**Department of Mass Communication**

**Vision:**

* Global standards of media education,
* Training for building a knowledge driven information society,
* Contributing to human development,
* Empowerment and participatory democracy,

**Mission:**

* To create a dynamic learning and working environment
* Nurtures new ideas,
* Creativity and develops leaders
* Innovators in the domain of media and mass communication.

**Programme outcome:**

* Students get better placement opportunities in print, radio, television and social media platforms.
* The course provides skills to the students to get positions at various government and private publicity departments.

# Course Outcome Specification Of Mass Communication

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| Sno. | Class | Subject | Course Outcome |
| 1 | BA 1st Sem. | Introduction to Communication | To understand-   * Concept, definition and elements of human communication * Socialization and role of communication in socialization * Types of communication |
| 2 | BA 2nd sem. | Introduction to Electronic Media | To understand-   * History and Growth of Radio and Television in India * News service agencies * Fictional programmes * Non fictional programmes * Akashwani and FM Radio Station |
| 3 | BA 3rd sem. | Writing for Electronic Media | To understand-   * Role and Scope of writing * Writing for Newspaper * Writing for Radio and TV * Television News |
| 4 | BA 4th sem. | Videography and Editing | To understand-   * Types of cameras and their features * Basic shots and their composition * On line and off line editing * Editing equipments |
| 5 | BA 5th sem. | Radio and Television Production | To understand-   * Various stages of production * Types of lights * Floor management * Career in Radio Industry |
| 6 | BA 6th sem. | Project | To understand-   * Short film * Vox pop * Interview * News package * Redio news bulletin * Press releases |

**Programme duration and intake:**

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| **Name of the Course:**  **B.A.**  **Subject-**  **Mass Communication**  **(Semester 1-6)** | **Total no. of seats:**  **40** | **Duration**  **3 yr** |

**Teacher’s Profile:**

**SHIV KUMAR**

Designation: Assistant professor

Qualification: BA (H) HJMC, MMC, M.PHIL

UGC-NET MASS COMMUNICATION

Experience: 06 years

Member of Board of Studies for UG MASS COMMUNICATION, CRSU Jind