



Master of Arts (Journalism & Mass Communication)

Program Outcomes (POs)

- PO1:** To demonstrate both theoretical and practical knowledge competency in theories and techniques of media and communication.
- PO2:** To demonstrate ability to critically analyse information and dissemination of knowledge and information.
- PO3:** To equip students with the ability to create and critique media texts and processes.
- PO4:** To demonstrate knowledge and application of ethics and morals in media and communication in abidance with the Constitution of India.
- PO5:** To equip students with strong media research aptitude and demonstrate ability to conduct and critique academic research.
- PO6:** Self-directed and Life-long Learning: Acquire the ability to engage in independent and life-long learning in the broadest context of socio-technological changes.
- PO7:** Effective Citizenship: Demonstrate empathetic social concern and equity centred national development, and the ability to act with an informed awareness of issues and participate in civic life through volunteering.

Programme Specific Outcomes (PSOs)

- PSO1:** To equip students with the required skills to adapt to opportunities and challenges of an evolving global media environment.
- PSO2:** To inculcate the ability to recognise and identify ethical conflicts in interpretative journalism and apply ethical reasoning in media practice.
- PSO3:** To assist students in developing holistic responses to evolving media needs relative to the needs and interests of society, citizens and relevant stakeholders
- PSO4:** Identify, evaluate, analyse, interpret and apply theoretical media knowledge to address problems and decisions associated with media and communication industry.
- PSO5:** To equip students with communication skills required for a media communication professional
- PSO6:** To inculcate a media research aptitude based on ethical research norms and media practice based on professional standards.

Semester - 1

Course Outcomes (COs)

2019-20 Batch

Semester	Course Code	Course Name	Course Outcomes (COs)
I	19MAJM1H01	Communication & Media Theories	CO1: Explain the fundamental concepts of communication and the theories.
			CO2: Examine different types and functions of mass media.
			CO3: Explain the various theories of communication.
			CO4: Compare the various theories of communication.
			CO5: Review contemporary issues of media in India.
			CO6: Assess the impact and influence of mass communication on society.
			CO7: Apply principles of communication theories in research.
			CO8: Apply principles of communication theories in social and professional life.
	19MAJM102	International communication & global media politics	CO 1: To explain the fundamentals of communication and the theories and concepts related to the same
			CO 2: Demonstrate the ability to use the models of communication to their benefit with the help of the knowledge they gain through the course.
			CO 3: Utilise their knowledge of the various communication theories in understanding the everyday communication patterns and trends.
			CO4: Assess and evaluate various media texts with the help of the understanding of various theories connected to political economy of media.
			CO5: Create media texts and content that are guided by the understanding of the various gatekeeping models and theories
	19MAJM103	Advertising & Public Relations	CO1: Explain the fundamentals of advertising and public relations and discuss the changing trends in the

Semester	Course Code	Course Name	Course Outcomes (COs)
			same.
			CO2: Demonstrate the ability to create an Ad. campaign according to the trends using the knowledge they gain through the course.
			CO3: Utilise their knowledge of the various communication strategies and create PR campaign for an optimum outcome.
			CO4: Assess and evaluate various Ad and PR concepts and discern the quality of the same. CO5: Create ethical and good quality ad and PR concepts with the help of the vast knowledge they gain through the course.
	19MAJM104	Photojournalism	CO1: Define the foundation principles and evolution of good photography
			CO2: Describe the essential concepts and photography's importance in history and society.
			CO3: Demonstrate familiarity with varied forms of the still image, creating exiting visual representation of stories and providing impacting photos by photojournalist.
			CO4: Criticize gripping images that communicate the intended message with accurate captions.
			CO5: Assess an individual style in photographic look
			CO6: Develop awareness and competency in self-promotion, marketing and the business of photography as a life-long career.
	19MAJM1H05	Print Media	CO1: Define the fundamentals of print journalism and discuss the relevance of learning the same.
			CO2 Demonstrate the ability to write for different beats of print journalism and specialise in one if needed.

Semester	Course Code	Course Name	Course Outcomes (COs)
			CO3: Utilise their understanding of the organisational structure of a newspaper and work at the various capacities and be able to upgrade their skills according to the demands of the industry.
			CO4: Assess various written documents and edit them according to their content and quality.
			CO5: Design a newspaper or a magazine or any publication with the help of the skills they acquire during the course.

SEMESTER – 2

II	19MAJM201	Audio Visual Communication	CO1: Develop proficiency in audio-visual communication techniques, methods, processes and trends.
			CO2: Examine the impact of audio visual media on society.
			CO3: Demonstrate various studio production techniques and produce quality digital content.
			CO4: Summarize the history and development of electronic mass communication and understand its society
			CO5: Prove the influential power of radio and television by examining previous examples.
	19MAJM202	Emerging Media	CO1: Describing the theories and fundamentals of new media.
			CO2: Compare the relationship between digitization and the changing dynamics of journalism.
			CO3: Demonstrate the role of digitization in the changing roles of journalists & journalism as a whole industry.

			CO4: Interpreting the various cyber laws of digital media.
	19MAJM203	Media Research	CO1: Explain the concept, development and importance of media research.
			CO2: Discuss various types of data and sampling procedures.
			CO3: Using various research approaches for mass media research.
			CO4: Using various techniques of data analysis for interpretation of data.
			CO5: Develop APA style of writing for research projects.
	19MAJM204	Development Journalism	Define the developmental goals of communication
			Explain the important aspects of communication theory
			Demonstrate the theories and applications of communication for development
			Compare different communication strategies
			Assess and strategically plan and manage social conflicts constructively and apply the tools of behavior change communication
			Design and apply strategies for communicating using technology
	19MAJM205	Media Law	CO1: Define different provisions of Indian Constitution.
			CO2: Discuss the intricacies of freedom of speech & expression as ensured by the Constitution of India and the agencies working for the same.
			CO3: Interpret working knowledge of different media Acts.
			CO4: Examine the regulations of PCI, WAGE BOARDS, ASCI & Film Certification & Censorship.
			CO5: Demonstrate how media laws, regulations and ethics empower media practitioners to perform their duties with commitment.

Semester -3

	19MAJM301	Cyber Culture	CO1: Explain the fundamentals of digital world and its processes in detail with the help of various relevant examples.
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			CO2: Demonstrate the ability to understand the processes involving social media and be digitally literate
			CO3: Utilise their understanding of social media in using the same judiciously for better cause.
			CO4: Assess various online activities in terms of ethics and consequences and be able to help enlighten the netizens of the repercussions.
			CO5 Design an online campaign for any cause they care for making use of the knowledge they gained through the course.
	19MAJM302	Data Journalism	CO1: Discuss the concept of data journalism and its importance.
			CO2: Discuss the concept of data collection and data management.
			CO3: Understanding data and using it in various forms including info graphics.
			CO4: Analyzing data and making it into SEO friendly news stories
			CO5: Analyse Web 3.0 and audience specific information
	19MAJM303	Advanced Media Research & Project work	CO1: Understand theoretical as well as practical applicability on media research, especially on writing a research paper.
			CO2: Demonstrate ability to publish and present research papers in national & international conferences
			CO3: Explain the concept, development and importance of media research.
			Discuss various types of data and sampling procedures.
			CO4: Using various research approaches for mass media research.
			CO5: Using various techniques of data analysis for interpretation of data.
	19MAJM304	Social Media Marketing	To explain the fundamentals of social media marketing and the concepts related to the same.
			Demonstrate the ability to use social media marketing to their benefit with the help of the knowledge they gain through the course.
			Utilise their knowledge of the various social media marketing skills in understanding the everyday social media trends.
			Assess and evaluate various social

			media marketing trends with the help of the understanding of various trends connected to social media marketing.
			Create media texts and content that are guided by the understanding of the various social media marketing trends.
	19MAJM305	Story Telling for Digital Media	CO1: Discussing ideation and imagination of storytelling
			CO2: Assessing and exploring the importance of plot in the story
			CO3: Comparing how the character are driven in stories
			CO4: Discussing the construction of different events
			CO5: Illustrating visual narration through storytelling
	19MAJM306	Media Management & Digital Entrepreneurship	CO1: Explain the various theories and concept of media management.
			CO2: Examining the work force management in Media.
			CO3: Describe the legal issues in media business.
			CO4: Examine the concept digital entrepreneurship in social media era.
	19MAJM307	Advanced Journalistic Writing	CO1: Distinguish between technical writing and other forms of writing
			CO2: Explain the process of software development life cycle and document development life cycle
			CO3: Make use of grammatical rules to write with clarity
			CO4: Create and edit great content for technical reports, project proposals, product manuals, technical documents
			CO5: Use instructional design for e-learning
	19MAJM308	WEB 5.0	C01: Define the structure and development of world wide web
			C02: Outlining the importance and future role of sensory emotive web
			C03: Discuss the current developments and problems concerning user behavior

			and engagement model web.
			C04:Employ process of creating original and compelling contents for user based web
			C05: Assess the role of content creator in digital landscape
	19MAJM309	Television & Documentary Production	CO1: Develop trend in understanding the television production better
			CO2: Examine the documentary production and its presentation in present scenario
			CO3: Demonstrate the full-fledged technical production process in studios
			CO4: Summarize the best of script writing with screen writing in deriving meaning to TV Program
			CO5: Prove how the trend in documentary film making has created the impact
	19MAJM310	Theater and Performing Arts	CO1: Illustrate the theatre and dramatics foundations of Play elements and Performance
			CO2: Examine the changes in the field of drama and presentation with different voice modulation styles
			CO3: Assess the significance of technical aspects of lighting the stage and also knowing the audio functionality for the play
			CO4: Outline the best of makeup skills along with knowledge of costume design
			CO5: Describe the importance of direction and production of a play

Semester - 4

	19MAJM401	Media, Society & Culture	CO1: The complexities and interrelations between media, culture and society
			CO2: Apply theoretical tools to critique media texts/Provide alternatives to existing media and media texts
			CO3: Provide critical analysis and

			reviews of media texts and how to improve the analyse texts in order for it to be beneficial to the society
	19MAJM402	Film Studies	CO1: Students should develop a broadly interdisciplinary approach to an understanding of film and its role in society
			CO2: Interpret the history of international cinema and Indian Cinema as well
			CO3: Employ theoretical and disciplinary tools in the analysis and assessment of film and filmic images
			CO4: Prove competence in some format associated with visual media—digital video, digital music, screenwriting, photography, or animation
			CO5: Developing critical responses to cinematic work based upon aesthetic or cultural values other than the entertainment model
	19MAJM403	Mobile & 360 Journalism	CO1: Define the foundation principles and basics of Mobile Journalism
			CO2: Describe the essential concepts news production using MOJO technique
			CO3: Demonstrate familiarity with providing an innovation and idea in creating impact of Podcasting on society
			CO4: Criticize gripping images that communicate the intended message with accurate captions.
			CO5: Demonstrate the working of the Virtual reality and other advanced forms of Artificial Intelligence
			CO6: Develop the skill related to Netizen journalism in the competitive news world
	19MAJM404	Writing For Media	CO1: Understand the generic principles of writing, both journalistic writing, literary writing and technical writing
			CO2: Interpret the news values or news

			worthiness of any event or incident, journalistic writing as a whole
			CO3: Differentiate the principles of different types of writing for print media, ie. magazine, newspaper and feature, news feature etc.
			CO4: Evaluate the basic elements of news writing for broadcast media
			CO5: Develop competency in content creation for new media
	19MAJM405	Dominant Streams of Mainstream Media	CO1: Discuss the major issues of environmental communication
			CO2: Interpreting the importance global communication in terms of Conflict communication
			CO3: Examining the challenges and importance of health communication
			CO4: Discussing the trending concepts of business journalism
			CO5: Explaining the impact of political communication
	19MAJM406	Integrated Marketing Communication	CO1: Discuss the concept of IMC.
			CO2: Explain various components of IMC.
			CO3: Creating IMC messages.
			CO4: Examining tactics for brand awareness and brand attitude
			CO5: Developing IMC plan
	19MAJM407	Digital Media Publishing	CO1: Discussing the concept of Digital Media Publishing.
			CO2: Illustrate the concept of visualization in brand planning
			CO3: Demonstrate the art of storyboarding
			CO4: Examining the content of Visual appreciation
			CO5: Discussing the importance of Graphic Designing
	19MAJM408	Digital Film-Making (P)	CO1: Use the concept of script writing in digital film making.
			CO2: Use the concept of cinematography in digital film making
			CO3: Examine the role of various personnel involved in film making.
			CO4: Describe the use of sound designing and video editing in post-production.
			CO5: Identify the key elements in pre-production stage.

			CO1: Define the principles & concepts of Graphic Designing and E - content.
	19MAJM409	Graphic Design & content	CO2: Describing different categories of Designing and Content generation.
			CO3: Interpreting the various techniques of designing in multimedia applications.
			CO4: Distinguishing the aspect of colour correction in video
			CO5: Assess the importance of text and its usage in digital content
	19MAJM410	Advanced Photography(P)	CO1: Discuss basic concepts of photography.
			CO2: Demonstrate the concepts and working of lighting
			CO3: Distinguishing the various types of photography
			CO4: Discuss the editing techniques of photography
			CO5: Creating photography portfolios