

PROGRAM OUTCOMES, PROGRAM SPECIFIC OUTCOMES, COURSE OUTCOMES

Program Outcome	To develop the communication skills, theoretical and practical knowledge among the students in print, electronic and new media. The Communication and Journalism Department is committed to providing undergraduate students with a quality education in the communication and journalism disciplines that is current, relevant, practical, and personal. The department's goals include enabling students who graduate to be able to compete successfully for positions at graduate schools nationwide. Another departmental goal is that students who graduate in communication will be prepared for entry-level positions as professionals within communication-related fields. Students who graduate in journalism will be prepared for entry-level positions as professionals within journalism and related fields.
Program Specific Outcome	Students will be able to write a variety of mass media products, including news stories, press releases, and advertising copy, following accepted journalistic standards, including Associated Press style. Students will be able to create and design emerging media products, including blogs, digital audio, digital video, social media, digital photography, and multimedia.
Course: BA journalism	Outcomes
Introduction to mass communication	Understanding of the basic factors affecting mass communication and mass media; To increase students' knowledge and understanding of the mass communication process and the mass media industries. To help students become more skilled and knowledgeable consumers of media content. • To develop students' understanding of the relationships among communication, mass communication, culture, and those who live in the culture.
Evolution of media	Students will understand mass media as a system of interrelated forces, including historical foundations, technological advances, economic dynamics, regulatory constraints, and ethical concerns. and to know about pre and post independent press, growth and development of Indian press, kannada journalism. history of Indian cinema, TV and Radio.
Reporting & Editing practice	To understand techniques of reporting in different media, news gathering techniques. Various types of reporting including crime, court, environment, development, political, sports, education, culture and entertainment, and to understand different types of interviews. and preparation and techniques of interview. To gain knowledge of types headlines writing. to know about different types of editing symbols used in news. and editing techniques.
Feature writing	To understand techniques of feature writing and different types features. To learn method of column writing, to study about kannada and English column writers. Photography techniques. Photojournalism
Advertising	To understand the concept of advertising origin and development. different types of advertising, advertising design ,advt. campaigns ,laws and ethics of advertising, ASCI, consumer behavior.
Public relations Media laws and management	To know the media laws including law of defamation, registration of book act, copy right cyber law,official secret act, working journalist act,principals of media management. Readership survey, functions and structures of news agency.press council press commission.cyber law. And nature and scope of public relation,types of public relation,code of ethics in PR,PR Process.

