

## **Department of Media Studies**

**Year of Establishment: 2021**

### **Learning Objectives and Learning Outcomes**

**DESCRIPTION:** The College started the Media Studies as a core subject from 2021-22 academic sessions at UG level.

It is offered as a core subject in combination with Political Science and Sociology as the second core subject.

The curriculum is focused on imparting theoretical knowledge to students in various areas of Journalism and Mass Communication and also to equip them with the technical skills as per the requirements of the media industry.

The introduction of Media Studies as a Core Paper will enhance the communication skills and media understanding of the students making them more employable.

The Department envisions creating and shaping political and social communicators, and training those who aim to choose media as a career goal.

The syllabus of the six-semester of Media Studies is framed in progression-from introduction of the subject in first semester to video and print reporting in the subsequent papers. The syllabus has Advertising, Public Relations, Online journalism and TV journalism as its major components.

After the completion of the course, the objective is to create communication professionals, who have an understanding of the media as an industry and important facet of modern society, as also acquainted with the use of latest technology and skills to use that technology.

In the current academic session, 22 students have enrolled for the Media Studies as one of the Core Papers.

### **Semester-wise Learning Objectives**

#### **Sem I Introduction to Journalism**

To brief students about the basic concepts of journalism and familiarize them with functioning of the media industry

#### **Sem II News Reporting and Writing**

In this course, students will learn how to generate story ideas, gather information, develop a beat, interview people and write effectively in a variety of story formats and styles

**Sem III Photography**

To introduce students to basic technical, aesthetic and expressive concepts of digital photography

**Sem IV Citizen Journalism**

To introduce students to the concept and emergence of citizen journalism as also the social media.

**Sem V ONLINE JOURNALISM**

To introduce students to key concepts in online journalism and digitization with overview of writings styles and applications.

**Sem VI TELEVISION JOURNALISM**

To familiarize students with the organizational set-up, production process and news gathering, and to impart the essentials of television production techniques to the students.

**Learning Outcome**

Since the first batch of students is enrolled, who have taken their exams, and due to pandemic the Lab practice was minimum, the students didn't get the required chance to do some of the basic practical of the paper. However, with the resumption of offline classes for a couple of months, the students were familiarized with necessary basic skills of interviewing, reporting and camera handling. This batch of students conducted two print interviews, two video interviews and made a short documentary.

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