



DEPARTMENT OF MASS COMMUNICATION AND JOURNALISM

PRAGJYOTISH COLLEGE

SHANTIPUR, GUWAHATI 781009

COURSE OUTCOME (CO)

BA HONOURS (FYUGP)

MASS COMMUNICATION AND JOURNALISM

SEMESTER I

COURSE OUTCOME	UNITS/TOPICS	BLOOM'S TAXANOMY
On completion of the course students are expected to achieve the following course outcomes: I. To understand the meaning and need for communication. II. To get a background about the	UNIT I • Concept of communication • Human communication and development • Evolution of human communication • Types of communication (verbal,non-verbal,formal-	<ul style="list-style-type: none">• Remember• Understand

<p>evolution of communication and the various types of communication</p> <p>III. To learn about the different types of communication</p> <p>IV. To understand the various barriers of communication.</p> <p>V. To learn about the need and importance of theories in the field of communication studies and also learn about the various important theories of communication.</p> <p>VI. To learn about the models of communication</p>	<p>informal,mediated, non-mediated)</p> <ul style="list-style-type: none"> • Forms of communication (intrapersonal, interpersonal,group,pu blic and mass communication) • Elements of communication • Mass communication- types,advantages and its process • Barriers of communication • Functions of communication, Audience : concept and type 	
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<p>studies and understand how it helps in understanding the process of communication.</p> <p>VII. To learn and understand the various alternative media forms and their role in our daily lives.</p> <p>VIII. To learn how media helps in the process of democracy of a nation.</p>		
	<p>UNIT II</p> <ul style="list-style-type: none"> • Need of theories • Basics of communication theories: Authoritarian, libertarian, social responsibility, hypodermic needle theory, Usage and gratification 	<ul style="list-style-type: none"> • Understand • Evaluate • Analyse

	<p>theory,gatekeeping</p> <p>theory,cultural effects</p>	
	<p>UNIT III</p> <ul style="list-style-type: none"> • Need of models • Models of Communication- SMR,SMCR, Shannon and weaver,Schramn, gatekeeping, newcomb, Indian Communication Models 	<ul style="list-style-type: none"> • Understand • Analyse • Remember
	<p>UNIT IV</p> <ul style="list-style-type: none"> • Mass media; Characteristics and types of mass media • Media in everyday life • Traditional and alternative media • Community media • Cinema • New media • Role of media in Democracy 	<ul style="list-style-type: none"> • Understand • Analyse • Apply

