

# Department of Journalism and Mass Communication

## Introduction

In the ever evolving world, the role of media and communication has never been more crucial. From traditional newspapers to digital platforms, journalism remains at the forefront of informing, educating, entertaining and engaging audiences worldwide. Program of Journalism and Mass Communication at University of Jammu is designed to equip students with the necessary skills and insights to thrive in this dynamic field. Whether student aspires to be a reporter breaking news on the front lines, a multimedia journalist telling stories through various mediums, or a strategic communicator shaping public perception, our curriculum provides a comprehensive foundation.

In this program, students will explore a diverse range of subjects, including journalism ethics, media law, news writing, multimedia storytelling, and audience engagement strategies. This program emphasizes critical thinking, ethical decision-making, and cultural awareness, empowering students to become informed, ethical, and socially responsible communicators.

## Vision

Vision of the Department of Journalism and Mass Communication is to cultivate a new generation of media professionals who are not only skillful at dealing with the complexities of the modern media landscape but are also committed to upholding the highest standards of journalistic integrity, ethical communication, and social responsibility. We envision a future where journalism and mass communication serve as pillars of democracy, developing transparency, accountability, and civic engagement. We wish to establish worldwide benchmarks for media education, research, outreach, and training. We aim to utilize cutting-edge technology to cultivate a knowledge-driven information society, developing human development, empowerment, and participatory democracy.

## Program Outcome and Course Outcome

The Program outcomes and course outcomes for a journalism and mass communication program typically align with the overarching goals of preparing students for careers in media, journalism, communication, and related field. The program enables the students to be proficient in all the basic concept of journalism and mass communication to prepare for qualifying exams like NET/SLET. It focuses on experiential learning for readiness for the job market. The program further acquaints the students with different areas of study in journalism and mass communication

to provide them with wider opportunities for research. The program focuses on higher order thinking, conceptual and critical cognition skill to enable for various placement opportunities in academic and other related sectors.

### **PROGRAMME OUTCOMES**

Program outcomes for a journalism and mass communication program typically encompass a range of skills and knowledge that prepare students for careers in media, communication, journalism, public relations, and related fields.

**PO1-Critical Thinking and Analysis:** The student is trained to demonstrate the ability to critically analyze media content, identify biases, evaluate sources, and assess the credibility of information.

**PO2-Effective Communication:** The student is enabled to be proficient in written, verbal, and visual communication, capable of conveying information accurately and compellingly across various media platforms.

**PO3-Media Production Skills:** The student is provided hands-on experience with various media production tools and techniques, including writing, editing, photography, videography, audio production, and graphic design.

**PO4-Media Literacy:** The student is trained to possess a deep understanding of the role of media in society, including its influence on culture, politics, economics, and social issues.

**PO5-Ethical and Legal Considerations:** The student is familiar with ethical principles and legal regulations governing journalism and media practices, including issues related to privacy, accuracy, fairness, and defamation.

**PO6-Research Skills:** The student is enabled to conduct comprehensive research using both traditional and digital methods, gather data, analyze findings and present results effectively.

**PO7-Audience Engagement:** The student is trained to understand audience behavior and preferences, and be able to engage and interact with diverse audiences through compelling storytelling and strategic communication strategies.

**PO8-Media Management and Entrepreneurship:** The student acquires knowledge of media management principles, including budgeting, marketing, audience development, and business models.

**PO9-Beat Reporting:** The student is trained in basic concepts of journalism and reporting on different beats.

**PO10-Designing and Layout:** The student is trained in the design, layout and production of newspaper both theoretically as well as practically through the Quarterly 'JU Post' published by the department.

**PO11- Digital Media:** The student is well acquainted with the intricacies of Digital Journalism to conform to the changing media landscape.

**PO12- Public Relations and Advertisement:** The student is trained with the concepts of Public Relations and Advertisement.

**PO13- Proof Reading and Editing:** The student is trained in the techniques for identifying and correcting errors in grammar, punctuation, spelling, and syntax. Additionally, student may learn how to improve clarity, coherence, and conciseness in written content.

**PO14- Employability:** Features like practical, visits to media houses; educational tours, hands-on-training and internship are embedded within the program to ensure job readiness ad good placement opportunities for the students.

**PO15- Field Knowledge:** Regular interactions with renowned experts from the field enable the students to acquire knowledge about the field in journalism.

## COURSE OUTCOMES

Semester I

Title	Course Code	Course outcome code	Course Outcomes
Introduction to Journalism and Media Studies	PSJMCTC-101(Theory) PSJMCPC-101(Practical)	CO1	The student is acquainted with the functions and role of journalism in society. The student acquires knowledge about history, evolution and development of journalism.
		CO2	The student is trained to deal with numerical and data, besides understanding role of research in journalism, enabling analytical ability.
		CO3	Student gets to know about media landscape of different countries leading to employability skills outside the country.
		CO4	The student gets knowledge about great Indian editors and prominent newspaper organizations.
		CO5	The student gets hands on training about use of various tools of journalism, thus strengthening their core skill.

Mass Communication: Concepts and Theories	PSJMCTC-102(Theory) PSJMCPC-102(Practical)	CO1	The student is acquainted with the basics of the process of mass communication.
		CO2	The student acquires knowledge of various models and theories of communication.
		CO3	The student understands the role of public opinion and ideology in mass media, leading to critical thinking.
		CO4	The student is acquainted with media ownership patterns.
		CO5	The student gets a practical knowledge of conducting interviews, thus developing the interviewing skills.
		CO6	The student gets a practical knowledge of covering press conferences, meetings and speeches, thereof providing students with real-time experience of the field.

Journalism1: News Concepts, Writing Styles and Reporting Techniques	PSJMCTC-103(Theory) PSJMCPC-103(Practical)	CO1	The student is acquainted with the knowledge of classification of newspaper as a recorder of news and events, as an organ of public opinion, instrument of social service, and promoter of democracy, leading to acquiring informed citizens.
		CO2	The student understands the role of the editor-functions and responsibilities and also editorial freedom and the role of the editor in recent perspective Chief Sub editor and Sub editors, enhancing organizational awareness.
		CO3	The student is enabled to identify the role of the reporter and his/her duties and responsibilities. Various duties responsibilities & qualities of a chief reporter, foreign correspondent, special correspondent, bureau chief, district correspondent. This instills code of ethics and also prepares the student for employability at national and international media houses.
		CO4	The student knows about different structures of news writing (inverted pyramid structure), Intro, lead and language of news writing, objectivity, writing techniques on society, fashion, music and arts, education, employment opportunities, health, environment and financial reporting.
		CO5	The student understands News and its elements, news sources and different types of news.
		CO6	The student is trained to write different types of headlines, thus honing their core skill of writing creative headlines.

Journalism 2 : Editing	PSJMCTC-104(Theory) PSJMCPC-104(Practical)	CO1	The student is acquainted with understanding of editing process and provided hands-on training for the same.
		CO2	The student understands fundamentals of news editing and is exposed to experiential learning through practical.
		CO3	The student learns about the layout of the newsroom hierarchy and functions.
		CO4	The student is trained for photo-editing process with basic understanding of photography skills, thus widening the domain of employability as photographer. The students get hand-on-training through participation in the workshops and activities of the photography club.
		CO5	The student is enabled to develop skills in various aspects of editing, such as grammar, style, structure and clarity.
		CO6	The student learns to identify and correct errors, enhance readability, which prepares the student for employability in the profession of proof reading at national and international media houses.

**Elective Paper (Any one) (Newly Introduced)**

Lifestyle and Sports Reporting	PSJMCTE-105	CO1	The student is acquainted with fashion reporting lifestyle and entertainment journalism
		CO2	The students acquires the skill of Writing on fashion trends.
		CO3	The student acquainted with Evolution of sports journalism and structure of sports columns.
		CO4	The student learns about FIFA, ICC, IOC, international Games Federation and National Games.
		CO5	The students is enabled in different beats and prepared for freelance writing in any national or international newspapers, thus ensuring employability.



Writing skills for Mass Media	PSJMCTE-106	CO1	The student is acquainted with sentence construction, developing a story with hints and Cloze Test.
		CO2	The student is trained in writing skills for various media platforms, including print, electronic and digital.
		CO3	The student is acquainted with role of translation in media writing and different tools of translation. The student gets experiential learning through participating in the activities of the Translation Club.
		CO4	The student learns about Gathering Information Narrative Discourse; Descriptive Discourse; Argumentative Discourse.
		CO5	The student is trained in better use of language in writing.

Semester II

Course Code	Title	Course outcome code	Course Outcomes
Development Communication	PSJMCTC -201 (Theory) PSJMPCP -201 (Practical)	CO1	The student acquires the understanding of development communication and development journalism.
		CO2	The student learns about identifying communication needs and designing Social Campaigns.
		CO3	The student learns about participatory communication, community radio and inclusion of marginalized.
		CO4	Student is trained with folk mediums and different developmental campaigns by creating documentaries, pamphlets for creating awareness among masses, thus acquiring hands-on training.
		CO5	The student gets experiential learning through various field visits.
		CO6	The student acquires hands-on-training through participating in various activities of the University Community Radio.

Journalism3: Newspaper Design, Layout and Production	PSJMCTC -202 (Theory) PSJMCPC -202 (Practical)	CO1	The student is acquainted the basic understanding of layout as a process.
		CO2	The student learns about using page layout, its concept and understanding for educational purposes
		CO3	The student experiences practical application of page layout in the teaching-learning process.
		CO4	The student understands the importance of layout and design in the newspaper production process.
		CO5	The student learns about various software and tools required for the designing and layout of the newspapers
		CO6	The student gets hands-on-training through 'JU Post', the Quarterly of the department.

Journalism 4: New Media and Web Journalism	PSJMCTC -203 (Theory) PSJMCPC -203 (Practical)	CO1	The student is acquainted with the evolution of new media, digital story telling techniques, thus being updated with the latest technological developments in the field.
		CO2	Student knows about basic information related to computers, history of internet and different types of computer networks, thus acquiring basic computer skills.
		CO3	The student is acquainted with the concept of e-commerce, internet in Hindi and changing concept of media landscape.
		CO4	The student is taught about new media and media convergence, citizen journalism and social networking sites, leading to enhanced employability in these sectors.
		CO5	The student gets a practical knowledge of blogging, podcasting and creating stories for web portals and acquires experiential learning through various practical and seminars.
		CO6	The student gets training about social media, digital visualization.

Media Laws and Ethics	PSJMCTC --204 (Theory) PSJMCPC 204 (Practical)	CO1	The student is acquainted with the comprehensive understanding of the legal and ethical frameworks that government media practices, leading to inculcation of value education
		CO2	The student learns about the freedom of speech and expression, copyright act, defamation and privacy act.
		CO3	The student is acquainted with different laws related to press like Prasar Bharti act information Technology act, press council act etc.
		CO4	The student is encouraged to understand the concept of newsroom diversity and different forms of media regulations.
		CO5	The student is trained to resolve ethical dilemmas, leading to developing analytical, critical and informed thinking.

Elective Paper

Rural Reporting	PSJMCTE-205	CO1	The student is acquainted with understanding the crucial dimensions of rural development, raising awareness about the national context. The student is trained about basic aspects of rural development.
		CO2	The student learns about rural issues like agricultural budget.
		CO3	The student acquires skills related to planning, formulation, monitoring and evaluation of rural development projects and programs, leading to training in this domain.
		CO4	The student learns about the basic aspects of research and project work, leading to inculcating a critical and methodological approach.
		CO5	The student is provided with an integrated perception of various aspects of rural life.
		CO6	The student acquires ground knowledge through various assignments given throughout the course.

Film Studies	PSJMCTE-206	CO1	The student is acquainted with Components of film- script, light, sound, camera, acting, music, editing, leading to skill development in this field.
		CO2	The student learns about Aesthetic, Soviet Formalist, Semiotic, Ideological and Psychoanalytic approaches.
		CO3	The students learn about Film movements. Film censorship and CBFC standard.
		CO4	The student is trained in the core skills of this domain enabling him/her to seek employability in this field.
		CO5	The student acquires experiential learning through participating in workshops organized by the Film Club.

Creative Writing	PSJMCTE-207	CO1	The student is acquainted with Dramatization of Ideas. The student learns to write scripts for Plays and Serials.
		CO2	The student understands the concept of Readability; Imagery and Symbols; Dialogues and Monologues for creative writing.
		CO3	The student learns self expression, leading to personality growth and development.
		CO4	The student knows about Human interest angle in creative writing along with positive constructive Journalism.
		CO5	The creative thinking of the student is enhanced. The student acquires credible linguistic competence.
		CO6	The student acquires wider knowledge through participation in the activities of the Literary Club.



Semester III

Course No.	Title (Core-Papers)	Course outcome code	Course Outcomes
Communication Research	PSJMCTC -301(Theory) PSJMCPC -301(Practical)	CO1	The student is acquainted with understand the concept, role and importance of research The student acquires research acumen.
		CO2	The student understands the nature and characteristics of research. The student inculcates problem solving approach.
		CO3	The student understands the scope of mass communication
		CO4	The student is acquainted with clear understanding of Pure and Applied Research
		CO5	The student is given practical training with different Applications used for communication Research

International and Inter-Cultural Communication	PSJMCTC -302 (Theory) PSJMCPC -302 (Practical)	CO1	The student is acquainted with the different forms of communication at international forum and learns about the imbalance in international information flow.
		CO2	The student knows about the flow of information at International level.
		CO3	The student is acquainted with the emergence of global media and its impact.
		CO4	The student learns about cultural materialism, cultural interpretation and structuralist interpretation.
		CO5	The student is taught about barriers of intercultural communication.
		CO6	The student is trained for employability at the national and international media houses.
		CO7	The student gets hands-on-training about the role of mass media and traditional media as an instrument of intercultural exchange, through various practical assignments as an integral part of the course.

Broadcast Journalism	PSJMCTC -303 (Theory) PSJMCPC -303 (Practical)	CO1	The student is acquainted with key features, characteristics of broadcast media.
		CO2	The student learns about evolution of broadcasting in India, government policies and regulations in India.
		CO3	The student is acquainted with the structure of TV newsroom and core skills like script writing, radio reporting, TV Documentary etc.
		CO4	The student is trained in the skill of handling different types of sounds, light, angles and Headlines.
		CO5	The student gets hands on training on TV production, Camera, graphics and animation through practical.
UGC Swayam platform	PSMOOC-320	CO1	The student gets experiential learning through various field visits.

Semester IV

Course No.	Title (Core-Papers)	Course outcome code	Course Outcomes
<b>Public Relations and Corporate Communication</b>	PSJMCTC -401	CO1	The student is acquainted with PR as a discipline and its central theme. The student is provided the core competence in the emergent and expanding area of employability in public relations and corporate communications.
		CO2	The student learns to apply theories, perspectives, principles, and concepts to write press releases
		CO3	The student is trained in the skill to create appropriate messages for different publics
		CO4	The student is acquainted with critical analysis of case studies related to public relations to inculcate core competence and analytical and critical thinking.
		CO5	The student is trained to apply ethical communication principles and practices, leading to inculcation of values and an enhanced awareness of the responsibility of the profession.

<b>Advertising and Media Management</b>	PSJMCTC -402	CO1	The student is acquainted with evolution of advertisement in India.
		CO2	The student acquires experiential learning through visit to different media houses.
		CO3	The student learns about the advertisement in print, electronic and digital media.
		CO4	The student acquires real-life information through interaction with various experts.
		CO5	The student is acquainted with evolution of media management, and different departments of media organizations.
		CO6	The student learns about the ownership pattern and convergence in contemporary times in media.
		CO7	The student is given hands-on-training in advertising through practical and seminars.

<b>Term</b> <b>Paper/Dissertation/Project</b>  <b>Viva-Voce</b>	PSJMCTC -403	CO1	The student is acquainted with the academic research for the dissertation, leading to critical and analytical thinking, problem solving and innovative thinking.
		CO2	The student learns about the research methodology, literature review in practical term paper/dissertation, leading to skills of applying methodology and cohesive and organized presentation of data.
		CO3	The students get knowledge about the current national and international context through various topics assigned to them by guides.
		CO4	The students get real-time experiences of using the skills acquired during the course of the programme while collecting data, taking photographs, interviews, gathering case studies and any other activity related to compiling the dissertation.
		CO5	The students get training in articulation, self expression and organizing and presenting facts and figures as they present their research findings to the committee in the form of PPT.
		CO6	The students acquire additional knowledge and gain enhanced critical perspectives as they face a viva voce with an expert examiner from the field.
		CO7	The students learn team work, public dealing and leadership qualities as well as time management as they support each other in the timely completion of assignments during research.

<b>Internship and Lab Journal Presentation</b>	PSJMCTC -404	CO1	The student gets experiential learning by working with the mainstream media organizations for training and real time experience with the industry experts.
		CO2	The student is given hands-on training by associating him with the production of departmental journal, JU post.
<b>Open Course</b>	PSJMCTO -405		