COURSE OUTCOME

COURSE – BA   **SEMESTER – II**

## TITLE OF THE PAPER – COMPUTER APPLICATIONS FOR MEDIA

OBJECTIVE –

- To introduce students to the basics of computer
- To familiarize the students to the applications of computers in print and electronic
- journalism
- To facilitate the students to learn the practical applications of computers at
- different levels in media
- To expose the students to the world of internet and its extensive use for interactivity
- To familiarize the students with web-based broadcasting

Po's

1. Understand the basic concepts of computer
2. Develop an understanding of the applications of computers m print and electronic journalism
3. Get acquainted with internet applications
4. Apply information technology skills in print and broadcast projects.
5. Demonstrate web-based broadcasting skills

COURSE ATTAINMENT

Questions	CO1	CO2	CO3	CO4	CO5
No of Students Appeared	19	19	19	19	19
No of Students Passed	19	19	19	19	19
No of Students Failed	0	0	0	0	0
Pass %	100%	100%	100%	100%	100%

Pass Percentage - 100%
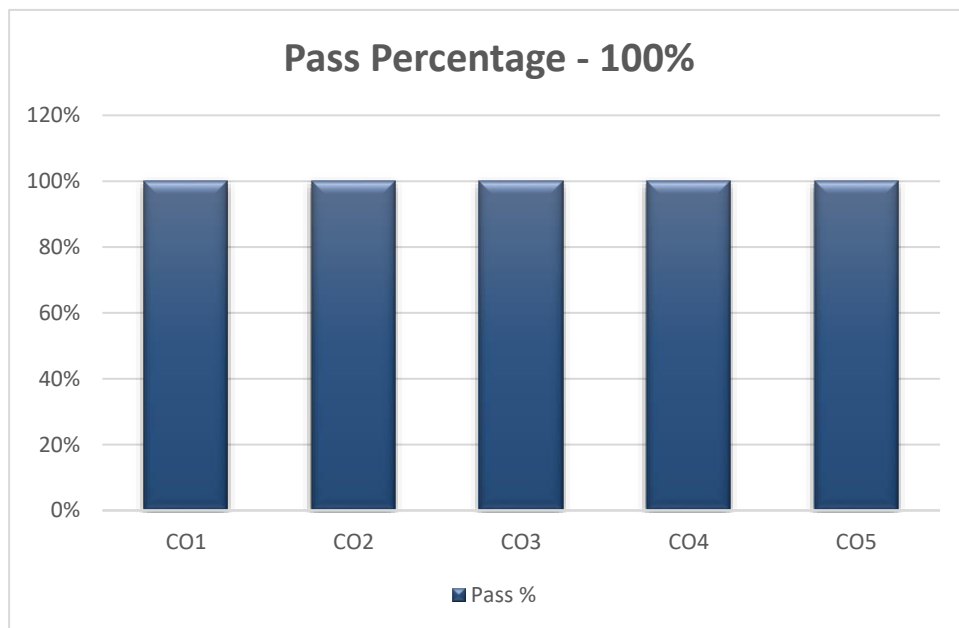
Result Analysis

Total No of Students	19
No of Students Appeared	19
No of Students Absent	0
No of Students Passed	19
No of Students Failed	0
Pass %	**100%**

*Based on NEP Syllabus 2021

COURSE OUTCOME

COURSE – BA   **SEMESTER – IV**

PO's

TITLE OF THE PAPER – EDITING

OBJECTIVE - Upon completion of this course, students will demonstrate the following. The ability to report in depth, using a wide variety of sources co provide context, accuracy and balance. The ability to produce stories that are clear and concise and engage the audience's attention

Po's

1. Students will be able to write a variety of mass media products, including news stories, press releases, and advertising copy, following accepted journalistic standards, including Associated Press style..
2. To introduce to different types of reporting and their importance
3. To enable students to understand different forms of journalistic writing
4. To enable the students understand news values and qualities of Editors

COURSE ATTAINMENT

Questions	CO1	CO2	CO3	CO4	CO5
No of Students Appeared	19	19	19	19	19
No of Students Passed	19	19	19	19	19
No of Students Failed	0	0	0	0	0
Pass %	100%	100%	100%	100%	100%

Pass Percentage - 100%
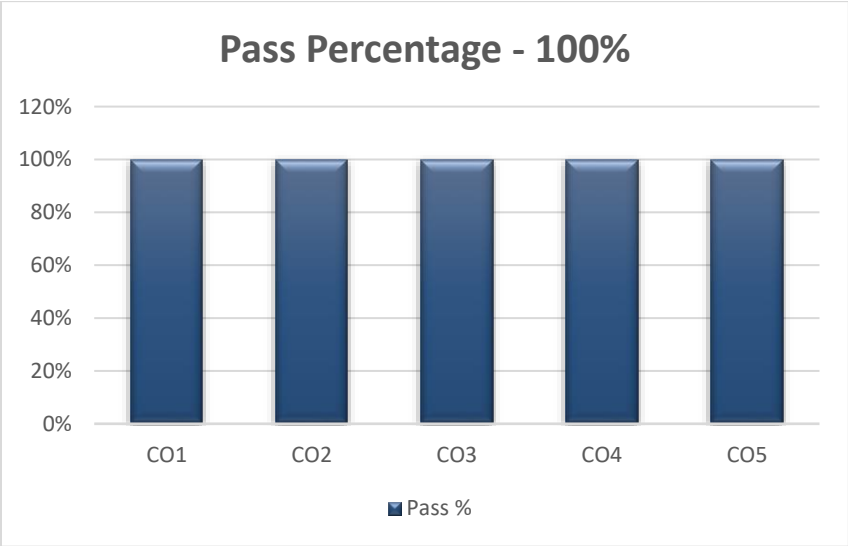
Result Analysis

Total No of Students	8
No of Students Appeared	8
No of Students Absent	0
No of Students Passed	8
No of Students Failed	0
Pass %	**100%**

COURSE OUTCOME

COURSE – BA   **SEMESTER – VI**

## TITLE OF THE PAPER –5.2- INTRODUCTION TO ELECTRONIC MEDIA

OBJECTIVE - The course exposes the students to a brief theoretical background in order to facilitate radio and television programme production and film appreciation. The   students are introduced to the production techniques and stages of documentary and short filmmaking.

Po's

1. Recall the history and evolution of radio and television.
2. Comprehend the principles of writing for radio and television.
3. Apply knowledge of radio and television production techniques to plan a program.
4. Analyze recent trends in radio and television broadcasting in India.
5. Evaluate the growth of Kannada cinema and its impact on the Indian film industry.

COURSE ATTAINMENT

Questions	CO1	CO2	CO3	CO4	CO5
No of Students Appeared	11	11	11	11	11
No of Students Passed	11	11	11	11	11
No of Students Failed	0	0	0	0	0
Pass %	100 %	100 %	100 %	100%	100 %
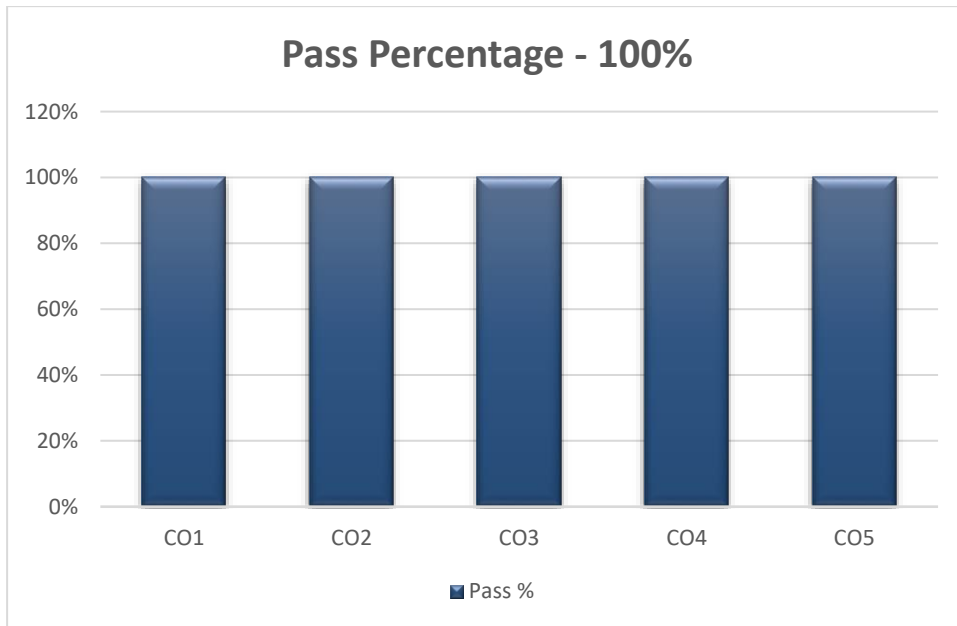
Pass Percentage - 100%

Result Analysis

Total No of Students	11
No of Students Appeared	11
No of Students Absent	0
No of Students Passed	11
No of Students Failed	0
Pass %	**100%**

COURSE OUTCOME

COURSE – BA   **SEMESTER – VI**

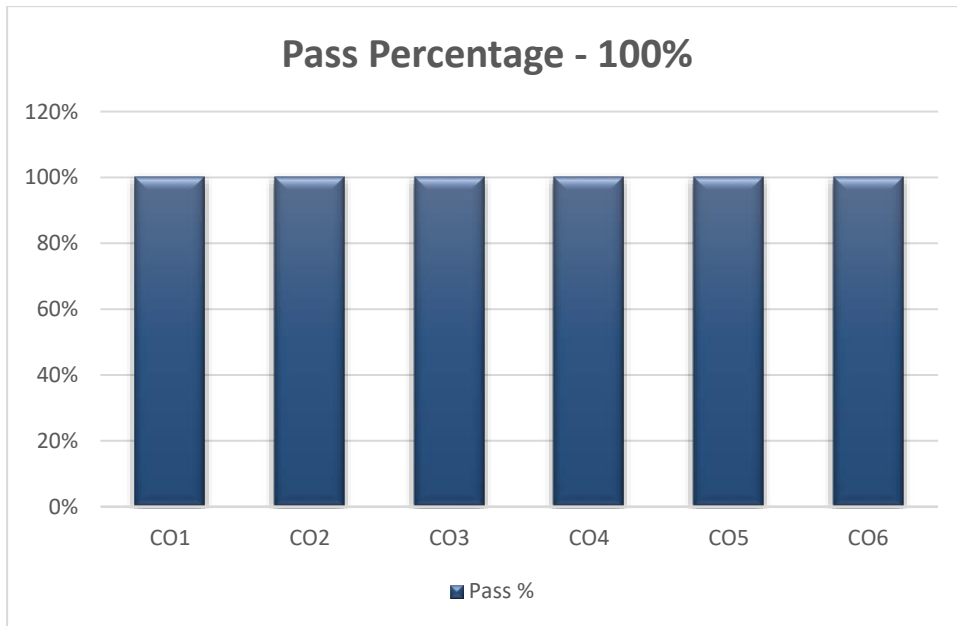## TITLE OF THE PAPER –6.1- ADVERTISING AND PUBLIC RELATIONS

OBJECTIVE - The course will provide students a fundamentals understanding about advertising and corporate communication and its place in business, branding and society. Explain public relations as an ethical practice, a planned. Process and as a managerial concept and behavioural science.

Po's

1. Describe the definition, nature, scope, and functions of advertising.
2. Analyze different types of advertising agencies and their functions.
3. Evaluate the importance of copywriting techniques in advertising.
4. Discuss the nature and scope of public relations.
5. Apply knowledge of tools used in PR such as house journals, press conferences, press releases, exhibitions, and web tools.
6. Summarize the importance of advertising, public relations, and corporate communication in an organization.

COURSE ATTAINMENT

Questions	CO1	CO2	CO3	CO4	CO5	CO6
No of Students Appeared	11	11	11	11	11	11
No of Students Passed	11	11	11	11	11	11
No of Students Failed	0	0	0	0	0	0
Pass %	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**

Pass Percentage - 100%

Result Analysis

Total No of Students	11
No of Students Appeared	11
No of Students Absent	0
No of Students Passed	11
No of Students Failed	0
Pass %	**100%**