FATIMA COLLEGE

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Mary Land, Madurai - 625018, Tamil Nadu

AQAR – QUALITATIVE METRIC

2023- 2024

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 and Mass Communication

Programme outcomes   **Programme Code: USJM**

PO 1	Emerge as confident media professionals
PO 2	Recognize and practice ethical principles of Journalism
PO 3	Acquire Media literacy skills
PO 4	Become aware of use/ abuse of social media
PO 5	Take cognizance of the dynamic socio – cultural – political shifts in society
PO 6	Express concern for the less privileged
PO 7	Face challenges in a multicultural, pluralistic society

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Programme Specific Outcomes:

PSO 1	The students would pick up skills like photojournalism, Radio and Video jockeying.
PSO 2	The students would be adept at media related software.
PSO 3	The students would be skilled at working for the media houses as they undergo internship.
PSO 4	The learners would be able to critique the portrayal of women and gender in the media.
PSO 5	The learners would be able to analyse the socio-political scenario in a global level.
PSO 6	The learners would be well equipped to be placed in mainstream media

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Course Outcomes:

Course Code	Course Title	Nature of the Course (Local/ National/ Regional/ Global)	Course Description	Course Outcomes
23JM1CC1	Introduction to Mass Communication	All levels	The course will give students an introduction about Mass Communication	CO1 Recall the skills of fundamentals of Mass Communication CO2 Remember the various avenues of different types of Communication CO3 Acquire the skills needed to handle the various avenues of Mass Media CO4 Utilize the knowledge of theories of Mass Communication while handling the mass media CO5 Apply the knowledge of the various Mass Media audiences in his /her profession in media

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23JM1CC2	Fundamentals of Journalism	All levels	The practical course gives experience to student's knowledge about the nuances in Journalism	CO1 Recall the skills of fundamentals of Mass Communication
				CO2 Remember the various avenues of different types of Communication
				CO3 Acquire the skills needed to handle the various avenues of Mass Media
				CO4 Utilize the knowledge of theories of Mass Communication while handling the mass media
				CO5 Apply the knowledge of the various Mass Media audiences

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23JM1FC	Presentation Skills	All levels	This course enables students to learn the application of audio-visual editing.	CO1 Strengthen presentation skills in English and Regional Language.
				CO2 Apply the techniques of presentation in English and Regional Language.
				CO3 Analyze their existing presentation skills in English and Regional Language.
				CO4 Evaluate their skills in public gathering
				CO5 communicating at the time of crisis as a journalist

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3JM1SE1	Basic Writing Skills	All levels	This course enables students to learn the application of audio-visual editing.	CO1 Strengthen oral communication skills in English and Regional Language. CO2 Apply the techniques of writing in English and Regional Language. CO3 Analyze their existing skills in English and Regional Language. CO4 Evaluate their skills in using synonyms, antonyms, idioms and phrases. CO5 Demonstrate their talents in communicating through English and Regional Language.

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| 23JM1EC1/ 23JM1EC2 | History of Journalism / Socio Political Issues in India | National | This course enables students to learn the application of audio-visual editing.

This course aims to discuss about the socio political issues in India. | CO1 Remember the origin of Journalism

CO2 Demonstrate the growth of journalism

CO3 Acquire the skills needed to handle the various avenues of Mass Media

CO4 Analyze the formative factors of Tamil Journalism

CO5 Evaluate the important milestones of the history of international Journalism

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CO1 Remember the social problems in India

CO2 Demonstrate the techniques needed to address communalism and secularism.

CO3 Apply the techniques in handling articles written about family issues |

				CO4 Evaluate the various avenues of health and environmental issues
				CO5 Analyze the contents of the features and editorials addressing political
23JM2CC3	News Reporting	All levels	This course aims to imbibe the skills of reporting.	CO1: remember the roles and responsibilities of a reporter. CO2: Demonstrate the fundamental structure of news. CO3: Apply the techniques needed for specialized reporting. C04: Analyse the skills of art, culture andsports reporting. CO5: Evaluate the various avenues ofdifferent types of reporting for media.

| 23JM2CC4 | News Editing | All levels | This course aims to imbibe the skills of news editing and its features. | CO1: Remember the fundamentals of newsroom operation.

CO2: Demonstrate the techniques needed forediting news.

CO3: Apply the techniques in handling copiesfrom different sources.

C04: Evaluate the various avenues ofheadline writing in Tamil and Englishdailies.
CO5: Analyze the contents of the featuresand editorials. |

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23JM2EC3/ 23JM2EC4	Basic Computer Application for Media / Mass Media and Society	All levels	Learn the fundamentals of computers	CO1 Remember the fundamentals of computers
				CO2 Demonstrate skills needed to create documents for designing magazines
				CO3 Apply presentation skills
				CO4 Analyse the content of online journals
				CO5 Evaluate the different types of softwares used for creating magazines

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23JM2SE2	Human Rights Reporting		Familiarise the learner with the understanding of evolution of human rights	CO1 Remember the evolution of human rights
				CO2 Recall the growth of various theories of human rights
				CO3 Apply human rights
				CO4 Analyse human rights in the context of mass media
				CO5 Evaluate the position of various rights

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23JM2SE3	Journalistic Skills		familiarize the learner with the understanding of journalism	CO1 Remember what is journalism
				CO2 Recall the elements of news story
				CO3 Apply the skills of feature writing
				CO4 Analyse opinion pieces published in today's dailies
				CO5 Evaluate the writing methods of headlines

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| 22JM3CC3 | Radio And Television Production | All levels | The course enables students to learn the production process and techniques involved in Radio and Television Production. | CO1: Comprehend the language and power of the blind medium

CO2: Identify the ethical violations in Radio and Television Programme.

CO3: Demonstrate knowledge and understanding of the workings of media institutions and actors, media production process and media governance and regulatory structures.

CO4: Gain knowledge and understanding of different media systems operating at the national and international level.

CO5: Understand the nature and significance of audio-visual communication as a human activity CO6: Communicate effectively with

media person as they are familiar with television vocabulary. |

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19JM3CP3	Broadcast Journalism	All levels	The practical course gives experience to students in the application of audio visual technologies.	CO1: Conceptualize, write scripts and storyboard for various Genres CO2: Gain Hands on Experience in handling Camera and Techniques CO3: Know the importance of the audio and the recording process CO4: Produce Radio News Bulletins and Television News Bulletins CO5: Produce News Story for TV and Radio CO6: Apply various cinematography techniques & principles for Anchoring a Show

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| 19JM3AC3 | Media Culture And Society | All levels | This course aims to introduce students to an interdisciplinary framework that will allow exploring and theorizing on the intersections of culture and media. | CO1: Understand the relationship between the state, media and the public. CO2: Understand the role of the media in the lives of individuals. CO3: Analyze media performance and content from a gender perspective. CO4: Identify misogyny, hegemony, culture representations and various other phenomena in films with ease. CO5: Critique the media content using theoretical frameworks such as Marshall McLuhan's. CO6: Evaluate a film and bring out the various layers of meaning. |

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| 19JM3SB1 | Basics Of Audio And Video Editing | All levels | This course enables students to learn the application of audio visual editing | CO1: Comprehend the basic editing tools and techniques of sound and video recordings

CO2: Understand file formats and methods of editing CO3: Get an overview on nonlinear editing

CO4: Learn Basics of Adobe premiere Pro and its functions

CO5: Gain Knowledge in conceptualize, writing script and storyboarding for various Genres

CO6: Hands on Experience in handling Recording and Editing of Audio and Video Programs |

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19JM4CC4	Communication Theories	All levels	The overarching goal of this course is to think about and analyze communication in a systematic way	CO1: Understand the classification of Communication CO2: Learn Model of communication CO3: Analyze Normative Theories: CO3: Evaluate the different communication Theory. CO5: Understand the role of communication theory CO4: Gain Knowledge in various media context

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19JM4CP4	Television Production	All levels	This Course is an introduction to the basic principles, procedures& techniques of Television Production	CO1: write effectively for broadcast media with an emphasis on clarity, story structure and brevity. CO2: story board their concepts. CO3: Remove green matte background and create an animated title. CO4: Operate the studio console and equipment. CO5: demonstrate competency in shooting and editing video in the field and studio. CO6: Evaluate shows of Television Channels and provide a written critique.

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| 19JM4AC4 | Basics Of Advertising | All levels | This course enables the students to learn the nature of and their scope in media advertisement | 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	All levels	This course focuses on advertisements that are placed in websites, television ads, newspapers, films or magazines	CO1: Demonstrate understanding of the elements and principles of Graphic design
				CO2: Understand color and color mixing
				CO3: Gain knowledge in designing logos, visiting card, Advertisement for various media
				CO4: Comprehend basics of Adobe Photoshop and its functions
				CO5: Gain knowledge of Production Techniques of Print Advertisement
				CO6: Acquire Practical Experience in Advertisement Production

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| 19JM5CC5 | Development Communication | All levels | students to the role of information, communication and the media in development and social change | CO1: recognize and explain the concept and importance of development.

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 communication.

CO6: Describe dimensions of development and the development policy frameworks |

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19JM5CC6	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 power, economics, and ideology and Film Genres CO6: Critique narration in relation to real life

22JM5CP6	Lab Journal Production	All levels	The course enables students to develop understanding of the knowledge base and technical skills for print production and publishing.	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	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

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19JM5ME1	Business Communication	All levels	This course helps 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: 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

| 19JM5ME2 | Specialized 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 excelled in writing reports on the

Particular type of news they get. | CO1: Identity areas of interest in reporting. CO2: Transform themselves into a special correspondent.

CO2: 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.

CO3: Predict conclusions from composite premises |

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| 19JM5SB3 | Web Designing | All levels | This Course enables the learners to acquire knowledge about Web Designing and use of HTML for the purpose | 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 | All levels | The course enables students to develop understanding of the knowledge base and technical skills in publishing and to demonstrate knowledge and technical expertise in page layout. | 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	All levels		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

19JM6CC9	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 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.

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19JM6CP6	Short Film Production	All levels	This course involves 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	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

19JM6ME3	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.	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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19JM6ME4	Public Relations	National level	This Course introduces to the learners the role and scope of Public Relations	CO1: Learn about the process and practice of PR CO2: Identify the meaning of Propaganda and Advertising CO2: Use the Tools of PR CO3: Understand the PR Environment CO5: Critique PR's ole in Business CO4: Comprehend Campaign Planning in PR

| 19JM6ME5 | New Media | All levels | This course enables the students to build their foundational knowledge on 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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19JM6ME6	Gendered Representation In Media	All levels		
22JM6SB5	Digital Media Production	All levels	This course enables the students to acquire writing skills for Media.	CO1 Understand the essential communication tool for print and broadcast journalists, public relation professionals. CO2 Understand the nuances of writing for media CO3 Comprehend and create Feature Stories, Obituaries, Rewrites and Roundups. CO4 Write effective articles for newsletters, prepare fliers and brochures and news releases. CO5 Analyse the role of translation in writing for the digital media

| 19JM6SB6 | Women And Media | All levels | This course enables the students to understand the role and representation of women in media. | CO1 Comprehend the classification of Feminism CO2 Understand and acquire knowledge on the history of roles of women in Media

CO3 Evaluate women's position in soap operas CO4 Critically estimate the role of women in advertisements

CO5 Perceive media laws and cybercrime regulations for women

CO6 Analyse the representation of women through mass media |