**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
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| 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
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**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