



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

2023 – 2024

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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Course Outcomes:

Course Code	Course Title	Course Outcomes
23JM1CC1	Introduction to 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	<p>CO1 Recall the skills of fundamentals of Mass Communication</p> <p>CO2 Remember the various avenues of different types of Communication</p> <p>CO3 Acquire the skills needed to handle the various avenues of Mass Media</p> <p>CO4 Utilize the knowledge of theories of Mass Communication while handling the mass media</p> <p>CO5 Apply the knowledge of the various Mass Media audiences</p>
23JM1FC	Presentation Skills	<p>CO1 Strengthen presentation skills in English and Regional Language.</p> <p>CO2 Apply the techniques of presentation in English and Regional Language.</p> <p>CO3 Analyze their existing presentation skills in English and Regional Language.</p> <p>CO4 Evaluate their skills in public gathering</p> <p>CO5 communicating at the time of crisis as a journalist</p>



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3JM1SE1	Basic Writing Skills	<p>CO1 Strengthen oral communication skills in English and Regional Language.</p> <p>CO2 Apply the techniques of writing in English and Regional Language.</p> <p>CO3 Analyze their existing skills in English and Regional Language.</p> <p>CO4 Evaluate their skills in using synonyms, antonyms, idioms and phrases.</p> <p>CO5 Demonstrate their talents in communicating through English and Regional Language.</p>
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23JM1EC1/ 23JM1EC2	History of Journalism / 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 / 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



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23JM2CC3	News 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. CO4: Analyse the skills of art, culture and sports reporting. CO5: Evaluate the various avenues of different types of reporting for media.
23JM2CC4	News Editing	CO1: Remember the fundamentals of newsroom operation. CO2: Demonstrate the techniques needed for editing news. CO3: Apply the techniques in handling copies from different sources. CO4: Evaluate the various avenues of headline writing in Tamil and English dailies. CO5: Analyze the contents of the features and editorials.
23JM2EC3/ 23JM2EC4	Basic Computer Application for Media / Mass Media and Society	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	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
23JM2SE3	Journalistic Skills	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	<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>
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 & 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>
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>



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19JM4CC4	Communication Theories	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
19JM4CP4	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	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
19JM4SB2	Advertisement Production	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	<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>
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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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
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. 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
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
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



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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
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 thesi 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	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	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 CO2: Use the Tools of PR CO3: Understand the PR Environment CO5: Critique PR's role in Business CO4: 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>
19JM6ME6	Gendered Representation In Media	<p>CO1 Describe the manner in which race, class, gender, and sexuality intersect.</p> <p>CO2 Understand and evaluate major theories and texts central to Gender Studies</p> <p>CO3 Evaluate and interpret information from a variety of sources including print and electronic media, film, video, and other information technologies.</p> <p>CO4 Recognize the global, scientific, cultural, historical, or political issues that have created distinctions and disruptions among women, men, and sexual minorities.</p> <p>CO5 Explore theoretical and practical aspects of social justice by analyse gendered representations in media, language, and texts with Bechdel Test</p>



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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>
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>