

# **Jagannath International Management School**

## **Vasant Kunj, New Delhi-110070**

(Affiliated to Guru Gobind Singh Indraprastha University, New Delhi)

Recognized u/s 2(f) by UGC & Accredited with 'A' Grade by NAAC

Participant of UNGC & UNPRME, New York

ISO 9001:2015 Quality Certified

### **Program Objectives (PO)**

**PO1.** To have a critical understanding of the theoretical concepts/framework of Media, Communication, Mass Communication and Journalism, along with their distinguishing features.

**PO 2.** To demonstrate practical media content production skills as per the requirements of the media and entertainment industry.

**PO 3.** To have an enhanced understanding of human values and ethics and their role in personal, professional and community life.

**PO 4.** To have a unique understanding of the civilizational aspect Indian history, art & culture and its significance for providing leadership to the world.

**PO 5.** To understand how research is carried out on issues related to media and society and how research is useful in creating new media products.

**PO 6.** To understand the significance of a sustainable relationship between man and his environment and how media can help to disseminate this understanding among the general public.

**PO 7.** To understand how media and communication can be used for ensuring sustainable development of the society.

**PO 8.** To develop the skills of commenting on the burning issues of the day impinging on the wellbeing of the individual and the society as a whole.

**PO 9.** To develop foundational knowledge and skills for setting up entrepreneurial ventures in the media and entertainment industry space.

**PO 10.** To acquire foundational knowledge of management principles and their application in the media and entertainment industry.

**PO 11.** To develop lifelong learning skills for a dynamic personal and professional life.

## Course Objective (CO)

Semester	Subjects	Course Objectives
1st	COMMUNICATION: CONCEPTS & PROCESSES- 101	<p>CO1: To understand the significant variations in the process of communication and mass communication in terms of the equality of power between the two communicating participants</p> <p>CO2: To have a critical understanding of key terms like journalism, mass communication and communication in terms of their applicability to media, mass media and online media</p> <p>CO3: To understand various Models and Theories of Communication and Mass Communication</p> <p>CO4: To apply knowledge of Communication and Mass Communication in various communication situations</p> <p>CO5: To understand the role of mass media activism and its related aspects in social media setting</p>
	CONTEMPORARY INDIA: AN OVERVIEW- 103	<p>CO 1. Debate on various aspects of Indian history, art and culture</p> <p>CO 2. To have the ability to critically engage on various socio-economic and political issues in India</p> <p>CO 3. Utilize knowledge gained to influence the social fabric of the country</p> <p>CO 4. Understand the nature and contours of Indian Economy</p>

		CO 5. Discuss social movements and activism
	BASICS OF DESIGN AND GRAPHICS- 105	<p>CO 1. To understand the basics of Design and Graphics</p> <p>CO 2. Utilize knowledge gained in the application of elements and principles of design in different forms of visual and graphic communication for Print and Web Media</p> <p>CO 3. Understand the various design tools and their application</p> <p>CO 4. Understand layout design and its application</p> <p>CO 5. Understand the history of the printing process and the various printing methods</p>
	PERSONALITY DEVELOPMENT- 107	<p>CO 1. Define basics of Personality Development</p> <p>CO 2. Understand listening, speaking &amp; writing etiquettes</p> <p>CO 3. Utilize knowledge gained in developing a positive personal attitude</p> <p>CO 4. Understand life skills and how to inculcate them for effective peer relationship</p> <p>CO 5. Understand social behavior and its impact on attitude</p>

	WRITING SKILLS- 109	<p>CO1: To have conceptual clarity of various types of writing and their processes</p> <p>CO2: Describe the process of translation</p> <p>CO3: To understand the relevance of various types of writing to different media and media formats</p> <p>CO4: To have the ability to communicate the rough language cogently and logically</p> <p>CO5: understand the ethics followed while writing for news and non-news mediums</p>
<b>2nd</b>	PRINT JOURNALISM- 102	<p>CO1: understand the theoretical concepts of Print Journalism</p> <p>CO2: utilize the writing and reporting skills for various journalism beats</p> <p>CO3: understand the contemporary issues related to the field of Print Journalism</p> <p>CO4: utilize the editing and publishing skills in the professional sphere</p> <p>CO5: utilize the knowledge gained in the roles of News editor, Sub editor and Chief Sub editor</p>
	MEDIA LAWS AND ETHICS-104	CO 1. Understand press freedom and the importance of free press in democracy.

		<p>CO 2. Evaluate the impact of press commission and committees on the functioning of the media.</p> <p>CO 3.Utilize different media acts and laws in covering different beats.</p> <p>CO 4.Understand the concept of media ethics and self-regulation.</p> <p>CO 5. Evaluate the role and responsibilities of regulatory bodies in media.</p>
	<p>STILL PHOTOGRAPHY-106</p>	<p>CO 1. Understand the concept of art and reality in still photography.</p> <p>CO 2. Utilize the concept of still photography for illustration and research documentation for finding the solution for problems in society.</p> <p>CO 3. Understand the visual composition and use in order to embody ideas and sensation.</p> <p>CO 4. Understand still photography and know its principle elements and tools.</p> <p>CO 5.Utilize the concept of shooting techniques and aesthetics and creativity in photography for effective dissemination in the public domain.</p>
	<p>HEALTH COMMUNICATION- 108</p>	<p>CO 1. Analyze the concept of public health and its importance</p> <p>CO 2. Evaluate the role and importance of health journalism.</p>

		<p>CO 3. Identify the importance of health communication and nuances of writing for different media platforms.</p> <p>CO 4. Understand the importance of evidence and sources in health communication.</p> <p>CO 5. Understand IEC, BCC and design public health campaigns.</p>
	SPORTS JOURNALISM-110	<p>CO1: understand the nuances of sports journalism</p> <p>CO2: utilize the skills developed in the field of sports reporting and writing</p> <p>CO3: understand and analyze the functioning of various sports management and regulatory organizations</p> <p>CO4: utilize the enhanced skills related specifically to sports photography</p> <p>CO5: utilize knowledge gained to promote physical and mental wellbeing through sports</p>
<b>3rd</b>	DEVELOPMENT COMMUNICATION- 201	<p>CO1: define and describe the process of Development Communication</p> <p>CO2: explain the models and paradigms of Development Communication</p> <p>CO3: understand development journalism and support communications</p> <p>CO4: understand the economic and social indicators of development</p>

		CO5: utilize the knowledge gained in designing a social media marketing campaign on a development issue
	BASICS OF RADIO PROGRAMMING AND PRODUCTION- 203	CO1: describe radio as a medium of mass communication  CO2: describe various formats of radio programme  CO3: describe the process of radio programme production & evaluation  CO4: understand the transmission and post production process  CO5: utilize the knowledge gained in producing a radio programme on any topical issue
	BASICS OF VIDEO CAMERA, LIGHTS AND SOUND- 205	CO1: describe video camera operations and functions  CO2: describe camera movements, mounts, shots, angles and compositions  CO3: describe techniques of lighting for video production  CO4: describe the methods of recording and in-cam editing  CO5: utilize the knowledge gained in producing a documentary film on any topical issue
	RADIO JOCKEYING AND NEWS READING- 207	CO1: describe the structure and functioning of radio FM channel  CO2: describe the presentation techniques used by Radio Jockey/ News

		<p>Reader</p> <p>CO3: evaluate the writing skills required for radio</p> <p>CO4: describe the production and on-air programming techniques</p> <p>CO5: utilize knowledge gained in presentation of a radio programme for transmission</p>
	VIDEO EDITING- 209	<p>CO1: describe the concept &amp; process of video editing</p> <p>CO2: describe various types of video editing</p> <p>CO3: describe the process of packaging and archiving</p> <p>CO4: understand the emerging trends in Multi-camera Video Editing</p> <p>CO5: utilize knowledge gained in editing five videos</p>
4th	BASICS OF ADVERTISING- 202	<p>CO1: define advertising and brand</p> <p>CO2: describe functions and types of advertising agency</p> <p>CO3: describe various elements of an advertisement</p> <p>CO4: utilize knowledge gained to plan and design advertising campaign</p>
	BASICS OF PUBLIC RELATIONS-204	<p>CO1: To understand the evaluation of Public Relations.</p>

		<p>CO2: To understand the role of various communication theories, principles and concepts of public relations in the success of an organization.</p> <p>CO3: To understand how various communication strategies can be used for successful public relations campaigns.</p> <p>CO4: To understand how Public Relations can be used for stakeholder engagement and troubleshooting.</p> <p>CO5: To understand the need for observing ethical conduct the discharge of Public Relations responsibilities.</p>
	<p>TELEVISION PROGRAMMING AND PRODUCTION-206</p>	<p>CO1: To develop conceptual clarity regarding the strengths and weaknesses of television as a mass media.</p> <p>CO2: To understand the diversity of various TV Formats and their production.</p> <p>CO3: To understand the suitability of TV programmes, formats to various communication situations.</p> <p>CO4: To understand the modes of single and multi-camera productions.</p> <p>CO5: To understand the processes of TV Production and post-production</p>
	<p>TELEVISION NEWS: REPORTING AND ANCHORING-208</p>	<p>CO1: To Understand structure and functioning of TV news channel</p>

		<p>CO2: Analyze &amp; utilize knowledge gained in writing and presenting TV news</p> <p>CO3: Understand the role and responsibilities of TV News Reporter and Anchor</p> <p>CO4: To demonstrate practical media content production skills as per the requirements of media</p>
	CORPORATE COMMUNICATION-210	<p>CO1: Understand the working of the Corporate Environment</p> <p>CO2: Describe the structure and forms of Corporate Communication</p> <p>CO3: Gain insights on Communication strategy, perspectives and Corporate Advertising</p> <p>CO4: Distinguish between Internal and External Communication with respect to its concepts and tools</p>
5th	BASICS OF NEW MEDIA- 301	<p>CO1: describe New Media technology for mass communication</p> <p>CO2: explain the use of online discussion forums keeping in mind cyber law and ethics</p> <p>CO3: describe the applications of New Media</p> <p>CO4: describe web content design and evaluation</p> <p>CO5: utilize knowledge gained to design and manage a website</p>

	<p>MEDIA RESEARCH- 303</p>	<p>CO1: define Media Research</p> <p>CO2: explain the process of Media Research</p> <p>CO3: describe the Research methodology for Media</p> <p>CO4: describe the steps involved in report writing</p> <p>CO5: utilize knowledge gained to prepare a research project</p>
	<p>EVENT MANAGEMENT- 305</p>	<p>CO1: define event and Event Management</p> <p>CO2: describe organisational structure and functionaries of an event management company</p> <p>CO3: explain the process of organizing an event</p> <p>CO4: understand the emerging trends in event management</p> <p>CO5: utilize knowledge gained to plan, assess and evaluate an event</p>
	<p>DIGITAL MEDIA MARKETING- 307</p>	<p>CO1: describe the concept of social media marketing for online communication</p> <p>CO2: explain the concept of social business</p> <p>CO3: understand social media metrics and measurement</p> <p>CO4: evaluate the case studies on digital media marketing</p>

		CO5: utilize knowledge gained to create and maintain social networking platforms for business
	FILM APPRECIATION- 309	CO1: describe film as a medium of communication CO2: describe the evolution of World Cinema CO3: explain the emerging trends in contemporary Indian cinema CO4: understand the concept and elements of film appreciation CO5: utilize knowledge gained to appreciate and review a film
<b>6th</b>	MEDIA MANAGEMENT AND ENTREPRENEURSHIP-302	CO1: describe the principles and functions of management CO2: describe leadership styles and behavioral patterns CO3: describe the structure and functions of media organizations CO4: explain the importance of revenue generation for media organization in print, radio, TV & online
	GLOBAL MEDIA: AN OVERVIEW-304	CO1: describe the global communication system post World War II CO2: explain the changing trends in global information flow

		CO3: utilize knowledge gained to analyze major media concerns for India
	ENVIRONMENTAL STUDIES-306	<p>CO1 The course is designed to impart basic knowledge on environment and ecosystems</p> <p>CO2 The course AIMS at creating awareness about various natural resources and biodiversity, and the current environmental issues</p> <p>CO3 To understand and learn about environment pollution, related case studies and measures taken for control to pollution.</p> <p>CO4 To understand and explore different approaches of conserving and protecting environment for the benefit of society</p>
	ENTREPRENEURIAL MINDSET-308	<p>CO1 To provide a Foundation to basic entrepreneur skills and to acquaint them with the world of entrepreneurship and inspire them to setup and manage their businesses</p> <p>CO2 To acquaints with the process of creativity and innovation</p> <p>CO3 To expose students to various aspects of entrepreneurship and businesses</p> <p>CO4 To expose students to case studies on successful entrepreneurs</p>