



# **FATIMA COLLEGE**

(Autonomous)

*Affiliated to Madurai Kamaraj University*

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

Mary Land, Madurai - 625018, Tamil Nadu

## **PROGRAMME OUTCOMES AND COURSE OUTCOMES**

**2021 – 2022**

**NAME OF THE PROGRAMME: B.A. Journalism and Mass Communication      PROGRAMME CODE: USJM**

### **Programme outcomes (POs)**

<b>PO 1</b>	Emerge as confident media professionals
<b>PO2</b>	Recognize and practice ethical principles of Journalism
<b>PO3</b>	Acquire Media literacy skills
<b>PO4</b>	Become aware of use/ abuse of social media
<b>PO5</b>	Take cognizance of the dynamic socio – cultural – political shifts in society
<b>PO6</b>	Express concern for the less privileged



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<b>PO7</b>	Face challenges in a multicultural, pluralistic society
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## **Course Outcomes (COs)**

<b>Course Code</b>	<b>Course Title</b>	<b>Course Outcomes</b>
19JM1CC1	Introduction To Journalism And 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: Acquire knowledge of New Media in the Society. CO6: Analyse globalization and News Flow.



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19JM1CP1	News Editing Techniques	CO1: Use accurate language for the media CO2: Proofread reports and stories CO3: Report on a particular issue, sector, organization, or institution (beat reporting) CO4: Draft a feature CO5: Design and edit a Newspaper/Magazine
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 a news story (lead, body, and conclusion). CO4: Produce Content for Print, Broadcast and blogs and websites CO5: Demonstrate an understanding of online journalism and alternative story forms.



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19JM1NME &19JM2NME	Event Management	CO1: Comprehend role of event planners. CO2: Analyse the skills required to plan an event. CO3: Enhance their innovativeness in managing the media CO4: Execute an event with the knack of organizational skill. CO5: Create professionalism through promotional skills.
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19JM2CC2	Media Laws And Ethics	<p>CO1: Appreciate the freedom of speech and expression</p> <p>CO2: Understand the major challenge of ethical journalism</p> <p>CO3: Learn how to solve simple media law cases.</p> <p>CO4: comprehend media constitutional laws</p> <p>CO5: Acquire Knowledge of Media Regulatory bodies of India</p>
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19JM2CP2	Photo Journalism	<p>CO1: Understand the Elements of Photography and its 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 in Camera operations CO5: Hands on Experience to Setup Lights for Indoor or an Outdoor Photography</p> <p>CO6: Learn Different types of photography Nature, wildlife, sports and social media photography</p>
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19JM2AC2	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: Skillfully 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</p> <p>CO6: Demonstrate critical thinking skills through writing and discussion.</p>
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19JM3CC3	Radio And Television Production Techniques	<p>CO1: Comprehend the language and power of the blind medium</p> <p>CO2: Identify the ethical violations in Radio and Television Programme.</p> <p>CO3: Demonstrate knowledge and understanding of the workings of media institutions and actors, media production process and media governance and regulatory structures.</p> <p>CO4: Gain knowledge and understanding of different media systems operating at the national and international level.</p> <p>CO5: Understand the nature and significance of audio-visual communication as a human activity CO6: Communicate effectively with</p> <p>media person as they are familiar with television vocabulary.</p>
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19JM3CP3	Broadcast Journalism	<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 techniques &amp; principles for Anchoring a Show</p>
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19JM3AC3	Media Culture And Society	<p>CO1: Understand the relationship between the state, media and the public.</p> <p>CO2: Understand the role of the media in the lives of individuals.</p> <p>CO3: Analyze media performance and content from a gender perspective.</p> <p>CO4: Identify misogyny, hegemony, culture representations and various other phenomena in films with ease.</p> <p>CO5: Critique the media content using theoretical frameworks such as Marshall McLuhan's.</p> <p>CO6: Evaluate a film and bring out the various layers of meaning.</p>
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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: Gain Knowledge in conceptualize, writing script and storyboarding for various Genres</p> <p>CO6: Hands on Experience in handling Recording and Editing of Audio and Video Programs</p>
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19JM4CC4	Communication Theories	CO1: Understand the classification of Communication CO2: Learn Model of communication CO3: Analyze Normative Theories: CO4: Evaluate the different communication Theory. CO5: Understand the role of communication theory CO6: Gain Knowledge in various media context
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19JM4CP4	Television Production	<p>CO1: write effectively for broadcast media with an emphasis on clarity, story structure and brevity.</p> <p>CO2: story board their concepts.</p> <p>CO3: Remove green matte background and create an animated title.</p> <p>CO4: Operate the studio console and equipment.</p> <p>CO5: demonstrate competency in shooting and editing video in the field and studio.</p> <p>CO6: Evaluate shows of Television Channels and provide a written critique.</p>
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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 CO3: Learn the Elements of ad copy in advertisement CO4: Understand the components of a brand image CO5: Identify the different types of advertising agency CO6: 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 color and color mixing</p> <p>CO3: Gain 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>
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19JM5CC5	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 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>
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19JM5CC6	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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19JM5CC7	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>
19JM5CP5	Documentary Production	<p>CO1: Grasp Pre –production process</p> <p>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>



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19JM5ME1	Business Communication	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
19JM5ME2	Specialized Reporting	CO1: Identity areas of interest in reporting. CO2: Transform themselves into a special correspondent. CO3: Analyze and sort out problems in reporting. CO4: Get acquainted with the types of reporting CO5: Become adept at the techniques of writing a specific report. CO6: Predict conclusions from composite premises



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19JM5SB3	Web Designing	CO1: Understand the Components of internet CO2: Grasp elements of HTML CO3: Create Website structure CO4: Gain knowledge of publishing websites CO5: Analyse on-line Editions of Newspapers CO6: Study the impact of Cyber journalism
19JM5SB4	Broadcast Media Operation	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 media industry CO5: Gather relevant skills for a career in the media



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19JM6CC8	Media Management	CO1: Define the Management in Media Organization CO2: Understanding Media Ownership CO3: Analyse the Status of Radio and Television in India CO4: Evaluate the different Organizations roles CO5: Understand Commercials and sponsorship in electronic media
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19JM6CC9	Basic Media Research	<p>CO1: Critically analyze 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 with practical experience</p> <p>CO6: Identify the research topics pertinent to Media.</p>
19JM6CP6	Short Film production	<p>CO1: Grasp Pre –production process</p> <p>CO2: Prepare a Budget and Script</p> <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>



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19JM6ME4	Public Relations	CO1: Learn about the process and practice of PR CO2: Identify the meaning of Propaganda and Advertising CO3: Use the Tools of PR CO4: Understand the PR Environment CO5: Critique PR's role in Business CO6: Comprehend Campaign Planning in PR
19JM6ME5	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.



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19JM6SB5	Writing for Media	<p>CO1: Understand the essential communication tool for print and broadcast journalists, public relation professionals.</p> <p>CO2: Understand the nuances of writing for media</p> <p>CO3: Comprehend and create Feature Stories, Obituaries, Rewrites and Roundups.</p> <p>CO4: Write effective articles for newsletters, prepare fliers and brochures and news releases.</p> <p>CO5: Analyse the role of translation in writing for the media</p>
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19JM6SB6	Women and 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 for women</p> <p>CO6 Analyse the representation of women through mass media</p>
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