



DEPARTMENT OF JMC  
**DAKSHIN KAMRUP GIRLS' COLLEGE**

MIRZA, KAMRUP (ASSAM) ♦ PIN- 781125  
ESTD. : 1988

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**COURSE OUTCOME OF JOURNALISM AND MASS COMMUNICATION**

**SEMESTER I**

**Paper name: Introduction to media and Communication**

**Paper code: JMC-RC-1016**

After completion of the course, the students are able to understand the meaning and differences between media and communication. The students are also able to understand about different types of communication and all theories related to communication. The students can apply the different models of communication in practical field after learning about various theories and models of communication.

**SEMESTER II**

**Paper name: Journalism**

**Paper code: JMC-RC-2016**

After completion of this course, the students are able to: discuss the basic journalistic style, types and functions for print media. They also get an idea about the basics of reporting and editing for print media. Get an idea about the other related knowledge required for good reporting and editing.

**SEMESTER III**

**Paper name: Introduction to Radio**

**Paper code: JMC-RC-3016**

The students understand the basic Concept of Electronic Media, Radio as medium of the masses, growth and development of radio, Present status in India. Students are able to identify and write record, produce and edit several formats of radio programmes including news stories, and features, etc. They also get an idea about the Art of programme anchoring, voice over, language & presentation skills

**Paper name: Radio Programme Production**

**Paper code: JMC-SE-3014**

Through this course, the students learn about various stages of radio production and which enable to produce any radio programme. They also learn how to write a script for a radio



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programme and this helps them in the production of any radio project. Further, the students also learn about different software that are involved in the production of radio programmes which help them to edit any kind of radio related clips.

**SEMESTER IV**

**Paper name: Writing for Media**

**Paper code: JMC- RC- 4016**

The students can understand the basic Concept of Mass media and language, Language of Media – Basic Characteristics. They also get an idea about the Basics of news writing – news, features, articles, editorials, analysis, columns, opinion writing, Headline, caption writing etc.

**Paper name: Print Journalism Production**

**Paper code: JMC-SE-4014**

This course basically focuses in the knowledge enhancement of the students in case of print journalism. In this course, the students learn about various kinds of printed aids and how to design those printed medium. They also about the stages involved in the production of these printed medium and by the end of the course they become skilled enough to design any printed material.

**SEMESTER V**

**Paper name: Indian Society and Politics**

**Paper code: JMC-RE-5016**

After completion of this course, the students will be able to understand the Indian social structure and the Constitution of India. They can also comprehend the Indian government and politics.

**Paper name: A/V Project (Short Film Making)**

**Paper code: JMC-SE-5014**

After the completion of this course, the students are able to understand about various types of films and how to shoot them. They also learn about the importance about visual language, which shall help them to apply visual language in all future endeavors. They further learn about importance of light, shots and about different types of cameras and its application in films.



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**SEMESTER VI**

**Paper name: Media Laws and Ethics**

**Paper code: JMC-RE-6016**

Through this course the students are introduced to media and journalistic laws and the ethical issues of journalism. After the course they are also able to correlate laws with current media scenario. They get familiarized with the Indian legal system from the pretext of media personnel and can establish relations between the Governance and the existing media laws, if situation demands.

**Paper name: Advertising and Public Relations**

**Paper code: JMC-SE-6014**

After the completion of this course, the students are able to understand about advertising and its uses and how to shoot an ad. They also learn about different advertising agencies and their functions, government agencies and their policies concerning advertising. Another important topic that they learn from this course is public relation and its importance in contemporary world.