

PATEL MEMORIAL NATIONAL COLLEGE, RAJPURA

Department of Journalism and Mass Communication

Department of Media values the development of their students' capability to check their prior knowledge, to enhance their knowledge level and to create ability to express their different perspectives to other.

Main learning objectives of the department are to create ability among students to

1. Analyse the individual decision making using different media tools, e.g. Newspaper, Magazine, Radio, T.V., Social Media etc
2. Recognize the working and performance of government and other institution to deal with media.
3. Think critically and analytically the facts.
4. Describe Information data and understand relationship among various facts.
5. Understand working of media institutions.
6. Get advanced study of journalism as specialized field.

Outcomes of various courses taught by department of Media are;

B.A. I

Students will get the knowledge of various journalistic activities, i.e., production, distribution and consumption, various fundamental concepts and laws related to communication theory and model, Bullet and two step theory, Aristotle, shannon and weaver, Lasswell model etc.

Basic knowledge of Indian and Punjabi journalism since 1780 including new media policy, various

Print and broadcast policies, public and private sector, Ownership pattern system, media planning, New trends in

Indian journalism. Students also get information of various media problems that are challenge for Indian journalism.

B.A. II

Students will learn about Print media, news, article, feature, editorial and Column/columnists in

this course. They will be identifying determinants of various aggregates such as print media output, various employment in print, editing, Page making, etc. Main editing and editorial writing will be introduced. They will be able to have conceptual clarity of public problems and government policies , working of

Government and private media ownership, aim and commercial journalism, etc. Except that students will be able to have good understanding of key concepts of journalism and mass communication, theories and models of communication, terms of media, etc.

B.A. III

This course contains Broadcast journalism and reserch methods. Broadcast journalism part of the course provides fundamental foundation of basic growth and development concepts. In reserch methods students will get knowledge of basic work done by the experts, presentation of media functions and publice relations, etc.

BJMC -I

Students will get the knowledge of various media, basic of human communication i.e., Interpersonal, intrapersonal, public and mass communication, various fundamental concepts of mass media, basic communicationtheory, etc.

They will be identifying determinants of various aggregates such as study output, media employment, media work etc. Main media and society, political concepts and mass media will be introduced.

BJMC II

This course contains Broadcast journalism and Mass communication along with cultural and folk media. Broadcast journalism and Folk media part of the course provides fundamental foundation of basic growth and development concepts. In, Culture, Tradition and folk media, Audio and video production, various aspects of communication and culture and development communication etc. Main the students will be able to make News, get information and Knowledgeable about media production.

BJMC III

Basic knowledge of Media and social psychology, Advertising, public relations, various aspects of communication and culture and development communication, media audience, media research is

obtained. Students also get information of various media problems and learn how to build a healthy Communication highway between public and government