



Fatima College

(Autonomous)

Re-Accredited with 'A++' (CGPA 3.61) by NAAC (Cycle- IV)

College with Potential for Excellence (2004 - 2019)

101 - 150 Rank Band in India Ranking 2021 (NIRF)

Mary Land, Madurai - 625 018, Tamil Nadu.



FATIMA COLLEGE (AUTONOMOUS), MADURAI – 625018 2020 – 2021

CRITERION 1 - CURRICULAR ASPECTS

1.1.1 Curricula developed and implemented have relevance to the local, national, regional and global developmental needs which is reflected in Programme outcomes (POs), Programme specific outcomes (PSOs) and Course Outcomes (COs), of the Programmes offered by the Institution.

NAME OF THE PROGRAMME: B.A. JOURNALISM & MASS COMMUNICATION

PROGRAMME CODE : USJM

PROGRAMME OUTCOMES:

PO1: Emerge as confident media professionals

PO2: Recognize and practice ethical principles of journalism **PO3** Acquire as Media literacy skills

PO3: Become aware of use/ abuse of social media

PO4: Take cognizance of the dynamic socio-culture-political shifts in society **PO6** Express concern for the less privilege

PO5: Face challenge in a multicultural, pluralistic society **Programme Specific Outcomes:**



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PROGRAMME SPECIFIC OUTCOMES:

PSO1 The students would pick up skills like photojournalism Radio, Video jockeying.

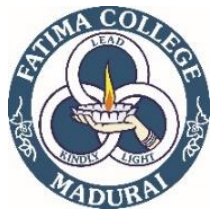
PSO2 The students would be adept at media related software.

PSO3 The students would be skilled at working for the media houses as they undergo internship.

PSO4 The learners would be able to critique the portrayal of women and gender in the media.

PSO5 The learners would be well equipped to be placed in mainstream media.

COURSE CODE	COURSE TITLE	NATURE OF THE COURSE (LOCAL/ NATIONAL/ REGIONAL/ GLOBAL)	COURSE DESCRIPTION	COURSE OUTCOMES
19JM1CC1	Introduction to Journalism & Mass Communication	All levels	This course covers the historical evolution of media. Contemporary developments are also included.	CO1- Understand the definition, need and importance of journalism and mass communication. CO2- Trace the origin and



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				<p>development of various media.</p> <p>CO3- Learn the Qualities, duties, rights and responsibilities of a Journalist.</p> <p>CO4- Gain adequate knowledge about various branches in Journalism.</p> <p>CO5- Apply knowledge of the relationship between Media and Society in analyzing Media contents.</p>
19JM1AC1	News Reporting and Writing	All levels	The course enables students learn the basic techniques of gathering,	CO1- Evaluate newsworthiness of information.



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			analysing and writing news for the media.	<p>CO2- Demonstrate an understanding of story idea creation.</p> <p>CO3- Comprehend the basic structure and format of a news story (lead, body, and conclusion).</p> <p>CO4- Produce Content for Print, Broadcast and blogs and websites.</p> <p>CO5- Demonstrate an understanding of online journalism and alternative story forms.</p> <p>CO6- Demonstrate an understanding of journalism</p>
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				ethics.
19JM1NME	Event Management	All levels	This course allows students to build their fundamental knowledge of modern event management.	CO1- Comprehend role of event planners. CO2- Acquire and apply the skills required to plan an event. CO3- Enhance their innovativeness in managing the media. CO4- Plan an event with the knack of organizational skill. CO5- Demonstrate a planned event displaying promotional skills.
19JM2CP2	Photo Journalism	All levels	The course enables students to apply photography skills to the practice of shooting	CO1- Understand the Elements of Photography and its functions.



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			individually and in group on specific assignments.	<p>CO2- Learn Aesthetics of Photography, composition and Visual Story Telling.</p> <p>CO3- Acquire Knowledge in Basic Lighting, Exposure and Focusing.</p> <p>CO4- Hands on Experience to Setup Lights for Indoor or an Outdoor Photography.</p> <p>CO5- Learn Different types of photography - Nature, wildlife, sports and social media photography Instagram, Pinterest, Flickr, Tumblr, WordPress and Final</p>
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				album Making.
19JM2NME	Event Management	All levels	This course allows students to build their fundamental knowledge of modern event management.	<p>CO1- Comprehend role of event planners.</p> <p>CO2- Acquire and apply the skills required to plan an event.</p> <p>CO3- Enhance their innovativeness in managing the media.</p> <p>CO4- Plan an event with the knack of organizational skill.</p> <p>CO5- Demonstrate a planned event displaying promotional skills.</p>
19JM1CP1	News Editing	All levels	The course enables students	CO1- Define and identify the



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	Techniques		to grasp the practice, duties and ethics involved in news editing.	<p>role of editor.</p> <p>CO2- Understand the significance of using accurate language for the media.</p> <p>CO3- Analyse the importance of pictures, style sheets and captions.</p> <p>CO4- Apply the skills acquired to work on layout.</p> <p>CO5- Design a Newspaper and Magazine using software.</p>
19JM2AC 2	National and International Affairs	All levels	The course enables students to analyse National and International events/issues from a critical perspective.	CO1- Understand the significance of Citizen led movements in India.



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				<p>CO2- Trace the evolution of Dravidian politics in Tamil Nadu.</p> <p>CO3- Analyse the various Political Theories.</p> <p>CO4- Evaluate the causes and processes of modern and neo-colonial international issues.</p> <p>CO5- Critique some controversial laws and demonstrate critical thinking skills through writing and discussion.</p>
19JM3CC 3	Radio and Television Production	All levels	The course enables students to learn the production process and techniques	CO1- Comprehend the format and crew of Radio and television Programmes.



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	Techniques		involved in Radio and Television Production.	<p>CO2- Gain knowledge and understanding of different media systems operating at the national and international level.</p> <p>CO3- Demonstrate knowledge and understanding of the workings of media institutions and actors, media governance and regulatory structures.</p> <p>CO4- Display the skills required for media production.</p> <p>CO5- Identify the ethical violations in Radio and Television Programme.</p>
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19JM3CP3	Broadcast Journalism	All levels	The practical course gives experience to students in the application of audio-visual technologies.	<p>CO1- Conceptualize, write scripts and storyboard for various Genres.</p> <p>CO2- Gain Hands on Experience in handling Camera and Techniques.</p> <p>CO3- Know the importance of the audio and the recording process.</p> <p>CO4- Produce Radio News Bulletins and Television News Bulletins.</p> <p>CO5- Produce News Story for TV and Radio.</p> <p>CO6- Apply various cinematography</p>
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				techniques& software required for Anchoring a Show.
19JM3SB1	Basics of Audio and Video Editing	All levels	This course enables students to learn the application of audio- visual editing.	<p>CO1- Comprehend the basic editing tools and techniques of sound and video recordings.</p> <p>CO2- Understand file formats and methods of editing.</p> <p>CO3- Get an overview on nonlinear editing.</p> <p>CO4- Learn Basics of Adobe premiere Pro and its functions.</p> <p>CO5- Hands on Experience in handling Recording and</p>



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				Editing of Audio and Video Programs.
19JM4CC 4	Communication Theories	All levels	The overarching goal of this course is to analyse communication in a systematic way.	CO1- Understand the classification of Communication. CO2- Learn Model of communication CO3- Analyse Normative Theories CO4-Evaluate the different communication Theory. CO5-Understand the role of communication theory.



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19JM4CP4	Television Production	All levels	This is a skill-based course designed to enable the learners to acquire basic skills required to become a journalist. This Course is an introduction to the basic principles, procedures & techniques of Television Production.	CO1- Understand the various Pre- production Activities. CO2- Plan and execute the production process. CO3- Remove green matte background and create an animated title. CO4- Operate the studio console and equipment. CO5- Demonstrate competency in shooting.
19JM4AC4	Basics of Advertising	All levels	This course enables the students to learn the nature of advertisement and their scope in media.	CO1- Trace the origin and development of advertising and Nature and Scope of Advertising.



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				<p>CO2- Analyse the different types of advertising& advertising agencies.</p> <p>CO3- Learn the Elements of ad copy in advertisement.</p> <p>CO4- Understand the components of a brand image.</p> <p>CO5- Acquire knowledge on public relation.</p>
19JM4SB2	Advertisement Production	All levels	This course focuses on advertisements that are placed in websites, television ads, newspapers, films or magazines.	<p>CO1: Demonstrate understanding of the elements and principles of Graphic design.</p> <p>CO2: Understand colour and colour mixing.</p> <p>CO3: Gain practical</p>



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				<p>knowledge in designing logos, visiting card, Advertisement for various media.</p> <p>CO4: Comprehend basics of Adobe Photoshop and its functions.</p> <p>CO5: Gain knowledge of production techniques of print advertisement.</p> <p>CO6: Acquire practical experience in advertisement production.</p>
JM5CC5	Development Communication	All levels	The course introduces students to the role of information, communication and the media in	CO1- Recognize and explain the concept and importance of development.



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			development and social change.	CO2- Distinguish between Communication and development communication. CO3- Describe use of different media in development communication. CO4- Evaluate developmental approaches and programmes in the context of Economic and development theories. CO5- Understand key issues in sustainable development as a basis for engaging in effective development
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				communication. CO6- Describe dimensions of development and the development policy frameworks.
JM5CC6	Film Studies	All levels	This course deals with various theoretical, historical, and critical approaches to films.	CO1- Acquire knowledge on history of Cinema, cinema movements. CO2- Understand the key production roles and responsibility. CO3- Acquire knowledge in film language. CO4- Gain awareness of the historical and theoretical relations of media. CO5- Analyse structures of



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				power, economics, and ideology and film genres. CO6- Critique narration in relation to real life.
JM5CC7	Media Literacy	All levels	This course aims to make the students understand the dynamics behind media messages.	CO1- Understand the importance and impact of media and Media Literacy concepts. CO2- Safely and responsibly access a variety of media texts from different media platforms. CO3- Understand the Interactive Media. CO4- Develop the ability to broadcasting their



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				perspectives on Media. CO5- Learn practical media skills photoshop, video editing. CO6- Act as a responsible digital citizen.
JM5ME1	Documentary Film Production	All levels	The central goal of this course is to provide students with perspectives, background, and ways of thinking about documentary films that will facilitate critical inquiry and enlightened viewing, both in this class and in their film-going future.	CO1- Grasp pre-production process.CO2- Prepare a budget and script. CO3- Plan the production process. CO4- Understand post production process. CO5- Execute dubbing and translation. CO6- Understand distribution process.
JM5ME2	Short Film	All levels	This course involves	CO1- Grasp pre-production



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	Production		practical study of the creative and technical aspects of film production. Students will make a dramatic film in small groups. This will develop their skills at scripting, photography, mise-en-scene, performance, editing, sound recording and mixing.	process.CO2- Prepare a budget and script. CO3- Plan production Process. CO4- Comprehend post production process. CO5- Execute dubbing and translation. CO6- Understand distribution process.
JM5SB3	Specialised Reporting	All levels	Specialized reporting is a skill- based paper intended for the students to choose their area of interest and work on the nuances of a specific field. This will help them identify themselves	CO1- Identity areas of interest in reporting. CO2- Transform themselves into a special correspondent. CO3- Analyse and sort out problems in reporting. CO4- Get acquainted with the



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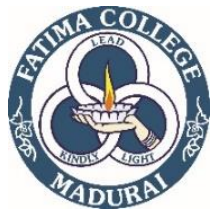
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			excelled in writing reports on the particular type of news they get.	types of reporting. CO5- Become adept at the techniques of writing a specific report. CO6- Predict conclusions from composite premises.
JM5SB4	Broadcast Media Operation	All levels	The intern will be exposed to a particular area of specialization and hence pick up relevant skills.	CO1- Learn media management. CO2- Understand the structure of media organization. CO3- Gain knowledge in designing logos, visiting card, advertisement for various media. CO4- Get a hands on experience of situations and functioning of the



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				media industry. CO5- Gather relevant skills for a career in the media.
JM6CC8	National and International Affairs	All levels	The course enables students to analyse global events/issues from a critical perspective.	CO1- Define the role of the Constitution in a democratic society. CO2- Describe theories of international relations. CO3- Skilfully use extensive sources of information including internet, government publications, professional journals, and newspaper. CO4- Evaluate the causes and processes of modern international issues.



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				CO5- Critique some controversial laws. CO6- Demonstrate critical thinking skills through writing and discussion.
JM6CC9	Basic Media Research	All levels	This course presents methods that are central to research in media and communication. Methods include research, interviews, surveys and introductory statistics.	CO1- Critically analyse research methods and develop the skills for writing a thesis. CO2- Outline the basic framework of research process. CO3- Apply the concepts of research and its methods in the thesis. CO4- Employ the required formats for citation.



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				<p>CO5- Demonstrate the knowledge of research process with practical experience.</p> <p>CO6- Identify the research topics pertinent to Media.</p>
JM6CC10	New Media	All levels	This course enables the students to build their foundational knowledge on New Media.	<p>CO1- Recognize the tenets of online journalism and the new media.</p> <p>CO2- Analyse the role and importance of the Internet as a component of mass media.</p> <p>CO3- Critique social issues to develop good citizenry.</p> <p>CO4- Transform into ethical</p>



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				Journalists. CO5- Contribute to the college and the department blog site and the media in general. CO6- Create a blog of their own.
JM6ME3	Business Communication	All levels	This course help the students to learn the Effective use of various types of oral, written and digital communication modes geared to a range of business audiences.	CO1- Demonstrate a good understanding of effective business writing. CO2- Create and deliver effective business presentations. CO3- Learn the importance of speaking. CO4- Understand public



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				<p>relation skills.</p> <p>CO5- Connect the media through news releases.</p> <p>CO6- Become media savvy.</p>
JM6ME4	Integrated Marketing Communication	All levels	This course enables the students to understand the principles and practices of marketing communication, involving tools used by marketers to inform consumers.	<p>CO1- Comprehend integrated marketing communications.</p> <p>CO2- Understand perspectives on consumer behaviour.</p> <p>CO3- Develop the integrated marketing communications program.</p> <p>CO4- Gain knowledge on media planning and strategy.</p> <p>CO5- Learn about public relations</p> <p>CO6- Analyse broadcast</p>



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				media. disruptions among women, men, and sexual minorities.
JM6SB6	Women and Media	All levels	This course enables the students to understand the role and representation of women in media.	<p>CO1- Comprehend the classification of Feminism.</p> <p>CO2- Understand and acquire knowledge on the history of roles of women in media.</p> <p>CO3- Evaluate women's position in soap operas.</p> <p>CO4- Critically estimate the role of women in advertisements.</p> <p>CO5- Perceive media laws and cybercrime regulations</p>



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				for women. CO6- Analyse the representation of women through mass media.
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