



**Criterion** : II – Teaching-Learning and Evaluation

**Metric** : 2.6.1 – 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:

**PO1:** The Students would pick up skills like photojournalism, Radio and Video jockeying.

**PO2:** The Students would be adept at media related software.

**PO3:** The Students would be skilled at working for the media houses as they undergo internship.

**PO4:** The learners would be able to critique the portrayal of women and gender in the media.

**PO5:** The learners would be able to analyze the socio-political scenario in a global level.

**PO6:** The learners would be well equipped to be placed in mainstream media.

### 2019 - 2020

COURSE CODE	COURSE TITLE	COURSE OUTCOMES
19JM1CC1	INTRODUCTION TO JOURNALISM AND MASS COMMUNICATION	<p>CO1: Understand the definition, need and importance of journalism and mass communication.</p> <p>CO2: Trace the origin and development of various media.</p> <p>CO3: Learn the Qualities, duties, rights and responsibilities of a Journalist.</p> <p>CO4: Gain adequate knowledge about various branches in Journalism.</p>



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		<p>CO5: Acquire knowledge of New Media in the Society.</p> <p>CO6: Analyze globalization and News Flow.</p>
19JM1CP1	NEWS EDITING TECHNIQUES	<p>CO1: se accurate language for the media</p> <p>CO2: Proofread reports and stories</p> <p>CO3: Report on a particular Issue, sector, organization, or institution (beat reporting)</p> <p>CO4: Draft a feature</p> <p>CO5: Design and edit a Newspaper/Magazine</p>
19JM1AC1	NEWS REPORTING AND WRITING	<p>CO1: Evaluate newsworthiness of information.</p> <p>CO2: Demonstrate an understanding of story idea creation.</p> <p>CO3: Comprehend the basic structure and format of a news story (lead, body, and conclusion).</p> <p>CO4: Produce Content for Print, Broadcast and blogs and websites</p> <p>CO5: Demonstrate an understanding of online journalism and alternative story forms.</p>



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19JM1NME1 &19JM2NME2	EVENT MANAGEMENT	<p>CO1: Comprehend role of event planners.</p> <p>CO2: Analyze the skills required to plan an event.</p> <p>CO3: Enhance their innovativeness in managing the media</p> <p>CO4: Execute an event with the knack of organizational skill.</p> <p>CO5: Create professionalism through promotional skills.</p>
19JM2CC2	MEDIA LAWS AND ETHICS	<p>CO1: Appreciate the freedom of speech and expression</p> <p>CO2: Understand the major challenge of ethical journalism</p> <p>CO3: Learn how to solve simple media law cases.</p> <p>CO4: comprehend media constitutional laws</p> <p>CO5: Acquire Knowledge of Media Regulatory bodies of India</p>
19JM2CP2	PHOTO JOURNALISM	<p>CO1: Understand the Elements of Photography and its functions</p> <p>CO2: Learn Aesthetics of Photography, composition and Visual Story Telling.</p> <p>CO3: Acquire Knowledge in Basic Lighting, Exposure and</p>





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		<p>Focusing</p> <p>CO4: Hands on Experience in Camera operations</p> <p>CO5: Hands on Experience to Setup Lights for Indoor or an Outdoor Photography</p> <p>CO6: Learn Different types of photography Nature, wildlife, sports and social media photography</p>
19JM2AC2	NATIONAL AND INTERNATIONAL AFFAIRS	<p>CO1: Define the role of the Constitution in a democratic society</p> <p>CO2: Describe theories of international relations</p> <p>CO3: Skillfully use extensive sources of information including internet, government publications, professional journals, and newspaper.</p> <p>CO4: Evaluate the causes and processes of modern international issues</p> <p>CO5: Critique some controversial laws</p> <p>CO6: Demonstrate critical thinking skills through writing and discussion.</p>



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COURSE CODE	COURSE TITLE	COURSE OBJECTIVES
JM3CC3	RADIO AND TELEVISION PRODUCTION TECHNIQUES	<ul style="list-style-type: none"> <li>• Comprehend the language and power of the blind medium</li> <li>• Identify the ethical violations in Radio and Television Programme.</li> <li>• Demonstrate knowledge and understanding of the workings of media institutions and actors, media production process and media governance and regulatory structures.</li> <li>• Gain knowledge and understanding of different media systems operating at the national and international level.</li> <li>• Understand the nature and significance of audio-visual communication as a human activity</li> <li>• Communicate effectively with media person as they are familiar with television vocabulary.</li> </ul>
JM3CP3	BROADCAST JOURNALISM	<ul style="list-style-type: none"> <li>• Conceptualize, write scripts and storyboard for various Genres</li> <li>• Gain Hands on Experience in handling Camera and</li> </ul>



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		<p>Techniques</p> <ul style="list-style-type: none"> <li>• Know the importance of the audio and the recording process</li> <li>• Produce Radio News Bulletins and Television News Bulletins</li> <li>• Produce News Story for TV and Radio</li> <li>• Apply various cinematography techniques &amp; principles for Anchoring a Show</li> </ul>
JM3AC3	MEDIA CULTURE AND SOCIETY	<ul style="list-style-type: none"> <li>• Understand the relationship between the state, media and the public.</li> <li>• Understand the role of the media in the lives of individuals.</li> <li>• Analyze media performance and content from a gender perspective.</li> <li>• Identify misogyny, hegemony, culture representations and various other phenomena in films with ease.</li> <li>• Critique the media content using theoretical frameworks</li> </ul>



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		<p>such as Marshall McLuhan's.</p> <ul style="list-style-type: none"> <li>Evaluate a film and bring out the various layers of meaning.</li> </ul>
JM3SB1	BASICS OF AUDIO AND VIDEO EDITING	<ul style="list-style-type: none"> <li>Comprehend the basic editing tools and techniques of sound and video recordings</li> <li>Understand file formats and methods of editing</li> <li>Get an overview on nonlinear editing</li> <li>Learn Basics of Adobe premiere Pro and its functions</li> <li>Gain Knowledge in conceptualize, writing script and storyboarding for various Genres</li> <li>Hands on Experience in handling Recording and Editing of Audio and Video Programs</li> </ul>
JM4CC4	COMMUNICATIONTHEORIES	<ul style="list-style-type: none"> <li>Understand the classification of Communication</li> <li>Learn Model of communication</li> <li>Analyze Normative Theories:</li> </ul>





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		<ul style="list-style-type: none"> <li>Evaluate the different communication Theory.</li> <li>Understand the role of communication theory</li> <li>Gain Knowledge in various media context</li> </ul>
JM4CP4	TELEVISION PRODUCTION	<ul style="list-style-type: none"> <li>write effectively for broadcast media with an emphasis on clarity, story structure and brevity.</li> <li>story board their concepts.</li> <li>Remove green matte background and create an animated title.</li> <li>Operate the studio console and equipment.</li> <li>demonstrate competency in shooting and editing video in the field and studio.</li> <li>Evaluate shows of Television Channels and provide a written critique.</li> </ul>
JM4AC4	BASICS OF ADVERTISING	<ul style="list-style-type: none"> <li>Trace the origin and development of advertising and Nature and Scope of Advertising</li> <li>Analyze the different types of advertising</li> </ul>



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		<ul style="list-style-type: none"> <li>• Learn the Elements of ad copy in advertisement</li> <li>• Understand the components of a brand image</li> <li>• Identify the different types of advertising agency</li> <li>• Acquire knowledge on public relation</li> </ul>
JM4SB2	ADVERTISEMENT PRODUCTION	<ul style="list-style-type: none"> <li>• Demonstrate understanding of the elements and principles of Graphic design</li> <li>• Understand color and color mixing</li> <li>• Gain knowledge in designing logos, visiting card, Advertisement for various media</li> <li>• Comprehend basics of Adobe Photoshop and its functions</li> <li>• Gain knowledge of Production Techniques of Print Advertisement</li> <li>• Acquire Practical Experience in Advertisement Production</li> </ul>
JM5CC5	DEVELOPMENT COMMUNICATION	<ul style="list-style-type: none"> <li>• recognize and explain the concept and importance of development.</li> </ul>



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		<ul style="list-style-type: none"> <li>distinguish between communication and development communication.</li> <li>describe use of different media in development communication.</li> <li>evaluate developmental approaches and programmes in the context of Economic and development theories.</li> <li>understand key issues in sustainable development as a basis for engaging in effective development communication.</li> <li>Describe dimensions of development and the development policy frameworks</li> </ul>
JM5CC7	MEDIA LITERACY	<ul style="list-style-type: none"> <li>Understand the importance and impact of media and Media Literacy concepts</li> <li>Safely and responsibly access a variety of media texts from different media platforms.</li> <li>Understand the Interactive Media</li> <li>Develop the ability to broadcasting their perspectives on</li> </ul>



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		<p>Media</p> <ul style="list-style-type: none"> <li>• Learn Practical Media Skills Photoshop, Video Editing</li> <li>• Act as a responsible digital citizen</li> </ul>
JM5ME1	DOCUMENTARY PRODUCTION	<ul style="list-style-type: none"> <li>• Grasp Pre –production process</li> <li>• Prepare a Budget and Script</li> <li>• Plan the Production Process</li> <li>• Understand Post production process</li> <li>• Execute Dubbing and translation</li> </ul>
JM5ME2	SHORT FILM PRODUCTION	<ul style="list-style-type: none"> <li>• Understand the Pre –production process</li> <li>• Prepare a Budget and Script</li> <li>• Plan Production Process</li> <li>• Comprehend Post production process</li> <li>• Execute Dubbing and translation</li> </ul>
JM5SB3	SPECIALISED	<ul style="list-style-type: none"> <li>• Identity areas of interest in reporting.</li> </ul>





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	REPORTING	<ul style="list-style-type: none"> <li>• Transform themselves into a special correspondent.</li> <li>• Analyze and sort out problems in reporting.</li> <li>• Get acquainted with the types of reporting</li> <li>• Become adept at the techniques of writing a specific report.</li> <li>• Predict conclusions from composite premises</li> </ul>
JM5SB4	BROADCAST MEDIA OPERATION	<ul style="list-style-type: none"> <li>• Learn media management</li> <li>• Understand the structure of media organization</li> <li>• Gain knowledge in designing logos, visiting card, Advertisement for various media</li> <li>• Get a hands-on experience of situations and functioning of the media industry</li> <li>• Gather relevant skills for a career in the media</li> </ul>
JM6CC8	NATIONAL AND INTERNATIONAL AFFAIRS	<ul style="list-style-type: none"> <li>• Define the role of the Constitution in a democratic society</li> <li>• Describe theories of international relations</li> <li>• CO3: Skillfully use extensive sources of information</li> </ul>



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		<p>including internet, government publications, professional journals, and newspaper.</p> <ul style="list-style-type: none"> <li>• Evaluate the causes and processes of modern international issues</li> <li>• Critique some controversial laws</li> <li>• Demonstrate critical thinking skills through writing and discussion</li> </ul>
JM6CC9	BASIC MEDIA RESEARCH	<ul style="list-style-type: none"> <li>• Critically analyze research methods and develop the skills for writing a thesis.</li> <li>• Outline the basic frame work of research process</li> <li>• Apply the concepts of research and its methods in the thesis</li> <li>• Employ the required formats for citation</li> <li>• Demonstrate the knowledge of research process with practical experience</li> <li>• Identify the research topics pertinent to Media.</li> </ul>



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JM6CC10	NEW MEDIA	<ul style="list-style-type: none"> <li>• Recognize the tenets of online journalism and the new media</li> <li>• Analyse the role and importance of the internet as a component of mass media.</li> <li>• Critique social issues to develop good citizenry</li> <li>• Transform into ethical journalists.</li> <li>• Contribute to the college and the department blog site and the media in general.</li> <li>• Create a blog of their own.</li> </ul>
JM6ME3	BUSINESS COMMUNICATION	<ul style="list-style-type: none"> <li>• demonstrate a good understanding of effective business writing</li> <li>• create and deliver effective Business Presentations</li> <li>• learn the Importance of Speaking</li> <li>• understand Public Relation skills</li> <li>• Connect the Media through News Releases</li> </ul>



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		<ul style="list-style-type: none"> <li>• Become Media savvy</li> </ul>
JM6ME4	INTEGRATED MARKETING COMMUNICATION	<ul style="list-style-type: none"> <li>• Comprehend Integrated Marketing Communications</li> <li>• Understand Perspectives on Consumer Behavior</li> <li>• Develop the Integrated marketing Communications Program</li> <li>• Gain knowledge on Media Planning and Strategy</li> <li>• C05: Learn about Public Relations</li> <li>• Analyze Broadcast Media today and imbibe reporter's behavior.</li> </ul>
JM6SB5	GENDER AND MEDIA	<ul style="list-style-type: none"> <li>• Describe the manner in which race, class, gender, and sexuality intersect.</li> <li>• Understand and evaluate major theories and texts central to Gender Studies.</li> <li>• Analyze the structure of gender representations in media, language, and texts with Bechdel Test</li> <li>• Evaluate and interpret information from a variety of</li> </ul>





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		<p>sources including print and electronic media, film, video, and other information technologies.</p> <ul style="list-style-type: none"> <li>• Recognize the global, scientific, cultural, historical, or political issues that have created distinctions and disruptions among women, men, and sexual minorities.</li> <li>• Explore theoretical and practical aspects of social justice</li> </ul>
JM6SB6	WOMEN AND MEDIA	<ul style="list-style-type: none"> <li>• Comprehend the classification of Feminism</li> <li>• Understand and acquire knowledge on the history of roles of women in Media</li> <li>• Evaluate women's position in soap operas</li> <li>• Critically estimate the role of women in advertisements</li> <li>• Perceive media laws and cybercrime regulations for women</li> <li>• Analyze the representation of women through mass media</li> </ul>



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**2018 - 2019**

COURSE CODE	COURSE TITLE	COURSE OBJECTIVES
JM1CC1	INTRODUCTION TO JOURNALISM AND MASS COMMUNICATION	<ul style="list-style-type: none"> <li>• Understand the definition, need and importance of journalism and mass communication.</li> <li>• Trace the origin and development of various media.</li> <li>• Learn the Qualities, duties, rights and responsibilities of a Journalist.</li> <li>• Gain adequate knowledge about various branches in Journalism.</li> <li>• Acquire knowledge of New Media in the Society.</li> <li>• Analyze globalization and News Flow.</li> </ul>
JM1CP1	NEWS EDITING TECHNIQUES	<ul style="list-style-type: none"> <li>• Use accurate language for the media</li> <li>• Proof read reports and stories</li> <li>• Report on a particular issue, sector, organization, or institution (beat reporting) Draft a feature</li> </ul>



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		<ul style="list-style-type: none"> <li>Design a Newspaper/Magazine</li> </ul>
JM1AC1	NEWS REPORTING AND WRITING TECHNIQUES	<ul style="list-style-type: none"> <li>Evaluate newsworthiness of information.</li> <li>Demonstrate an understanding of story idea creation.</li> <li>Comprehend the basic structure and format of a news story (lead, body, and conclusion).</li> <li>Produce Content for Print, Broadcast and blogs and websites</li> <li>Demonstrate an understanding of online journalism and alternative story forms</li> </ul>
JM1NME1 & JM2NME2	EVENT MANAGEMENT	<ul style="list-style-type: none"> <li>Comprehend role of event planners.</li> <li>Analyze the skills required to plan an event.</li> <li>Enhance their innovativeness in managing the media</li> <li>Execute an event with the knack of organizational skill.</li> <li>Create professionalism through promotional skills.</li> </ul>



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JM2CC2	INTERNATIONAL SOCIO POLITICAL AFFAIRS	<ul style="list-style-type: none"> <li>• Understand the International Socio-Political Affairs and their influence on Journalism</li> <li>• Acquire knowledge of Foreign Policies and their impact on Indian society</li> <li>• Learn about the impact of Foreign Policy on Indian Society</li> <li>• Evaluate role of Electoral Policies</li> <li>• Critique Transnational Socio Political Issues</li> </ul>
JM2CP2	PHOTO JOURNALISM	<ul style="list-style-type: none"> <li>• Understand the Elements of Photography and its functions</li> <li>• Learn Aesthetics of Photography, composition and Visual Story Telling.</li> <li>• Acquire Knowledge in Basic Lighting, Exposure and Focusing</li> <li>• Hands on Experience in Camera operations</li> <li>• Hands on Experience to Setup Lights for Indoor or an</li> </ul>





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		<p>Outdoor Photography</p> <ul style="list-style-type: none"> <li>• Learn Different types of photography Nature, wild life, sports and social media photography</li> </ul>
JM2AC2	MEDIA LAWS AND ETHICS	<ul style="list-style-type: none"> <li>• Appreciate the freedom of speech and expression</li> <li>• Understand the major challenge of ethical journalism</li> <li>• Learn how to solve simple media law cases.</li> <li>• comprehend media constitutional laws</li> <li>• Acquire Knowledge of Media Regulatory bodies of India</li> </ul>
JM3CC3	RADIO AND TELEVISION PRODUCTION TECHNIQUES	<ul style="list-style-type: none"> <li>• Comprehend the language and power of blind medium</li> <li>• Identify the ethical violations in Radio and Television Programme.</li> <li>• Demonstrate knowledge and understanding of the workings of media institutions and actors, media production process and media governance and regulatory structures.</li> <li>• Gain knowledge and understanding of different media</li> </ul>



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		<p>systems operating at the national and international level.</p> <ul style="list-style-type: none"> <li>• Understand the nature and significance of audio-visual communication as a human activity</li> <li>• Communicate effectively with a media person as they are familiar with television vocabulary.</li> </ul>
JM3CP3	BROADCAST JOURNALISM	<ul style="list-style-type: none"> <li>• Conceptualize, write scripts and storyboard for various Genres</li> <li>• Gain Hands on Experience in handling Camera and Techniques</li> <li>• Know the importance of the audio and the recording process</li> <li>• Produce Radio News Bulletins and Television News Bulletins</li> <li>• Produce News Story for TV and Radio</li> <li>• Apply various cinematography techniques &amp; principles</li> </ul>



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		for Anchoring a Show
JM3AC3	MEDIA CULTURE AND SOCIETY	<ul style="list-style-type: none"> <li>• Understand the relationship between the state, media and the public.</li> <li>• Understand the role of the media in the lives of individuals.</li> <li>• Analyze media performance and content from a gender perspective.</li> <li>• Identify misogyny, hegemony, culture representations and various other phenomena in films with ease.</li> <li>• Critique the media content using theoretical frameworks such as Marshall McLuhan's.</li> <li>• Evaluate a film and bring out the various layers of meaning.</li> </ul>
JM3SB1	BASICS OF AUDIO AND VIDEO EDITING	<ul style="list-style-type: none"> <li>• Comprehend the basic editing tools and techniques of sound and video recordings</li> <li>• Understand file formats and methods of editing</li> </ul>



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		<ul style="list-style-type: none"> <li>• Get an overview on nonlinear editing</li> <li>• Learn Basics of Adobe premiere Pro and its Functions</li> <li>• Gain Knowledge in conceptualize, writing script and storyboarding for various Genres</li> <li>• Hands on Experience in handling Recording and Editing of Audio and Video Programs</li> </ul>
JM4CC4	COMMUNICATIONTHEORIES	<ul style="list-style-type: none"> <li>• Understand the classification of Communication</li> <li>• Learn Model of communication</li> <li>• Analyze Normative Theories</li> <li>• Evaluate different communication Theory</li> <li>• Understand the role of communication theory</li> <li>• Gain Knowledge in various media context</li> </ul>
JM4CP4	TELEVISION PRODUCTION	<ul style="list-style-type: none"> <li>• write effectively for broadcast media with an emphasis on clarity, story structure and brevity.</li> <li>• Story board their concepts.</li> </ul>





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		<ul style="list-style-type: none"> <li>Remove green matte background and create an animated title.</li> <li>Operate the studio console and equipment.</li> <li>Demonstrate competency in shooting and editing video in the field and studio.</li> <li>Evaluate shows of Television Channels and provide a written critique.</li> </ul>
JM4AC4	BASICS OF ADVERTISING	<ul style="list-style-type: none"> <li>Trace the origin and development of advertising and Nature and Scope of Advertising</li> <li>Analyze the different types of advertising</li> <li>Learn the Elements of ad copy in advertisement</li> <li>Understand the components of a brand image</li> <li>Identify the different types of advertising agency</li> <li>Acquire knowledge on public relation</li> </ul>
JM4SB2	ADVERTISEMENT PRODUCTION	<ul style="list-style-type: none"> <li>Demonstrate understanding of the elements and principles of Graphic design</li> </ul>



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		<ul style="list-style-type: none"> <li>• Understand color and color mixing</li> <li>• Gain knowledge in designing logos, visiting card, Advertisement for various media</li> <li>• Comprehend basics of Adobe Photoshop and its functions</li> <li>• Gain knowledge of Production Techniques of Print Advertisement</li> <li>• Acquire Practical Experience in Advertisement Production</li> </ul>
JM5CC5	DEVELOPMENT COMMUNICATION	<ul style="list-style-type: none"> <li>• recognize and explain the concept and importance of development.</li> <li>• distinguish between communication and development communication.</li> <li>• describe use of different media in development communication.</li> <li>• evaluate developmental approaches and programmes in</li> </ul>



**Criterion** : II – Teaching-Learning and Evaluation

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		<p>the context of Economic and development theories.</p> <ul style="list-style-type: none"> <li>understand key issues in sustainable development as a basis for engaging in effective development communication.</li> <li>describe dimensions of development and the development policy frameworks</li> </ul>
JM5CC6	FILM STUDIES	<ul style="list-style-type: none"> <li>Acquire knowledge on history of Cinema, cinema movements</li> <li>Understand the key production roles and responsibility</li> <li>Acquire knowledge in film language</li> <li>Gain awareness of the historical and theoretical relations of media</li> <li>Analyze structures of power, economics, and ideology and Film Genres</li> <li>Critique narration in relation to real life</li> </ul>
JM5CC7	MEDIA LITERACY	<ul style="list-style-type: none"> <li>Understand the importance and impact of media and</li> </ul>



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		<p>Media Literacy concepts</p> <ul style="list-style-type: none"> <li>• Safely and responsibly access a variety of media texts from different media platforms.</li> <li>• Understand the Interactive Media</li> <li>• Develop the ability to broadcasting their perspectives on Media</li> <li>• Learn Practical Media Skills Photoshop, Video Editing</li> <li>• Act as a responsible digital citizen</li> </ul>
JM5ME1	DOCUMENTARY FILM PRODUCTION	<ul style="list-style-type: none"> <li>• Grasp Pre –production process</li> <li>• Prepare a Budget and Script</li> <li>• Plan the Production Process</li> <li>• Understand Post production process</li> <li>• Execute Dubbing and translation</li> </ul>
JM5ME2	SHORT FILM PRODUCTION	<ul style="list-style-type: none"> <li>• Grasp Pre –production process</li> <li>• Prepare a Budget and Script</li> </ul>





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		<ul style="list-style-type: none"> <li>• Plan Production Process</li> <li>• Comprehend Post production process</li> <li>• Execute Dubbing and translation</li> </ul>
JM5SB3	SPECIALISED REPORTING	<ul style="list-style-type: none"> <li>• Identity areas of interest in reporting. Transform themselves into a special correspondent.</li> <li>• Analyze and sort out problems in reporting.</li> <li>• Get acquainted with the types of reporting</li> <li>• Become adept at the techniques of writing a specific report.</li> <li>• Predict conclusions from composite premises</li> </ul>
JM5SB4	BROADCAST MEDIA OPERATION	<ul style="list-style-type: none"> <li>• Learn media management</li> <li>• Understand the structure of media organization</li> <li>• Gain knowledge in designing logos, visiting card, Advertisement for various media</li> </ul>



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		<ul style="list-style-type: none"> <li>• Get a hands-on experience of situations and functioning of the media industry</li> <li>• Gather relevant skills for a career in the media</li> </ul>
JM6CC8	NATIONAL AND INTERNATIONAL AFFAIRS	<ul style="list-style-type: none"> <li>• Define the role of the Constitution in a democratic society</li> <li>• Describe theories of international relations</li> <li>• Skillfully use extensive sources of information including internet, government publications, professional journals, and newspaper.</li> <li>• Evaluate the causes and processes of modern international issues</li> <li>• Critique some controversial laws</li> <li>• Demonstrate critical thinking skills through writing and discussion</li> </ul>
JM6CC9	BASIC MEDIA RESEARCH	<ul style="list-style-type: none"> <li>• Critically analyze research methods and develop the skills for writing a thesis.</li> </ul>



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		<ul style="list-style-type: none"> <li>• Outline the basic frame work of research process</li> <li>• Apply the concepts of research and its methods in the thesis</li> <li>• Employ the required formats for citation</li> <li>• Demonstrate the knowledge of research process with practical experience</li> <li>• Identify the research topics pertinent to Media.</li> </ul>
JM6CC10	NEW MEDIA	<ul style="list-style-type: none"> <li>• Recognize the tenets of online journalism and the new media</li> <li>• Analyze the role and importance of the internet as a component of mass media.</li> <li>• Critique social issues to develop good citizenry</li> <li>• Transform into ethical journalists.</li> <li>• Contribute to the college and the department blog site and the media in general.</li> <li>• Create a blog of their own.</li> </ul>



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JM6ME3	BUSINESS COMMUNICATION	<ul style="list-style-type: none"> <li>• demonstrate a good understanding of effective business writing</li> <li>• create and deliver effective Business Presentations</li> <li>• learn the Importance of Speaking</li> <li>• understand Public Relation skills</li> <li>• Connect the Media through News Releases</li> <li>• Become Media savvy</li> </ul>
JM6ME4	INTEGRATED MARKETING COMMUNICATION	<ul style="list-style-type: none"> <li>• Comprehend Integrated Marketing Communications</li> <li>• Understand Perspectives on Consumer Behavior</li> <li>• Develop the Integrated marketing Communications Program</li> <li>• Gain knowledge on Media Planning and Strategy</li> <li>• Learn about Public Relations</li> <li>• Analyze Broadcast Media</li> </ul>
JM6SB5	GENDER AND MEDIA	<ul style="list-style-type: none"> <li>• Describe the manner in which race, class, gender, and</li> </ul>





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		<p>sexuality intersect.</p> <ul style="list-style-type: none"> <li>• Understand and evaluate major theories and texts central to Gender Studies.</li> <li>• Analyze the structure of gender representations in media, language, and texts with Bechdel Test</li> <li>• Evaluate and interpret information from a variety of sources including print and electronic media, film, video, and other information technologies.</li> <li>• Recognize the global, scientific, cultural, historical, or political issues that have created distinctions and disruptions among women, men, and sexual minorities.</li> <li>• Explore theoretical and practical aspects of social justice</li> </ul>
JM6SB6	WOMEN AND MEDIA	<ul style="list-style-type: none"> <li>• Comprehend the classification of Feminism</li> <li>• Understand and acquire knowledge on the history of roles of women in Media</li> </ul>



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		<ul style="list-style-type: none"> <li>• Evaluate women's position in soap operas</li> <li>• Critically estimate the role of women in advertisements</li> <li>• Perceive media laws and cybercrime regulations for women</li> <li>• Analyze the representation of women through mass media</li> </ul>
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**2017-2018**

COURSE CODE	COURSE TITLE	COURSE OBJECTIVES
JM1CC1	INTRODUCTION TO JOURNALISM AND MASS COMMUNICATION	<ul style="list-style-type: none"> <li>• Understand the definition, need and importance of journalism and mass communication.</li> <li>• Trace the origin and development of various media.</li> <li>• Learn the Qualities, duties, rights and responsibilities of a Journalist.</li> </ul>



**Criterion** : II – Teaching-Learning and Evaluation

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		<ul style="list-style-type: none"> <li>• Gain adequate knowledge about various branches in Journalism.</li> <li>• Acquire knowledge of New Media in the Society.</li> <li>• Analyze globalization and News Flow.</li> </ul>
JM1CP1	NEWS EDITING TECHNIQUES	<ul style="list-style-type: none"> <li>• Use accurate language for the media</li> <li>• Proofread reports and stories</li> <li>• Report on a particular issue, sector, organization, or institution (beat reporting)</li> <li>• Draft a feature</li> <li>• Design and edit a Newspaper/Magazine</li> </ul>
JM1AC1	NEWS REPORTING AND WRITING TECHNIQUES	<ul style="list-style-type: none"> <li>• Evaluate newsworthiness of information.</li> <li>• Demonstrate an understanding of story idea creation.</li> <li>• Comprehend the basic structure and format of a news story (lead, body, and conclusion).</li> <li>• Produce Content for Print, Broadcast and blogs and</li> </ul>



**Criterion** : II – Teaching-Learning and Evaluation

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		<p>websites</p> <ul style="list-style-type: none"> <li>• Demonstrate an understanding of online journalism and alternative story forms</li> </ul>
JM1NME1& JM2NME2	EVENT MANAGEMENT	<ul style="list-style-type: none"> <li>• Comprehend role of event planners.</li> <li>• Analyze the skills required to plan an event.</li> <li>• Enhance their innovativeness in managing the media</li> <li>• Execute an event with the knack of organizational skill.</li> <li>• Create professionalism through promotional skills.</li> <li>• Acquire fast- paced career.</li> </ul>
JM2CC2	INTERNATIONAL SOCIO POLITICAL AFFAIRS	<ul style="list-style-type: none"> <li>• Understand the International Socio-Political Affairs and their influence on Journalism</li> <li>• Acquire knowledge of foreign policies and their impact on Indian society</li> <li>• Learn about the impact of foreign policy on Indian Society</li> </ul>





**Criterion** : II – Teaching-Learning and Evaluation

**Metric** : 2.6.1 – Programme Outcomes (POs), Programme Specific Outcomes (PSOs) and Course Outcomes (COs) – B.A JOURNALISM AND MASS COMMUNICATION

**Year** : 2015 - 2020



		<ul style="list-style-type: none"> <li>• Evaluate role of Electoral Policies</li> <li>• Critique Transnational Socio Political Issues</li> </ul>
JM2CP2	PHOTO JOURNALISM	<ul style="list-style-type: none"> <li>• Understand the Elements of Photography and its functions</li> <li>• Learn Aesthetics of Photography, composition and Visual Story Telling.</li> <li>• Acquire Knowledge in Basic Lighting, Exposure and Focusing</li> <li>• Hands on Experience in Camera operations Hands on Experience to Setup Lights for Indoor or an Outdoor Photography</li> <li>• Learn Different types of photography Nature, wildlife, sports and social media photography</li> </ul>
JM2AC2	MEDIA LAWS AND ETHICS	<ul style="list-style-type: none"> <li>• Appreciate the freedom of speech and expression</li> <li>• Understand the major challenge of ethical journalism</li> <li>• Learn how to solve simple media law cases.</li> </ul>



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		<ul style="list-style-type: none"> <li>comprehend media constitutional laws</li> <li>Acquire Knowledge of Media Regulatory bodies of India</li> </ul>
JM3CC3	RADIO AND TELEVISION PRODUCTION TECHNIQUES	<ul style="list-style-type: none"> <li>Comprehend the language and power of blind medium</li> <li>Identify the ethical violations in Radio and Television Programme.</li> <li>Demonstrate knowledge and understanding of the workings of media institutions and actors, media production process and media governance and regulatory structures.</li> <li>Gain knowledge and understanding of different media systems operating at the national and international level.</li> <li>Understand the nature and significance of audio-visual communication as a human activity</li> <li>Communicate effectively with a media person as they are familiar with television vocabulary.</li> </ul>



**Criterion** : II – Teaching-Learning and Evaluation

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JM3CP3	BROADCAST JOURNALISM	<ul style="list-style-type: none"> <li>• Conceptualize, write scripts and storyboard for various Genres</li> <li>• Gain Hands on Experience in handling Camera and Techniques</li> <li>• Know the importance of the audio and the recording process</li> <li>• Produce Radio News Bulletins and Television News Bulletins</li> <li>• Produce News Story for TV and Radio</li> <li>• Apply various cinematography techniques &amp; principles for anchoring a Show</li> </ul>
JM3AC3	MEDIA CULTURE AND SOCIETY	<ul style="list-style-type: none"> <li>• Understand the relationship between the state, media and the public.</li> <li>• Understand the role of the media in the lives of individuals.</li> <li>• Analyze media performance and content from a gender</li> </ul>



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		<p>perspective.</p> <ul style="list-style-type: none"> <li>Identify misogyny, hegemony, culture representations and various other phenomena in films with ease.</li> <li>Critique the media content using theoretical frameworks such as Marshall McLuhan's.</li> <li>Evaluate a film and bring out the various layers of meaning.</li> </ul>
JM3SB1	BASICS OF AUDIO AND VIDEO EDITING	<ul style="list-style-type: none"> <li>Comprehend the basic editing tools and techniques of sound and video recordings</li> <li>Understand file formats and methods of editing</li> <li>Get an overview on nonlinear editing</li> <li>Learn Basics of Adobe premiere Pro and its functions</li> <li>Gain Knowledge in conceptualize, writing script and storyboarding for various Genres</li> <li>Hands on Experience in handling Recording and Editing of Audio and Video Programs</li> </ul>





**Criterion** : II – Teaching-Learning and Evaluation

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JM4CC4	COMMUNICATION THEORIES	<ul style="list-style-type: none"> <li>• Understand the classification of Communication</li> <li>• Learn Model of communication</li> <li>• Analyze Normative Theories:</li> <li>• Evaluate the different communication Theory.</li> <li>• Understand the role of communication theory</li> <li>• Gain Knowledge in various media context</li> </ul>
JM4CP4	TELEVISION PRODUCTION	<ul style="list-style-type: none"> <li>• Write effectively for broadcast media with an emphasis on clarity, story structure and brevity.</li> <li>• Story board the concepts.</li> <li>• Remove green matte background and create an animated title.</li> <li>• Operate the studio console and equipment.</li> <li>• demonstrate competency in shooting and editing video in the field and studio.</li> <li>• Evaluate shows of Television Channels and provide a</li> </ul>



**Criterion** : II – Teaching-Learning and Evaluation

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**Year** : 2015 - 2020



		written critique.
JM4AC4	BASICS OF ADVERTISING	<ul style="list-style-type: none"> <li>• Trace the origin and development of advertising and Nature and Scope of Advertising</li> <li>• Analyze the different types of advertising</li> <li>• Learn the Elements of ad copy in advertisement</li> <li>• Understand the components of a brand image</li> <li>• Identify the different types of advertising agency</li> <li>• Acquire knowledge on public relation</li> </ul>
JM4SB2	ADVERTISEMENT PRODUCTION	<ul style="list-style-type: none"> <li>• Demonstrate understanding of the elements and principles of Graphic design</li> <li>• Understand color and color mixing</li> <li>• Gain knowledge in designing logos, visiting card, Advertisement for various media</li> <li>• Comprehend basics of Adobe Photoshop and its functions</li> <li>• Gain knowledge of Production Techniques of Print</li> </ul>



**Criterion** : II – Teaching-Learning and Evaluation

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		<p>Advertisement</p> <ul style="list-style-type: none"> <li>• Acquire Practical Experience in Advertisement Production</li> </ul>
JM5CC5	DEVELOPMENT COMMUNICATION	<ul style="list-style-type: none"> <li>• Recognize and explain the concept and importance of development.</li> <li>• Distinguish between communication and development communication.</li> <li>• Describe use of different media in development communication.</li> <li>• Evaluate developmental approaches and programmes in the context of Economic and development theories.</li> <li>• understand key issues in sustainable development as a basis for engaging in effective development communication.</li> <li>• describe dimensions of development and the development policy frameworks</li> </ul>



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19JM5CC6	FILM APPRECIATION	<ul style="list-style-type: none"> <li>• Acquire knowledge on history of Cinema, cinema movements</li> <li>• Understand the key production roles and responsibility</li> <li>• Acquire knowledge in film language</li> <li>• Gain awareness of the historical and theoretical relations of media</li> <li>• Analyze structures of power, economics, and ideology and Film Genres</li> <li>• Critique narration in relation to real life</li> </ul>
JM5CC7	WEB JOURNALISM	<ul style="list-style-type: none"> <li>• Understand the Components of Web Journalism</li> <li>• Grasp elements of HTML</li> <li>• Acquire knowledge of technology aided reporting</li> <li>• Gain knowledge of writing for the Web</li> <li>• Analyze on-line Editions of Newspapers</li> <li>• Conversion of Print and Electronic Media into web</li> </ul>





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JM5ME1	DOCUMENTARY PRODUCTION	<ul style="list-style-type: none"> <li>• Grasp Pre –production process</li> <li>• Prepare a Budget and Script</li> <li>• Plan the Production Process</li> <li>• Understand Post production process</li> <li>• Execute Dubbing and translation</li> <li>• Understand Distribution process</li> </ul>
JM5ME2	SHORT FILM PRODUCTION	<ul style="list-style-type: none"> <li>• Grasp Pre –production process</li> <li>• Prepare a Budget and Script</li> <li>• Plan Production Process</li> <li>• Comprehend Post production process</li> <li>• Execute Dubbing and translation</li> <li>• Understand Distribution process</li> </ul>
JM5SB3	WEB DESIGNING	<ul style="list-style-type: none"> <li>• Understand the Components of internet</li> <li>• Grasp elements of HTML</li> </ul>



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		<ul style="list-style-type: none"> <li>• Create Website structure</li> <li>• Gain knowledge of publishing websites</li> <li>• Analyze on-line Editions of Newspapers</li> <li>• Study the impact of Cyber journalism</li> </ul>
JM5SB4	ADVANCED GRAPHICS	<ul style="list-style-type: none"> <li>• Acquire knowledge about Advanced Graphics</li> <li>• Identify types of Monitors</li> <li>• Reproduce Graphic Images</li> <li>• Compare Image File Formats</li> <li>• Apply technology involved in using graphics</li> <li>• Discuss Human Computer Interface</li> </ul>
JM6CC8	INTERNATIONAL COMMUNICATION	<ul style="list-style-type: none"> <li>• Understand role of International Communication</li> <li>• Trace the history of International Communication</li> <li>• Compare communication technology of different time periods</li> <li>• Analyze different perspectives of International</li> </ul>



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		<p>Communication</p> <ul style="list-style-type: none"> <li>• Discuss Communication as Human right</li> <li>• Critique effects of globalization on Media Systems</li> </ul>
JM6CC9	COMMUNICATIONRESEARCH METHODOLOGY	<ul style="list-style-type: none"> <li>• Critically analyze research methods and develop the skills for writing a thesis.</li> <li>• Outline the basic frame work of research process</li> <li>• Apply the concepts of research and its methods in the thesis</li> <li>• Employ the required formats for citation</li> <li>• Demonstrate the knowledge of research process with practical experience</li> <li>• Identify the research topics pertinent to Media.</li> </ul>
JM6CC10	MEDIA MANAGEMENT	<ul style="list-style-type: none"> <li>• Learn about Indian media organization and their management practices.</li> <li>• Understand Media Ownership and its types</li> </ul>



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**Year** : 2015 - 2020



		<ul style="list-style-type: none"> <li>Identify problems and prospects of Newspaper Industry</li> <li>Critique role of Government in Media Management</li> <li>Discuss the concept of Media Economics</li> </ul>
JM6ME3	INTEGRATED MARKETING COMMUNICATION	<ul style="list-style-type: none"> <li>Comprehend Integrated Marketing Communications</li> <li>Understand Perspectives on Consumer Behavior</li> <li>Develop the Integrated marketing Communications Program</li> <li>Gain knowledge on Media Planning and Strategy</li> <li>Learn about Public Relations</li> <li>Analyze Broadcast Media</li> </ul>
JM6ME4	PUBLIC RELATIONS	<ul style="list-style-type: none"> <li>Learn about the process and practice of PR</li> <li>Identify the meaning of Propaganda and Advertising</li> <li>Use the Tools of PR</li> <li>Understand the PR Environment Critique PR's role in Business</li> </ul>





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		<ul style="list-style-type: none"> <li>• Comprehend Campaign Planning in PR</li> </ul>
JM6SB5	MEDIA RESEARCH DISSERTATION	<ul style="list-style-type: none"> <li>• Critically analyze research methods and develop the skills for writing a thesis.</li> <li>• Outline the basic frame work of research process</li> <li>• Apply the concepts of research and its methods in the thesis</li> <li>• Employ the required formats for citation</li> <li>• Demonstrate the knowledge of research process with practical experience</li> <li>• Identify the research topics pertinent to Media.</li> </ul>
JM6SB6	INDUSTRY VISIT (REPORT)	<ul style="list-style-type: none"> <li>• Acquire media skills and knowledge through hands on experience received in Media Houses and Industries</li> </ul>



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**2016 - 2017**

COURSE CODE	COURSE TITLE	COURSE OBJECTIVES
JM1CC1	INTRODUCTION TO JOURNALISM AND MASS COMMUNICATION	<ul style="list-style-type: none"> <li>• Understand the definition, need and importance of journalism and mass communication.</li> <li>• Trace the origin and development of various media.</li> <li>• Learn the Qualities, duties, rights and responsibilities of a Journalist.</li> <li>• Gain adequate knowledge about various branches in Journalism.</li> <li>• Acquire knowledge of New Media in the</li> </ul>
JM1CP1	NEWS EDITING TECHNIQUES	<ul style="list-style-type: none"> <li>• Use accurate language for the media</li> <li>• Proofread</li> <li>• Report on a particular issue, sector, organization, or institution (beat reporting)</li> </ul>



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		<ul style="list-style-type: none"> <li>• Draft a feature</li> <li>• Design a newspaper</li> <li>• Design a Magazine</li> </ul>
JM1AC1	NEWS REPORTING AND WRITING TECHNIQUES	<ul style="list-style-type: none"> <li>• Evaluate newsworthiness of information.</li> <li>• Demonstrate an understanding of story idea creation.</li> <li>• Comprehend the basic structure and format of a news story (lead, body, and conclusion).</li> <li>• Produce Content for Print, Broadcast and blogs and websites</li> <li>• Demonstrate an understanding of online journalism and alternative story forms</li> <li>• Demonstrate an understanding of journalism ethics.</li> </ul>
JM1NME1& JM2NME2	EVENT MANAGEMENT	<ul style="list-style-type: none"> <li>• Comprehend role of event planners.</li> <li>• Analyze the skills required to plan an event.</li> <li>• Enhance their innovativeness in managing the media</li> </ul>



**Criterion** : II – Teaching-Learning and Evaluation

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		<ul style="list-style-type: none"> <li>• Execute an event with the knack of organizational skill.</li> <li>• Create professionalism through promotional skills.</li> <li>• Acquire fast- paced career.</li> </ul>
JM2CC2	INTERNATIONAL SOCIO POLITICAL AFFAIRS	<ul style="list-style-type: none"> <li>• Understand the International Socio-Political Affairs and their influence on Journalism</li> <li>• Acquire knowledge of Foreign Policies and their impact on Indian society</li> <li>• Learn about the impact of Foreign Policy on Indian Society</li> <li>• Evaluate role of Electoral Policies</li> <li>• Critique Transnational Socio political Issues</li> </ul>
JM2CP2	PHOTO JOURNALISM	<ul style="list-style-type: none"> <li>• Understand the Elements of Photography and its functions</li> <li>• Learn Aesthetics of Photography, composition and Visual Story Telling.</li> </ul>





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		<ul style="list-style-type: none"> <li>• Acquire Knowledge in Basic Lighting, Exposure and Focusing</li> <li>• Hands on Experience in Camera operations Hands on Experience to Setup Lights for Indoor or an Outdoor Photography</li> <li>• Learn Different types of photography Nature, wildlife, sports and social media photography</li> </ul>
JM2AC2	MEDIA LAWS AND ETHICS	<ul style="list-style-type: none"> <li>• Appreciate the freedom of speech and expression</li> <li>• Understand the major challenge of ethical journalism</li> <li>• Learn how to solve simple media law cases.</li> <li>• comprehend media constitutional laws</li> <li>• Acquire Knowledge of Media Regulatory bodies of India</li> <li>• Imbibe Human Rights in their lives</li> </ul>
JM3CC3	RADIO AND TELEVISION PRODUCTION TECHNIQUES	<ul style="list-style-type: none"> <li>• Comprehend the language and power of blind medium</li> </ul>



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		<ul style="list-style-type: none"> <li>Identify the ethical violations in Radio and Television Programme.</li> <li>Demonstrate knowledge and understanding of the workings of media institutions and actors, media production process and media governance and regulatory structures.</li> <li>Gain knowledge and understanding of different media systems operating at the national and international level.</li> <li>Understand the nature and significance of audio-visual communication as a human activity</li> <li>Communicate effectively with a media person as they are familiar with television vocabulary.</li> </ul>
JM3CP3	BROADCAST JOURNALISM	<ul style="list-style-type: none"> <li>Conceptualize, write scripts and storyboard for various Genres</li> <li>Gain Hands on Experience in handling Camera and Techniques</li> </ul>



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		<ul style="list-style-type: none"> <li>• Know the importance of the audio and the recording process</li> <li>• Produce Radio News Bulletins and Television News Bulletins</li> <li>• Produce News Story for TV and Radio</li> <li>• Apply various cinematography techniques &amp; principles for anchoring a show</li> </ul>
JM3AC3	MEDIA CULTURE AND SOCIETY	<ul style="list-style-type: none"> <li>• Understand the relationship between the state, media and the public.</li> <li>• Understand the role of the media in the lives of individuals.</li> <li>• Analyze media performance and content from a gender perspective.</li> <li>• Identify misogyny, hegemony, culture representations and various other phenomena in films with ease.</li> <li>• Critique the media content using theoretical</li> </ul>



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		<p>frameworks such as Marshall McLuhan's.</p> <ul style="list-style-type: none"> <li>• Evaluate a film and bring out the various layers of meaning.</li> </ul>
JM3SB1	BASICS OF AUDIO AND VIDEO EDITING	<ul style="list-style-type: none"> <li>• Comprehend the basic editing tools and techniques of sound and video recordings</li> <li>• Understand file formats and methods of editing</li> <li>• Get an overview on nonlinear editing</li> <li>• Learn Basics of Adobe premiere Pro and its functions</li> <li>• Gain Knowledge in conceptualize, writing script and storyboarding for various Genres</li> <li>• Hands on Experience in handling Recording and Editing of Audio and Video Programs</li> </ul>
JM4CC4	COMMUNICATION THEORIES	<ul style="list-style-type: none"> <li>• Understand the classification of Communication</li> <li>• Learn Model of communication</li> <li>• Analyze Normative Theories.</li> </ul>





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		<ul style="list-style-type: none"> <li>• Evaluate the different communication Theory.</li> <li>• Understand the role of communication theory</li> <li>• Gain Knowledge in various media context.</li> </ul>
JM4CP4	TELEVISION PRODUCTION	<ul style="list-style-type: none"> <li>• write effectively for broadcast media with an emphasis on clarity, story structure and brevity.</li> <li>• story board their concepts.</li> <li>• Remove green matte background and create an animated title.</li> <li>• Operate the studio console and equipment.</li> <li>• demonstrate competency in shooting and editing video in the field and studio.</li> <li>• Evaluate shows of Television Channels and provide a written critique.</li> </ul>
JM4AC4	BASICS OF ADVERTISING	<ul style="list-style-type: none"> <li>• Trace the origin and development of advertising and Nature and Scope of Advertising</li> <li>• Analyze the different types of advertising</li> </ul>



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		<ul style="list-style-type: none"> <li>• Learn the Elements of ad copy in advertisement</li> <li>• Understand the components of a brand image</li> <li>• Identify the different types of advertising agency</li> <li>• Acquire knowledge on public relation</li> </ul>
JM4SB2	ADVERTISEMENT PRODUCTION	<ul style="list-style-type: none"> <li>• Demonstrate understanding of the elements and principles of Graphic design</li> <li>• Understand color and color mixing</li> <li>• Gain knowledge in designing logos, visiting card, Advertisement for various media</li> <li>• Comprehend basics of Adobe Photoshop and its functions</li> <li>• Gain knowledge of Production Techniques of Print Advertisement</li> <li>• Acquire Practical Experience in Advertisement Production</li> </ul>



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JM5CC5	JM5CC5 DEVELOPMENT COMMUNICATION	<ul style="list-style-type: none"> <li>• recognize and explain the concept and importance of development.</li> <li>• distinguish between communication and development communication.</li> <li>• describe use of different media in development communication.</li> <li>• evaluate developmental approaches and programmes in the context of Economic and development theories.</li> <li>• understand key issues in sustainable development as a basis for engaging in effective development communication.</li> <li>• describe dimensions of development and the development policy frameworks</li> </ul>
JM5CC6	FILM APPRECIATION	<ul style="list-style-type: none"> <li>• Acquire knowledge on history of Cinema, cinema movements</li> <li>• Understand the key production roles and</li> </ul>



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		<p>responsibility</p> <ul style="list-style-type: none"> <li>• Acquire knowledge in film language</li> <li>• Gain awareness of the historical and theoretical relations of media</li> <li>• Analyze structures of power, economics, and ideology and Film Genres</li> <li>• Critique narration in relation to real life</li> </ul>
JM5CC7	WEB JOURNALISM	<ul style="list-style-type: none"> <li>• Understand the Components of Web Journalism</li> <li>• Grasp elements of HTML</li> <li>• Acquire knowledge of technology aided reporting</li> <li>• Gain knowledge of writing for the Web</li> <li>• Analyze on-line Editions of Newspapers</li> <li>• Conversion of Print and Electronic Media into web</li> </ul>
JM5ME1	ADVANCED GRAPHICS	<ul style="list-style-type: none"> <li>• Acquire knowledge about Advanced Graphics</li> <li>• Identify types of Monitors</li> </ul>





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		<ul style="list-style-type: none"> <li>• Reproduce Graphic Images</li> <li>• Compare Image File Formats</li> <li>• Apply technology involved in using graphics</li> <li>• Discuss Human Computer Interface</li> </ul>
JM5ME2	ONLINE JOURNALISM	<ul style="list-style-type: none"> <li>• Understand the Components of internet</li> <li>• Grasp elements of HTML</li> <li>• Create Website structure</li> <li>• Gain knowledge of publishing websites</li> <li>• Analyze on-line Editions of Newspapers</li> <li>• Study the impact of Cyber journalism</li> </ul>
JM5SB3	WEB DESIGNING	<ul style="list-style-type: none"> <li>• Understand the Components of internet</li> <li>• Grasp elements of HTML</li> <li>• Create Website structure</li> <li>• Gain knowledge of publishing websites</li> </ul>



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		<ul style="list-style-type: none"> <li>Analyse on-line Editions of Newspapers</li> <li>Study the impact of Cyber journalism</li> </ul>
JM5SB4	DOCUMENTARY AND SHORT FILM PRODUCTION	<ul style="list-style-type: none"> <li>Learn the basics of making Documentary and Short Films</li> <li>Grasp pre –production process, production and post-production process</li> <li>Acquire Camera Skills</li> <li>Learn Script Writing Skills</li> <li>Execute Dubbing and translation</li> <li>Apply theory in making the films</li> </ul>
JM6CC8	INTERNATIONAL COMMUNICATION	<ul style="list-style-type: none"> <li>Understand role of International Communication</li> <li>Trace the history of International Communication</li> <li>Compare communication technology of different time periods</li> <li>Analyze different perspectives of International</li> </ul>



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		<p>Communication</p> <ul style="list-style-type: none"> <li>• Discuss Communication as Human right</li> <li>• Critique effects of globalization on Media Systems</li> </ul>
JM6CC9	COMMUNICATIONRESEARCH METHODOLOGY	<ul style="list-style-type: none"> <li>• Critically analyze research methods and develop the skills for writing a thesis.</li> <li>• Outline the basic frame work of research process</li> <li>• Apply the concepts of research and its methods in the thesis</li> <li>• Employ the required formats for citation</li> <li>• Demonstrate the knowledge of research process with practical experience</li> <li>• Identify the research topics pertinent to Media.</li> </ul>
JM6CC10	MEDIA MANAGEMENT	<ul style="list-style-type: none"> <li>• Learn about Indian media organization and their management practices.</li> <li>• Understand Media Ownership and its types</li> <li>• Identify problems and prospects of Newspaper</li> </ul>



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		<p>Industry</p> <ul style="list-style-type: none"> <li>• Critique role of Government in Media Management</li> <li>• Discuss the concept of Media Economics</li> </ul>
JM6ME3	INTEGRATED MARKETING COMMUNICATION	<ul style="list-style-type: none"> <li>• Comprehend Integrated Marketing Communications</li> <li>• Understand Perspectives on Consumer Behavior</li> <li>• Develop the Integrated marketing Communications Program</li> <li>• Gain knowledge on Media Planning and Strategy</li> <li>• Learn about Public Relations</li> <li>• Analyze Broadcast Media</li> </ul>
JM6ME4	PUBLIC RELATIONS	<ul style="list-style-type: none"> <li>• Learn about the process and practice of PR</li> <li>• Identify the meaning of Propaganda and Advertising</li> <li>• Use the Tools of PR</li> <li>• Understand the PR Environment</li> <li>• Critique PR's role in Business</li> </ul>





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		<ul style="list-style-type: none"> <li>Comprehend Campaign Planning in PR</li> </ul>
JM6SB5	MEDIA RESEARCH DISSERTATION	<ul style="list-style-type: none"> <li>Critically analyze research methods and develop the skills for writing a thesis.</li> <li>Outline the basic frame work of research process</li> <li>Apply the concepts of research and its methods in the thesis</li> <li>Employ the required formats for citation</li> <li>Demonstrate the knowledge of research process with practical experience</li> <li>Identify the research topics pertinent to Media.</li> </ul>
JM6SB6	INDUSTRY VISIT (REPORT)	<ul style="list-style-type: none"> <li>Acquire media skills and knowledge through hands on experience received in Media Houses and Industries</li> </ul>



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**2015 - 2016**

COURSE CODE	COURSE TITLE	COURSE OBJECTIVES
JM1CC1	INTRODUCTION TO JOURNALISM AND MASS COMMUNICATION	<ul style="list-style-type: none"> <li>• Understand the definition, need and importance of journalism and mass communication.</li> <li>• Trace the origin and development of various media.</li> <li>• Learn the Qualities, duties, rights and responsibilities of a Journalist.</li> <li>• Gain adequate knowledge about various branches in Journalism.</li> <li>• Acquire knowledge of New Media in the Society.</li> <li>• Analyze globalization and News Flow.</li> </ul>
JM1CP1	NEWS EDITING TECHNIQUES	<ul style="list-style-type: none"> <li>• Use accurate language for the media</li> <li>• Proofread reports and stories</li> <li>• Report on a particular issue, sector, organization, or institution (beat reporting)</li> </ul>



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		<ul style="list-style-type: none"> <li>• Draft a feature</li> <li>• Design a Newspaper/Magazine</li> </ul>
JM1AC1	NEWS REPORTING AND WRITING TECHNIQUES	<ul style="list-style-type: none"> <li>• Evaluate newsworthiness of information.</li> <li>• Demonstrate an understanding of story idea creation.</li> <li>• Comprehend the basic structure and format of a news story (lead, body, and conclusion).</li> <li>• Produce Content for Print, Broadcast and blogs and websites</li> <li>• Demonstrate an understanding of online journalism and alternative story forms</li> </ul>
JM1NME1	BASICS OF VISUAL COMMUNICATION	<ul style="list-style-type: none"> <li>• Understand the role of images in visual story telling</li> <li>• Prepare Story board</li> <li>• Use Photoshop and other tools</li> <li>• Acquire basic skills of Videography</li> <li>• Learn Android Applications in creating better visuals</li> </ul>



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JM2CC2	INTERNATIONAL SOCIO POLITICAL AFFAIRS	<ul style="list-style-type: none"> <li>• Understand the International Socio-Political Affairs and their influence on Journalism Acquire knowledge of Foreign Policies and their impact on Indian society</li> <li>• Learn about the impact of Foreign Policy on Indian Society</li> <li>• Evaluate role of Electoral Policies</li> <li>• Critique Transnational Socio political Issues</li> </ul>
JM2CP2	PHOTO JOURNALISM	<ul style="list-style-type: none"> <li>• Understand the Elements of Photography and its functions</li> <li>• Learn Aesthetics of Photography, composition and Visual Story Telling.</li> <li>• Acquire Knowledge in Basic Lighting, Exposure and Focusing</li> <li>• Hands on Experience in Camera operations</li> <li>• Hands on Experience to Setup Lights for Indoor or an Outdoor Photography</li> </ul>





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		<ul style="list-style-type: none"> <li>Learn Different types of photography Nature, wildlife, sports and social media photography</li> </ul>
JM2AC2	MEDIA LAWS AND ETHICS	<ul style="list-style-type: none"> <li>Appreciate the freedom of speech and expression</li> <li>Understand the major challenge of ethical journalism</li> <li>Learn how to solve simple media law cases.</li> <li>comprehend media constitutional laws</li> <li>Acquire Knowledge of Media Regulatory bodies of India</li> </ul>
JM2NME2	EVENT ORGANIZATION & MANAGEMENT	<ul style="list-style-type: none"> <li>Comprehend role of event planners.</li> <li>Analyze the skills required to plan an event.</li> <li>Enhance their innovativeness in managing the media</li> <li>Execute an event with the knack of organizational skill.</li> <li>Create professionalism through promotional skills.</li> <li>Acquire fast- paced career.</li> </ul>
JM3CC3	RADIO AND TELEVISION	<ul style="list-style-type: none"> <li>Comprehend the language and power of blind medium</li> </ul>



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	PRODUCTION TECHNIQUES	<ul style="list-style-type: none"> <li>Identify the ethical violations in Radio and Television Programme.</li> <li>Demonstrate knowledge and understanding of the workings of media institutions and actors, media production process and media governance and regulatory structures.</li> <li>Gain knowledge and understanding of different media systems operating at the national and international level.</li> <li>Understand the nature and significance of audio-visual communication as a human activity</li> <li>Communicate effectively with a media person as they are familiar with television vocabulary.</li> </ul>
JM3CP3	BROADCAST JOURNALISM	<ul style="list-style-type: none"> <li>Conceptualize, write scripts and storyboard for various Genres</li> <li>Gain Hands on Experience in handling Camera and Techniques</li> </ul>



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		<ul style="list-style-type: none"> <li>• Know the importance of the audio and the recording process</li> <li>• Produce Radio News Bulletins and Television News Bulletins</li> <li>• Produce News Story for TV and Radio</li> <li>• Apply various cinematography techniques &amp; principles for anchoring a show</li> </ul>
JM3AC3	MEDIA CULTURE AND SOCIETY	<ul style="list-style-type: none"> <li>• Understand the relationship between the state, media and the public.</li> <li>• Understand the role of the media in the lives of individuals.</li> <li>• Analyze media performance and content from a gender perspective.</li> <li>• Identify misogyny, hegemony, culture representations and various other phenomena in films with ease.</li> <li>• Critique the media content using theoretical</li> </ul>



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		<p>frameworks such as Marshall McLuhan's.</p> <ul style="list-style-type: none"> <li>Evaluate a film and bring out the various layers of meaning.</li> </ul>
JM3SB1	BASICS OF AUDIO AND VIDEO EDITING	<ul style="list-style-type: none"> <li>Comprehend the basic editing tools and techniques of sound and video recordings</li> <li>Understand file formats and methods of editing</li> <li>Get an overview on nonlinear editing</li> <li>Learn Basics of Adobe premiere Pro and its functions</li> <li>Gain Knowledge in conceptualize, writing script and storyboarding for various Genres</li> <li>Hands on Experience in handling Recording and Editing of Audio and Video Programs</li> </ul>
JM4CC4	COMMUNICATIONTHEORIES	<ul style="list-style-type: none"> <li>Understand the classification of Communication</li> <li>Learn Model of communication</li> <li>Analyze Normative Theories</li> </ul>





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		<ul style="list-style-type: none"> <li>• Evaluate the different communication Theory.</li> <li>• Understand the role of communication theory</li> <li>• Gain Knowledge in various media context</li> </ul>
JM4CP4	TELEVISION PRODUCTION	<ul style="list-style-type: none"> <li>• write effectively for broadcast media with an emphasis on clarity, story structure and brevity.</li> <li>• story board their concepts.</li> <li>• Remove green matte background and create an animated title.</li> <li>• Operate the studio console and equipment.</li> <li>• demonstrate competency in shooting and editing video in the field and studio.</li> <li>• Evaluate shows of Television Channels and provide a written critique.</li> </ul>
JM4AC4	CORPORATE COMMUNICATION	<ul style="list-style-type: none"> <li>• Acquire a practical experience in Advertisement Production</li> <li>• learn about the functioning of Advertising agencies</li> </ul>



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		<ul style="list-style-type: none"> <li>Trace the history of Advertising Agencies</li> <li>Analyse the concept of Advertising Campaign</li> <li>Understand the Use tools to create advertisements</li> <li>Create Advertisements</li> </ul>
JM4SB2	BASICS OF ADVERTISING	<ul style="list-style-type: none"> <li>Trace the origin and development of advertising and Nature and Scope of Advertising</li> <li>Analyse the different types of advertising</li> <li>Learn the Elements of ad copy in advertisement</li> <li>Understand the components of a brand image</li> <li>Identify the different types of advertising Agency</li> <li>Acquire knowledge on public relation</li> </ul>
JM5CC5	DEVELOPMENTCOMMUNICATIO N	<ul style="list-style-type: none"> <li>recognize and explain the concept and importance of development.</li> <li>distinguish between communication and development communication.</li> </ul>



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		<ul style="list-style-type: none"> <li>describe use of different media in development communication.</li> <li>evaluate developmental approaches and programmes in the context of Economic and development theories.</li> <li>understand key issues in sustainable development as a basis for engaging in effective development communication.</li> <li>describe dimensions of development and the development policy frameworks</li> </ul>
JM5CC6	FILM APPRECIATION	<ul style="list-style-type: none"> <li>Acquire knowledge on history of Cinema, cinema movements</li> <li>Understand the key production roles and responsibility</li> <li>Acquire knowledge in film language</li> <li>Gain awareness of the historical and theoretical relations of media</li> <li>Analyse structures of power, economics, and ideology</li> </ul>



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		<p>and Film Genres</p> <ul style="list-style-type: none"> <li>• Critique narration in relation to real life</li> </ul>
JM5CC7	TECHNICAL WRITING	<ul style="list-style-type: none"> <li>• with knowledge about types Technical Writing</li> <li>• Acquire skills to create a structure for any Technical document</li> <li>• Learn the Process of Writing , editing documents formatting Techniques</li> <li>• Analyse the Audience</li> <li>• Learn software used for technical writing</li> <li>• Create Technical Document</li> </ul>
JM5ME1	ADVANCED GRAPHICS	<ul style="list-style-type: none"> <li>• Acquire knowledge about Advanced Graphics</li> <li>• Identify types of Monitors</li> <li>• Reproduce Graphic Images</li> <li>• Compare Image File Formats</li> <li>• Apply technology involved in using graphics</li> </ul>





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		<ul style="list-style-type: none"> <li>• Discuss Human Computer Interface</li> </ul>
JM5ME2	ONLINE JOURNALISM	<ul style="list-style-type: none"> <li>• Understand the Components of internet</li> <li>• Grasp elements of HTML</li> <li>• Create Website structure</li> <li>• Gain knowledge of publishing websites</li> <li>• Analyse on-line Editions of Newspapers</li> <li>• Study the impact of Cyber journalism</li> </ul>
JM5SB3	WEB DESIGNING	<ul style="list-style-type: none"> <li>• Understand the Components of internet</li> <li>• Grasp elements of HTML</li> <li>• Create Website structure</li> <li>• Gain knowledge of publishing websites</li> <li>• Analyse on-line Editions of Newspapers</li> <li>• Study the impact of Cyber journalism</li> </ul>
JM5SB4	DOCUMENTARY AND SHORT	<ul style="list-style-type: none"> <li>• Learn the basics of making Documentary and Short</li> </ul>



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**Metric** : 2.6.1 – Programme Outcomes (POs), Programme Specific Outcomes (PSOs) and Course Outcomes (COs) – B.A JOURNALISM AND MASS COMMUNICATION

**Year** : 2015 - 2020



	FILM PRODUCTION	<p>Films</p> <ul style="list-style-type: none"> <li>• Grasp pre –production process, production and post-production process</li> <li>• Acquire Camera Skills</li> <li>• Learn Script Writing Skills</li> <li>• Execute Dubbing and translation</li> <li>• Apply theory in making the films</li> </ul>
JM6CC8	INTERNATIONAL COMMUNICATION	<ul style="list-style-type: none"> <li>• Understand role of International Communication</li> <li>• Trace the history of International Communication</li> <li>• Compare communication technology of different time periods</li> <li>• Analyze different perspectives of International Communication</li> <li>• Discuss Communication as Human right Critique effects of globalization on Media Systems</li> </ul>



**Criterion** : II – Teaching-Learning and Evaluation

**Metric** : 2.6.1 – Programme Outcomes (POs), Programme Specific Outcomes (PSOs) and Course Outcomes (COs) – B.A JOURNALISM AND MASS COMMUNICATION

**Year** : 2015 - 2020



JM6CC9	COMMUNICATIONRESEARCH METHODOLOGY	<ul style="list-style-type: none"> <li>• Critically analyze research methods and develop the skills for writing a thesis.</li> <li>• Outline the basic frame work of research process</li> <li>• Apply the concepts of research and its methods in the thesis</li> <li>• Employ the required formats for citation Demonstrate the knowledge of research process with practical experience</li> <li>• Identify the research topics pertinent to Media.</li> </ul>
JM6CC10	MEDIA MANAGEMENT	<ul style="list-style-type: none"> <li>• Learn about Indian media organization and their management practices.</li> <li>• Understand Media Ownership and its types</li> <li>• Identify problems and prospects of Newspaper Industry</li> <li>• Critique role of Government in Media Management</li> <li>• Discuss the concept of Media Economics</li> </ul>



**Criterion** : II – Teaching-Learning and Evaluation

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JM6ME3	BUSINESS COMMUNICATION	<ul style="list-style-type: none"> <li>• demonstrate a good understanding of effective business writing</li> <li>• create and deliver effective Business Presentations</li> <li>• learn the Importance of Speaking</li> <li>• understand Public Relation skills</li> <li>• Connect the Media through News Releases</li> <li>• Become Media savvy</li> </ul>
JM6ME4	PUBLIC RELATIONS	<ul style="list-style-type: none"> <li>• Learn about the process and practice of PR</li> <li>• Identify the meaning of Propaganda and Advertising</li> <li>• Use the Tools of PR</li> <li>• Understand the PR Environment</li> <li>• Critique PR's role in Business</li> <li>• Comprehend Campaign Planning in PR</li> </ul>
JM6SB5	MEDIA RESEARCH DISSERTATION	<ul style="list-style-type: none"> <li>• Critically analyze research methods and develop the skills for writing a thesis.</li> </ul>





**Criterion** : II – Teaching-Learning and Evaluation

**Metric** : 2.6.1 – Programme Outcomes (POs), Programme Specific Outcomes (PSOs) and Course Outcomes (COs) – B.A JOURNALISM AND MASS COMMUNICATION

**Year** : 2015 - 2020



		<ul style="list-style-type: none"> <li>• Outline the basic frame work of research process</li> <li>• Apply the concepts of research and its methods in the thesis</li> <li>• Employ the required formats for citation</li> <li>• Demonstrate the knowledge of research process with practical experience</li> <li>• Identify the research topics pertinent to Media.</li> </ul>
JM6SB6	INDUSTRY VISIT (REPORT)	<ul style="list-style-type: none"> <li>• Acquire media skills and knowledge through hands on experience received in Media Houses and Industries</li> </ul>