



PREM CHAND MARKANDA COLLEGE FOR WOMEN, JALANDHAR CITY

Re-accredited 'A+' grade (2nd Cycle) by NAAC Bangalore

A unique prestigious Post Graduate Institution of Northern India

COURSE OUTCOME

DEPARTMENT- MASSCOMMUNICATION AND TV VIDEO PRODUCTION

Name of the class- BA

Semester- 1st SEMESTER

Course/Paper name- INTRODUCTION TO COMMUNICATION

CO.1	To create awareness among students with respect to various ramifications of communication
CO.2	To encourage the students to develop and inculcate optimism and to gain self-confidence
CO.3	They will able to Involve in conversations without fear, shy and apprehension and Become more self-confident and develop strong determination.
CO.4	To make the students aware of various kinds of barriers of communication
CO.5	. Deal with practical situations and communicate accordingly,

Name of the class- BA

Semester-2nd SEMESTER

Course/Paper name- AUDIO VISUAL MEDIA

CO.1	To learn the basic skill for radio production and to study the practical issues of radio program production.
CO.2	To equip students with basic understanding of the field of television production
CO.3	To helps the students understand television from audio-visual.
CO.4	Ability to know the Marxian analysis of visuals
CO.5	Helps the students to understand about Sound recording and editing

Name of the class- BA

Semester-3rd SEMESTER

Course/Paper name- SOUND & SCRIPT WRITING FOR MEDIA

CO.1	Students will develop and apply foundational knowledge and skills in music theory, music technologies.
CO.2	Understand the workflow and roles in film sound production
CO.3	Understand about the different types of microphones
CO.4	The purpose of the course is to learn about film and television screenplay structure, analyze dramatic strategies in film and television, learn and apply correct script form, and creatively engage in the various stages of original scriptwriting. The assignments will include the writing of scenes, a treatment and a half-hour script, with special emphasis on the steps leading toward creating a final screenplay.
CO.5	. What are the benefits of script writing for students? Scriptwriting helps students focus on register, adjacency pairs, vocabulary in context, and fluency

Name of the class- BA

Semester-4th SEMESTER

Course/Paper name- INTRODUCTION TO MEDIA

CO.1	To introduce to evolution and growth of Indian cinema, regional and parallel cinema
CO.2	To introduce students about press and media laws
CO.3	To introduce students to basics of advertising and its role in society
CO.4	To make the students understand the scope, functioning of Public relations
CO.5	To provide students an understanding of various forms advertising

Name of the class- BA

Semester-5th SEMESTER

Course/Paper name- VIDEO FOR COMMUNICATION-I

CO.1	To provide students knowledge about video camera.
CO.2	To learn about parts of video camera and how to use it.
CO.3	To learn about lighting
CO.4	To know about how to shoot a film
CO.5	Single Camera & Multicamera Shooting Indoor & Outdoor Shooting

Name of the class- BA

Semester-6th SEMESTER

Course/Paper name- VIDEO FOR COMMUNICATION- I I

CO.1	To learn about video editing
CO.2	To learn about Audio Special Effects • Video Special Effects • Recording Special Effects
CO.3	To learn about Narration Meaning and Role Writing & Recording Narration

CO.4	To know about sound mixing and editing
CO.5	To learn about pre and post production in process of film making