



BISHOP COTTON WOMEN'S CHRISTIAN COLLEGE
C.S.I Karnataka Central Diocese
#19,3rd Cross, C.S.I Compound, Mission Road, Bengaluru – 560027
Affiliated to Bengaluru City University

Contact No: 080 – 22212933/22129880
Email: principal@bcwcc.edu.in Website: www.bcwcc.edu.in

DEPARTMENT OF JOURNALISM

PROGRAM OUTCOMES

PO1 -The study of journalism is an exciting tale of the Pen fighting along with the Sword of happenings around the society. Advertising, Public Relations, Print, Television, Radio, Films, New Media, Digital Media and Corporate Communication makes the subject challenging and creative.

PO2 - Journalism course is offered along with optional English, Psychology, History, Economics and Political Science. While studying Optional English enhances command over the language, Psychology helps them to analyze situations with ease which is very much essential in the media profession. History, Economics and Political Science subjects make students to understand the past, economy, political system and Indian constitution.

PO3 - The various job opportunities in the media field provide a wide spectrum for the students to choose their career based on their specialization and interest.

PO4 - Reporters, Sub editors, correspondents, columnists, editorial writers, magazine editors, feature writers, movie reviewers, freelancers & Press photographers jobs await them in print media.

PO5 - Electronic media provides a platform for the students to exhibit their skills as News anchors, news readers, news writers, correspondents, reporters, production assistant, program executives, cameraman, studio editor, anchoring, script writing and many more.

PO6 - Event managers, public relations officers, corporate communicators, online journalists, copy writers, Creative Directors, documentary film maker, content writer and many more bouquets of job opportunities are available in the mass communication profession which many of our students have successfully embarked upon.

PO7 - Journalism teaching is both creative and challenging since it involves balancing the subject with ethics and teaching theory subject with the practical approach. The communication technology has revolutionized the mass communication teaching as well as the profession in the present information society posing a challenge to the media teachers and journalists.

PO8 - The practical oriented assignments and projects has enabled our students to scale greater heights in the media profession. While few present students of journalism are bloggers, poets, content writers, emcee & host corporate events, many alumni students are well placed in various media organizations



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DEPARTMENT OF JOURNALISM

COURSE OUTCOMES

I SEM: INTRODUCTION TO JOURNALISM CONCEPTS AND PRACTICES

Students will be able to

1. Understand and appreciate various dimensions of mass communication
2. Develop an understanding of the fundamental concepts in journalism
3. Analyze the scope/various dimensions in journalism
4. Discuss the recent trends in mass media
5. Analyze and review different newspapers

II SEM: COMPUTER APPLICATIONS FOR MEDIA

Students will be able to

1. Understand the basic concepts of computer
2. Develop an understanding of the applications of computers in print and electronic journalism
3. Get acquainted with internet applications
4. Apply information technology skills in print and broadcast projects.
5. Demonstrate web based broadcasting skills

III SEM: NEWS REPORTING AND ANALYSIS

- Organize and articulate news stories. Understand the concepts, structure, and types of news.
- Formulate skills for news selection, process, prioritize and finally, design the end product, identify the basic ethical issues confronting editors and how they can practice fair play.



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III SEM: FEATURE WRITING AND FREELANCING

- Organize and articulate feature stories understanding the concepts, structure, and types of features.
- Write different types of feature stories and get them published.
- The students should try their hand in freelance writing learning the ups and downs of freelancing.

IV SEM: NEWS PROCESSING AND EDITING

- Understand the role of editors. Edit copy using correct grammar and right usage of words.
- Be able to write clear and accurate headlines, decks, and captions.
- Be able to design basic news pages. Understand the ethical issues confronting editors.

IV SEM: TANSLATION FOR MEDIA

- Translate the given stories keeping in mind the requirements of the client
- Understand the difference between translations for different media and practice it.
- Gain a mastery over the techniques of translation.