



● 'A' Grade College by DHE, Govt. of NCT DELHI ● Approved by BCI & NCTE ● Recognised under 2(f) of UGC Act of 1956

Course Outcomes of BA(JMC)

BA(JMC) Semester I

BA(JMC) 101- Communication: Concepts Processes

- Define communication and describe the different types of communication.
- Differentiate between Mass Communication and Mass Media.
- Explain various Models and Theories of Communication and Mass Communication.
- Utilize knowledge on emerging trends in Communication and Mass Communication

BA(JMC) 103- Contemporary India: An Overview

- Identify, discuss and explain various issues and concerns of contemporary Indian socio-economic and political system.
- Utilize knowledge gained to appreciate understand and debate the social fabric of the country.
- Critically engage with various socio-economic and political issues in India.
- Debate on various aspects of Indian history, art and culture

BA(JMC) 105- Basics Of Design And Graphics

- utilize knowledge gained in the application of elements and principles of design
- Different forms of visual and graphic communication for Print and Web Media.
- Describe basics of Design and Graphics.
- Apply knowledge gained of photo editing software in design and layout.
- Demonstrate proficiency of skills in designing and creating layouts using page layout softwares for print media.

BA(JMC) 107- Personality Development

- Define basics of Personality Development.
- Understand listening, speaking writing etiquettes.
- utilize knowledge gained in developing a positive personal attitude

BA(JMC) 109- Writing Skills

- Describe the writing process for various media.
- Describe the process of translation.
- utilize knowledge gained in writing accurately and creatively for mass media

BA(JMC) Semester II

BA(JMC) 102- Print Journalism

- Define Journalism and News.
- Describe techniques of writing reporting beats.
- Explain the structure and functions of a news room.
- utilize knowledge gained in editing designing of a print layout of newspaper, magazine and journal

BA(JMC) 104 - Media Laws And Ethics

- Define Freedom of Press as per Article 19(1) (a) of the Indian Constitution
- Explain reasonable restrictions in freedom of press.
- Describe the need importance of the Press Council of India
- Utilize knowledge gained in coverage of judicial proceedings, Parliament and State Legislature

BA(JMC) 106- Still Photography

- Define Photography
- Describe the parts of a digital camera and their functions.
- Describe various lights and lighting applications.
- Demonstrate proficiency of knowledge in Photo Journalism

BA(JMC) 108- Health Communication

- Define Public Health
- Describe need and importance of Health Communication
- Utilize knowledge gained in reporting and writing on health lifestyle issues

BA(JMC) 110- Sports Journalism

- Explain types and techniques of sports reporting and writing.
- Describe the importance of sports management and regulatory organizations.
- Utilize knowledge gained to promote physical and mental well-being through sports.
- Define Sports Journalism

BA(JMC) Semester III

BA(JMC) 201- Development Communication

- Define and describe the process of Development Communication.
- Explain the models and paradigms of Development Communication.
- utilize the knowledge gained in designing social media marketing campaign on a development issue

BA(JMC) 203- Basics Of Radio Programming And Production

- Describe radio as a medium of mass communication.
- Describe various formats of radio programme.
- describe the process of radio programme production evaluation

BA(JMC) 205- Basics Of Video Camera, Lights And Sound

- Describe video camera operations and functions.
- Describe camera movements, mounts, shots, angles and compositions.
- describe the methods of recording and in-cam editing
- Describe techniques of lighting for video production.

BA(JMC) 207- Radio Jockeying And News Reading

- Describe the structure and functioning of radio FM channel.
- Describe the presentation techniques used by Radio Jockey/ News Reader.
- utilize knowledge gained in presentation of a radio programme for transmission

BA(JMC) 209- Video Editing

- Describe the concept process of video editing.
- Describe various types of video editing.
- Describe the process of packaging and archiving

BA(JMC) Semester IV

BA(JMC) 202- Basics Of Advertising

- Define advertising and brand.
- Describe functions and types of advertising agency.
- Describe various elements of an advertisement.
- utilize knowledge gained to plan and design advertising campaign

BA(JMC) 204- Basics Of Public Relations

- Define Public Relations
- Describe role and importance of Public Relations.
- Describe the functions of PR agency
- Utilize knowledge gained in planning and designing a public relations campaign

BA(JMC) 206- Television Programming And Production

- Define TV as a medium of mass communication
- Distinguish and differentiate various TV programme formats
- Describe the process of production of TV programme

BA(JMC) 208- Television News: Reporting And Anchoring

- Describe the structure and functioning of TV news channel
- Explain the role and responsibilities of TV News Reporter and Anchor
- Utilize knowledge gained in writing and presenting TV news

BA(JMC) 210- Corporate Communication

- Define corporate and Corporate Communication
- Describe shift from PR to Corporate Communication
- Utilize knowledge gained for Corporate Branding

BA(JMC) Semester V

BA(JMC) 301- Basics Of New Media

- Describe New Media technology for mass communication
- Explain the use of online discussion forums keeping in mind cyber law and ethics.
- Understand the applications of New Media.
- Utilize knowledge gained to design and manage a website

BA(JMC) 303- Media Research

- Define Media Research
- Explain the process of Media Research.
- Describe the Research methodology for Media.
- Describe the steps involved in report writing

BA(JMC) 305- Event Management

- Define event and Event Management.
- Describe organizational structure and functionaries of an event management company.
- Explain the process of organizing an event.
- Utilize knowledge gained to assess and evaluate an event

BA(JMC) 307- Digital Media Marketing

- Describe the concept of social media marketing for online communication.
- Explain the concept of social business.
- Utilize knowledge gained to create and maintain social networking platforms for business

BA(JMC) 309- Film Appreciation

- Describe film as a medium of communication.
- Describe the evolution of World Cinema.
- Explain the emerging trends in contemporary Indian cinema.
- Utilize knowledge gained to appreciate and review a film

BA(JMC) Semester VI

BA(JMC) 302- Media Management And Entrepreneurship

- Describe the principles and functions of management.
- Describe leadership styles and behavioral patterns.
- Describe the structure and functions of media organizations.
- Explain the importance of revenue generation for media organization in print, radio, TV online

BA(JMC) 304- Global Media: An Overview

- Describe the global communication system post World War II
- Explain the changing trends in global information flow.
- Utilize knowledge gained to analyze major media concerns for India

BA(JMC) 306- Environment Communication

- Understand development as an issue of Man v/s Nature and man as part of nature
- Describe the concept, scope and importance of environment and Environment Communication.
- Describe the concept, structure and functions of Ecosystem.
- Describe causes, effects and control measures for Environmental Disasters

BA(JMC) 352- Final Project And Comprehensive Viva

- Each student will be assigned the Final Project at the end of the Fifth Semester.
- The Final Project will be pursued by her/him under the supervision of internal supervisor(s) in the Sixth Semester.
- Each student will make his/her final project on any one of the disciplines, i.e., Print Media/ Electronic Media (Radio TV)/ New Media/ Integrated Marketing.
- The Comprehensive Viva Voce based on the courses of the entire programme and future projections of Media and Entertainment industry.