

DEPARTMENT OF MASS COMMUNICATION

NORTH LAKHIMPUR COLLEGE (AUTONOMOUS)

Course Outcome

FIRST SEMESTER

MC101- Introduction to Mass Communication

- 1) To give them a basic idea of communication.
- 2) To give them the concept various theories and model of communication.

MC102- Advertising

- 1) To give them a basic idea on advertising.
- 2) To let them know the evolution of advertising and the current trend of advertising in the global perspective.
- 3) To let them know the models of advertising.

MC103-Introduction to Journalism

- 1) To give them the basic concept of journalism.
- 2) After completion of this course the students will be the well informed about the overall perspective of journalism and how print media houses run.
- 3) To give them the basic concept of video editing.

MC104- Computer Application in Media

- 1) To give them a fundamental notion of the basics of computer.
- 2) The course will give the students an overview of the digital communication technology.
- 3) The students will know how computer is applicable in media.

MC105- Language Skills(Assamese)

- 1) To advanced them in writing of Assamese language in media.
- 2) To give them a basic knowledge Assamese DTP.

SECOND SEMESTER

MC201-Media Law and ethics

- 1) The students will know about the fundamentals of the Indian constitution.
- 2) To let them know about the various Acts relating to media law and ethics.
- 3) The outcome of the course will be that it will help the students in their practical field of journalism.

MC202- Introduction to Electronic Media

- 1) The course will give them an outline on electronic media, especially in India.
- 2) The course will also be focused on new media and film.

MC203- Visual Communication

- 1) The course will give the students an overview of fundamentals visual communication.
- 2) Through this course they will understand about the basic principles of visual grammar, video camera and lighting.

MC204- Public relations

- 1) To give them the basic concept of public relation.
- 2) To inform them the evolution of public relation in world.
- 3) The students will know the various guidelines for PRO.
- 4) They will know about PR campaign, crisis management, propaganda, press release.

THIRD SEMESTER

MC301-Communication research

- 1) The students will understand about the basis of communication research.
- 2) They will know about the research process in social science especially in communication.
- 3) The students will learn how to analyze data, coding, tabulation, prepare a research project/synopsis, referencing and citation.
- 4) The course will give them an outline of the ethical perspectives of mass media research.

MC302- Introduction to Film Study

- 1) The course will give the students an outline of evolution, growth and recent scenario of film in global and local perspective.
- 2) The students will learn cinematic storytelling, semiotics, film language, film genres and national and international film cultures.
- 3) The students will know about the problems and prospects in regional films.

MC303-Community Media

- 1) To understand community media.
- 2) The growing importance of community media in the present context.
- 3) The student will come up with the community media production in collaboration in any format such as street play, puppetry, radio , video.

MC302-Television Reporting

- 1) The student will learn about the fundamental of television reporting.
- 2) They will learn about visual composition, writing and editing, television news, news package, issues in specialized reporting.
- 3) In practical students will produce news packages, feature packages.

MC306- Print Journalism

- 1) The students will learn about the basic and approaches concepts on specialized reporting are print.
- 2) They and they will know about editing and design, headlines and layout.
- 3) The students will come up with lab-journal and make contribution to newspapers and magazines.

MC 304-Corporate communication

- 1) The course will help students to under corporate communication and media education.
- 2) The students will learn corporate relation, management and crisis communication.
- 3) They will know about the legal, ethical issues and emerging trends.

MC307-Internship

FOURTH SEMESTER

MC401—North East Media

1. The students will learn about the brief profile of North East India
2. The course will give the students an overview of the media coverage and North- East India, Issues, Challenges and Perspective.
3. The students will know about the current trends and media organizations in the region, future scopes and prospects of media industry in the region.

MC402—New Media Communication

1. Understand about the brief history of the Internet and the changing role of E-Journalist.
2. The students will learn about the International and National campaign on environment.
3. To understand the legal issues in cyberspace.

MC403—Science Communication

1. The course will give an outline of the basics of science communication
2. They will learn about the science communication Movement in India.
3. The student will get to know about the laws related to science and how to write science new and feature.

MC404—Current Affairs And Communication Languages

1. The students are required to read daily newspapers and remain updated to the current affairs related to various International, National and Regional level.
2. The students will be able to improve their communicative language, book review, letter writing and presentation.

MC405—Professional Development For Communication Work

1. The students will understand about self development along with community development.
2. At the end of the course the students will develop a professional personality and enhance creativity, habits and skills.

MC406—Project Work II And Viva Voce

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Program Specific Outcome

- 1) Enhance the ability to understand and introspect in the nature and basic concept of programme.
- 2) To aware and analyze the various pros and cons and recent development of the field of the study.
- 3) To improve the performance of the student in print journalism, electronic media, film making, photography, research works as per set standards and authorize guidelines.
- 4) To encourage the students to be globally equipped in the field of Mass communication and aware that ongoing trend of the industry.
- 5) To perceive and introspect on the values, ideas that shape human life and humanity at large.