

Department of Journalism

✓ Program Specific Outcome

- ❖ The motto of the subject is to impart journalism education with pragmatic and practical approach. Innovative teaching & learning methods such as PPT presentations, conducting interviews, bringing out Newsletter, movie review, preparing advertisement copy and internships enables our students to learn theory subject with practical insight.
- ❖ Department brings out Lab Journal **PRISM** to hone the writing skills of budding Journalists and also to learn the nuances of print media. Students also bring out one page newsletter to learn the copy editing skills.
- ❖ Students produce documentary films on social problems as part of their assignments and also screen them in the inter-collegiate fests.
- ❖ Soft skill training workshops are conducted by renowned Corporate Trainers as part of Deccan Herald in Education program. These workshops enables our students to learn effective communication skills, writing skills, presentation skills as well as to cope up with stress management. Certificates of soft skill training workshops add value to their career prospects.
- ❖ Students are encouraged & Guided to present papers in the International and National seminars and have own 'Best paper Presentation' prizes also. Students undergo internships in various media organizations.

✓ Course outcome

To give practical exposure to the subject various assignments and projects are given related to the syllabus.

I semester: Introduction to communication and media. Students are taught movie review to instill writing skills. PPT presentation helps them in dyadic communication and presentation skill.

Second semester is related to **print media**. Students are taught about review of periodicals and introduced to typography and printing. Students analyze and review any two periodicals of their choice. This teaches them about 'how newspapers differ from one another with respect to the contents, layouts, advertisements and news coverage'. To learn about printing of newspapers, students are taken to Deccan Herald printing press and they also write a report of the visit.

Students are introduced to **Audio Visual Media** in the **third semester**. As practical output, students present PPT on program contents in radio and television channels. They also bring out one page newsletter to hone the copy editing skills. Documentary films produced by the Film Division related to the syllabus are screened for the students.

IV Semester-Media Laws. Students learn various media laws. Students refer books and internet to understand various case studies and compile them related to the media laws. Students also bring out department newsletter-‘Prism’, which provide a platform to hone writing skills of budding journalists adhering to media laws.

V Semester- Paper V: Reporting. Students learn different types of news reporting, interview techniques and news gathering methods. Students’ interview noted personality which helps them to understand interviewing skill as well as writing interview stories.

Paper: VI: Editing- students learn editing techniques and types of headlines. They compile different types of news stories and headlines by reviewing newspaper for about a week.

VI Semester- Paper VII: Media Management- students present PPT related to syllabus and media. Students submit assignment after analyzing social service schemes of newspapers and TV channels to promote their readership/viewership.

Paper VIII: Advertising and Public Relations- students learn about creation of advertisements and role of public organization in organizations. They learn to write press release which is a PR tool. Students prepare an advertising copy for print media on a given public service or product. Best three advertisements wins a prize.

Mrs Chaya Anilkumar
HOD-Journalism