

**KSN GOVERNMENT DEGREE COLLEGE FOR WOMEN,
ANANTHAPURAMU**

B.A. (H E J) PROGRAMME STRUCTURE

JOURNALISM SYLLABUS W.E.F 2017-18

DEPARTMENT OF JOURNALISM

Programme Specific Outcomes (PSO)

At the end of the program me students will be able to:

- **PSO 1.** Create research-driven communication campaigns that accomplish organizational goals.
- **PSO 2.** Reporting on stories in an accurate, detailed, balanced, professional and timely manner.
- **PSO 3.** Anchoring and analyzing news for Television, Digital and Radio Media.
- **PSO 4.** Apply production skills in preparation, creation and distribution of content for the designated news media/channels/platforms.
- **PSO 5.** Determine the validity of news sources and research techniques. Students will be able to interpret data.
- **PSO 6.** Apply computer and technical skills to handle production and research functions in journalism with capacity to change with volatile market.
- **PSO 7.** Strategies for personal and professional development.

Programme outcomes (Pos)

PO1. Critical Thinking:

PO 1 - The B.A. in Journalism and Mass Communication course is designed to provide overall and in-depth knowledge about Journalism and Mass Communication to the students. It provides students with an opportunity to critically explore the ways in which world of communications operate in international and national contexts

PO2. Effective Communication:

PO 2 - While the emphasis of the course is on the Subjects of JOURNALISM and MASS COMMUNICATION but the course also intends to introduce Students to practical experience and knowledge across the other related mediums. Students learn the way content is generated and used in the multi-platform and digitized environment of media industries. They also trained about the new media techniques in order to understand the processes of production, distribution, marketing and consumption.

PO3. Social Interaction:

PO 3 - As we are committed to bring together concepts and ideas with work 'on the ground', there is significant input from the industry professionals. The course enables students to develop their own focused area of interest

Effective Citizenship:

PO4 The syllabus and curriculum provides students with the means to investigate and learn a range of working involving activities from creative production and creation to promotion, marketing and networking.

PO5. **Ethics:**

PO 5 - The primary and foremost goal of the course is to train the students in such a way so that they can acquire knowledge, skills and leadership quality to contribute in different trades and crafts of all forms of media.

PO6. **Environment and Sustainability:**

Provide comprehensive knowledge and skills so that student can work in the field of Print, Electronic and Digital media as well as in to academics.

PO7. **Self-directed and Life-long Learning:**

Personal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relation, corporate communication to advertising.

KSN GOVERNMENT DEGREE COLLEGE FOR WOMEN, Department of Journalism

JOURNALISM	S1-661	B.A.(HEJ)
PAPER – I - HISTORY OF JOURNALISM AND MASS MEDIA		
SEMESTER-I		No of Credits: 4

Learning Objectives:

- a. Apply broadcast and entertainment management skills at the workplace.
- b. Identifying viable films and Television ideas and understanding rights acquisitions. To demonstrate the mastery related to financing, pitching, pre- production, production and post production, supervision, distribution and P&A, thus creating future producers.

COURSE OUTCOMES

Upon successful completion of this course, students should have

CO1:	Importance of communication	PO1,PO2,PO3
CO2	the completion of the course the students would be able to understand	PO1,PO6, PO7
CO3	Able to understand and analyze utility analysis and apply the same in his life	PO1,PO4, PO7

CO4	The technicalities and esthetics of radio program and news presentation and production.	PO1,PO2,PO3
CO5	Utilize knowledge gained to appreciate understand and debate the social fabric of the country.	PO1,PO2,PO5, PO7

5 PERIODS

KSN GOVERNMENT DEGREE COLLEGE FOR WOMEN, ANANTAPUR

JOURNALISM	S2-662	B.A.(HEJ)
PAPER II - PRINCIPLES OF COMMUNICATION		
SEMESTER-II		No of Credits: 4

Learning Outcomes:

- a. After the completion of the course the students will able to learn.
- b. Process of communication in different situations as well as different theories of communication which are applied or used in various scenarios.
- c. Various aspects of mass communication in various mediums.
- d . Importance of communication

COURSE OUTCOMES

Upon successful completion of this course, students should have

CO1	Various aspects of mass communication in various mediums	PO1,PO2,PO3,PO4
CO2	Able to acquire knowledge regarding different types of cost and revenue. Various aspects of mass communication in various mediums	PO2,PO3,PO4
CO3	Process of communication in different situations as well as different theories of communication which are applied or used in various scenarios.	PO1,PO2,PO3
CO4	the completion of the course the students would be able to understand	PO1,PO2,PO3

KSN GOVERNMENT DEGREE COLLEGE FOR WOMEN, ANANTAPUR

JOURNALISM	S3-662	B.A.(HEJ)
PAPER – III – Media and Media Manegement		
SEMESTER-III		No of Credits: 4

Learning outcome:

- After the completion of the course, the students
- The sacred, powerful, instrumental and moral role of journalism in society
- To practice and learn the art of TV News reporting, the basic skills and requirement for TV Journalist.
- will write articles, features, news analysis on social issues

COURSE OUTCOMES

Upon successful completion of this course, students should have

CO2	: After the completion of the course the students would be able to understand..	PO1,PO3,PO3,PO5,PO7
CO3	The basics of Radio as a device and as a medium and differentiate between a public and a private broadcaster.	PO1,PO3,PO4,PO5,PO6,PO7
CO4	The technicalities and esthetics of radio program and news presentation and production.	PO1,PO3,PO3,PO4,PO5,PO7
CO5	The latest technologies and recent trends in Radio Programming and Presentation.	PO1,PO3,PO3,PO5,PO7

KSN GOVERNMENT DEGREE COLLEGE FOR WOMEN, ANANTAPUR

JOURNALISM	S4-662	B.A.(HEJ)
PAPER – IV - JOURNALISM IN INDIA WITH SPECIAL REFERENCE TO A.P		
SEMESTER-IV		No of Credits: 4

Learning outcome:

- a. On completion of this course the students should be able to.
- b. Understand the various aspects of Indian history during partition and after
- c. Critically engage with various socio-economic and political issues in India
- d. will be capable to participate in media debates and discussions

Utilize knowledge gained to appreciate understand and debate the social fabric of the country.

COURSE OUTCOMES

Upon successful completion of this course, students should have

CO1	Utilize knowledge gained to appreciate understand and debate the social fabric of the country.	PO1,PO2,PO5,PO6
CO2	Understand the various aspects of Indian history during partition and after	PO1,PO3,PO5,PO7
CO3	Critically engage with various socio-economic and political issues in India.	PO1,PO3,PO4,PO5,PO6,PO7
CO4	- will be capable to participate in media debates and discussions	PO1,PO2,PO3,PO4,PO5,PO7
CO5	completion of this course the students should be able to	PO1,PO2,PO3,PO5,PO7

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JOURNALISM	S5-661	B.A.(HEJ)
PAPER – V – RADIO AND TELEVISION JOURNALISM		
SEMESTER-V		No of Credits: 4

Learning Objectives:

- a. The sacred, powerful, instrumental and moral role of journalism in society
- b. To practice and learn the art of TV News reporting, the basic skills and requirement for a TV Journalist.

- c. Will understand the importance of digital journalism in the present scenario
- d. Learn the importance and application of podcast, webcast as well as various trends of digital media

Utilize knowledge gained to appreciate understand and debate the social fabric of the country.

COURSE OUTCOMES

Upon successful completion of this course, students should have

CO1	Utilize knowledge gained to appreciate understand and debate the social fabric of the country.	PO1,PO2,PO5,PO6
CO2	Understand the various aspects of Indian history during partition and after	PO1,PO3,PO5,PO7
CO3	Critically engage with various socio-economic and political issues in India.	PO1,PO3,PO4,PO5,PO6,PO7
CO4	- will be capable to participate in media debates and discussions	PO1,PO2,PO3,PO4,PO5,PO7
CO5	completion of this course the students should be able to	PO1,PO2,PO3,PO5,PO7

KSN GOVERNMENT DEGREE COLLEGE FOR WOMEN, ANANTAPUR

JOURNALISM	S5-661	B.A.(HEJ)
PAPER – V – RADIO AND TELEVISION JOURNALISM		
SEMESTER-V		No of Credits: 4

Learning Objectives:

- b. The sacred, powerful, instrumental and moral role of journalism in society
- b. To practice and learn the art of TV News reporting, the basic skills and requirement for a TV Journalist.
- c. Will understand the importance of digital journalism in the present scenario
- d. Learn the importance and application of podcast, webcast as well as various trends of digital media.

COURSE OUTCOMES

Upon successful completion of this course, students should have

CO1	will be able to know about the Journalism	PO1, PO5, PO6, PO7
CO2	will understand Journalism Concepts radio script writing, the need to lead more sustainable lifestyles and the need to use resources more equitably	PO3,PO5,PO6
CO3	will be able to change his outlook towards Journalism by a practical approach based on observation and self learning	PO1,PO3,PO4,PO5
CO4	will be able to create press notes re-writing, including activities we can do in our daily life to protect it.	PO1,PO3,PO5, PO7

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JOURNALISM	S5-661	B.A.(HEJ)
PAPER – VI		
: ORIGIN OF TELUGU AND EVOLUTION OF TELUGU PRESS		
SEMESTER-V		No of Credits: 4

Learning outcomes:

- a. Understand basics technique of Reporting skills
- b. - Handle the basics techniques of three point lighting and composition
- c. Produce & critique photographs.

COURSE OUTCOMES

Upon successful completion of this course, students should have

CO1	On completion of this course, the students will be able to	PO1,PO5,PO6
CO2	Understand basics technique of Reporting skills.	PO3,PO3
CO3	Handle the basics techniques of three point lighting and composition	PO1,PO5,PO6
CO4	Produce & critique photographs	PO1, PO2, PO3, PO5, PO7

KSN GOVERNMENT DEGREE COLLEGE FOR WOMEN, ANANTAPUR

JOURNALISM	S6-661	B.A.(HEJ)
PAPER – VII (E) (ELECTIVE) PAPER – VII – HUMAN RIGHTS AND MEDIA		
SEMESTER-VI		No of Credits: 4

Learning Objectives:

1. Define human rights and functions of human rights
2. - Describe various elements of an human rights
3. Utilize knowledge gained to human rights and media process
4. Describe role and importance of human rights and media

COURSE OUTCOMES

Upon successful completion of this course, students should have

CO1	Define human rights and functions of human rights. human rights and media role in society	PO1,PO4,PO5,PO6
CO3	Describe various elements of a human rights. media human rights	PO1,PO4,PO5
CO3	Utilize knowledge gained to human rights and media process	PO1,PO4,PO5
CO4	Describe role and importance of human rights and media	PO1,PO4,PO5
CO5	Utilize knowledge gained in planning and designing a public relations campaign	PO1,PO2,PO4,PO5,PO7

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JOURNALISM	S6-663	B.A.(HEJ)
Cluster Elective –A2 Paper – IX – TELEVISION JOURNALISM		
SEMESTER-VI		No of Credits: 4

Learning Outcomes

- a. can draw a line of difference between hard news and soft news
- b. will be able to write news, reports, news analysis etc
- c. The sacred, powerful, instrumental and moral role of Journalism in society
- d. To practice and learn the art of TV News reporting, the basic skills and requirement for a TV Journalist.

How to cope up with the pressure within the organization and the outside the world and to maintain a balance with the market forces.

COURSE OUTCOMES

Upon successful completion of this course, students should have

CO1	Evaluate and interpret the labour market policies of governments, unions and other actors in the labour market	PO1,PO2,PO5, PO7
CO3	Identify the actions of economic actors within the labour market, and identify various outcomes of the labour market, that are driven by economic incentives	PO1,PO2,PO6, PO7
CO3	Critically analyse labour market quantitative research	PO1,PO4,PO5, PO7
CO4	Synthesise information on different actors and outcomes across the various labour market topics	PO1,PO4,PO5
CO5	Analyse labour market issues through the application of economic data and theories.	PO1,PO3,PO4,PO5,PO7

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JOURNALISM	S6-664	B.A.(HEJ)
Cluster Elective – A3 Paper – MEDIA ISSUES		
SEMESTER-VI		No of Credits: 4

Learning Outcomes

- a. can draw a line of difference between hard news and soft news
- β. Will be able to write news, reports, news analysis etc.
- c. will play their roles as copy editors and reporters
- d. will prepare newspaper pages on Quark Press
- e. Will understand the importance of digital journalism in the present scenario

COURSE OUTCOMES

Upon successful completion of this course, students should have

CO1	Will understand the importance of digital journalism in the present scenario	PO1,PO2,PO5, PO7
CO2	To practice and learn the art of TV News reporting, the basic skills and requirement for a TV Journalist.	PO1,PO2,PO6, PO7
CO3	How to cope up with the pressure within the organization and the outside the world and to maintain a balance with the market forces.	PO1,PO4,PO5, PO7
CO4	The sacred, powerful, instrumental and moral role of journalism in society	PO1,PO2,PO6, PO7
CO5	Handle the specialized techniques of lighting and composition	PO1,PO4,PO5
CO6	Produce & critique photographs	PO1,PO3,PO4,PO5,PO7