



THE BHAWANIPUR EDUCATION SOCIETY COLLEGE

**A MINORITY RUN COLLEGE AFFILIATED TO UNIVERSITY OF CALCUTTA
RECOGNISED UNDER SECTION 2(F) & 12(B) OF THE UGC ACT, 1956**

Programme Specific Outcomes (PSO)

Journalism & Mass Communication (Honours) 2018-19

Having completed graduation in Journalism and Mass Communication, the students are expected to acquire the following qualities:

- 1.** The students will have the fundamental knowledge of communication theory and practice.
- 2.** The students will acquire knowledge regarding theoretical foundations related to different media forms such as newspaper, television, radio etc.
- 3.** The students will be acquainted with the practical aspects of working in different media organizations such as newspaper, television, radio etc.
- 4.** The students will learn the theory as well as techniques of professional communication practices such as advertising and public relations.
- 5.** The students will know how to become effective and ethical communication practitioners contributing to social and national development.



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Program Outcomes (POs) Journalism & Mass Communication (Honours) 2018-19

Upon having completed any graduation degree course from BESC, a student is expected to have acquired the following competencies/skills/values:

	Program Outcome	Description
PO1	Subject Knowledge	Knowing the fundamentals of the different areas of discussion within the subject well enough
	Method of Measurement:	Internal Assessment
PO2	Applied Thinking	Applying the theoretical and practical concepts in actual situations in the real working environment
	Method of Measurement:	Continuous Internal Assessment
PO3	Research Orientation and Aptitude	Gaining ability to pursue research avenues related to the subject either in the academic or in the professional sphere that may lead to a vibrant knowledge economy
	Method of Measurement:	Regular Teacher-Student Interactive Sessions
PO4	Higher Education Foundation	Gaining ability to pursue higher studies in the subject and enhance their knowledge on the same
	Method of Measurement:	Internal Assessment
PO5	Informed Citizenry	Displaying information awareness regarding pertinent issues concerning the civic life of the society and the nation towards willingly and actively contributing to social and national development as sincere citizens
	Method of Measurement:	Regular Teacher-Student Interactive Sessions
PO6	Personality Development and Social Ethics	Gaining personality development skills and ethical awareness critical to balancing between individual professional needs and collective social expectations
	Method of Measurement:	Regular Teacher-Student Interactive Sessions
PO7	Group Activity and Team Spirit	Gaining coordination and team work spirit towards fostering and contributing to team environment rather than individual excellence at the cost of group performance efficiency
	Method of Measurement:	Regular Teacher-Student Interactive Sessions
PO8	Socio-Cultural and Environmental Responsibility	Becoming socio-culturally and environmentally aware and responsible citizens and working accordingly towards the betterment of the society and the nation
	Method of Measurement:	Regular Teacher-Student Interactive Sessions
PO9	Self-directed and Life-long Learning Skills	Gaining ability to set learning goals and relevant resources independently and in a sustained manner towards improving already acquired competencies or new ones based on individual ability and performance analysis
	Method of Measurement:	Regular Teacher-Student Interactive Sessions



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Course Outcomes (COs)

Journalism & Mass Communication Honours (CBCS) 2018-19

Semester – 1	
PAPER	COURSE OUTCOME
JORA-CC-1-1-TH: Introduction to Journalism	
Unit 1 News: meaning and concept, Hard news vs. Soft news, attribution, verification, balance and fairness, brevity, dateline, credit line, by line; Different forms of print-A historical Perspective, Penny press, Tabloid press.	1.1.1 Elementary knowledge of fundamental news journalism concepts
Unit 2 Language of news- Robert Gunning: Principles of clear writing Rudolf Flesch formula- skills to write news; Sociology of news: Factors affecting news treatment, Paid news and Yellow journalism, Agenda Setting, Trial by media, gatekeepers; Politics of news; Neutrality and bias in news.	1.1.2 Elementary knowledge of some advanced concepts of journalism
JORA-CC-1-1-P: Introduction to Journalism-Practical	
Unit-3 (Practical) Basic knowledge of Computer for print journalism; Handling Page Making Software and Photo Editing Software; Writing a News Report from given points; Writing Headlines from News Stories; Writing Intro; language of news.	1.1.3 Elementary knowledge of print journalism practical
Unit-4 (Practical) Rewriting and summarizing a given piece of news with headlines and suitable intro; Creating a sample page on computer with hard and soft news; Writing Anchor Story; Writing article; Assignment: Preparing a presentation on types and categories of News.	1.1.4 Elementary knowledge of news assignment handling
JORA-CC-1-2-TH+TU: History of Indian Journalism	
Unit-1 Early Indian Journalism: Contributions of James Augustus Hickey, James Silk Buckingham and Calcutta Journal, Serampore Baptist Missionary Press: Digdarshan, Samachar Darpan; Social Reform Movement and Raja Rammohan Roy.	1.2.1 Overview of the origin and early history of print journalism in India
Unit-2 H.L.V. Derozio and Young Bengal Movement, Iswar Chandra Gupta and Sambad Prabhakar; History of Press Ordinances and Liberation of Press; Inception and Rise of Nationalist Journalism: Hindu Patriot and contributions of Harish Chandra Mukherjee, Somprakash; Movement against Vernacular Press Act.	1.2.2 Overview of the evolution of print journalism in India
Unit-3 Extremist Press: Sandhya, Bande-Mataram and Jugantar; Contribution	1.2.3 Overview of journey of print journalism in pre-



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of Bipin Chandra Pal and Bal Gangadhar Tilak; Contribution of Mahatma Gandhi in Indian Journalism; Contributions of Nationalist Press in Freedom Movement: National Herald, The Hindustan Times, The Indian Express.	independent India
Unit-4 Recommendations of Indian Press Commissions; Rise of newspaper houses: Ananda Bazar Patrika - The Telegraph, National Herald, The Hindu, The Times of India, The Statesman; Development of News Agencies; Contributions of Eminent Journalists: M. Chalapathi Rau, Vivekananda Mukhopadhyay, Barun Sengupta, Dilip Padgaonkar, N.Ram.	1.2.4 Overview of journey of print journalism in post-independent India
Semester – 2 Course Outcomes	
JORA-CC-2-3-TH+TU: Reporting and Editing	
Unit-1 News: Elements, Values, Objectivity; Beat and Source: definitions, Principles of News (Report) Writing: Intro, Lead; Principles of Agency News; Principle of Page Making; Interviewing: Research, planning, framing questions, writing the piece; Feature: Definition, Types; Advertorials.	2.3.1 Knowledge of advanced concepts of news journalism
Unit-2 Positions, qualities, duties and responsibilities of: Correspondents: Special Correspondent, District Correspondent, Foreign Correspondent; Columnist, Photo Journalist, News Coordinator, Executive Editor, Assistant Editor, Chief Reporter, Chief Sub-Editor, Sub-Editor, News Editor, Chief of News Bureau; Headline: types, importance, writing headline for newspaper; Principle of writing an Editorial, Post Editorial; Principles of Sub-Editing;	2.3.2 Overview of the structure and functioning of a newspaper organization
Unit-3 Specialization in Journalism: Interpretative and Investigative Journalism, Political Journalism, Crime and Legal Journalism, Public Affairs Reporting, Human Interest Stories and Human Rights Reporting, Corporate, Economic, Financial and Business Journalism.	2.3.3 Knowledge of various specialized fields of Journalism
Unit-4 Agriculture Journalism, Science Journalism, Sports Journalism, Film Journalism, Environment Journalism, Fashion and Entertainment Journalism, Page-3 Reporting, Column Writing, Writing for Magazine, Special and supplementary Pages.	2.3.4 Knowledge of various specialized fields and genres of journalism
JORA-CC-2-4-TH: Media and Communication	
Unit-1 Communication: Definition, Processes and Semiotic school; Forms of Communication (verbal, non-verbal, paralanguage, iconic, semiotic etc.), Levels of Communication (intrapersonal, interpersonal, group, public, mass communication), Functions of communication and mass communication (surveillance, correlation, transmission, entertainment,	2.4.1 Elementary knowledge of communication forms, levels and functions



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validation, mobilization)	
<p>Unit-2 Role of Media in a Democracy: Responsibility to Society, Contemporary debates and issues relating to media; Online journalism, Citizen Journalism; Covering news: Covering Speeches, Meetings and Press Conferences; Covering of beats-crime, courts, city reporting, local reporting, hospitals, health; education, sports; Understanding new media: e-mail, social media; Ethics in journalism.</p>	2.4.2Elementary knowledge of media-society relations and practical news-gathering and reporting
JORA-CC-2-4-P: Introduction to Media and Communication	
<p>Unit-3 (Practical) Writing a News Feature; Writing feature on other topics of interest; Principles of Editing a given piece of News Report and Agency Copy including a suitable lead and headline; Writing Column; Book Review, Film Review, Review of Television Programmes, Writing Editorial, writing post- editorial, Writing Anchor Story.</p>	2.4.3Practical knowledge of journalistic writings
<p>Unit-4: (Practical) Assignments: Publishing a Tabloid Journal using Page making software and photo editing software; Elements of page design including slug, info-graphics, blurbs, shoulder, reverse etc.</p>	2.4.4Practical knowledge of news presentation in print media
Semester – 3 Course Outcomes	
JORA-CC-3-5-TH+TU: Communication, Media, Society	
<p>Unit-1 Classical Rhetoric form of Communication; Shannon-Weaver's Mathematical model of communication and criticism; Schramm-Osgood's Interactive model of communication; Newcomb's Systemic model and Westley-McLean's Mass Communication model; David Berlo's Linear model; Roman Jakobson's communication model; Basic concepts of Semiology: Sign, Code, Text.</p>	3.5.1Elementary knowledge of some communication models
<p>Unit-2 Normative theories of press; Four Models of communication: Transmission Model, Ritual or Expressive, Publicity model, Reception model; McQuail's four theories of mass communication: Social scientific theory, Normative theory, Operational theory, Everyday or Common sense theory.</p>	3.5.2Elementary knowledge of some communication theories
<p>Unit-3 Phases of media society relations: Mass Society, Functionalism, Critical Political Economy, Technological Determinism, Information Society; Dominant media paradigm and Hypodermic series of models, One-step flow theory, Development paradigm of media: Two-step flow theory, Diffusion of Innovation and Media Dependency theory; Active Audience proposition: Uses and Gratifications model.</p>	3.5.3Advanced knowledge of media-society relations



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Unit-4 Cultivation Theory; Agenda Setting series of models (Priming-Framing-Gatekeeping-Agenda Setting); Spiral of Silence; Information Imbalance: McBride Commission; Globalization of media and Propaganda model; Understanding Media Conglomeration; Corporate (organizational) Communication models: Conduit Model, Grapevine model.	3.5.4 Further understanding of media-society relations in relation to recent communication theories and global trends
JORA-CC-3-6-TH+TU: Media and Cultural Studies	
Unit-1 Frankfurt Critical School: Culture Industry; Semiotic School: Ferdinand De Saussure, C.S. Peirce, Roland Barthes: Meaning of text message, Signification, Myth; Birmingham School: Centre for Contemporary Cultural Studies; Marshall McLuhan: Medium is the Message.	3.6.1 Elementary knowledge of communication schools and their key thinkers
Unit-2 Understanding Culture; Definitions of Culture: Mass Culture, Popular Culture, Folk Culture; Elite culture, Commercial culture; Media as Texts; Signs and Codes in Media, Discourse Analysis; Understanding Media Culture: Media Culture and Power; Assignments: understanding media Codes, Texts.	3.6.2 Introduction to communication and culture studies
Unit-3 Ev. Rogers' Development communication school, Dominant Paradigm of Development Model; Communication and development of third world media: Indian experience; Public Sphere and Public Media: Jurgen Habermas; Corporatization and Globalization of Mass Media.	3.6.3 Introduction to development communication
Unit-4 Political Economy of media, Ideology and Hegemony; Ideas of Cultural Studies: Colonialism, Postcolonialism, Nationalism, Internationalism, Hybrid Culture, Poststructuralism and Postmodernism; Representation of nation, class, caste and gender issues in Media (assignment based).	3.6.4 Elementary knowledge of some advanced concepts of media-society relations
JORA-CC-3-7-TH: Introduction to Radio	
Unit-1 History of AIR; Inception and Growth of Radio News in India; Educational Radio in Developing countries (Neurath Project); Development of entertainment programmes in AIR: reach and access; From Amateur or Ham to FM and Digitalization of Radio in India; Radio in democratic periphery: participatory, community driven, special need like disaster; Audience segment.	3.7.1 Overview of the history, evolution and recent trends of radio as a mass medium in India
Unit-2 Autonomy of AIR: Prasar Bharati; Radio formats: Community Radio,	3.7.2 Knowledge of AIR functioning and radio



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Campus Radio; National Programme in AIR; Radio Jockey: Role and Responsibilities.	formats
Unit-3 Radio Magazine, Interview, Talk Show, Discussion, Feature, Documentary Studio interviews, Panel discussions, Phone-in programmes; Pre-Production for Radio Script: Writing radio commercials, teasers and promos;	3.7.3 Theoretical knowledge of radio program production
JORA-CC-3-7-P: Introduction to Radio	
Unit-4 (Practical) Radio Personnel; Radio Script: Pre-Production, Production skills; Copywriting; Field recording skills, live studio broadcast with multiple sources, Cuesheet and recording, news production; Editing, Creative use of Sound Editing (Computer based), special sound effects, Phone-in programme.	3.7.4 Elementary knowledge of radio news production
JORA-SEC-A-3-1-TH: Radio Writings & Presentation	
Unit-1 Radio writing techniques: Writing for radio idioms and spoken word, elements of radio news; Radio feature, News reel, Radio Talk, Interview; Pre-production idea and research, radio script, storyboarding, proposal writing, budget, floor plan, pilot; Production: Use of sound, listening, recording, using archived sound; Editing: creative aspects of editing; Ethical issues.	SEC-A. 3.1.1 Knowledge of radio news writing, forms and production
Unit-2 Working in Radio news room; functions of recording room; Sound for Radio: different types- Sync/non-sync/natural and ambience sound; Frequency and Wavelength; Analogue to Digital Sound; Special effects, menu and synthesis.	SEC-A. 3.1.2 Advanced knowledge of radio program production



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JORA-SEC-A-3-2-TH: Photo Journalism	
<p>Unit 1</p> <p>Introduction to Photo Journalism: basic needs of photography, Importance of photographs in print media; Evaluating Photo Journalist's job; Photo caption in print media, Analysis of a Photo Text, Handling Photography Equipments; Digital Photography; Ethics of Photo Journalism; Case Studies in Photo Journalism.</p>	<p>SEC-A.</p> <p>3.2.1 Elementary knowledge of Photo Journalism</p>
<p>Unit 2</p> <p>Understanding the mechanisms of Photography: Types of photographic cameras and their structure (Pin-hole, SLR, TLR, D-SLR); Lenses (types and their perspective/angle of view); Aperture (f-stop & T-stop); Shutters (Focal plane & Lens shutter); Light meters (Incident, reflected & through Lens: Average, Centre weighted, Spot & Metrics) and Focus and Depth of Field;</p> <p>Assignment: Outdoor photo-shoot on 10 news based issues with suitable captions/analyses; editing of photographs with photo editing software.</p>	<p>SEC-A.</p> <p>3.2.2 Advanced knowledge of photo journalism</p>



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CO-PO MAPPING OF CBCS 2018-2019

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO CC 1.1.1	✓			✓	✓				✓
CO CC 1.1.2	✓			✓	✓				✓
CO CC 1.1.3	✓			✓	✓				✓
CO CC 1.1.4	✓			✓	✓				✓
CO CC 1.2.1	✓		✓	✓	✓				✓
CO CC 1.2.2	✓		✓	✓	✓				✓
CO CC 1.2.3	✓		✓	✓	✓				✓
CO CC 1.2.4	✓		✓	✓	✓				✓
CO CC 2.3.1	✓		✓	✓	✓				✓
CO CC 2.3.2	✓		✓	✓	✓				✓
CO CC 2.3.3	✓		✓	✓	✓			✓	✓
CO CC 2.3.4	✓		✓	✓	✓				✓
CO CC 2.4.1	✓			✓	✓				✓
CO CC 2.4.2	✓			✓	✓	✓			✓
CO CC 2.4.3	✓			✓	✓		✓		✓
CO CC 2.4.4	✓			✓	✓		✓		✓
CO CC 3.5.1	✓	✓	✓	✓	✓				✓
CO CC 3.5.2	✓	✓	✓	✓	✓				✓
CO CC 3.5.3	✓	✓	✓	✓	✓				✓
CO CC 3.5.4	✓	✓	✓	✓	✓				✓
CO CC 3.6.1	✓	✓	✓	✓	✓				✓
CO CC 3.6.2	✓	✓	✓	✓	✓				✓



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CO CC 3.6.3	✓	✓	✓	✓	✓				✓
CO CC 3.6.4	✓	✓	✓	✓	✓				✓
CO CC 3.7.1	✓			✓	✓				✓
CO CC 3.7.2	✓			✓	✓				✓
CO CC 3.7.3	✓			✓	✓				✓
CO CC 3.7.4	✓			✓	✓				✓
CO SEC 3.1.1	✓			✓	✓				✓
CO SEC 3.1.2	✓			✓	✓		✓		✓
CO SEC 3.2.1	✓			✓	✓	✓			✓
CO SEC 3.2.2	✓			✓	✓		✓		✓



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SUBJECT: JOURNALISM & MASS COMMUNICATION (HONS.)	
PART-II - 2018-2019	
PAPER	COURSE OUTCOME
<p>Paper-III Communication and Media Studies Module One: Communication Theories and Models</p> <p>Classical Rhetoric form of Communication; Shannon-Weaver's Mathematical model of communication and criticism; Schramm-Osgood's Interactive model of communication; Newcomb's Systemic model and Westley-McLean's Mass Communication model; David Berlo's Linear model; Roman Jakobson's communication model; Normative theories of press; McQuail's four theories of mass communication: Social scientific theory, Normative theory, Operational theory, Every day or Common sense theory; Cultivation Theory; Semiotic communication studies: Sign, Code, Text, Signification; Saussure and Peirce models; Structuralism.</p> <p>Module Two: Media, Society and Culture</p> <p>Phases of media society relations: Mass Society, Functionalism, Critical Political Economy, Technological Determinism, Information Society; Dominant media paradigm and Hypodermic series of models, One-step flow theory, Emergence of Critical theories; Development paradigm of media: Two-step flow theory, Diffusion of Innovation and Media Dependency theory; Active Audience proposition: Uses and Gratifications model; Agenda Setting series of models (Priming-Framing-Gatekeeping-Agenda Setting); Spiral of Silence; Globalization of media and Propaganda model; Definition of Culture: Elite culture, Popular culture, Commercial culture; Corporate (organizational) Communication models: Grapevine model.</p> <p>Module Three: Communication Schools and Media Studies</p> <p>Frankfurt Critical School; Semiotic School: Ferdinand De Saussure, C.S. Peirce, Roland Barthes; British School: Centre for Contemporary Cultural Studies; Ev. Rogers' Development communication school: Communication and development of third world media: Indian experience; Public Sphere and Public Media: Jurgen Habermas; Corporatization and Globalization of Mass Media.</p> <p>Module Four: International Communication, Comparative Media Analysis</p>	<p>2.3.1. This module discusses the various theories and models of communication.</p> <p>2.3.2. This module elucidates on media-society relations and cultural studies.</p> <p>2.3.3. This module gives an idea regarding the different communication thought schools.</p> <p>2.3.4. This module enumerates the contextual analysis of global communication system with</p>



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<p>Imbalances in Global Information Flow and Role of International News Agencies; Toward an alternative World Communication Order and McBride Commission; International Media Regulations; Gulf War and the rise of Global Media; Globalization of De-regulated Media: Media Conglomeration; Press System of Neighbouring countries of Indian subcontinent before and after Globalization.</p>	<p>special reference to comparative media analysis.</p>
<p>Paper-IV Practical</p> <p>Written Segment - Book Review, Film Review, Review of Television Programmes, writing an Editorial, Writing Anchor Story, Writing Interviewed Copy with headline, Lead or Intro Writing, Editing Agency Creed. Project and Presentation - Dissertation Project on topics of social interest (within four thousand words) and Slide Presentation on the dissertation topic. Computer - Advanced Page Designing of a broadsheet using Page making software and photo editing software; Candidates are expected to know various elements of page design that includes slug, info-graphics, blurbs, shoulder, reverse etc.</p>	<p>2.4.1. The practical portion of the module imparts skills in journalistic writing like film review, book review etc., the project aims at giving a preliminary research orientation to the students and the computer practical gives hands-on training to the students.</p>

CO-PO MAPPING OF PART II 2018-2019

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO 2.3.1	✓			✓	✓				✓
CO 2.3.2	✓			✓	✓	✓			✓
CO 2.3.3	✓			✓	✓				✓
CO 2.3.4	✓			✓	✓			✓	✓
CO 2.4.1	✓	✓	✓	✓			✓		✓



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SUBJECT: JOURNALISM & MASS COMMUNICATION (HONS.) w.e.f 2010-2011

PART-III 2018-2019

PAPER	COURSE OUTCOME
<p><u>Paper-V</u> <u>First Half: National and International Affairs</u> Module: One Indian Constitution: Preamble, Fundamental Rights and Duties; Power and Position of President, Prime Minister; Supreme Court; Parliament; Chief Minister; Governor; Election Commission; Objectives of India's Five Year Plans; Current Economic Policy; Speaker; Contemporary National Events and Issues.</p> <p>Module: Two Role of United Nations, UNESCO, Imbalances in Information Flow; McBride Commission; NWICO, NANAP; Regional Groupings; ASEAN, SAARC, European Union; International News Agencies; Foreign Policies of India and USA; Unipolar World; Sino-Indian Relations, Indo-Pak Relations; Indo-Sri Lanka Relations; Indo-Bangladesh Relations; Contemporary International Issues.</p>	<p>3.5.1 This module imparts basic idea of the Indian constitution.</p> <p>3.5.2 This module enumerates the contextual analysis of global communication system with special reference to India's foreign policies.</p>
<p><u>Second Half: Visual Media</u></p> <p>Module: Three Film as a Medium of Mass Communication; History of Indian Motion Pictures; Visual Literacy; Language of Film; Feature Film; Documentary Film; Script; Basic Visual Media Production; Location; Camera Work; Basic Shots and Terminology; Direction; Editing; Dubbing; Digital Film Making; Sound Effects and Music; Film Censorship.</p> <p>Module: Four Cross Cultural Cinema; Film and literature; Film and culture; New Wave Cinema; Major Film Makers: D. W. Griffith, Robert Flaherty, John Ford, Orson</p>	<p>3.5.3 This module gives idea about film production techniques and contribution of great film makers.</p> <p>3.5.4 This module deals with the basics of film</p>



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<p>Welles, Sergei Eisenstein, Pudovkin, Vittorio De Sica, Federico Fellini, Charles Chaplin, Jean Luc Goddard, Francois Truffaut, Akira Kurosawa, Satyajit Ray, Mrinal Sen, Ritwik Ghatak, Tapan Sinha, Shyam Benegal, Aparna Sen, Mira Nair; Recent Trends in Indian Cinema.</p>	<p>theories and movements.</p>
<p style="text-align: center;"><u>Paper VI</u> <u>First Half: Radio</u> <u>Journalism</u></p> <p>Module: One History of Radio in India; Radio News; News Editor; Producer, Radio Reporter; Radio Interview; Radio News Reels; Radio Feature; Applications of Audio Equipments and Software; Radio Talk; Audience Research.</p> <p>Module: Two SFX; Community Radio; Educational Radio; Radio Jockey; Recent Developments in FM Broadcast; National Programmes of All India Radio; BBC and other International Radio Stations; Radio and Newspaper: A Comparative study.</p>	<p>3.6.1 This module traces the journey of radio and different formats of radio programmes.</p> <p>3.6.2 This module explains radio as a mass medium and talks about the different types and range of programmes broadcast on radio.</p>
<p style="text-align: center;"><u>Second Half: Television Journalism</u></p> <p>Module: Three History of Television in India; Scope of Television Journalism; TV Newsroom; News Editor; Producer; TV Correspondents; Techniques of writing TV News; TV News Production; Anchoring; Use of Clippings; TV Interview; Basic Principles of Camera Work; Live Coverage through Satellite; Effects of Television on Society.</p> <p>Module: Four Outside Coverage; Television Documentaries; News Magazines and Talk Shows; Ethical Problems; Field Research; Interviewing; Pre-Production- Need of Balanced Presentation and Selection of Topics; Cable TV; Satellite Channels and its effects on Society; Television and Video Editing; Use of software; Soap Operas; Other Entertainment Programmes.</p>	<p>3.6.3 This module narrates the growth and advancement of television in India and few aspects of television production techniques.</p> <p>3.6.4 This module illuminates different genres of Television production with a brief reference to programme editing.</p>



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Paper VII First Half: Advertising

Module: One

Advertising: Definition, Historical Development; Social and Economic Benefits of Advertising; Types of Advertising: Consumer, Corporate, Industrial, Retail, National, Trade; Public or Government Advertising; Product Advertising; Target Audience; Brand Positioning; USP; Advertising strategies, appeals, market and its segmentation; Sales Promotion, Creative Strategy; Purchase proposition; Creative Execution; Ad-Copy Writing; Slogan; Headline; Ad Lay-out; Use of Software in Print Advertisement; Television Advertisement; Storyboard; Radio Advertisement.

Module: Two

Outdoor Advertising; Advertising Research; Advertising Agencies; Media Strategy; Planning of Ad-budget for Newspapers, Magazines, Radio, Television; Ad contents; Surrogate Advertisements; Advertising on Internet; Advertising and Ethics; Advertising and Law.

Second Half: Public Relations

Module: Three

Public Relations: Definition and History; Internal and External Publics; PR Publicity, Propaganda and Opinion; PR as a Management Function; PR and Marketing; Image Management; PR Principles: Planning, Implementation, Research and Evaluation; PRO: Qualifications and Functions.

Module: Four

Tools of Public Relations; Media Relations; Press Release; Press Conference; House Journal; Corporate Film; Crisis Management; Community Relations; Corporate Public Relations; Employee Relations; PR in Public Sector; Financial PR; Shareholder Relations; DAVP, PR by Government Departments; PR Counseling; PR Agencies; Marketing Communications; PR for Hospitals, Charitable Institutions, NGOs; Use of Internet as a major PR

3.7.1. This module explains elementary concepts and different types of advertising.

3.7.2 This module deals with the planning and research in ad-making and also clarifies the ethics and laws related to advertising.

3.7.3 This module gives a concept about the historical background and tools of public relations.

3.7.4 This module imparts the students with various types of public relations techniques.



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<p>Tool; PR Research; PR Ethics; Emerging Trends in PR.</p>	
<p style="text-align: center;">Paper VIII</p> <p>First Half:</p> <p>First Part</p> <ul style="list-style-type: none">(a) Radio Presentation(b) Preparation of Radio News, Talks, and Different Programme(c) Techniques of Radio Script writing.(d) News Script Writing for Television(e) Script writing for different Television Programmes (TV Talk Show/ Panel Discussion)(f) Press Release(g) Press Rejoinder(h) Slogan writing(i) Making different Illustrations(j) Classified Advertisement(k) Display Advertisements(l) Writing for a House Journal(m) Cinema Script Writing (Documentary) <p>Second Part</p> <p>Anchoring (5 Minutes)</p> <p>Second Half: (Video Documentary and Computer)</p> <ul style="list-style-type: none">(a) Video Documentary (20 Marks for Documentary and 5 for Viva Voce)(b) Computers<ul style="list-style-type: none">(i) Preparing a Print Advertisement using necessary software.(ii) Preparing a Slide Presentation about Media Related events using presentation software.	<p>3.8.1 This module is aimed at teaching the students the writing techniques for radio and television. The video documentary making is an add-on experience to the students.</p>



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CO-PO MAPPING OF PART III 2018-2019

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO 3.5.1	✓			✓	✓			✓	✓
CO 3.5.2	✓			✓	✓			✓	✓
CO 3.5.3	✓			✓	✓			✓	✓
CO 3.5.4	✓			✓	✓			✓	✓
CO 3.6.1	✓			✓				✓	✓
CO 3.6.2	✓			✓				✓	✓
CO 3.6.3	✓			✓				✓	✓
CO 3.6.4	✓			✓				✓	✓
CO 3.7.1	✓	✓		✓		✓			✓
CO 3.7.2	✓	✓		✓		✓			✓
CO 3.7.3	✓			✓	✓	✓		✓	✓
CO 3.7.4	✓			✓	✓	✓		✓	✓
CO 3.8.1	✓	✓		✓	✓	✓	✓		✓



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COMBINED CO-PO MAPPING

CO-PO MAPPING OF CBCS 2018-2019									
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO CC 1.1.1	✓			✓	✓				✓
CO CC 1.1.2	✓			✓	✓				✓
CO CC 1.1.3	✓			✓	✓				✓
CO CC 1.1.4	✓			✓	✓				✓
CO CC 1.2.1	✓		✓	✓	✓				✓
CO CC 1.2.2	✓		✓	✓	✓				✓
CO CC 1.2.3	✓		✓	✓	✓				✓
CO CC 1.2.4	✓		✓	✓	✓				✓
CO CC 2.3.1	✓		✓	✓	✓				✓
CO CC 2.3.2	✓		✓	✓	✓				✓
CO CC 2.3.3	✓		✓	✓	✓			✓	✓
CO CC 2.3.4	✓		✓	✓	✓				✓
CO CC 2.4.1	✓			✓	✓				✓
CO CC 2.4.2	✓			✓	✓	✓			✓
CO CC 2.4.3	✓			✓	✓		✓		✓
CO CC 2.4.4	✓			✓	✓		✓		✓
CO CC 3.5.1	✓	✓	✓	✓	✓				✓
CO CC 3.5.2	✓	✓	✓	✓	✓				✓
CO CC 3.5.3	✓	✓	✓	✓	✓				✓
CO CC 3.5.4	✓	✓	✓	✓	✓				✓
CO CC 3.6.1	✓	✓	✓	✓	✓				✓
CO CC 3.6.2	✓	✓	✓	✓	✓				✓
CO CC 3.6.3	✓	✓	✓	✓	✓				✓
CO CC 3.6.4	✓	✓	✓	✓	✓				✓
CO CC 3.7.1	✓			✓	✓				✓
CO CC 3.7.2	✓			✓	✓				✓
CO CC 3.7.3	✓			✓	✓				✓
CO CC 3.7.4	✓			✓	✓				✓
CO SEC 3.1.1	✓			✓	✓				✓
CO SEC 3.1.2	✓			✓	✓		✓		✓
CO SEC 3.2.1	✓			✓	✓	✓			✓
CO SEC 3.2.2	✓			✓	✓		✓		✓
CO-PO MAPPING OF PART II 2018-2019									
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO 2.3.1	✓			✓	✓				✓
CO 2.3.2	✓			✓	✓	✓			✓
CO 2.3.3	✓			✓	✓				✓
CO 2.3.4	✓			✓	✓			✓	✓
CO 2.4.1	✓	✓	✓	✓			✓		✓



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CO-PO MAPPING OF PART III 2018-2019

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO 3.5.1	✓			✓	✓			✓	✓
CO 3.5.2	✓			✓	✓			✓	✓
CO 3.5.3	✓			✓	✓			✓	✓
CO 3.5.4	✓			✓	✓			✓	✓
CO 3.6.1	✓			✓				✓	✓
CO 3.6.2	✓			✓				✓	✓
CO 3.6.3	✓			✓				✓	✓
CO 3.6.4	✓			✓				✓	✓
CO 3.7.1	✓	✓		✓		✓			✓
CO 3.7.2	✓	✓		✓		✓			✓
CO 3.7.3	✓			✓	✓	✓		✓	✓
CO 3.7.4	✓			✓	✓	✓		✓	✓
CO 3.8.1	✓	✓		✓	✓	✓	✓		✓