



# 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**

**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
- PO4 Become aware of use/ abuse of social media
- PO5 Take cognisance of the dynamic socio-culture-political shifts in society PO6 Express concern for the less privilege
- PO7 Face challenge in a multicultural, pluralistic society

Programme Specific Outcomes:

### **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.



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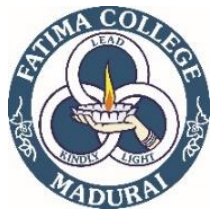
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PSO5 The learners would be well equipped to be placed in mainstream media.

COURSE CODE	COURSE TITLE	COURSE OUTCOMES
19JM1CC1	Introduction to Journalism & Mass Communication	CO1: Understand the definition, need and importance of journalism and mass communication. CO2: Trace the origin and development of various media. CO3- Learn the Qualities, duties, rights and responsibilities of a Journalist. CO4- Gain adequate knowledge about various branches in Journalism. CO5- Apply knowledge of the relationship between Media and Society in analyzing Media contents.
19JM1AC1	News Reporting and Writing	CO1- Evaluate newsworthiness of information. CO2- Demonstrate an understanding of story idea creation. CO3- Comprehend the basic structure and format of



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		<p>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 ethics.</p>
19JM1NME	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>
19JM2CP2	Photo Journalism	<p>CO1- Understand the Elements of Photography and its</p>



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		<p>functions.</p> <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 album Making.</p>
19JM2NME	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</p>



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		skill. CO5- Demonstrate a planned event displaying promotional skills.
19JM1CP1	News Editing Techniques	CO1- Define and identify the role of editor. CO2- Understand the significance of using accurate language for the media. CO3- Analyse the importance of pictures, style sheets and captions. CO4- Apply the skills acquired to work on layout. CO5- Design a Newspaper and Magazine using software.
19JM2AC2	National and International Affairs	CO1- Understand the significance of Citizen led movements in India. CO2- Trace the evolution of Dravidian politics in Tamil Nadu. CO3- Analyse the various Political Theories. CO4- Evaluate the causes and processes of modern



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		and neo-colonial international issues. CO5- Critique some controversial laws and demonstrate critical thinking skills through writing and discussion.
19JM3CC3	Radio and Television Production Techniques	CO1- Comprehend the format and crew of Radio and television Programmes. CO2- Gain knowledge and understanding of different media systems operating at the national and international level. CO3- Demonstrate knowledge and understanding of the workings of media institutions and actors, media governance and regulatory structures. CO4- Display the skills required for media production. CO5- Identify the ethical violations in Radio and Television Programme.
19JM3CP3	Broadcast Journalism	CO1- Conceptualize, write scripts and storyboard for various Genres. CO2- Gain Hands on Experience in handling Camera



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		<p>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 techniques &amp; software required for Anchoring a Show.</p>
19JM3SB1	Basics of Audio and Video 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 Editing of Audio and Video Programs.</p>
19JM4CC4	Communication Theories	<p>CO1- Understand the classification of Communication.</p>



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		CO2- Learn Model of communication CO3- Analyse Normative Theories CO4-Evaluate the different communication Theory. CO5-Understand the role of communication theory.
19JM4CP4	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	CO1- Trace the origin and development of advertising and Nature and Scope of Advertising. CO2- Analyse the different types of advertising& advertising agencies. CO3- Learn the Elements of ad copy in advertisement. CO4- Understand the components of a brand image. CO5- Acquire knowledge on public relation.





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19JM4SB2	Advertisement Production	<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 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	<p>CO1- Recognize and explain the concept and importance of development.</p> <p>CO2- Distinguish between Communication and development communication.</p> <p>CO3- Describe use of different media in development communication.</p> <p>CO4- Evaluate developmental approaches and</p>



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		<p>programmes in the context of Economic and development theories.</p> <p>CO5- Understand key issues in sustainable development as a basis for engaging in effective development communication.</p> <p>CO6- Describe dimensions of development and the development policy frameworks.</p>
JM5CC6	Film Studies	<p>CO1- Acquire knowledge on history of Cinema, cinema movements.</p> <p>CO2- Understand the key production roles and responsibility.</p> <p>CO3- Acquire knowledge in film language.</p> <p>CO4- Gain awareness of the historical and theoretical relations of media.</p> <p>CO5- Analyse structures of power, economics, and ideology and film genres.</p> <p>CO6- Critique narration in relation to real life.</p>



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JM5CC7	Media Literacy	<p>CO1- Understand the importance and impact of media and Media Literacy concepts.</p> <p>CO2- Safely and responsibly access a variety of media texts from different media platforms.</p> <p>CO3- Understand the Interactive Media.</p> <p>CO4- Develop the ability to broadcasting their perspectives on Media.</p> <p>CO5- Learn practical media skills photoshop, video editing.</p> <p>CO6- Act as a responsible digital citizen.</p>
JM5ME1	Documentary Film Production	<p>CO1- Grasp pre-production process.CO2- Prepare a budget and script.</p> <p>CO3- Plan the production process.</p> <p>CO4- Understand post production process.</p> <p>CO5- Execute dubbing and translation.</p> <p>CO6- Understand distribution process.</p>
JM5ME2	Short Film Production	<p>CO1- Grasp pre-production process.CO2- Prepare a budget and script.</p>



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		<p>CO3- Plan production Process.</p> <p>CO4- Comprehend post production process.</p> <p>CO5- Execute dubbing and translation.</p> <p>CO6- Understand distribution process.</p>
JM5SB3	Specialized Reporting	<p>CO1- Identity areas of interest in reporting.</p> <p>CO2- Transform themselves into a special correspondent.</p> <p>CO3- Analyse and sort out problems in reporting.</p> <p>CO4- Get acquainted with the types of reporting.</p> <p>CO5- Become adept at the techniques of writing a specific report.</p> <p>CO6- Predict conclusions from composite premises.</p>
JM5SB4	Broadcast Media Operation	<p>CO1- Learn media management.</p> <p>CO2- Understand the structure of media organization.</p> <p>CO3- Gain knowledge in designing logos, visiting card, advertisement for various media.</p> <p>CO4- Get a hands on experience of situations and functioning of the media industry.</p> <p>CO5- Gather relevant skills for a career in the media.</p>



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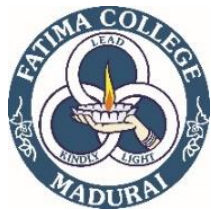
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JM6CC8	National and International Affairs	<p>CO1- Define the role of the Constitution in a democratic society.</p> <p>CO2- Describe theories of international relations.</p> <p>CO3- Skilfully use extensive sources of information including internet, government publications, professional journals, and newspaper.</p> <p>CO4- Evaluate the causes and processes of modern international issues.</p> <p>CO5- Critique some controversial laws. CO6- Demonstrate critical thinking skills through writing and discussion.</p>
JM6CC9	Basic Media Research	<p>CO1- Critically analyse research methods and develop the skills for writing a thesis.</p> <p>CO2- Outline the basic frame work of research process.</p> <p>CO3- Apply the concepts of research and its methods in the thesis.</p> <p>CO4- Employ the required formats for citation.</p> <p>CO5- Demonstrate the knowledge of research process</p>



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		with practical experience. CO6- Identify the research topics pertinent to Media.
JM6CC10	New Media	CO1- Recognize the tenets of online journalism and the new media. CO2- Analyse the role and importance of the Internet as a component of mass media. CO3- Critique social issues to develop good citizenry. CO4- Transform into ethical 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	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 relation skills.



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		CO5- Connect the media through news releases. CO6- Become media savvy.
JM6ME4	Integrated Marketing Communication	CO1- Comprehend integrated marketing communications. CO2- Understand perspectives on consumer behavior. CO3- Develop the integrated marketing communications program. CO4- Gain knowledge on media planning and strategy. CO5- Learn about public relations CO6- Analyse broadcast media. disruptions among women, men, and sexual minorities.