

DEPT.OF JOURNALISM AND MASS COMMUNICATION

GOVERNMENT WOMEN'S COLLEGE,

BALANGIR

**ABOUT THE PROGRAMME:
OBJECTIVES AND OUTCOMES**

The Programme in Journalism and Mass Communication, offered under the National Education Policy (NEP) framework, is designed to prepare learners for a diverse and rapidly evolving media environment. The programme aims to develop students' academic knowledge, professional competence, ethical values, and socio-cultural understanding. In today's interconnected society, media plays a central role in shaping public opinion, supporting democracy, promoting development, and influencing cultural identities. Therefore, the primary objective of this programme is to create media professionals who are skilled, responsible, and equipped to meet contemporary communication challenges.

One of the key objectives is to provide a strong foundation in communication theories, media systems, and cultural dynamics. Students are encouraged to understand how media operates, how messages are produced and interpreted, and how communication influences communities and social structures. By offering a blend of theoretical learning and practical training, the programme aims to build students' abilities to think critically, analyse media messages, and communicate effectively across different platforms. The curriculum aligns with NEP principles such as flexibility, multidisciplinary learning, and outcome-based education.

Another major objective of the programme is to promote ethical and socially responsible journalism. Journalists act as watchdogs of society, promoters of transparency, and facilitators of public dialogue. To perform these roles effectively, students must develop an understanding of media ethics, legal frameworks, and professional standards. Through classroom learning, field activities, and guided practice, the programme trains students to uphold accuracy, fairness, objectivity, and accountability in their journalistic work. The curriculum also encourages sensitivity towards communities, cultural diversity, gender issues, and marginalised groups.

The programme also focuses on developing technical and digital competencies essential for modern journalism. With the rise of digital media, mobile journalism, data journalism, and multimedia storytelling, professionals today must be capable of working across converged media platforms. Students receive hands-on training in reporting, editing, photography, videography, sound recording, video editing, graphic design, and digital content creation. These skills are

further strengthened through practical exercises, internships, workshops, and project-based assessments, helping learners become industry-ready and adaptable.

A further objective is to develop students' research aptitude and analytical skills. Journalism and communication require the ability to gather information, interpret data, understand audience behaviour, and analyse cultural patterns. Through modules on communication theories, media research, development communication, and contemporary issues, the programme helps students interpret media processes and their societal impact. This academic grounding strengthens the students' abilities to produce meaningful and well-researched journalistic content.

The Programme Outcomes (POs) highlight the broader competencies that students are expected to achieve. Graduates will be able to communicate professionally across various media formats, critically evaluate media messages, apply ethical principles in practical situations, and integrate theoretical knowledge into field-based tasks. They will develop skills in reporting, editing, photography, audio-video production, digital media, and data storytelling. Students will also gain knowledge of media laws, constitutional provisions, and professional responsibilities that guide journalistic practice.

The Programme Specific Outcomes (PSOs) describe the domain-focused abilities students develop through the curriculum. These include competencies in news writing, multimedia production, digital storytelling, social media communication, advertising campaign development, public relations strategies, media research, and intercultural communication. The programme also nurtures entrepreneurial skills, enabling graduates to create their own media initiatives, production ventures, or digital communication platforms. Students are encouraged to engage in creative thinking, problem-solving, leadership, and teamwork—skills that are essential for long-term professional success.

Course Outcomes (COs) have been structured to align with both PO and PSO expectations. Each course under the NEP curriculum contains specific outcomes that guide what a student should know or be able to do at the end of the course. This ensures clarity in teaching, learning, and assessment processes. The outcome-based design enhances transparency and helps students understand the purpose and significance of each subject they study.

In summary, the Programme Objectives and Outcomes of the Journalism and Mass Communication curriculum aim to develop competent, ethical, technologically skilled, and socially responsible media professionals. The programme equips students with knowledge, skills, and values necessary to contribute meaningfully to the media industry as well as to society. By integrating theory with practical experience, promoting creativity, and encouraging critical thinking, the programme supports the holistic development of learners and prepares them to excel in diverse media careers as well as in roles that demand communication expertise.

PROGRAMME OUTCOMES (PO)

| PO No. | Programme Outcome (PO) |
|--------|---|
| PO1 | Demonstrate strong communication skills across print, broadcast, digital, and multimedia platforms. |
| PO2 | Apply critical thinking and media literacy to analyse media messages and their socio-cultural impact. |
| PO3 | Practice ethical, responsible, and professional journalism. |
| PO4 | Acquire technical skills in reporting, editing, photography, and audio-video production. |
| PO5 | Conduct research, interpret data, and apply media theories in real-world situations. |
| PO6 | Understand media's role in development, social change, and inclusive communication. |
| PO7 | Demonstrate professional readiness for careers in journalism, advertising, PR, digital media, and filmmaking. |
| PO8 | Adapt to emerging media technologies and practice lifelong learning. |

PROGRAMME SPECIFIC OUTCOMES (PSO)

| PSO No. | Programme Specific Outcome (PSO) |
|---------|---|
| PSO1 | Produce professional-quality reports, articles, news stories, and media content across platforms. |
| PSO2 | Use multimedia equipment and software to create audio, video, photo, and digital stories. |
| PSO3 | Apply media laws, ethics, and constitutional principles in professional practice. |
| PSO4 | Create digital content, social media campaigns, blogs, data stories, and multimedia packages. |
| PSO5 | Design advertising campaigns, PR strategies, press releases, and corporate communication tools. |
| PSO6 | Apply development communication theories in behaviour-change and community-based communication. |
| PSO7 | Plan, conceptualize, and manage media entrepreneurship projects. |

COURSE OUTCOMES (CO)

SEMESTER – I

Core I – Introduction to Media & Communication

| CO No. | Course Outcome (CO) |
|--------|---|
| CO1 | Apply communication theories for effective interaction. |
| CO2 | Assess the impact of mass media on society and culture. |
| CO3 | Analyse society, culture, and media through cultural studies. |
| CO4 | Design communication strategies for social development. |

Core II – Development of Media in India

| CO No. | Course Outcome (CO) |
|--------|---|
| CO1 | Explain the significance of early newspapers and Indian language press. |
| CO2 | Understand the socio-cultural importance of radio in India. |
| CO3 | Describe the evolution of visual media from photography to digital cameras. |
| CO4 | Recall the historical relevance of Odia newspapers in shaping Odisha. |

SEMESTER – II

Core III – Reporting & Editing for Print

| CO No. | Course Outcome (CO) |
|--------|---|
| CO1 | Define news and describe its elements. |
| CO2 | Write reports on events and issues. |
| CO3 | Produce news stories, interviews, and features. |
| CO4 | Edit copy and design newspaper layouts. |

Core IV – Photojournalism

| CO No. | Course Outcome (CO) |
|--------|--|
| CO1 | Define photojournalism and understand visual storytelling. |
| CO2 | Describe contributions of notable photojournalists. |
| CO3 | Capture news photographs using various cameras. |
| CO4 | Use photographs effectively for storytelling. |
| CO5 | Edit photographs using digital tools. |

SEMESTER – III

Core V – Media Laws & Ethics

| CO No. | Course Outcome (CO) |
|--------|--|
| CO1 | Understand legal and ethical dimensions of media. |
| CO2 | Identify and address ethical and legal issues in journalism. |
| CO3 | Recognise rights and responsibilities of journalists. |
| CO4 | Apply laws related to defamation and media practice. |

Core VI – Radio Journalism

| CO No. | Course Outcome (CO) |
|--------|--------------------------------------|
| CO1 | Produce various radio formats. |
| CO2 | Write scripts and compile bulletins. |
| CO3 | Operate audio recording equipment. |
| CO4 | Edit sound using audio software. |

Core VII – Television Journalism

| CO No. | Course Outcome (CO) |
|--------|--|
| CO1 | Use camera and lighting for video production. |
| CO2 | Write scripts and plan video shoots. |
| CO3 | Compile news programmes, leads, and headlines. |
| CO4 | Edit videos using editing software. |

SEMESTER – IV

Core VIII – Digital Media

| CO No. | Course Outcome (CO) |
|--------|--|
| CO1 | Distinguish between old and new media. |
| CO2 | Understand digital media technologies. |
| CO3 | Create content for social media. |
| CO4 | Produce data-intensive stories. |

Core IX – Introduction to Advertising

| CO No. | Course Outcome (CO) |
|--------|---|
| CO1 | Identify advertising appeals and write ad copy. |
| CO2 | Use graphics and colours in ad design. |
| CO3 | Conduct advertising research. |
| CO4 | Explain brand management strategies. |

Core X – Public Relations

| CO No. | Course Outcome (CO) |
|---------------|---|
| CO1 | Develop PR strategies using various PR tools. |
| CO2 | Produce corporate films, posters, and house journals. |
| CO3 | Write press releases and vision/mission statements. |
| CO4 | Manage crisis communication. |
| CO5 | Design corporate identity strategies. |

SEMESTER – V

Core XI – Development Communication

| CO No. | Course Outcome (CO) |
|---------------|--|
| CO1 | Select appropriate development communication models. |
| CO2 | Plan strategies for socio-economic development. |
| CO3 | Mobilize communities through BCC and IEC. |
| CO4 | Evaluate development communication needs. |

Core XII – Internship

| CO No. | Course Outcome (CO) |
|---------------|---|
| CO1 | Perform tasks in real media organizations. |
| CO2 | Solve challenges in dynamic media environments. |
| CO3 | Learn emerging skills through field experience. |

Core XIII – Multimedia Journalism

| CO No. | Course Outcome (CO) |
|---------------|--|
| CO1 | Use multimedia storytelling techniques. |
| CO2 | Produce multimedia news packages. |
| CO3 | Work on converged digital platforms. |
| CO4 | Use software for text, audio, video, and graphics. |
| CO5 | Design and manage news websites. |

SEMESTER – VI

Core XIV – Media Management & Entrepreneurship

| CO No. | Course Outcome (CO) |
|---------------|---|
| CO1 | Understand media organisation structures. |
| CO2 | Plan and manage media ventures. |
| CO3 | Understand economics of media industries. |
| CO4 | Address challenges in media entrepreneurship. |

Core XV – Project

| CO No. | Course Outcome (CO) |
|---------------|--|
| CO1 | Write production scripts for radio/TV. |
| CO2 | Use production software effectively. |
| CO3 | Operate production equipment. |
| CO4 | Develop creative ideas for media production. |