

Kidderpore College
Department of Journalism and Mass Communication
Programme Output

Semester - I (Honours)

CC-1-1	Introduction to Journalism	<p>After the classes, the students will be able to understand-</p> <ul style="list-style-type: none"> • Concept and meaning of News • Values and features of important news elements • News Treatment and the treatment politics
CC-1-1 PRACTICAL	Introduction to Journalism practical	<p>After the classes, the students will be able to understand-</p> <ul style="list-style-type: none"> • The concept of page makeup and display • Basic knowledge of computers for Print Journalism • How to write a News story, Anchor story, and article with proper intro and headline
CC-1-2	History of Indian Journalism	<p>After the classes, the students will be able to understand-</p> <ul style="list-style-type: none"> • Concept of the emergence and growth of press in the Indian sub-continent. • The challenges faced by early eminent journalists of the country and the values and morals with which they produced their newspapers • the then press acts and their consequences • How Journalism contributed to the Indian independence movement

Semester - I (General)

CC/GE 1-1 TH	Basis Of Journalism	<p>After completion of the course student will be able to understand</p> <ul style="list-style-type: none">• Understanding of newspaper & socio-economic and cultural development in India.• Knowledge about definition of news, elements of news, news sources.• Understanding the duties and responsibilities of a reporter, chief reporter, foreign correspondent.• Learn about structure of news, style of presentation• Gain knowledge about language of news writing and objectivity• Understanding about principles of editing, copy testing, computer editing• Knowledge about different types of headlines• Gain knowledge of page make up, front page and other pages• Learn about photo journalism and why it is important, duties & responsibilities of a news photographer, also should know how to write photo caption• Understanding about importance of column, proof reading, duties and responsibilities of proof readers• Understanding the functions of news agencies, style of agency reporting• Knowledge about various international news agencies• How to write letters to editors• How to write political, financial and sports reporting
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Semester -II (Honours)

CC-2-3	Reporting and Editing	After the course, the students will be able to understand- <ul style="list-style-type: none">• Concept of news and new process• Learning about the Specialised and exclusive areas of reporting• Understanding the structures of news writing style, the language of newspaper, sourcing, attributions• A detailed idea about the positions and duties of various media professionals and their positions
CC-2-4	Media and Communication	After the course, the students will be able to understand- <ul style="list-style-type: none">• Process of communication, including different forms, levels, and barriers.• Media Systems and their importance in a democracy• The notion of Online Journalism• The notion of Citizen Journalism• Basic Knowledge about digital media and communication systems in the present world scenario
CC-2-4 PRACTICAL	Introduction to media and Communication	After the course, the students will be able to understand <ul style="list-style-type: none">• Practical training in designing pages of a tabloid journal by using professional software• Understanding the concept of page makeup and display• Knowledge about different page makeup and photo editing software• Practical training in various news story writing types (Column, Book Review, Film Review, Editorial, Post Editorial, Feature, and Hard News

Semester – II (General)

CC/GE 2-2 TH	Media Management	<p>After completion of the course, the student will be able to understand</p> <ul style="list-style-type: none">• Understanding newspaper as a business enterprise & its public service role• Knowledge about ownership of newspapers, media conglomeration & convergence• Understanding the sources of revenue from newspaper• Learning about the departments of newspaper organization and their functions on, the front page of a daily newspaper• Learning about writing film reviews, book reviews, music reviews, radio & television review• Understanding the circulation of the newspaper• Gain knowledge about circulation factors like geographical factors, social factors, economic & technological factor• Learning about the circulation department, organization, functions, duties & responsibilities of the circulation manager• Gain knowledge of RNI, ABC, NRS• Understanding of advertisement department of a newspaper• Learn about the administration of the advertisement department• Concept of different types of advertisements in the newspaper• Learning about the duties & responsibilities of an advertisement manager• Understanding Prasar Bharati, TRAI & broadcasting bill• Gain knowledge about the evolution of the newspaper printing process
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Semester – III (Honours)

CC-3-5	Communication, Media, Society	After the classes, the students will be able to understand- <ul style="list-style-type: none"> • The theoretical aspects of Interpersonal Communication. • The theoretical insights of Mass Communication • Theoretical development of Media's Audience • World Communication process
CC-3-6	Media and Cultural Studies	After the classes, the students will be able to understand- <ul style="list-style-type: none"> • Diverse school of thought guiding media-induced culture • Different genres of culture • Phases of cultural development • Third-world communication perspective
CC-3-7	Introduction To Radio	After the classes, the students will be able to understand- <ul style="list-style-type: none"> • Development of Radio in India • Working principles of Radio • Different program genres of Radio
CC-3-7 PRACTICAL	Introduction To Radio	After the classes, the students will be able to understand- <ul style="list-style-type: none"> • Radio program creation • Radio program execution • Radio program broadcasting techniques
SEC -A-3	Skill Enhancement Course [There are choices between two papers; namely – a) SEC -A-3-1 (Radio Writing and Presentation) or b) SEC-A-3-2 (Photo Journalism)]	After the classes, the students will be able to understand- <ul style="list-style-type: none"> • Lexicons of Professional Radio • Working on Radio Stations • Editing of Radio Programmes Or, • Technicalities of Photo Journalism • Development of Photo Journalism • Philosophy of Photo Journalism

Semester – III (General)

CC/GE 3-3 TH	Advertising and Public Relations	After completion of the course, the student will be able to understand <ul style="list-style-type: none">• Understanding of fundamentals of advertising• Knowledge about Advertising and Marketing• Concepts of Advertising Planning and execution• Understanding the function of an Advertising Agency and knowledge about advertising campaigns.• Understanding the Legal and Ethical Aspects of Advertising• Understanding Public Relations concepts, importance, functions, and elements• Gain knowledge of corporate identity and image, corporate social responsibility, and crisis management• Learn about the various tools of public relations and practice writing press release
CC/GE 3-3 PRACTICAL	Journalism	After completion of the course, the student will be able to understand <ul style="list-style-type: none">• How to write a headline for any news story (both hard news and soft news)• Construction of daily news stories• How to write Anchor stories and articles• Basic knowledge of computers for Print Journalism
SEC A-3/5-1	Journalistic Writing	After completion of the course, the student will be able to understand <ul style="list-style-type: none">• How to write various formats of news• Knowledge about news positioning.• Collecting news and editing them.

Semester – IV (Honours)

CC-4-8	Introduction to television	<p>After the classes, students will be able to understand</p> <ul style="list-style-type: none"> • Exposure to the development of television as a technology and as a medium • Concept of the evolution of television in India • Analysis of TV program formats, news formats • Concept of television newsroom structure and its working process
CC-4-8 PRAC	Introduction to tv practical	<p>After the classes, students will be able to understand-</p> <ul style="list-style-type: none"> • Practical training elements of television writing • Producing a complete documentary film on the topic of their own choices • Proper usage of advanced Video editing software • Producing a professional standard Piece to Camera with real news stories. • Writing original Voice Over, shooting, editing, and producing news per television standard. • Writing for the visuals, time management, understanding visuals, and use of lucid visual media language.
CC-4-9	Film theories & production	<p>After the classes, students will be able to understand-</p> <ul style="list-style-type: none"> • the critical and technical language associated with film studies, including genres, classic narrative, non-narrative forms, mise-en-scène, cinematography, editing, sound, and modes of screen reality. • key terms and concepts and major trends and periods related to various modes of production (narrative, documentary, experimental, and/or animation), film history, and theory. • basic understanding of film theory and global film history, to be able to identify significant movements and articulate key concepts. • Stages and detail Technicalities of film production • Eminent National, International Filmmakers, and their Films
CC-4-10	Media management, press laws	<p>After the classes, students will be able to understand-</p> <ul style="list-style-type: none"> • Impart an understanding of media laws and ethics essential for every media Professional • Legal Frameworks • Freedom of the press from an Indian perspective • Patterns of Media Ownerships - then and now • Corporatization of media and its effect on mass • Present status of FDI in the Indian media industry • Digital development of media • The working style of Apex regulatory and Publicity bodies

SEC B-4-1	Documentary film production	<p>After the classes, students will be able to understand-</p> <ul style="list-style-type: none">• Theoretical knowledge of research, scripting, budgeting, location setting, and shooting for making a documentary• Knowledge of various stages of a documentary film production• How to write and treat a concept• Detailed idea of types of Documentary Film
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Semester – IV (General)

Semester-IV CC/GE-4-4	Press Laws and Indian Constitution	After the course, the students will be able to understand <ul style="list-style-type: none">• Understanding of Indian constitution• Fundamental rights• President of India, power, and Position• Prime Minister's power and Position• Chief Minister's power and Position• Indian Foreign Policy• Finance Commission and its function• Press Laws: Defamation, Contempt of Court, Article 19(1)A, Freedom of Press, Etc.• Journalistic Ethics, Press Commission and Press Council of India
JORG-SEC-B-4/6-3	Anchoring	After the course, the students will be able to understand <ul style="list-style-type: none">• Anchoring 3 minutes Programme Anchoring on topics of interest.

Semester - V (Honours)

CC-5-11	Introduction to New Media	After the classes, the students will be able to understand- <ul style="list-style-type: none">• Theories encircling New Media• Development of New Media• New Media Journalism• New Media challenges
CC-5-11 PRACTICAL	Introduction to New Media	After the classes, the students will be able to understand- <ul style="list-style-type: none">• Instruments of Online Journalism• Writing technique for New Media• Content design for New Media• New Media Management
CC-5-12	Development Communication	After the classes, the students will be able to understand- <ul style="list-style-type: none">• Media and societal developmental role• Media and communication developmental role• Media's role in anthropological development
DSE -A-5	Discipline-Specific Elective [There are choices between two papers; namely – a) DSE-A-5-1 (Global Media and Politics) or b) DSE-B-5-2 (Communication Research)]	After the classes, the students will be able to understand- <ul style="list-style-type: none">• Global Information protocols• Various Institutions guiding the Global Information Exchange• Cross-Cultural communication phenomenon Or,• Elements of Communication Research• Methodology of Communication Research• Tools of Communication Research

Semester – V (General)

JORG-DSE-A-1	Film Studies	After the course, the students will be able to understand <ul style="list-style-type: none">• Film as a medium of mass communication• Concept of Avant-Garde• History of Documentary Cinema in India• Film Movements: French New Wave, Italian Neo-realism, Art or Parallel Cinema• Contributions of Directors: Sergei Eisenstein, Akira Kurosawa, Satyajit Ray, Ritwik Ghatak, Mrinal Sen, Etc.• Stages of film Production: Pre-production, production, post-production.• Principles of Editing, Film Marketing
JORG-SEC-A-3/5-3	Film Appreciation	After the course, the students will be able to understand <ul style="list-style-type: none">• Analytical appreciation of 5 films (Pather Panchali, Gupi Gyne Bagha Byne, Meghe Dhaka Tara, Subarnarekha, Akaler Sandhane, Guide, Sholey, Jane Bhi Do Yaaro, Albert Pinto Ko Gussa Kyun Ata Hain, Dahan, Chitrangada)

Semester – VI (Honours)

CC-6-13	Advertising	After the course, the students will be able to understand <ul style="list-style-type: none">• Meaning and significance of Advertising• Origin & Development of Advertising• Advertising Types• Purpose & Goal of Advertising• Advertising Ethics
CC-6-13 P	Practical	<ul style="list-style-type: none">• StoryBoard making• Slogan Writing• Types of Ads
CC-6-14	Public Relations	After the course, the students will be able to understand <ul style="list-style-type: none">• Scope of Public Relation• Public Relation as Management Function• Nature of organization and its public• Public Relation Tools
JORA-DSE-B-6	Folk and Community Media	After the course, the students will be able to understand <ul style="list-style-type: none">• Culture and Tradition – Meaning of Culture• Community and Folk Media• Various forms of Media in India• Impact of Five-Year Plan on rural development
DSE-A-6-3	Dissertation with Presentation	After the course, the students will be able to understand <ul style="list-style-type: none">• Micro Research project on any topic of social, or cultural interest, with proper reference, bibliography• Presentation and Viva-Voce

Semester – VI (General)

JORG-DSE-B-6-1	Broadcasting Media	After the course, the students will be able to understand <ul style="list-style-type: none">• Development of Radio Broadcasting• Radio and Society• Elements of Radio News• FM Radio, Radio Jockey,• Programme Pattern of AIR• Television in India• Basic Camera Shots & Movements• Live Telecast for various TV Programme• Educational TV
JORG-SEC-B-4/6-3	Skilled Enhancement Course	After the course, the students will be able to understand <ul style="list-style-type: none">• 3 Minutes Programme Anchoring on topics of interest.