

DEPARTMENT OF VOCATIONAL STUDIES
SULLAMUSSALAM SCIENCE COLLEGE, AREEKODE
B.VOC BROADCASTING & JOURNALISM

PROGRAMME OUTCOMES

By the end of B.Voc programme in Broadcasting & Journalism, the student will

- Be able to communicate and analyse media communication strategies in a professional way
- Be able to evaluate and understand the different news content over different platforms
- Be able to design and create content for various media platforms on specific products or services
- Be able to report and cover events, prepare news stories and document the events
- Be able to translate news content for different media platforms from English to Malayalam and vice versa
- Be able to prepare content for radio programmes, and radio news
- Be able to record and edit audio content for different purposes
- Be able to analyse and evaluate the quality of radio broadcast and content.
- Be able to produce audio-visual content for different platforms
- Be able to cover an event with audio – visual media and edit the content in order to make it ready for distribution
- Be able to create journalistic content using Mobile Production devices and distribute over social media
- Be able to work with the crew of different phases of television news and programme production including pre-production and postproduction.
- Be able to prepare multimedia content and animation for different media platforms
- Be able to appreciate and produce documentaries on different social issues
- Be able to appreciate and assist in producing films
- Be able to work with development media platforms to bring a change through development in the community
- Be able to find advertisement solutions for various products and services
- Be able to create and manage media convergent content for online platforms.
- Be able to be trained by a professional atmosphere of media house and to find a greater way to career in the field of media.

COURSE OUTCOMES

SEMESTER 1

INTRODUCTION TO COMPUTER GRAPHICS AND MEDIA DESIGN

(Theory & Practical)

Course Outcomes:

As a course in Broadcasting & Journalism, student will be able to

- Acquire the knowledge about the basic functioning of a computer hardware and software
- Acquire the basic skills in troubleshooting the PC
- Understand the importance of online and internet resources in Education
- Understand the importance of Open source softwares
- Understand the basics of Office automation and Malayalam Computing
- Work on office automation software such as MS Word, Power Point and Excel
- Acquire knowledge on design aesthetics
- Learn the professional software Adobe Illustrator, Adobe Photoshop and Adobe InDesign
- Learn in detail about the print media designs

Specific Programme Outcomes

Upon the completion of this course, students will be able to

- Troubleshoot the basic hardware and software issues of a PC
- Typing a content in English or Malayalam with a standard typing speed
- Use office automation tools to manage, document and produce content
- Design brochures, pamphlets, notices, business cards etc.
- Design advertising contents for web; design cover pages and posters for print and web
- Evaluate a design content based on its aesthetics and technical proficiency
- Design and layout the newspaper pages
- Create logos and vector elements for designs

INTRODUCTION TO COMMUNICATION, JOURNALISM AND BROADCASTING

(Theory)

Course Outcomes:

As a course in Broadcasting & Journalism, student will be able to

- Understand the basic theories of communication, journalism and broadcasting techniques
- Understand the barriers of communication and enhance the communication skills
- Learn about different communication strategies
- Understand about the history and current scenario of journalism in India
- Learn the basic principles of journalism and its practices
- Understand the basics of broadcasting techniques of Radio and Television

Specific Programme Outcomes

Upon the completion of this course, students will be able to

- Develop a better communication skill beyond the barriers of language
- Have an in depth understanding of the history of Journalism in India
- Develop a sense of understanding the technical aspects of media broadcasting
- Observe the media in the aspects of best journalism practices.

REPORTING, EDITING AND TRANSLATION FOR MEDIA

Course Outcomes:

As a course in Broadcasting & Journalism, student will be able to

- Understand the basic structure of a print media organization and its functioning
- Learn the basics of newspaper reporting, styles and processes
- Acquire knowledge on different types of newspaper content and writing styles.
- Learn the techniques of editing content for newspaper
- Practise the process of content creation and editing for print media
- Learn the basics of translation
- Practise the process of translation between English and Malayalam

Specific Programme Outcomes

Upon the completion of this course, students will be able to

- Report an event for print media
- Develop a Press Release on a particular event or on behalf of an institution
- Edit the content for different media platforms
- Prepare content for different media platforms based on the given data
- Proof check the printed material of news or other publications
- Translate from Malayalam to English and vice versa for print media

PHOTOGRAPHY AND PHOTOJOURNALISM (Practical)

Course Outcomes:

As a course in Broadcasting & Journalism, student will be able to

- Understand the basic functioning and theoretical aspects of a camera
- Learn the history of photography and its relevance in contexts
- Handle a professional, semi professional and digital camera
- Learn the basic rules of professional photography
- Understand the basics of lighting for photography
- Acquire knowledge on different angles, camera movements and shots.
- Understand photojournalism and its importance
- Make photographs tell a story

Specific Programme Outcomes

Upon the completion of this course, students will be able to

- Cover an event with still photographs
- Use professional camera and integrated equipment
- Take photographs for events, functions or outdoor advertising
- Cover a soft story with photographs
- Evaluate a photograph based on its composition and quality
- Prepare photo stories on human interested themes

SEMESTER 2

BASIC NUMERICAL SKILLS

Course Outcomes:

- Learn the basics of set operations in Mathematics
- Understand various types of matrices and their functions
- Acquire knowledge to resolve matrices
- Learn the basics of statistics
- Understand various statistics equations and contexts
- Acquire knowledge to resolve statistical problems

Specific Programme Outcomes

Upon the completion of this course, students will be able to

- Resolve mathematical problems on matrices
- Resolve mathematical problems on statistics

AUDIO RECORDING, EDITING AND SOUND DESIGN (Theory & Practical)

Course Outcomes:

As a course in Broadcasting & Journalism, student will be able to

- Understand the basics of sound, the theories behind sound production and propagation, etc.
- Learn the process of sound recording using different devices
- Get familiar with different types of microphones and sound equipment
- Practise the process of sound recording in different contexts using different equipment
- Learn software for audio recording and editing such as Cool Edit Pro, Adobe Audition, Avid Pro tools etc.
- Understand the process of creating sound for particular scenes and recording foley for movies

Specific Programme Outcomes

Upon the completion of this course, students will be able to

- Record Voice Overs for different Radio or Television programmes
- Record Sound Effects using different devices
- Handle sound recording equipment and sound studio
- Manage studio sound recording process
- Handle digital and analogue mixers with multiple inputs
- Create sound designs for particular scenes or given situations
- Edit recorded sounds for different output formats and purposes
- Record foley for short films
- Evaluate the quality of sound production, recording and output
- Edit multi-track content for radio or television
- Edit sound for different purposes using Audio Recording and editing software

RADIO BROADCASTING (Theory & Mini Project)

Course Outcomes:

As a course in Broadcasting & Journalism, student will be able to

- Understand the structure and functions of a radio station
- Acquire knowledge about different types of radio station, their mission and visions
- Learn the basics of radio broadcasting techniques
- Understand various types of programmes aired on Radio
- Learn the history of radio in India
- Understand the relevance and importance of radio communication in today's context
- Get familiar with programme patterns, scripts and content for radio

Specific Programme Outcomes

Upon the completion of this course, students will be able to

- Evaluate the radio programmes based on their quality, content and technical aspects of production
- Prepare content for different genres of radio programmes
- Write script for various radio productions
- Record the content and/or present the content for a radio production
- Produce a radio programme from concept to final output

SEMESTER 3

INDIAN POLITICS AND COMMUNICATION

Course Outcomes:

As a course in Broadcasting & Journalism, student will be able to

- Learn the history of Indian Politics
- Understand political communications in terms of media
- Acquire knowledge on major political parties and their establishments in India.
- Understand the basics of political reporting
- Learn the relations of politics and media

Specific Programme Outcomes

Upon the completion of this course, students will be able to

- Observe media with a political sense
- Evaluate the media politics and contents

- Develop a sense of media strategy in the context of Indian politics
- Relate media politics and its consequences on different contexts

MEDIA LAWS AND ETHICS

Course Outcomes:

As a course in Broadcasting & Journalism, student will be able to

- Understand the basic ethics of media platforms
- Learn the necessity of keeping ethics on media
- Understand the ethical aspects of reporting for different types of media
- Learn the laws and acts in India supporting media ethics
- Understand the consequences and threats of unethical media practises

Specific Programme Outcomes

Upon the completion of this course, students will be able to

- Evaluate media performance based on the ethical practises
- Observe different media platforms for their ethical media practises
- Develop a sense of Ethical Media Practise
- Analyse cyber crimes and defamations on social media platforms
- Suggest ethical ways of creating and distributing content for different media platforms

VIDEO RECORDING, EDITING AND VISUAL DESIGN (Theory & Practical)

Course Outcomes:

As a course in Broadcasting & Journalism, student will be able to

- Learn the basics of video recording equipment and its operation
- Practise with different types of video camera, sound and lighting equipment
- Understand the basic rules and principles of videography in different contexts
- Learn the technical aspects of video recording process and the theories behind
- Understand the functions of different shots, angles and movements in videography
- Learn the basics of video editing using software like Adobe Premiere Pro, FCP etc.
- Practise to create a visual design for a particular scene or given situation

Specific Programme Outcomes

Upon the completion of this course, students will be able to

- Develop a skill of handling video recording equipment and integrated sound, light devices
- Assist professional videography crew for multi-camera production set up
- Cover events or programmes with audio visual content
- Edit and produce the video output in different formats as per the requirement using software such as Adobe Premiere Pro and FC
- Analyse the video production and check the technical and aesthetical quality
- Observe video production unit and suggest updates
- Produce audio visual content for various events or programmes
- Design a visual platform for events or programmes to be covered with videography.

MOBILE JOURNALISM (Theory & Practical)

Course Outcomes:

As a course in Broadcasting & Journalism, student will be able to

- Understand the relevance of mobile journalism in today's context
- Learn the history and background of MoJo in the world, with special reference to India
- Understand the content that can be easily produced with MoJo units.
- Learn the technical and aesthetical aspects of mobile production of journalistic content
- Acquire knowledge to operate different mobile devices for MoJo productions
- Acquire knowledge to be familiar with different platforms of mobile operating systems such as Android and iOS
- Get familiar with different mobile applications used for MoJo productions
- Practise the usage of integrated equipment to be used with different mobile handsets for MoJo productions

Specific Programme Outcomes

Upon the completion of this course, students will be able to

- Observe different MoJo productions and analyse, and suggest updates
- Create content using mobile phones and integrated devices to be distributed on public domain

- Take a challenge to produce content in an easy way compared to visual media on journalistic aspects
- Effectively use social media platforms for content distribution on Mojo Productions
- Ready with multi-tasking ability to handle the different phases of video production using mobile devices including content creation, production and distribution

SEMESTER 4

ADVERTISING AND PUBLIC RELATIONS

Course Outcomes:

As a course in Broadcasting & Journalism, student will be able to

- Understand the basic functions of advertising as a media
- Understand the roles and impacts of advertising in the society
- Learn the complementary relation between advertising and broadcast media
- Acquire knowledge on developing content for advertisement on different media
- Understand the various theories behind advertising and Public Relations
- Learn the term Public Relations and its impact in the society
- Acquire knowledge on different aspects of PR

Specific Programme Outcomes

Upon the completion of this course, students will be able to

- Develop content for various advertising media
- Manage social media platforms for product management
- Prepare script for various advertisement strategies of clients
- Assist advertising agencies in technical and content aspects
- Prepare advertisement designs for various products or services
- Create PR strategy for base level companies or events.
- Suggest PR plans for various organizations

ENTREPRENEURSHIP DEVELOPMENT

Course Outcomes:

As a course in Broadcasting & Journalism, student will be able to

- Understand the basics of Entrepreneurship
- Relate Entrepreneurship with media services
- Learn the different outcomes and impacts of Entrepreneurship

Specific Programme Outcomes

Upon the completion of this course, students will be able to

- Take initiative to develop an own platform of media services on a small scale
- Take advantage of the different media platforms to integrate with Entrepreneurship plans

MULTIMEDIA ANIMATION & MOTION GRAPHICS (Theory & Practical)

Course Outcomes:

As a course in Broadcasting & Journalism, student will be able to

- Understand the basics of animation, multimedia authoring tools and media graphics
- Watch different types of animated movies and understand the efforts behind
- Learn the tools used for media graphics and motion graphics and their relevance in the contexts
- Understand the role of media graphics in different media platforms

Specific Programme Outcomes

Upon the completion of this course, students will be able to

- Create media graphic content for various media
- Create scripts for animated movies
- Create 2D and 3D animation samples
- Create vector illustrations for animation and graphic contents
- Assist in producing motion graphics for film and television

TELEVISION BROADCASTING (Theory & Mini Project)

Course Outcomes:

As a course in Broadcasting & Journalism, student will be able to

- Understand the structure and function of a Television organization
- Learn the basic terms and jargons used in Television industry
- Acquire knowledge on different phases of television management and production
- Understand and distinguish news and programme content on TV
- Learn the nuances of Television News Production and Programme Production
- Practise with preparing scripts and producing programmes and news shows for established campus television channel
- Understand in depth the different phases of production with its tools and techniques used in media

Specific Programme Outcomes

Upon the completion of this course, students will be able to

- Analyse and understand the quality and aesthetic sense of a news/programme production on a television channel
- Observe television production platforms and suggest updates
- Develop ideas on scripting and introducing a new programme or news story for a television media.
- Lead the crew of a television news or programme production in order to produce a high quality production with single or multi-camera indoor or outdoor
- Assist the crew of television news or programme production in various phases such as pre production, production and post production including editing
- Produce programmes for television including content and presentation
- Produce news stories and news bulletins for television channels

SEMESTER 5

FILM APPRECIATION

Course Outcomes:

As a course in Broadcasting & Journalism, student will be able to

- Understand the World, Indian and Classical Cinema scenario
- Learn the history of world cinema and Indian Cinema
- Acquire knowledge on different aspects of film production and film history
- Learn different jargons in film industry
- Understand the basics of film production

Specific Programme Outcomes

Upon the completion of this course, students will be able to

- Prepare film reviews based on the aesthetic and technical aspects
- Analyse a movie on its structural and technical aspects.
- Assist in film production crew
- Develop a sense of understanding movies which can convey a great message to the society,

ONLINE JOURNALISM (Theory & Practical)

Course Outcomes:

As a course in Broadcasting & Journalism, student will be able to

- Understand the effective use of new media and internet for journalistic activities
- Learn the nuances of content creation and production for online media
- Understand the impact of increasing online media
- Learn the ethics of online journalism and its challenges
- Understand the threats of anonymity in online space
- Relate Mobile Journalism and online journalism in order to achieve a better output
- Learn the basics of SEO and optimisation
- Practise with content creation on media convergence for the given space on online platform

Specific Programme Outcomes

Upon the completion of this course, students will be able to

- Create content and circulate in the form of text, image, audio or video to be published over an online platform
- Prepare script for various content over online media
- Observe and analyse online media content and produce
- Optimize content for the website or online platform
- Analyse content in terms of SEO for betterment of online portals
- Manage social media or online portal of a media house

DOCUMENTARY FILM PRODUCTION (Theory & Practical)

Course Outcomes:

As a course in Broadcasting & Journalism, student will be able to

- Learn the history of documentaries in the world
- Watch world known documentaries on specific themes and social issues
- Understand different theories behind documentary film production
- Learn the nuances of documentary film production
- Practise with the different phases of producing a documentary on a social issue
- Understand the challenges and threats while producing a documentary

Specific Programme Outcomes

Upon the completion of this course, students will be able to

- Produce a documentary in audio –visual format on a specific topic related to a social issue.
- Assist the crew of a documentary production in different phases such as scripting, production and post production.
- Find themes or suggest areas for producing a documentary on a social issue
- Observe and appreciate different documentaries produced on social issues.

DEVELOPMENT COMMUNICATION

Course Outcomes:

As a course in Broadcasting & Journalism, student will be able to

- Understand the various theories of development communication
- Learn the history of development communication
- Acquire knowledge on how media can be effectively used for developing a society
- Practise with various media tools for development communication

Specific Programme Outcomes

Upon the completion of this course, students will be able to

- Assist the governmental or non governmental bodies integrated with media platforms to enable sustainable community development.

- Work with community media with a better understanding of the mission and vision of community development
- Prepare content for various media in order to aware people or communities about different development strategies.
- Lead or assist in the different media publication or productions with a mission of making people bring a change through development in different aspects in the society.

SEMESTER 6

SIX MONTH INTERNSHIP/TWO MONTH INTERNSHIP WITH A BROADCAST PRODUCTION

Course Outcomes:

As a course in Broadcasting & Journalism, student will be able to

- Work with a professional media house of his/her choice from Print Media, Audio-visual media, advertising and other integrated media platforms for a duration of a semester, and will get an exposure of working with an industry

Specific Programme Outcomes

Upon the completion of this course, students will be able to

- Continue to be trained by the industry in a career aspect.