



# FATIMA COLLEGE

(Autonomous)

*Affiliated to Madurai Kamaraj University*  
*Re-Accredited with 'A++' by NAAC (Cycle - IV)*  
Mary Land, Madurai - 625018, Tamil Nadu

## PROGRAMME OUTCOMES AND COURSE OUTCOMES

2022 – 2023

**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>PO 2</b>	Recognize and practice ethical principles of Journalism
<b>PO 3</b>	Acquire Media literacy skills
<b>PO 4</b>	Become aware of use/ abuse of social media
<b>PO 5</b>	Take cognizance of the dynamic socio – cultural – political shifts in society
<b>PO 6</b>	Express concern for the less privileged
<b>PO 7</b>	Face challenges in a multicultural, pluralistic society



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## Course Outcomes:

Course Code	Course Title	Course Outcomes
19JM1CC1	Introduction To Journalism And Mass Communication	<p>CO1: Understand the definition, need and importance of journalism and mass communication.</p> <p>CO2: Trace the origin and 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: Acquire knowledge of New Media in the Society.</p> <p>CO6: Analyse globalization and News Flow.</p>



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22JM1CP1	News Reporting And Editing	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
1AC1	Fundamentals Of Reporting	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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22JM1NME	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>
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19JM2CC2	Media Laws And Ethics	CO1: Appreciate the freedom of speech and expression CO2: Understand the major challenge of ethical journalism CO3: Learn how to solve simple media law cases. CO4: comprehend media constitutional laws CO5: Acquire Knowledge of Media Regulatory bodies of India
9JM2CP2	Photo Journalism	CO1: Understand the Elements of Photography and its functions CO2: Learn Aesthetics of Photography, composition and Visual Story Telling. CO3: Acquire Knowledge in Basic Lighting, Exposure and Focusing CO4: Hands on Experience in Camera operations CO5: Hands on Experience to Setup Lights for Indoor or an Outdoor Photography CO6: Learn Different types of photography Nature, wildlife, sports and social media photography



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22JM2AC2	Fundamentals Of News Writing	<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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22JM3CC3	Radio And Television Production	<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</p> <p>CO6: Communicate effectively with 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 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>
19JM4CC4	Communication Theories	<p>CO1: Understand the classification of Communication</p> <p>CO2: Learn Model of communication CO3: Analyze Normative Theories:</p> <p>CO4: Evaluate the different communication Theory. CO5: Understand the role of communication theory</p> <p>CO6: Gain Knowledge in various media context</p>



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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. 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>
19JM4AC4	Basics Of Advertising	<p>CO1: Trace the origin and development of advertising and Nature and Scope of Advertising</p> <p>CO2: Analyse the different types of advertising</p> <p>CO3: Learn the Elements of ad copy in advertisement</p> <p>CO4: Understand the components of a brand image</p> <p>CO5: Identify the different types of advertising agency</p> <p>CO6: Acquire knowledge on public relation</p>



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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	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 power, economics, and ideology and Film Genres CO6: Critique narration in relation to real life
22JM5CP6	Lab Journal Production	CO1: Grasp news sources CO2: How to collect news items CO3: Plan the editing process CO4: Understand In Print Design CO5: Execute periodical publications



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19JM5CP5	Documentary Production	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
19JM5ME1	Business Communication	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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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
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





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22JM5SB4	Page Layout And Design	CO 1 Learn Page Layout CO 2 Understand the Design Concepts and Graphic Designing CO 3 Gain knowledge in Typography CO 4 Get hands on experience of Newspaper Design and Layout CO 5 Understand the publishing softwares
19JM6CC8	Media Management	CO1: Define the Management in Media Organization CO2: Understanding Media Ownership CO3: Analyse the Status of Radio and Television in India C04: Evaluate the different Organizations roles C05: Understand Commercials and sponsorship in electronic media



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19JM6CC9	Basic Media Research	CO1: Critically analyze research methods and develop the skills for writing a thesis. CO2: Outline the basic frame work of research process CO3: Apply the concepts of research and its methods in the thesis CO4: Employ the required formats for citation CO5: Demonstrate the knowledge of research process with practical experience CO6: Identify the research topics pertinent to Media.
19JM6CP6	Short Film Production	CO1: Grasp Pre –production 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



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19JM6ME3	Integrated Marketing Communication	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
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



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19JM6ME5	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 journalists.</p> <p>CO5: Contribute to the college and the department blog site and the media in general.</p> <p>CO6: Create a blog of their own.</p>
22JM6SB5	Digital Media Production	<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 digital media</p>



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19JM6SB6	Women And Media	<p>CO1 Comprehend the classification of Feminism CO2 Understand and acquire knowledge on the history of roles of women in Media</p> <p>CO3 Evaluate women's position in soap operas 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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