

Criterion : I – Curricular Aspects

Metric: 1.1.1 - Programme Outcomes (POs), Programme Specific Outcomes (PSOs) and

Course Outcomes (COs) - B.A JOURNALISM AND MASS COMMUNICATION

Year : 2015 - 2020



FATIMA COLLEGE (AUTONOMOUS), MADURAI - 625018

NAME OF THE PROGRAMME: B.A. JOURNALISM AND MASS COMMUNICATION PROGRAMME CODE: USJM

PROGRAMME OUTCOMES:

The learners will be able to

PO1: acquire knowledge of fundamental concepts and subject specific academic competency.

PO2: enhance the communicative skills and gain confidence to disseminate knowledge through oral and written communication effectively.

PO3: think critically, evaluate analytically and apply the expertise of their discipline in real life.

PO4: appreciate literary, economic, cultural, socio-psychological and environmental diversity.

PO5: pursue and attain meaningful goals, develop positive attitude to gain self-awareness, self-esteem, self-discipline and self-motivation.

PO6: acquire employability and entrepreneurial skills

PO7: evolve as responsible citizens and leaders.



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PROGRAMME SPECIFIC OUTCOMES:

PSO1: The Students would pick up skills like photojournalism, Radio and 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.

PSO5: The learners would be able to analyze the socio-political scenario in a global level.

PSO6: The learners would be well equipped to be placed in mainstream media.





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Year : 2015 - 2020



2019 - 2020

Course Code	Course Title	NATURE OF THE COURSE (LOCAL/ NATIONAL/ REGIONAL/ GLOBAL)	Course Description	Course Outcomes
19JM1CC1	Introduction to	All levels	This course covers	CO1: Understand the definition, need and
	Journalism and		the <mark>hi</mark> storical	importance of journalism and mass
	Mass		evol <mark>uti</mark> on of media	communication.
	Communication	16	leading up to contemporary	CO2: Trace the origin and development of various media.
		AVAD	developments	CO3: Learn the Qualities, duties, rights and responsibilities of a Journalist.
		MA	DURA	CO4: Gain adequate knowledge about various branches in Journalism. CO5: Acquire knowledge of New Media in the Society.



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				CO6: Analyze globalization and News Flow.
19JM1CP1	News Editing Techniques	All levels	The course enables students to grasp the practice, duties and ethics involved in news editing.	CO1: se 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	All levels	The course enables students learn techniques of gathering, analyzing and writing news for the media.	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).



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			COL	CO4: Produce Content for Print, Broadcast and blogs and websites CO5: Demonstrate an understanding of online journalism and alternative story forms.
19JM1NME1 &19JM2NM E2	Event Management	All levels	This course allows students to build their fundamental knowledge of modern event management.	 CO1: Comprehend role of event planners. CO2: Analyze 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.
19JM2CC2	Media Laws and Ethics	National	The course examines the various media laws,	CO1: Appreciate the freedom of speech and expression CO2: Understand the major challenge of



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	I Gui	. 2015	2020			
					policy and regulatory frameworks in India.	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
19JM	I2CP2	Photo Journalism	(A)@(A)	All levels	The course enables students to apply photography theory to the practice of shooting individually and in group on specific assignments.	 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



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Teur	. 2013 2020		
		COL	Lights for Indoor or an Outdoor Photography CO6: Learn Different types of photography Nature, wildlife, sports and social media photography
19JM2AC2	National and International Affairs All levels	The course enables students to analyze global events/issues from a critical perspective.	CO1: Define the role of the Constitution in a democratic society CO2: Describe theories of international relations CO3: Skillfully use extensive sources of information including internet, government publications, professional journals, and newspaper. CO4: Evaluate the causes and processes of modern international issues CO5: Critique some controversial laws



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				CO6: Demonstrate critical thinking skills
			00	through writing and discussion.
Course Code	Course Title	NATURE OF THE COURSE (LOCAL/ NATIONAL/ REGIONAL/ GLOBAL)		Course Objectives
JM3CC3	Radio and Television Production Techniques	All levels	The course enables students to learn the production process and techniques involved in Radio and Television Production.	 Comprehend the language and power of the blind medium Identify the ethical violations in Radio and Television Programme. Demonstrate knowledge and understanding of the workings of media institutions and actors, media production process and media governance and regulatory structures. Gain knowledge and understanding of different media systems operating at the national and international level.



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				COZ	•	Understand the nature and significance of audio-visual communication as a human activity Communicate effectively with media person as they are familiar with television vocabulary.
ЈМ3СР3	Broadcast Journalism	A SEED A	All levels	The practical course gives experience to students in the application of audio visual technologies.		Conceptualize, write scripts and storyboard for various Genres Gain Hands on Experience in handling Camera and Techniques Know the importance of the audio and the recording process Produce Radio News Bulletins and Television News Bulletins Produce News Story for TV and Radio Apply various cinematography techniques & principles for Anchoring



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					a Show
JM3AC3	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.		Understand the relationship between the state, media and the public. Understand the role of the media in the lives of individuals. Analyze media performance and content from a gender perspective. Identify misogyny, hegemony, culture representations and various other phenomena in films with ease. Critique the media content using theoretical frameworks such as Marshall McLuhan's. Evaluate a film and bring out the various layers of meaning.
JM3SB1	Basics of audio and Video	All levels	This course enables students to learn	•	Comprehend the basic editing tools and techniques of sound and video



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	Editing		the application of		recordings
	Editing		audio visual editing		Understand file formats and methods of editing Get an overview on nonlinear editing Learn Basics of Adobe premiere Pro and its functions Gain Knowledge in conceptualize, writing script and storyboarding for various Genres Hands on Experience in handling Recording and Editing of Audio and Video Programs
JM4CC4	Communication theories	All levels	The overarching goal of this course is to think about and analyze	•	Understand the classification of Communication Learn Model of communication Analyze Normative Theories:



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				communication	•	Evaluate the different communication
				in a systematic		Theory.
			A A	way	•	Understand the role of communication
				EAS		theory
				LEAD		Gain Knowledge in various media
			9			context
JM4CP4	Television		All levels	This Course is an	•	write effectively for broadcast media
	Production			intro <mark>du</mark> ction to		with an emphasis on clarity, story
				the <mark>bas</mark> ic		structure and brevity.
		2)_	100	principles,	•	story board their concepts.
		781		procedures&		Domesta arean matta hasharasund and
				techniques of	y	Remove green matte background and
				Television		create an animated title.
			TIND	Production GH	•	Operate the studio console and
						equipment.
			1/10			demonstrate competency in shooting
			36			and editing video in the field and
						studio.



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				• Evaluate shows of Television Channels and provide a written critique.
JM4AC4	Basics of Advertising	All levels	This course enables the students to learn the nature of and their scope in media advertisement	 Trace the origin and development of advertising and Nature and Scope of Advertising Analyze the different types of advertising Learn the Elements of ad copy in advertisement Understand the components of a brand image Identify the different types of advertising agency Acquire knowledge on public relation
JM4SB2	Advertisement Production	All levels	This course focuses on advertisements that	Demonstrate understanding of the elements and principles of Graphic
			13	



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	I Gui	, 2013					
					are		design
				A	placed in websites,	•	Understand color and color mixing
				MA	television ads,	•	Gain knowledge in designing logos,
					newspapers, films or		visiting card, Advertisement for various
					magazines		media
				9/ /		•	Comprehend basics of Adobe
							Photoshop and its functions
							Gain knowledge of Production
					7		Techniques of Print Advertisement
			کر)_	100		•	Acquire Practical Experience in
			186				Advertisement Production
JM5	SCC5	Development	t (C)	All levels	students to the role	•	recognize and explain the concept and
		Communicat	tion	AIND	of LIGHT		importance of development.
					information,	•	distinguish between communication
				VIA	communication and		and development communication.
				16	the	•	describe use of different media in
					media in		
					14		



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T Cul	. 2015 2020				
			development and		development communication.
			social change		evaluate developmental approaches and programmes in the context of Economic and development theories. understand key issues in sustainable development as a basis for engaging in effective development communication.
				•	Describe dimensions of development and the development policy frameworks
JM5CC7	Media Literacy	All levels	This course aims to make the students understand the dynamics behind media messages	•	Understand the importance and impact of media and Media Literacy concepts Safely and responsibly access a variety of media texts from different media platforms. Understand the Interactive Media



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			COL	•	Develop the ability to broadcasting their perspectives on Media Learn Practical Media Skills Photoshop, Video Editing Act as a responsible digital citizen
JM5ME1	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-		Grasp Pre –production process Prepare a Budget and Script Plan the Production Process Understand Post production process Execute Dubbing and translation



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Teur	. 2015 2020			
			going future.	
JM5ME2	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	 Understand the Pre -production process Prepare a Budget and Script Plan Production Process Comprehend Post production process Execute Dubbing and translation

NAAC - 4th CYCLE - Self Study Report (SSR)



JM5SB4

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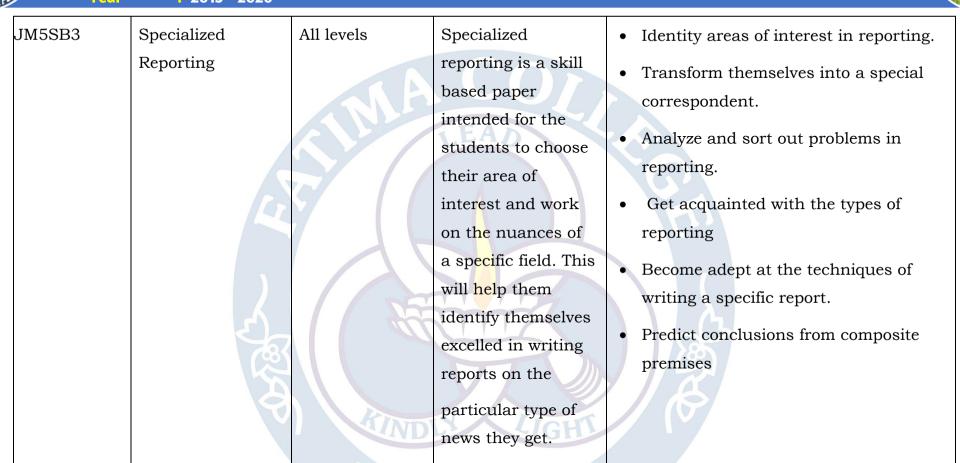
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Year : 2015 - 2020

Broadcast Media

operation



exposed to a

The intern will be

particular area of

• Learn media management

organization

Understand the structure of media

All levels



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			specialization and	•	Gain knowledge in designing logos,
			hence pick up		visiting card, Advertisement for various
		A A	relevant skills.		media
			LEAD		Get a hands-on experience of situations and functioning of the media
	-	3/ //			industry
	R	7		•	Gather relevant skills for a career in the media
JM6CC8	National and	All levels	The <mark>co</mark> urse	•	Define the role of the Constitution in a
	International	1	enables students		democratic society
	Affairs		to analyze global		Describe theories of international
			events/issues	/	relations
			from a critical		// (9)
		MIND	perspective.	•	CO3:Skillfully use extensive sources of
					information including internet,
					government publications, professional
			DITRE		journals, and newspaper.
				•	Evaluate the causes and processes of



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redi	. 2015 2020			
		AMA	COL	 modern international issues Critique some controversial laws Demonstrate critical thinking skills through writing and discussion
ЈМ6СС9	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.	 Critically analyze research methods and develop the skills for writing a thesis. Outline the basic frame work of research process Apply the concepts of research and its methods in the thesis Employ the required formats for citation Demonstrate the knowledge of research process with practical experience Identify the research topics pertinent



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				to Media.
JM6CC10	New Media	All levels	This course enables the students to build their foundational knowledge on New Media.	 Recognize the tenets of online journalism and the new media Analyse the role and importance of the internet as a component of mass media. Critique social issues to develop good citizenry Transform into ethical journalists. Contribute to the college and the department blog site and the media in general. Create a blog of their own.
JM6ME3	Business Communication		This course introduces the students to basic formats and	 demonstrate a good understanding of effective business writing create and deliver effective Business



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l eui	. 2013	2020				
				techniques of		Presentations
				business	•	learn the Importance of Speaking
				communication.	•	understand Public Relation skills
			33/	LEAD	•	Connect the Media through News
						Releases
		A	7		•	Become Media savvy
JM6ME4	Integrated		All levels	This course enables	•	Comprehend Integrated Marketing
	Marketing			the <mark>stu</mark> dents to		Communications
	Communica	ation	AMD	understand the principles and practices of marketing communication, involving tools used by marketers to inform consumers.		Understand Perspectives on Consumer Behavior Develop the Integrated marketing Communications Program Gain knowledge on Media Planning and Strategy C05: Learn about Public Relations Analyze Broadcast Media today and



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					imbibe reporter's behavior.
JM6SB5	Gender and	All levels	This Course	•	Describe the manner in which race,
	Media		examines		class, gender, and sexuality intersect.
			representation of	•	Understand and evaluate major
			race, class,		theories and texts central to Gender
			gender and		Studies.
		Y ((sexual identity in	•	Analyze the structure of gender
		1	the		representations in media, language,
			med <mark>ia.</mark>		and texts with Bechdel Test
	4				Evaluate and interpret information
	1				from a variety of sources including
					print and electronic media, film, video,
	19				and other information technologies.
		JAMD	LIGHT		Recognize the global, scientific,
					cultural, historical, or political issues
		MA	Accep		that have created distinctions and
		36	0101332		disruptions among women, men, and
					and appears among women, men, and



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		MA	COL	sexual minorities.Explore theoretical and practical aspects of social justice
JM6SB6	Women and Media	All levels	This course enables the students to understand the role and representation of women in media.	 Comprehend the classification of Feminism Understand and acquire knowledge on the history of roles of women in Media Evaluate women's position in soap operas Critically estimate the role of women in advertisements Perceive media laws and cybercrime regulations for women Analyze the representation of women through mass media

MADURA



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Year : 2015 - 2020



2018 - 2019

2018 - 2019			CON	
COURSE CODE	Course Title	NATURE OF THE COURSE (LOCAL/ NATIONAL/ REGIONAL/ GLOBAL)	Course Description	Course Objectives
JM1CC1	Introduction to Journalism and Mass Communication	All levels	This course covers the historical evolution of media leading up to contemporary developments	 Understand the definition, need and importance of journalism and mass communication. Trace the origin and development of various media. Learn the Qualities, duties, rights and responsibilities of a Journalist. Gain adequate knowledge about various branches in Journalism. Acquire knowledge of New Media in the Society.



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l eui	. 2015 2020			
				Analyze globalization and News Flow.
JM1CP1	News Editing Techniques	All levels	The course enables students to grasp the practice, duties and ethics involved in news editing.	 Use accurate language for the media Proof read reports and stories Report on a particular issue, sector, organization, or institution (beat reporting) Draft a feature Design a Newspaper/Magazine
JM1AC1	News Reporting and Writing Techniques	All levels	The course enables students learn techniques of gathering, analyzing and writing news for the media.	 Evaluate newsworthiness of information. Demonstrate an understanding of story idea creation. Comprehend the basic structure and format of a news story (lead, body, and conclusion).



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		MA	COL	 Produce Content for Print, Broadcast and blogs and websites Demonstrate an understanding of online journalism and alternative story forms
JM1NME1 &JM2NME2	Event management	All levels	This course allows students to build their fundamental knowledge of modern event management.	 Comprehend role of event planners. Analyze the skills required to plan an event. Enhance their innovativeness in managing the media Execute an event with the knack of organizational skill. Create professionalism through promotional skills.
JM2CC2	International Socio Political	All levels	The course enables students to analyze	Understand the International Socio- Political Affairs and their influence



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Affairs global social political events/issues from a critical perspective. Acquire knowledge of Foreign Policies and their impact on Indian society Learn about the impact of Foreign Policy on Indian Society Evaluate role of Electoral Policies Critique Transnational Socio					
JM2CP2 Photo Journalism All levels The course enables students to apply photography theory • Learn Aesthetics of Photography,	JM2CP2		All levels	political events/issues from a critical perspective. The course enables students to apply photography theory	 Acquire knowledge of Foreign Policies and their impact on Indian society Learn about the impact of Foreign Policy on Indian Society Evaluate role of Electoral Policies Critique Transnational Socio Political Issues Understand the Elements of Photography and its functions
students to apply Photography and its functions	JM2CP2	Photo Journalism	All levels	students to apply photography theory to the practice of shooting individually and in group on specific	 Photography and its functions Learn Aesthetics of Photography, composition and Visual Story Telling. Acquire Knowledge in Basic Lighting, Exposure and Focusing



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reul reul	· 2015 - 2020			
			COSEAD	 operations Hands on Experience to Setup Lights for Indoor or an Outdoor Photography Learn Different types of photography Nature, wild life, sports and social media photography
JM2AC2	Media Laws and Ethics	National	The course examines the various media laws, policy and regulatory frameworks in India.	 Appreciate the freedom of speech and expression Understand the major challenge of ethical journalism Learn how to solve simple media law cases. comprehend media constitutional laws Acquire Knowledge of Media



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	. 2015 2020			
				Regulatory bodies of India
JM3CC3	Radio And Television Production Techniques	All levels	The course enables students to learn the production process and Production. techniques involved in Radio and Television	 Regulatory bodies of India Comprehend the language and power of blind medium Identify the ethical violations in Radio and Television Programme. Demonstrate knowledge and understanding of the workings of media institutions and actors, media production process and media governance and regulatory structures. Gain knowledge and understanding of different media systems operating at the national and international
		MAI	DURA	level. • Understand the nature and significance of audio-visual



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	reur	• 2015 - 2020			
			MA	COLL	 communication as a human activity Communicate effectively with a media person as they are familiar with television vocabulary.
ЈМЗСРЗ	3	Broadcast Journalism	All levels	The practical course gives experience to students in the application of audio visual technologies.	 Conceptualize, write scripts and storyboard for various Genres Gain Hands on Experience in handling Camera and Techniques Know the importance of the audio and the recording process Produce Radio News Bulletins and Television News Bulletins Produce News Story for TV and Radio Apply various cinematography techniques & principles for Anchoring a Show



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ЈМЗАСЗ	Media Culture and	All levels	This course aims to	Understand the relationship
	Society		introduce students	between the state, media and the
		A A	to an	public.
		ANDL	interdisciplinary framework that will allow exploring and theorizing on the intersections of culture and media.	 Understand the role of the media in the lives of individuals. Analyze media performance and content from a gender perspective. Identify misogyny, hegemony, culture representations and various other phenomena in films with ease. Critique the media content using theoretical frameworks such as Marshall McLuhan's. Evaluate a film and bring out the various layers of meaning.
JM3SB1	Basics of Audio	All levels	This course enables	Comprehend the basic editing tools



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	and Video Editing	ANDIS	students to learn the application of audiovisual editing	 and techniques of sound and video recordings Understand file formats and methods of editing Get an overview on nonlinear editing Learn Basics of Adobe premiere Pro and its Functions Gain Knowledge in conceptualize, writing script and storyboarding for various Genres Hands on Experience in handling Recording and Editing of Audio and Video Programs
JM4CC4	Communication theories	All levels	The overarching goal of this course is to think about	 Understand the classification of Communication Learn Model of communication



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i Cui	•			
			and analyze communication in a systematic way	 Analyze Normative Theories Evaluate different communication Theory Understand the role of communication theory Gain Knowledge in various media context
JM4CP4	Television Production	All levels	This Course is an introduction to the basic principles, procedures& techniques of Television Production	 write effectively for broadcast media with an emphasis on clarity, story structure and brevity. Story board their concepts. Remove green matte background and create an animated title. Operate the studio console and equipment. Demonstrate competency in shooting and editing video in the



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IM 4 A C 4			COL	field and studio. • Evaluate shows of Television Channels and provide a written critique.
JM4AC4	Basics of Advertising	All levels	This course enables the students to learn the nature of advertisement and their scope in media	 Trace the origin and development of advertising and Nature and Scope of Advertising Analyze the different types of advertising Learn the Elements of ad copy in advertisement Understand the components of a brand image Identify the different types of advertising agency Acquire knowledge on public relation



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JM4SB2	Advertisement	All levels	This course	Demonstrate understanding of the
	Production		focuses on	elements and principles of Graphic
		A A	advertisements	design
			that are placed in websites,	Understand color and color mixing
		7//	television ads,	Gain knowledge in designing logos,
		<i>Y</i>	newspapers, films	visiting card, Advertisement for
			or magazines	various media
				Comprehend basics of Adobe Photoshop and its functions
	TO SERVICE OF THE PROPERTY OF	MINDL	LIGHT	 Gain knowledge of Production Techniques of Print Advertisement Acquire Practical Experience in Advertisement Production
JM5CC5	Development	All levels	The course	recognize and explain the concept
	Communication	VI A	introduces students	and importance of development.
			to the role of information,	distinguish between communication



Criterion: I - Curricular Aspects

Metric: 1.1.1 – Programme Outcomes (POs), Programme Specific Outcomes (PSOs) and

Course Outcomes (COs) – B.A JOURNALISM AND MASS COMMUNICATION



		TINDLY	communication and the media in development and social change	 and development communication. describe use of different media in development communication. evaluate developmental approaches and programmes in the context of Economic and development theories. understand key issues in sustainable development as a basis for engaging in effective development communication. describe dimensions of development and the development policy frameworks
JM5CC6	Film Studies	All levels	This course deals with various theoretical, historical, and	 Acquire knowledge on history of Cinema, cinema movements Understand the key production



Criterion: I - Curricular Aspects

Metric: 1.1.1 – Programme Outcomes (POs), Programme Specific Outcomes (PSOs) and

Course Outcomes (COs) – B.A JOURNALISM AND MASS COMMUNICATION



1 661				
			critical approaches to films.	roles and responsibility Acquire knowledge in film language Gain awareness of the historical and theoretical relations of media Analyze structures of power, economics, and ideology and Film Genres Critique narration in relation to real life
JM5CC7	Media Literacy	All levels	This course aims to make the students understand the dynamics behind media messages	 Understand the importance and impact of media and Media Literacy concepts Safely and responsibly access a variety of media texts from different media platforms. Understand the Interactive Media Develop the ability to broadcasting



Criterion: I - Curricular Aspects

Metric: 1.1.1 – Programme Outcomes (POs), Programme Specific Outcomes (PSOs) and

Course Outcomes (COs) – B.A JOURNALISM AND MASS COMMUNICATION



reur	• 2015 - 2020			<u> </u>
		MA	COZZ	 their perspectives on Media Learn Practical Media Skills Photoshop, Video Editing Act as a responsible digital citizen
JM5ME1	Documentary Film 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 filmgoing future.	 Grasp Pre –production process Prepare a Budget and Script Plan the Production Process Understand Post production process Execute Dubbing and translation



Criterion: I - Curricular Aspects

Metric: 1.1.1 – Programme Outcomes (POs), Programme Specific Outcomes (PSOs) and

Course Outcomes (COs) – B.A JOURNALISM AND MASS COMMUNICATION



JM5ME2	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, miseen- scene, performance, editing, sound recording and mixing	 Grasp Pre –production process Prepare a Budget and Script Plan Production Process Comprehend Post production process Execute Dubbing and translation
JM5SB3	Specialized Reporting	All levels	Specialized reporting is a skill based paper	Identity areas of interest in reporting. Transform themselves



Criterion: I - Curricular Aspects

Metric: 1.1.1 – Programme Outcomes (POs), Programme Specific Outcomes (PSOs) and

Course Outcomes (COs) – B.A JOURNALISM AND MASS COMMUNICATION



; 2015 - 2020			<u> </u>
		intended for the	into a special correspondent.
		students to choose	Analyze and sort out problems in
	A	their area of interest	reporting.
	ANI.	and work on the	
		nuances of a	• Get acquainted with the types of
	7//	specific field. This	reporting
	/ / /	will help them	Become adept at the techniques of
		id <mark>e</mark> ntify themselves	writing a specific report.
		ex <mark>ce</mark> lled in writing	Predict conclusions from composite
		re <mark>po</mark> rts on the	premises
4	No.	particular type of	\\ \\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\
607	Ali	news they get.	
Broadcast Media operation	All levels	The intern will be exposed to a particular area of specialization and hence pick up relevant skills.	 Learn media management Understand the structure of media organization Gain knowledge in designing logos, visiting card, Advertisement for various media
	Broadcast Media	Broadcast Media All levels	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. Broadcast Media operation All levels The intern will be exposed to a particular area of specialization and hence pick up



Criterion: I - Curricular Aspects

Metric : 1.1.1 – Programme Outcomes (POs), Programme Specific Outcomes (PSOs) and

Course Outcomes (COs) – B.A JOURNALISM AND MASS COMMUNICATION



I Cui				
		IMA	COL	 Get a hands-on experience of situations and functioning of the media industry Gather relevant skills for a career in the media
JM6CC8	National and International Affairs	All levels	The course enables students to analyze global events/issues from a critical perspective.	 Define the role of the Constitution in a democratic society Describe theories of international relations Skillfully use extensive sources of information including internet, government publications, professional journals, and newspaper. Evaluate the causes and processes of modern international issues Critique some controversial laws



Criterion: I - Curricular Aspects

Metric: 1.1.1 – Programme Outcomes (POs), Programme Specific Outcomes (PSOs) and

Course Outcomes (COs) – B.A JOURNALISM AND MASS COMMUNICATION



				Demonstrate critical thinking skills through writing and discussion
JM6CC9	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.	 Critically analyze research methods and develop the skills for writing a thesis. Outline the basic frame work of research process Apply the concepts of research and its methods in the thesis Employ the required formats for citation Demonstrate the knowledge of research process with practical experience Identify the research topics pertinent to Media.
JM6CC10	New Media	All levels	This course	Recognize the tenets of online



Criterion: I - Curricular Aspects

Metric: 1.1.1 – Programme Outcomes (POs), Programme Specific Outcomes (PSOs) and

Course Outcomes (COs) – B.A JOURNALISM AND MASS COMMUNICATION



			11 ,1	. 1. 1.1
			enables the students to build their foundational knowledge on New Media.	 Journalism and the new media Analyze the role and importance of the internet as a component of mass media. Critique social issues to develop good citizenry Transform into ethical journalists. Contribute to the college and the department blog site and the media in general. Create a blog of their own.
JM6ME3	Business Communication	All levels	This course helps the students to learn the effective use of various types of oral, written and digital	 demonstrate a good understanding of effective business writing create and deliver effective Business Presentations learn the Importance of Speaking



Criterion: I - Curricular Aspects

Metric: 1.1.1 – Programme Outcomes (POs), Programme Specific Outcomes (PSOs) and

Course Outcomes (COs) – B.A JOURNALISM AND MASS COMMUNICATION



		MA	communication modes geared to a range of business audiences.	 understand Public Relation skills Connect the Media through News Releases Become Media savvy
JM6ME4	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.	 Comprehend Integrated Marketing Communications Understand Perspectives on Consumer Behavior Develop the Integrated marketing Communications Program Gain knowledge on Media Planning and Strategy Learn about Public Relations Analyze Broadcast Media
JM6SB5	Gender and Media	All levels	This Course examines	Describe the manner in which race, class, gender, and sexuality



Criterion : I - Curricular Aspects

Metric: 1.1.1 – Programme Outcomes (POs), Programme Specific Outcomes (PSOs) and

Course Outcomes (COs) – B.A JOURNALISM AND MASS COMMUNICATION

Year : 2015 - 2020



111	1 3 3.1	1015 2020			
				representation of race, class, gender and sexual identity in the media.	inter Und theo Stud Anal repre
		2			• Eval
		THE STATE OF THE S			video tech:
		(8)	MINDLY	LIGHT	Reco cultu
					issu
			111	STIP A	disti
			W.		wom
					mino

intersect.

- Understand and evaluate major theories and texts central to Gender Studies.
- Analyze the structure of gender representations in media, language, and texts with Bechdel Test
- Evaluate and interpret information from a variety of sources including print and electronic media, film, video, and other information technologies.
- Recognize the global, scientific, cultural, historical, or political issues that have created distinctions and disruptions among women, men, and sexual minorities.



Criterion: I – Curricular Aspects

Metric: 1.1.1 – Programme Outcomes (POs), Programme Specific Outcomes (PSOs) and

Course Outcomes (COs) – B.A JOURNALISM AND MASS COMMUNICATION



JM6SB6 Women and All levels Media This course enables the students to understand the role and representation of women in media.	 Explore theoretical and practical aspects of social justice Comprehend the classification of Feminism Understand and acquire knowledge on the history of roles of women in
Media the students to understand the role and representation	 Comprehend the classification of Feminism Understand and acquire knowledge
Media the students to understand the role and representation	Feminism • Understand and acquire knowledge
Windly Willelf III fliedla.	 Evaluate women's position in soap operas Critically estimate the role of women in advertisements Perceive media laws and cybercrime regulations for women Analyze the representation of women through mass media



Criterion : I – Curricular Aspects

Metric : 1.1.1 – Programme Outcomes (POs), Programme Specific Outcomes (PSOs) and

Course Outcomes (COs) – B.A JOURNALISM AND MASS COMMUNICATION

Year : 2015 - 2020



2017-2018

2017-2018			CON	
COURSE CODE	Course Title	NATURE OF THE COURSE (LOCAL/ NATIONAL/ REGIONAL/ GLOBAL)	Course Description	Course Objectives
JM1CC1	Introduction to Journalism and Mass Communication	All levels	This course covers the historical evolution of media leading up to contemporary developments	 Understand the definition, need and importance of journalism and mass communication. Trace the origin and development of various media. Learn the Qualities, duties, rights and responsibilities of a Journalist. Gain adequate knowledge about various branches in Journalism. Acquire knowledge of New Media in the Society.



Criterion: I - Curricular Aspects

Metric: 1.1.1 – Programme Outcomes (POs), Programme Specific Outcomes (PSOs) and

Course Outcomes (COs) – B.A JOURNALISM AND MASS COMMUNICATION



r cui	. 2015 2020			· · · · · · · · · · · · · · · · · · ·
				Analyze globalization and News Flow.
JM1CP1	News Editing Techniques	All levels	The course enables students to grasp the practice, duties and ethics involved in news editing.	 Use accurate language for the media Proofread reports and stories Report on a particular issue, sector, organization, or institution (beat reporting) Draft a feature Design and edit a Newspaper/Magazine
JM1AC1	News Reporting and Writing Techniques	All levels	The course enables students learn techniques of gathering, analyzing and writing news for	 Evaluate newsworthiness of information. Demonstrate an understanding of story idea creation. Comprehend the basic structure



Criterion: I - Curricular Aspects

Metric: 1.1.1 – Programme Outcomes (POs), Programme Specific Outcomes (PSOs) and

Course Outcomes (COs) – B.A JOURNALISM AND MASS COMMUNICATION



Teul	. 2015 - 2020			
		MA	the media.	 and format of a news story (lead, body, and conclusion). Produce Content for Print, Broadcast and blogs and websites Demonstrate an understanding of online journalism and alternative story forms
JM1NME1& JM2NME2	Event management	All levels	This course allows students to build their fundamental knowledge of modern event management.	 Comprehend role of event planners. Analyze the skills required to plan an event. Enhance their innovativeness in managing the media Execute an event with the knack of organizational skill. Create professionalism through promotional skills.



Criterion: I - Curricular Aspects

Metric: 1.1.1 – Programme Outcomes (POs), Programme Specific Outcomes (PSOs) and

Course Outcomes (COs) – B.A JOURNALISM AND MASS COMMUNICATION



				Acquire fast- paced career.
JM2CC2	International Socio Political Affairs	All levels	The course enables students to analyze global social political events/issues from a critical perspective.	 Understand the International Socio-Political Affairs and their influence on Journalism Acquire knowledge of foreign policies and their impact on Indian society Learn about the impact of foreign policy on Indian Society Evaluate role of Electoral Policies Critique Transnational Socio Political Issues
JM2CP2	Photo Journalism	All levels	The course enables students to apply photography theory to the practice of	 Understand the Elements of Photography and its functions Learn Aesthetics of Photography, composition and Visual Story



Criterion: I - Curricular Aspects

Metric: 1.1.1 – Programme Outcomes (POs), Programme Specific Outcomes (PSOs) and

Course Outcomes (COs) – B.A JOURNALISM AND MASS COMMUNICATION



			shooting	Telling.
			individually and in group on specific assignments.	 Acquire Knowledge in Basic Lighting, Exposure and Focusing Hands on Experience in Camera operations Hands on Experience to Setup Lights for Indoor or an Outdoor Photography Learn Different types of photography Nature, wildlife, sports and social media photography
JM2AC2	Media Laws and Ethics	National	The course examines the various media laws, policy and regulatory frameworks in India.	 Appreciate the freedom of speech and expression Understand the major challenge of ethical journalism Learn how to solve simple media law cases.



Criterion: I - Curricular Aspects

Metric: 1.1.1 – Programme Outcomes (POs), Programme Specific Outcomes (PSOs) and

Course Outcomes (COs) – B.A JOURNALISM AND MASS COMMUNICATION



1 201				
		MA	COL	 comprehend media constitutional laws Acquire Knowledge of Media Regulatory bodies of India
JM3CC3	Radio And Television Production Techniques	All levels	The course enables students to learn the production process and techniques involved in Radio and Television Production.	 Comprehend the language and power of blind medium Identify the ethical violations in Radio and Television Programme. Demonstrate knowledge and understanding of the workings of media institutions and actors, media production process and media governance and regulatory structures. Gain knowledge and understanding of different media systems operating at the national and international



Criterion: I - Curricular Aspects

Metric: 1.1.1 – Programme Outcomes (POs), Programme Specific Outcomes (PSOs) and

Course Outcomes (COs) – B.A JOURNALISM AND MASS COMMUNICATION



1601	. 2013 2020			
			COZ	 level. Understand the nature and significance of audio-visual communication as a human activity Communicate effectively with a media person as they are familiar with television vocabulary.
ЈМ3СР3	Broadcast Journalism	All levels	The practical course gives experience to students in the application of audio visual technologies.	 Conceptualize, write scripts and storyboard for various Genres Gain Hands on Experience in handling Camera and Techniques Know the importance of the audio and the recording process Produce Radio News Bulletins and Television News Bulletins Produce News Story for TV and Radio



Criterion: I - Curricular Aspects

Metric: 1.1.1 – Programme Outcomes (POs), Programme Specific Outcomes (PSOs) and

Course Outcomes (COs) – B.A JOURNALISM AND MASS COMMUNICATION



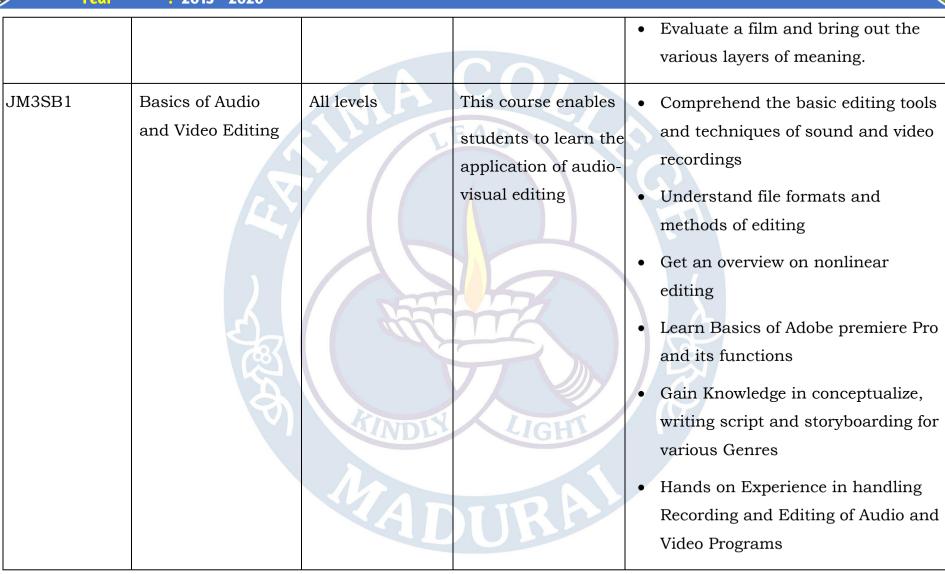
Teul	. 2015 - 2020			
JM3AC3	Media Culture and Society	All levels	This course aims to introduce students to an interdisciplinary framework that will allow exploring and theorizing on the	 Apply various cinematography techniques & principles for anchoring a Show Understand the relationship between the state, media and the public. Understand the role of the media in the lives of individuals. Analyze media performance and
		AMDLY	intersections of culture and media.	 Identify misogyny, hegemony, culture representations and various other phenomena in films with ease. Critique the media content using theoretical frameworks such as Marshall McLuhan's.



Criterion: I - Curricular Aspects

Metric: 1.1.1 - Programme Outcomes (POs), Programme Specific Outcomes (PSOs) and

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Criterion: I - Curricular Aspects

Metric : 1.1.1 – Programme Outcomes (POs), Programme Specific Outcomes (PSOs) and

Course Outcomes (COs) – B.A JOURNALISM AND MASS COMMUNICATION



JM4CC4	Communication	All levels	The overarching	Understand the classification of
	theories		goal of this	Communication
		A A	course is to think	Learn Model of communication
			about and	A 1 N
			analyze	Analyze Normative Theories:
	5	Y / /	communication	Evaluate the different
			in a systematic	communication Theory.
			way	Understand the role of
				communication theory
		1 Acres	1454	Gain Knowledge in various media
	E)_	THE STATE OF		context
	78/			Context
JM4CP4	Television	All levels	This Course is an	Write effectively for broadcast media
	Production	1	introduction to	with an emphasis on clarity, story
		SAMDLY	the basic	structure and brevity.
			principles,	Story board the concepts.
	,	AVI A =	procedures&	
		4	techniques of	Remove green matte background
			Television	and create an animated title.



Criterion: I - Curricular Aspects

Metric: 1.1.1 – Programme Outcomes (POs), Programme Specific Outcomes (PSOs) and

Course Outcomes (COs) – B.A JOURNALISM AND MASS COMMUNICATION



	. 2015 2020			
			Production	 Operate the studio console and equipment. demonstrate competency in shooting and editing video in the field and studio. Evaluate shows of Television Channels and provide a written critique.
JM4AC4	Basics of Advertising	All levels	This course enables the students to learn the nature of advertisement and their scope in media	 Trace the origin and development of advertising and Nature and Scope of Advertising Analyze the different types of advertising Learn the Elements of ad copy in advertisement Understand the components of a brand image



Criterion: I - Curricular Aspects

Metric: 1.1.1 – Programme Outcomes (POs), Programme Specific Outcomes (PSOs) and

Course Outcomes (COs) – B.A JOURNALISM AND MASS COMMUNICATION



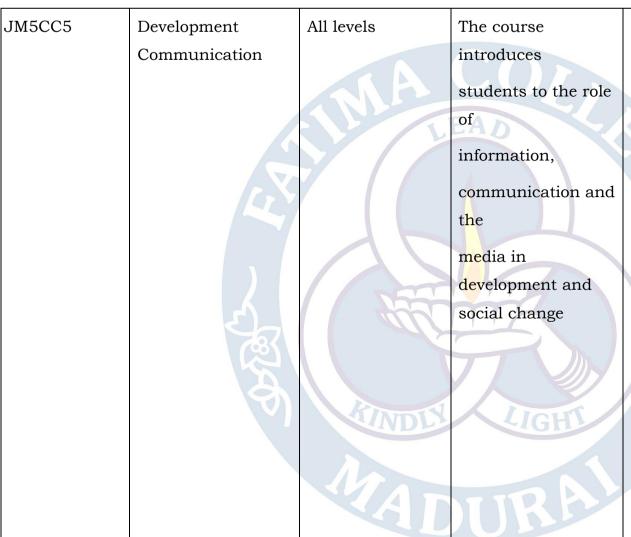
16	ui : 2015 - 2020			Name of the second seco
			COL	 Identify the different types of advertising agency Acquire knowledge on public relation
JM4SB2	Advertisement Production	All levels ANDLY	This course focuses on advertisements that are placed in websites, television ads, newspapers, films or magazines	 Demonstrate understanding of the elements and principles of Graphic design Understand color and color mixing Gain knowledge in designing logos, visiting card, Advertisement for various media Comprehend basics of Adobe Photoshop and its functions Gain knowledge of Production Techniques of Print Advertisement Acquire Practical Experience in Advertisement Production



Criterion: I - Curricular Aspects

Metric: 1.1.1 - Programme Outcomes (POs), Programme Specific Outcomes (PSOs) and

Course Outcomes (COs) – B.A JOURNALISM AND MASS COMMUNICATION



- Recognize and explain the concept and importance of development.
- Distinguish between communication and development communication.
- Describe use of different media in development communication.
- Evaluate developmental approaches and programmes in the context of Economic and development theories.
- understand key issues in sustainable development as a basis for engaging in effective development communication.
- describe dimensions of development and the development policy



Criterion: I - Curricular Aspects

Metric: 1.1.1 – Programme Outcomes (POs), Programme Specific Outcomes (PSOs) and

Course Outcomes (COs) – B.A JOURNALISM AND MASS COMMUNICATION



				frameworks
19JM5CC6	Film Studies	All levels	This course deals with various theoretical, historical, and critical approaches to films.	 Acquire knowledge on history of Cinema, cinema movements Understand the key production roles and responsibility Acquire knowledge in film language Gain awareness of the historical and theoretical relations of media Analyze structures of power, economics, and ideology and Film Genres Critique narration in relation to real life
JM5CC7	Media Literacy	All levels	This course focuses on the skills needed for students to be part of the fourth	 Understand the Components of Web Journalism Grasp elements of HTML



Criterion: I - Curricular Aspects

Metric: 1.1.1 – Programme Outcomes (POs), Programme Specific Outcomes (PSOs) and

Course Outcomes (COs) – B.A JOURNALISM AND MASS COMMUNICATION



reui	2015 - 2020			
			revolution.	 Acquire knowledge of technology aided reporting Gain knowledge of writing for the Web Analyze on-line Editions of Newspapers Conversion of Print and Electronic Media into web
JM5ME1	Documentary Film 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	 Grasp Pre –production process Prepare a Budget and Script Plan the Production Process Understand Post production process Execute Dubbing and translation Understand Distribution process



Criterion: I - Curricular Aspects

Metric: 1.1.1 – Programme Outcomes (POs), Programme Specific Outcomes (PSOs) and

Course Outcomes (COs) – B.A JOURNALISM AND MASS COMMUNICATION



120	. 2015 - 2020			
			enlightened	
			viewing, both in	
		CA	this class and in	
			their film-going	
		1	future.	
JM5ME2	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,	 Grasp Pre –production process Prepare a Budget and Script Plan Production Process Comprehend Post production process Execute Dubbing and translation Understand Distribution process
		Tell .	photography, mise-	



Criterion: I - Curricular Aspects

Metric: 1.1.1 – Programme Outcomes (POs), Programme Specific Outcomes (PSOs) and

Course Outcomes (COs) – B.A JOURNALISM AND MASS COMMUNICATION



		MA	en- scene, performance, editing, sound recording and mixing	
JM5SB3	Specialized Reporting	All levels	This Course enables the learners to acquire knowledge about Web Designing and use of HTML for the purpose	 Understand the Components of internet Grasp elements of HTML Create Website structure Gain knowledge of publishing websites Analyze on-line Editions of Newspapers Study the impact of Cyber journalism
JM5SB4	Broadcast Media	All levels	This course facilitates the	Acquire knowledge about Advanced



Criterion: I - Curricular Aspects

Metric: 1.1.1 – Programme Outcomes (POs), Programme Specific Outcomes (PSOs) and

Course Outcomes (COs) – B.A JOURNALISM AND MASS COMMUNICATION



1301	. 2013 2020			
	operation		acquiring basic knowledge about Graphics and the technology involved in using them effectively	 Graphics Identify types of Monitors Reproduce Graphic Images Compare Image File Formats Apply technology involved in using graphics Discuss Human Computer Interface
JM6CC8	National and International Affairs	All levels	This course deals with International Communication and its impact on the affairs of the world	 Understand role of International Communication Trace the history of International Communication Compare communication technology of different time periods Analyze different perspectives of International Communication Discuss Communication as Human



Criterion: I - Curricular Aspects

Metric: 1.1.1 – Programme Outcomes (POs), Programme Specific Outcomes (PSOs) and

Course Outcomes (COs) – B.A JOURNALISM AND MASS COMMUNICATION



T CUI	. 2015 2020			
		MA	COLY	 right Critique effects of globalization on Media Systems
JM6CC9	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.	 Critically analyze research methods and develop the skills for writing a thesis. Outline the basic frame work of research process Apply the concepts of research and its methods in the thesis Employ the required formats for citation Demonstrate the knowledge of research process with practical experience Identify the research topics pertinent to Media.



Criterion: I - Curricular Aspects

Metric: 1.1.1 – Programme Outcomes (POs), Programme Specific Outcomes (PSOs) and

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JM6CC10	New Media	National	This course introduces students to principles of Media business management	 Learn about Indian media organization and their management practices. Understand Media Ownership and its types Identify problems and prospects of Newspaper Industry Critique role of Government in Media Management Discuss the concept of Media Economics
JM6ME3	Business Communication	National level	This course enables the students to understand the principles and practices of	 Comprehend Integrated Marketing Communications Understand Perspectives on Consumer Behavior Develop the Integrated marketing



Criterion: I - Curricular Aspects

Metric: 1.1.1 – Programme Outcomes (POs), Programme Specific Outcomes (PSOs) and

Course Outcomes (COs) – B.A JOURNALISM AND MASS COMMUNICATION



Teu.	. 2013 2020			
		MA	marketing communication, involving tools used by marketers to inform consumers.	 Communications Program Gain knowledge on Media Planning and Strategy Learn about Public Relations Analyze Broadcast Media
JM6ME4	Integrated Marketing Communication	National level	This Course introduces to the learners the role and scope of Public Relations	 Learn about the process and practice of PR Identify the meaning of Propaganda and Advertising Use the Tools of PR Understand the PR Environment Critique PR's ole in Business Comprehend Campaign Planning in PR
JM6SB5	Gender and Media	All levels	This course presents methods	Critically analyze research methods and develop the skills for



Criterion: I - Curricular Aspects

Metric: 1.1.1 – Programme Outcomes (POs), Programme Specific Outcomes (PSOs) and

Course Outcomes (COs) – B.A JOURNALISM AND MASS COMMUNICATION



l Gui	. 2013 2020			
			that are central to	writing a thesis.
			research in media and communication. Methods include research, interviews, surveys and introductory statistics.	 Outline the basic frame work of research process Apply the concepts of research and its methods in the thesis Employ the required formats for citation Demonstrate the knowledge of research process with practical experience Identify the research topics pertinent to Media.
JM6SB6	Women and	All Levels	Details of GH	Acquire media skills and
	Media		Internships taken	knowledge through hands on
			up by students are	experience received in Media
		Kall	documented	Houses and Industries



Criterion: I - Curricular Aspects

Metric: 1.1.1 - Programme Outcomes (POs), Programme Specific Outcomes (PSOs) and

Course Outcomes (COs) – B.A JOURNALISM AND MASS COMMUNICATION

Year : 2015 - 2020



2016 - 2017

COURSE CODE	Course Title	NATURE OF THE COURSE (LOCAL/ NATIONAL/ REGIONAL/ GLOBAL)	Course Description	Course Objectives
JM1CC1	Introduction to Journalism and Mass Communication	All levels	This course covers the historical evolution of media leading up to contemporary developments	 Understand the definition, need and importance of journalism and mass communication. Trace the origin and development of various media. Learn the Qualities, duties, rights and responsibilities of a Journalist. Gain adequate knowledge about various branches in Journalism. Acquire knowledge of New Media



Criterion: I - Curricular Aspects

Metric: 1.1.1 – Programme Outcomes (POs), Programme Specific Outcomes (PSOs) and

Course Outcomes (COs) – B.A JOURNALISM AND MASS COMMUNICATION



T Gui	• =====================================			
				in the
JM1CP1	News Editing Techniques	All levels	The course enables students to grasp the practice, duties and ethics involved in news editing.	 Use accurate language for the media Proofread Report on a particular issue, sector, organization, or institution (beat reporting) Draft a feature Design a newspaper Design a Magazine
JM1AC1	News Reporting and Writing Techniques	All levels	The course enables students learn techniques of gathering, analyzing and writing news for the media.	 Evaluate newsworthiness of information. Demonstrate an understanding of story idea creation. Comprehend the basic structure and format of a news story (lead,



Criterion: I - Curricular Aspects

Metric: 1.1.1 – Programme Outcomes (POs), Programme Specific Outcomes (PSOs) and

Course Outcomes (COs) – B.A JOURNALISM AND MASS COMMUNICATION



Year	: 2015 - 2020			
reui	. 2015 - 2020	NA		 body, and conclusion). Produce Content for Print, Broadcast and blogs and websites Demonstrate an understanding of
	-		EAD	online journalism and alternative
	V	7 / 🕒		story forms
				Demonstrate an understanding of
		15		journalism ethics.
JM1NME1&	Event	All levels	This course	Comprehend role of event
JM2NME2	management	ALL ALL	allows	planners.
			students to	Analyze the skills required to plan
	13		build their	an event.
		WINDL	fundamental knowledge of	Enhance their innovativeness in
			modern event	managing the media
		1/1/1	management.	Execute an event with the knack of
		36		organizational skill.
				Create professionalism through



Criterion: I - Curricular Aspects

Metric: 1.1.1 – Programme Outcomes (POs), Programme Specific Outcomes (PSOs) and

Course Outcomes (COs) – B.A JOURNALISM AND MASS COMMUNICATION



reur	• 2015 - 2020			`
				promotional skills. • Acquire fast- paced career.
JM2CC2	International Socio Political Affairs	All levels	The course enables students to analyze global social political events/issues from a critical perspective.	 Understand the International Socio-Political Affairs and their influence on Journalism Acquire knowledge of Foreign Policies and their impact on Indian society Learn about the impact of Foreign Policy on Indian Society Evaluate role of Electoral Policies Critique Transnational Socio political Issues
JM2CP2	Photo Journalism	All levels	The course enables students to apply photography theory to the practice of	 Understand the Elements of Photography and its functions Learn Aesthetics of Photography,



Criterion: I - Curricular Aspects

Metric: 1.1.1 – Programme Outcomes (POs), Programme Specific Outcomes (PSOs) and

Course Outcomes (COs) – B.A JOURNALISM AND MASS COMMUNICATION



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			shooting	composition and Visual Story
			individually and in	Telling.
			group on specific assignments.	 Acquire Knowledge in Basic Lighting, Exposure and Focusing Hands on Experience in Camera operations Hands on Experience to Setup Lights for Indoor or an Outdoor Photography Learn Different types of photography Nature, wildlife, sports and social media photography
JM2AC2	Media Laws and Ethics	National	The course examines the various media laws, policy and regulatory frameworks in India.	 Appreciate the freedom of speech and expression Understand the major challenge of ethical journalism Learn how to solve simple media



Criterion: I - Curricular Aspects

Metric: 1.1.1 – Programme Outcomes (POs), Programme Specific Outcomes (PSOs) and

Course Outcomes (COs) – B.A JOURNALISM AND MASS COMMUNICATION



1601	. 2013 2020			
			COL	law cases. comprehend media constitutional laws Acquire Knowledge of Media Regulatory bodies of India Imbibe Human Rights in their lives
JM3CC3	Radio And Television Production Techniques	All levels	The course enables students to learn the production process and techniques involved in Radio and Television Production.	 Comprehend the language and power of blind medium Identify the ethical violations in Radio and Television Programme. Demonstrate knowledge and understanding of the workings of media institutions and actors, media production process and media governance and regulatory structures.



Criterion: I - Curricular Aspects

Metric: 1.1.1 – Programme Outcomes (POs), Programme Specific Outcomes (PSOs) and

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				Gain knowledge and
				understanding of different media
				systems operating at the national
				and international level.
	A STATE OF THE STA		EAD	 Understand the nature and significance of audio-visual communication as a human activity Communicate effectively with a
		1		media person as they are familiar
	200	M.		with television vocabulary.
ЈМЗСРЗ	Broadcast	All levels	The practical course	Conceptualize, write scripts and
	Journalism		gives experience to	storyboard for various Genres
		MINDE	students in the application of audio visual technologies.	 Gain Hands on Experience in handling Camera and Techniques
		AL.		Know the importance of the



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Reul leur	2015 - 2020			orani da di kacamatan da di ka
				audio and the recording process
			COL	 Produce Radio News Bulletins and Television News Bulletins Produce News Story for TV and Radio Apply various cinematography techniques &principles for anchoring a show
JM3AC3	Media Culture and Society	All levels	This course aims to introduce students to anointer disciplinary framework that will allow exploring and theorizing on the intersections of	 Understand the relationship between the state, media and the public. Understand the role of the media in the lives of individuals. Analyze media performance and content from a gender perspective. Identify misogyny, hegemony,



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			culture and		culture representations and
			media.		various other phenomena in films
		A A	COA		with ease.
			EAR	•	Critique the media content using
			EAD		theoretical frameworks such as
		/ / /			Marshall McLuhan's.
				•	Evaluate a film and bring out the
					various layers of meaning.
JM3SB1	Basics of Audio	All levels	T <mark>his</mark> course enables	•	Comprehend the basic editing
	and Video Editing	1,55	students to learn the		tools and techniques of sound
	797	All	application of audio		and video recordings
	18		visual editing	/·	Understand file formats and
	(8)	AVADIS	LIGHT		methods of editing
		MDE	(4011)	•	Get an overview on nonlinear
		1			editing
		MAI	MIRE	•	Learn Basics of Adobe premiere
					Pro and its functions



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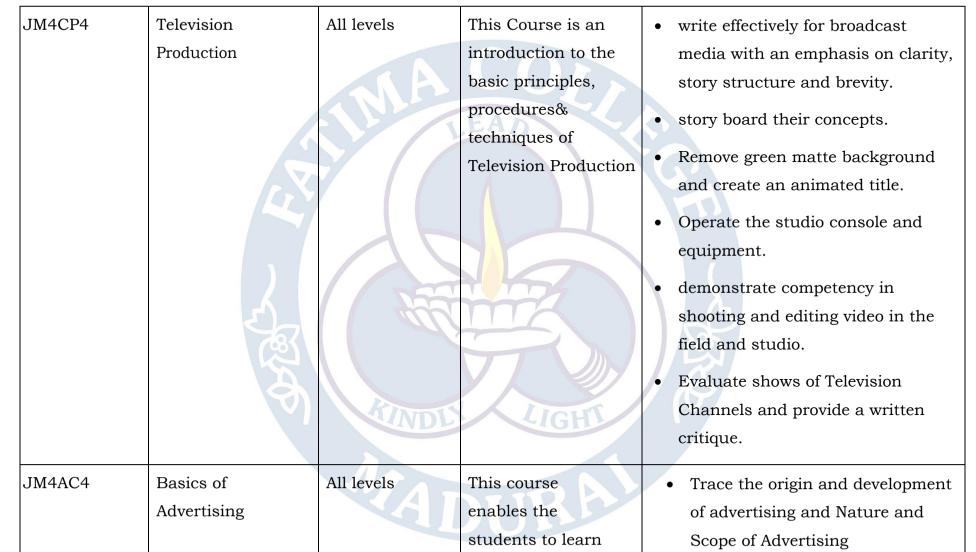
			COZ	 Gain Knowledge in conceptualize, writing script and storyboarding for various Genres Hands on Experience in handling Recording and Editing of Audio and Video Programs
JM4CC4	Communication theories	All levels	The overarching goal of this course is to think about and analyze Communication in a systematic way	 Understand the classification of Communication Learn Model of communication Analyze Normative Theories. Evaluate the different communication Theory. Understand the role of communication theory Gain Knowledge in various media context.



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	1			ı	
			the nature of	•	Analyze the different types of
			advertisement and		advertising
			their scope in media		Learn the Elements of ad copy in advertisement Understand the components of a brand image
				•	Identify the different types of
		1			advertising agency
			1	•	Acquire knowledge on public
	3	The state of			relation
JM4SB2	Advertisement	All levels	This course focuses	•	Demonstrate understanding of
	Production		on		the elements and principles of
		MINDLY	advertisements that		Graphic design
			are	•	Understand color and color
		V/1	placed in websites,		mixing
			television ads,	•	Gain knowledge in designing
					logos, visiting card,



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	. 2013 2020			
			newspapers, films or	Advertisement for various media
		MA	magazines	 Comprehend basics of Adobe Photoshop and its functions Gain knowledge of Production Techniques of Print Advertisement Acquire Practical Experience in
		1		Advertisement Production
JM5CC5	Development Communication	All levels	The course introduces students to the role of information, communication and the media in development and social change	 recognize and explain the concept and importance of development. distinguish between communication and development communication. describe use of different media in development communication. evaluate developmental



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1 601	. 2015 2020			<u> </u>
			COL	approaches and programmes in the context of Economic and development theories. understand key issues in sustainable development as a basis for engaging in effective development communication. describe dimensions of development and the development policy frameworks
JM5CC6	Film Studies	All levels	This course deals with various theoretical, historical, and critical approaches to films.	 Acquire knowledge on history of Cinema, cinema movements Understand the key production roles and responsibility Acquire knowledge in film language Gain awareness of the historical



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Teui	. 2015 - 2020			
				and theoretical relations of media
		MA	COL	Analyze structures of power, economics, and ideology and Film Genres Critique narration in relation to real life
JM5CC7	Media Literacy	All levels	This course focuses on the skills needed for students to be part of the fourth revolution.	Understand the Components of Web Journalism Grasp elements of HTML Acquire knowledge of technology aided reporting Gain knowledge of writing for the Web Analyze on-line Editions of Newspapers Conversion of Print and



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				Electronic Media into web
JM5ME1	Documentary Film Production	All levels	This course facilitates the acquiring basic knowledge about Graphics and the technology involved in using them effectively	 Acquire knowledge about Advanced Graphics Identify types of Monitors Reproduce Graphic Images Compare Image File Formats Apply technology involved in using graphics Discuss Human Computer Interface
JM5ME2	Short Film Production	All levels	This course focuses on the skills needed for students to part of the fourth revolution.	 Understand the Components of internet Grasp elements of HTML Create Website structure Gain knowledge of publishing websites



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		MA	COZZ	 Analyze on-line Editions of Newspapers Study the impact of Cyber journalism
JM5SB3	Specialized Reporting	All levels	This Course enables the learners to acquire knowledge about Web Designing and use of HTML for the purpose	 Understand the Components of internet Grasp elements of HTML Create Website structure Gain knowledge of publishing websites Analyse on-line Editions of Newspapers Study the impact of Cyber journalism
JM5SB4	Broadcast Media operation	All levels	The central goal of this course is to	Learn the basics of making Documentary and Short Films



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l eui	. 2015 2020				<u> </u>
			provide students	•	Grasp pre –production process,
			with perspectives,		production and post- production
			background, and		process
			ways of thinking		Acquire Camera Skills
			about documentary		-
			films and it also		Learn Script Writing Skills
		3/ /	involves the practical	1	Execute Dubbing and translation
			study of the creative		Apply theory in making the films
			an <mark>d</mark> technical		inppi) anony in maning are mine
)		aspects of film		
	2	160	production		3
JM6CC8	National and	All levels	This course deals	•	Understand role of International
	International		with International		Communication
	Affairs	AVAIDI	Communication		Trace the history of International
		A SAMPE	and its impact on		Communication
			the affairs of the		
			world	•	Compare communication
					technology of different time
					periods



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	. 2015 2020			
	V. V.		COL	 Analyze different perspectives of International Communication Discuss Communication as Human right Critique effects of globalization on Media Systems
JM6CC9	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.	 Critically analyze research methods and develop the skills for writing a thesis. Outline the basic frame work of research process Apply the concepts of research and its methods in the thesis Employ the required formats for citation Demonstrate the knowledge of research process with practical



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Teur	. 2015 2020			
		MA	COZ	experienceIdentify the research topics pertinent to Media.
JM6CC10	New Media	National	This course introduces students to principles of Media business management	 Learn about Indian media organization and their management practices. Understand Media Ownership and its types Identify problems and prospects of Newspaper Industry Critique role of Government in Media Management Discuss the concept of Media Economics
JM6ME3	Business Communication	National level	This course enables the students to understand the	Comprehend Integrated Marketing Communications



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real	: 2015 - 2020				· · · · · · · · · · · · · · · · · · ·
			principles and	•	Understand Perspectives on
			practices of		Consumer Behavior
			marketing communication, involving tools used by marketers to inform consumers.		Develop the Integrated marketing Communications Program Gain knowledge on Media Planning and Strategy Learn about Public Relations Analyze Broadcast Media
JM6ME4	Integrated	National level	This Course	1.	Learn about the process and
	Marketing	all	introduces to the		practice of PR
	Communication		learners the role and scope of Public	ŀ	Identify the meaning of
		KINDL	Relations GHT		Propaganda and Advertising Use the Tools of PR
		1		•	Understand the PR Environment
		KG I	DIRA	•	Critique PR's ole in Business
				•	Comprehend Campaign Planning



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					in PR
JM6SB5	Gender and	All levels	This course presents	•	Critically analyze research
	Media		methods that are		methods and develop the skills
			central to research		for writing a thesis.
			LAU		Outline the basic frame work of
			in media and		research process
		7 / /	communication.		
			No. 1 1 1 1 1		Apply the concepts of research
			Methods include		and its methods in the thesis
			re <mark>se</mark> arch,	•	Employ the required formats for
			in <mark>ter</mark> views, surveys		citation
		ROT	and introductory		Demonstrate the knowledge of
	3		statistics.		research process with practical
	707		statistics.		experience
			77		Identify the research topics
	A		Y (20)		pertinent to Media.
					portment to media.
JM6SB6	Women and	All Levels	Details of	•	Acquire media skills and
	Media		Internships taken up		knowledge through hands on
			by students are		experience received in Media
					_
		70	documented		Houses and Industries



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Year : 2015 - 2020



2015 - 2016

2015 - 2016			CON	
COURSE CODE	Course Title	NATURE OF THE COURSE (LOCAL/ NATIONAL/ REGIONAL/ GLOBAL)	Course Description	Course Objectives
JM1CC1	Introduction to Journalism and Mass Communication	All levels	This course covers the historical evolution of media leading up to contemporary developments	 Understand the definition, need and importance of journalism and mass communication. Trace the origin and development of various media. Learn the Qualities, duties, rights and responsibilities of a Journalist. Gain adequate knowledge about various branches in Journalism. Acquire knowledge of New Media



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Year	: 2015 - 2020			<u> </u>
		MA	<u>CO()</u>	in the Society.Analyze globalization and News Flow.
JM1CP1	News Editing Techniques	All levels	The course enables students to grasp the practice, duties and ethics involved in news editing.	 Use accurate language for the media Proofread reports and stories Report on a particular issue, sector, organization, or institution (beat reporting) Draft a feature Design a Newspaper/Magazine
JM1AC1	News Reporting and Writing Techniques	All levels	The course enables students learn techniques of gathering, analyzing and writing news for the media.	 Evaluate newsworthiness of information. Demonstrate an understanding of story idea creation. Comprehend the basic structure



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1001				
			COL	 and format of a news story (lead, body, and conclusion). Produce Content for Print, Broadcast and blogs and websites Demonstrate an understanding of online journalism and alternative story forms
JM1NME1	Event management	All levels	This Course is aimed at enabling learners to learn the essential elements of good visual storytelling	 Understand the role of images in visual story telling Prepare Story board Use Photoshop and other tools Acquire basic skills of Videography Learn Android Applications in creating better visuals
JM2CC2	International Socio Political	All levels	The course enables students to analyze	Understand the International Socio-Political Affairs and their



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7)	Year	2015 - 2020				
		Affairs		global social political		influence on Journalism Acquire
				events/issues from a		knowledge of Foreign Policies and
			AA	critical perspective.		their impact on Indian society
				EAN		Learn about the impact of Foreign
		6		EAD		Policy on Indian Society
		Y				Evaluate role of Electoral Policies
					•	Critique Transnational Socio
						political Issues
·	JM2CP2	Photo Journalism	All levels	The course enables	1	Understand the Elements of
		6)	M	students to apply		Photography and its functions
		(%)		photography theory	•	Learn Aesthetics of Photography,
		A		to the practice of		composition and Visual Story
				shooting		Telling.
			MANDE	individually and in		Acquire Knowledge in Basic
				group on specific	•	
				assignments.		Lighting, Exposure and Focusing
			461		•	Hands on Experience in Camera
						operations
L						



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Year	2015 - 2020			
			CODEAD	 Hands on Experience to Setup Lights for Indoor or an Outdoor Photography Learn Different types of photography Nature, wildlife, sports and social media photography
JM2AC2	Media Laws and Ethics	National	The course examines the various media laws, policy and regulatory frameworks in India.	 Appreciate the freedom of speech and expression Understand the major challenge of ethical journalism Learn how to solve simple media law cases. comprehend media constitutional laws Acquire Knowledge of Media Regulatory bodies of India



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JM2NME2	Radio And	All levels	This course	Comprehend role of event
	Television		allows	planners.
	Production Techniques		students to build their fundamental knowledge of modern event management.	 Analyze the skills required to plan an event. Enhance their innovativeness in managing the media Execute an event with the knack of organizational skill. Create professionalism through promotional skills.
			77 DAY	Acquire fast- paced career.
JM3CC3	Broadcast Journalism	All levels	The course enables students to learn the production process and techniques	 Comprehend the language and power of blind medium Identify the ethical violations in Radio and Television Programme. Demonstrate knowledge and



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			involved in Radio and Television	understanding of the workings of media institutions and actors,
		WINDLY	EAD LIGHT	 media production process and media governance and regulatory structures. Gain knowledge and understanding of different media systems operating at the national and international level. Understand the nature and significance of audio-visual communication as a human activity Communicate effectively with a media person as they are familiar with television vocabulary.
ЈМЗСРЗ	Media Culture and Society	All levels	The practical course gives experience to	Conceptualize, write scripts and storyboard for various Genres



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9 /		• =====================================						No. of the second secon
				students application visual tech				Gain Hands on Experience in handling Camera and Techniques Know the importance of the audio and the recording process Produce Radio News Bulletins and Television News Bulletins Produce News Story for TV and Radio Apply various cinematography techniques & principles for anchoring a show
ЈМЗА	AC3	Basics of Audio and Video Editing	All levels	This course introduce s to an interdiscipl framework allow explo	inary that ring	will and	•	Understand the relationship between the state, media and the public. Understand the role of the media in the lives of individuals. Analyze media performance and



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			intersections of	content from a gender perspective.
			EAD	 Identify misogyny, hegemony, culture representations and various other phenomena in films with ease. Critique the media content using theoretical frameworks such as Marshall McLuhan's. Evaluate a film and bring out the various layers of meaning.
JM4CC4	Communication theories	All levels	The overarching goal of this course is to think about and analyze communication in a systematic way	 Understand the classification of Communication Learn Model of communication Analyze Normative Theories Evaluate the different communication Theory. Understand the role of



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Y reul	• 2015 - 2020			· · · · · · · · · · · · · · · · · · ·
		MA	CO/>	communication theoryGain Knowledge in various media context
JM4CP4	Television Production	MAI	This Course is an introduction to the basic principles, procedures& techniques of Television Production	 write effectively for broadcast media with an emphasis on clarity, story structure and brevity. story board their concepts. Remove green matte background and create an animated title. Operate the studio console and equipment. demonstrate competency in shooting and editing video in the field and studio. Evaluate shows of Television Channels and provide a written critique.



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JM4AC4	Basics of Advertising	All levels	This Course equips the students with the knowledge of basics of Advertising for the Corporate	 Acquire a practical experience in Advertisement Production learn about the functioning of Advertising agencies Trace the history of Advertising Agencies Analyse the concept of Advertising Campaign Understand the Use tools to create advertisements Create Advertisements
JM4SB2	Advertisement Production	All levels	This course enables the students to learn the nature of advertisement and their scope in	 Trace the origin and development of advertising and Nature and Scope of Advertising Analyse the different types of advertising



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2	I Gui	. 2015 2020			
			media C	07>	advertisement Understand the components of a
		FAS	I,EAZ		Identify the different types of advertising Agency Acquire knowledge on public relation
•	JM5CC5	Development Communication	to the inform commuthe media	uces students role of	communication and development communication. describe use of different media in development communication.



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	, , CD : 1
JM5CC6 Film Studies All levels This course deals with various theoretical, historical, and critical approaches to films. Sustables basis developed each sustable police. Acquired theoretical approaches to films.	context of Economic and elopment theories. erstand key issues in tainable development as a sign for engaging in effective elopment communication. eribe dimensions of elopment and the development cy frameworks uire knowledge on history of the ema, cinema movements erstand the key production is and responsibility uire knowledge in film guage a wareness of the historical theoretical relations of media



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		MA	COL	 Analyse structures of power, economics, and ideology and Film Genres Critique narration in relation to real life
JM5CC7	Media Literacy	All levels	The course enables the students to create various technical documents	 with knowledge about types Technical Writing Acquire skills to create a structure for any Technical document Learn the Process of Writing, editing documents formatting Techniques Analyse the Audience Learn software used for technical writing Create Technical Document



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JM5ME1	Documentary Film Production	All levels	This course facilitates the acquiring basic knowledge about Graphics and the technology involved in using them effectively	 Acquire knowledge about Advanced Graphics Identify types of Monitors Reproduce Graphic Images Compare Image File Formats Apply technology involved in using graphics Discuss Human Computer Interface
JM5ME2	Short Film Production	All levels	This course focuses on the skills needed for students to part of the fourth revolution.	 Understand the Components of internet Grasp elements of HTML Create Website structure Gain knowledge of publishing websites Analyse on-line Editions of



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		MA	COL	Newspapers • Study the impact of Cyber journalism
JM5SB3	Specialised Reporting	All levels	This Course enables the learners to acquire knowledge about Web Designing and use of HTML for the purpose	 Understand the Components of internet Grasp elements of HTML Create Website structure Gain knowledge of publishing websites Analyse on-line Editions of Newspapers Study the impact of Cyber journalism
JM5SB4	Broadcast Media operation	All levels	The central goal of this course is to provide students with perspectives,	 Learn the basics of making Documentary and Short Films Grasp pre –production process,



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I Cui	. 2015 2020			
	. 2013 2020		background, and ways of thinking about documentary films and it also involves the practical study of the creative and technical aspects of	production and post- production process Acquire Camera Skills Learn Script Writing Skills Execute Dubbing and translation Apply theory in making the films
JM6CC8	National and International Affairs	All levels	This course deals with International Communication and its impact on the affairs of the world	 Understand role of International Communication Trace the history of International Communication Compare communication technology of different time periods Analyze different perspectives of International Communication Discuss Communication as



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				Human right Critique effects of globalization on Media Systems
JM6CC9	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.	 Critically analyze research methods and develop the skills for writing a thesis. Outline the basic frame work of research process Apply the concepts of research and its methods in the thesis Employ the required formats for citation Demonstrate the knowledge of research process with practical experience Identify the research topics pertinent to Media.
JM6CC10	New Media	National	This course introduces	Learn about Indian media organization and their



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	• 10.5 1010			
JM6ME3	Business Communication	MINDE	students to principles of Media business management This course help the students to learn the effective use of various types of oral, written and digital communication	 management practices. Understand Media Ownership and its types Identify problems and prospects of Newspaper Industry Critique role of Government in Media Management Discuss the concept of Media Economics demonstrate a good understanding of effective business writing create and deliver effective Business Presentations learn the Importance of Speaking understand Public Relation skills
		TE LEADING TO THE PARTY OF THE	modes geared to a range of business	Connect the Media through News



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			audiences.	Releases
			CON	Become Media savvy
JM6ME4	Integrated Marketing Communicati on	National level	This Course introduces to the learners the role and scope of Public Relations	 Learn about the process and practice of PR Identify the meaning of Propaganda and Advertising Use the Tools of PR Understand the PR Environment Critique PR's ole in Business Comprehend Campaign Planning in PR
JM6SB5	Gender and Media	All levels	This course presents methods that are central to research in media and communication.	 Critically analyze research methods and develop the skills for writing a thesis. Outline the basic frame work of research process



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real	. 1013 1010				· · · · · · · · · · · · · · · · · · ·
			Methods include	• Appl	y the concepts of research and
			research, interviews,	its m	ethods in the thesis
		SA	surveys and	 Emp 	loy the required formats for
			introductory	citat	-
			statistics.		
				• Dem	onstrate the knowledge of
		7 / 6		resea	arch process with practical
				expe	rience
				• Iden	tify the research topics
					nent to Media.
			7 754	F	
JM6SB6	Women and Media	All Levels	Details of	• Acqu	ire media skills and
	(3)		Internships taken up	knov	vledge through hands on
			by students are	expe	rience received in Media
		A LATER S	documented	Hous	ses and Industries
		AMDE	CIGHI		