain the characteristics and benefits of online journalism.
- CO3 Apply digital tools to create and publish online content.
- CO4 Analyze the impact of digital journalism on traditional media.
- CO5 Evaluate the ethical considerations in digital journalism.

### **Course: Advertising and Public Relations**

- CO1 Recall the basic concepts and types of advertising.
- CO2 Explain the role of public relations in organizations.
- CO3 Apply advertising strategies to create effective advertisements.
- CO4 Analyze the components of successful PR campaigns.
- CO5 Evaluate the impact of advertising and PR on consumer behavior.

### **Course: Computer for Mass Media (Practical)**

- CO1 Recall the basic functions and components of a computer.
- CO2 Explain the use of MS Office tools in media production.
- CO3 Apply practical skills in using MS Word, Excel, and PowerPoint.
- CO4 Analyze the role of computer technology in mass media.

CO5 Evaluate the importance of internet and digital tools in media.

## **Semester II**

### **Course: Print Media (Reporting and Editing)**

<b>CO</b>	<b>Description</b>
CO1	Recall the principles and techniques of news reporting.
CO2	Explain the importance of accuracy and objectivity in news reporting.
CO3	Apply editing techniques to improve news stories.
CO4	Analyze the structure and components of news articles.
CO5	Evaluate the quality and credibility of print media content.

### **Course: General English**

CO1	Recall basic grammar rules of English language.
CO2	Explain the use of different parts of speech in English.
CO3	Apply correct grammar in writing and speaking English.
CO4	Analyze the structure of sentences in English.
CO5	Evaluate the effectiveness of communication in English.

### **Course: Mass Media Writing Skills**

CO1	Recall the principles of writing for mass media.
CO2	Explain the different writing styles used in journalism.
CO3	Apply writing techniques to create engaging media content.
CO4	Analyze the structure and format of various media writings.
CO5	Evaluate the impact of well-written content on audience engagement.

### **Course: Photo Journalism**

CO1	Recall the basic principles and techniques of photojournalism.
CO2	Explain the role of visual storytelling in media.
CO3	Apply photographic techniques to capture compelling images.
CO4	Analyze the composition and impact of photojournalistic work.
CO5	Evaluate the ethical considerations in photojournalism.

### **Course: Media Related Software (Practical)**

CO1	Recall the functions of various media-related software.
CO2	Explain the use of software in media production and design.

- CO3 Apply practical skills in using media software tools.
- CO4 Analyze the role of software in enhancing media content.
- CO5 Evaluate the effectiveness of software in media production.

### **Semester III**

#### **Course: Value Education**

- CO1 Recall the definitions and principles of value education.
- CO2 Explain the role of ethical values in personal and social development.
- CO3 Apply ethical decision-making processes in real-life scenarios.
- CO4 Analyze the impact of cultural and social values on individual behavior.
- CO5 Evaluate different ethical dilemmas and their resolutions.

#### **Course: Corporate Communication**

- CO1 Recall the basic concepts and types of corporate communication.  
Explain the importance of internal and external communication in organizations.
- CO2
- CO3 Apply corporate communication strategies to enhance organizational image.
- CO4 Analyze the effectiveness of corporate social responsibility initiatives.
- CO5 Evaluate the impact of communication crises on corporate reputation.

#### **Course: Broadcast Journalism (Electronic Media-I)**

- CO1 Recall the history and evolution of broadcast journalism.
- CO2 Explain the characteristics of radio and television news.
- CO3 Apply techniques of news writing and reporting for broadcast media.
- CO4 Analyze the structure and format of different broadcast news programs.
- CO5 Evaluate the role of broadcast journalism in shaping public opinion.

#### **Course: Indian Political System**

- CO1 Recall the key features of the Indian Constitution.
- CO2 Explain the structure and functions of the Indian Parliament.
- CO3 Apply knowledge of political processes to analyze current events.
- CO4 Analyze the role of political parties in the Indian democratic system.
- CO5 Evaluate the impact of government policies on Indian society.

#### **Course: Graphics and Design (Practical)**

- CO1 Recall the basic principles of graphic design.
- CO2 Explain the use of different design elements in visual communication.
- CO3 Apply graphic design techniques to create visual content.
- CO4 Analyze the effectiveness of design elements in conveying messages.
- CO5 Evaluate the aesthetic and functional aspects of graphic designs.

#### **Semester IV**

##### **Course: Media Laws and Ethics**

- CO1 Recall the key media laws and regulations in India.
- CO2 Explain the importance of ethical practices in journalism.
- CO3 Apply media laws to evaluate journalistic practices.
- CO4 Analyze case studies of ethical dilemmas in media.
- CO5 Evaluate the role of media ethics in maintaining public trust.

##### **Course: Media and Cultural Studies**

- CO1 Recall the fundamental concepts of media and cultural studies.
- CO2 Explain the relationship between media and culture.
- CO3 Apply theories of cultural studies to analyze media content.
- CO4 Analyze the impact of media on cultural identity and social change.
- CO5 Evaluate the role of media in shaping cultural norms and values.

##### **Course: Television Journalism (Electronic Media-II)**

- CO1 Recall the history and development of television journalism.
- CO2 Explain the characteristics of television news programs.
- CO3 Apply techniques for producing and editing television news.
- CO4 Analyze the structure and content of television news bulletins.
- CO5 Evaluate the effectiveness of television journalism in informing the public.

##### **Course: Indian Social System**

- CO1 Recall the basic concepts of Indian society and social structure.
- CO2 Explain the processes of social change in India.
- CO3 Apply sociological theories to understand social issues.
- CO4 Analyze the impact of social institutions on individual behavior.
- CO5 Evaluate the role of media in addressing social issues.

**Course: Print Media Production (Practical)**

- CO1 Recall the steps involved in print media production.
- CO2 Explain the process of layout and design in print media.
- CO3 Apply production techniques to create print media content.
- CO4 Analyze the effectiveness of different design elements in print media.
- CO5 Evaluate the overall quality of print media production.

**Semester V**

**Course: Communication Research**

- CO1 Recall the key concepts and methods of communication research.
- CO2 Explain the different research designs and methodologies.
- CO3 Apply research techniques to gather and analyze data.  
Analyze the process and purpose of data analysis in communication research.
- CO4
- CO5 Evaluate the ethical considerations in communication research.

**Course: New Media Technology**

- CO1 Recall the basic concepts of new media technology.
- CO2 Explain the impact of digital technology on traditional media.
- CO3 Apply new media tools to create digital content.
- CO4 Analyze the trends and developments in new media.
- CO5 Evaluate the role of new media in shaping public opinion.

**Course: Environment and Rural Communication**

- CO1 Recall the principles and practices of environment and rural communication.
- CO2 Explain the role of communication in rural development.
- CO3 Apply communication strategies to address environmental issues.
- CO4 Analyze the impact of media on rural and environmental awareness.  
Evaluate the effectiveness of rural and environmental communication programs.
- CO5

**Course: Newspaper Production (Practical)**

- CO1 Recall the steps involved in newspaper production.
- CO2 Explain the process of layout and design in newspaper production.

- CO3 Apply production techniques to create newspaper content.
- CO4 Analyze the effectiveness of different design elements in newspapers.
- CO5 Evaluate the overall quality of newspaper production.

**Course: Content Production of New Media (Practical)**

- CO1 Recall the key concepts of content production for new media.
- CO2 Explain the process of creating content for new media platforms.
- CO3 Apply new media tools to produce engaging digital content.
- CO4 Analyze the impact of content production on audience engagement.  
Evaluate the effectiveness of digital content in achieving communication goals.
- CO5

**Semester VI**

**Course: Media Management**

- CO1 Recall the basic principles of media management.
- CO2 Explain the functions of different departments in a media organization.
- CO3 Apply management strategies to improve media operations.
- CO4 Analyze the challenges faced by media managers.
- CO5 Evaluate the impact of management decisions on media performance.

**Course: Development Communication**

- CO1 Recall the definitions and objectives of development communication.
- CO2 Explain the role of media in development communication.
- CO3 Apply communication strategies to promote development initiatives.
- CO4 Analyze the impact of communication on social and economic development.
- CO5 Evaluate the effectiveness of development communication programs.

**Course: Audio-Visual Production (Practical)**

- CO1 Recall the steps involved in audio-visual production.
- CO2 Explain the techniques of scriptwriting and editing for audio-visual media.
- CO3 Apply production techniques to create audio-visual content.
- CO4 Analyze the structure and content of audio-visual programs.
- CO5 Evaluate the effectiveness of audio-visual media in communication.

**Course: Profile Study (Project Report)**

- CO1 Recall the steps involved in conducting a profile study.
- CO2 Explain the importance of research in profile studies.
- CO3 Apply research methodologies to investigate a specific profile.
- CO4 Analyze the data collected during the profile study.
- CO5 Evaluate the findings and conclusions of the profile study.

**Course: Internship-Viva**

- CO1 Recall the key activities and tasks performed during the internship.
- CO2 Explain the role of media organizations in professional development.
- CO3 Apply journalistic skills in a real-world media environment.
- CO4 Analyze the challenges and learning experiences during the internship.
- CO5 Evaluate the overall impact of the internship on career development.