



## FATIMA COLLEGE(AUTONOMOUS), MADURAI-625018

### COURSE OUTCOMES

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

**PROGRAMME CODE:** USJM

<b>COURSE CODE</b>	<b>COURSE TITLE</b>	<b>COURSE OUTCOMES</b>
19JM1CC1	Introduction To Journalism And Mass Communication	CO1: Understand the definition, need and importance of journalism and mass communication. CO2: Trace the origin and development of various media. CO3: Learn the Qualities, duties, rights and responsibilities of a Journalist. CO4: Gain adequate knowledge about various branches in Journalism. CO5: Acquire knowledge of New Media in the Society. CO6: Analyse globalization and News Flow.
19JM1CP1	News Editing Techniques	CO1: Use accurate language for the media CO2: Proofread CO3: Report on a particular issue, sector, organization, or institution (beat reporting) CO4: Draft a feature CO5: Design a newspaper CO6: Design a Magazine

19JM1AC1	News Reporting and Writing Techniques	<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> <p>CO6: Demonstrate an understanding of journalism ethics</p>
19JM1NME	Event Management	<p>CO1: Comprehend role of event planners.</p> <p>CO2: Analyse 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> <p>CO6: Acquire fast- paced career.</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> <p>CO6: Imbibe Human Rights in their lives</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 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 etc and social media photography Instagram, Pinterest, Flickr, Tumblr, Wordpress and Final album Making</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: Skilfully 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>
19JM2NME	Event Management	<p>CO1: Comprehend role of event planners.</p> <p>CO2: Analyse 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> <p>CO6: Acquire fast- paced career.</p>

19JM3CC3	Radio And Television Production Techniques	<p>CO1: Comprehend the language and power of blind medium</p> <p>CO2: Identify the ethical violations in Radio and Television Programme.</p> <p>CO3: Demonstrate knowledge and understanding of the workings of media institutions and actors, media production process and media governance and regulatory structures.</p> <p>CO4: Gain knowledge and understanding of different media systems operating at the national and international level.</p> <p>CO5: Understand the nature and significance of audio-visual communication as a human activity</p> <p>CO6: Communicate effectively with a media person as they are familiar with television vocabulary.</p>
19JM3CP3	Broadcast Journalism	<p>CO1: Conceptualize, write scripts and storyboard for various Genres</p> <p>CO2: Gain Hands on Experience in handling Camera and Techniques</p> <p>CO3: Know the importance of the audio and the recording process</p> <p>CO4: Produce Radio News Bulletins and Television News Bulletins</p> <p>CO5: Produce News Story for TV and Radio</p> <p>CO6: Apply various cinematography techniques &amp; principles for Anchoring a Show</p>

19JM3AC3	Media Culture and Society	<p>CO1: Understand the relationship between the state, media and the public.</p> <p>CO2: Understand the role of the media in the lives of individuals.</p> <p>CO3: Analyze media performance and content from a gender perspective.</p> <p>CO4: Identify misogyny, hegemony, culture representations and various other phenomena in films with ease.</p> <p>CO5: Critique the media content using theoretical frameworks such as Marshall McLuhan's.</p> <p>CO6: Evaluate a film and bring out the various hidden meaning.</p>
19JM3SB1	Basics Of Audio and Video Editing	<p>CO1: Comprehend the basic editing tools and techniques of sound and video recordings</p> <p>CO2: Understand file formats and methods of editing</p> <p>CO3: Get an overview on nonlinear editing</p> <p>CO4: Learn Basics of Adobe premiere Pro and its functions</p> <p>CO5: Gain Knowledge in conceptualize, writing script and storyboarding for various Genres</p> <p>CO6: Hands on Experience in handling Recording and Editing of Audio and Video Programs</p>
19JM4CC4	Communication Theories	<p>CO1: Understand the classification of Communication</p> <p>CO2: Learn Model of communication</p> <p>CO3: Analyze Normative Theories:</p> <p>CO4: Evaluate the different communication Theory.</p> <p>CO5: Understand the role of communication theory</p> <p>CO6: Gain Knowledge in various media context</p>

19JM4CP4	Television Production	<p>CO1: write effectively for broadcast media with an emphasis on clarity, story structure and brevity.</p> <p>CO2: story board their concepts.</p> <p>CO3: Remove green matte background and create an animated title.</p> <p>CO4: Operate the studio console and equipment.</p> <p>CO5: demonstrate competency in shooting and editing video in the field and studio.</p> <p>CO6: Evaluate shows of Television Channels and provide a written critique.</p>
19JM4AC4	Basics of Advertising	<p>CO1: Trace the origin and development of advertising and Nature and Scope of Advertising</p> <p>CO2: Analyse the different types of advertising</p> <p>CO3: Learn the Elements of ad copy in advertisement</p> <p>CO4: Understand the components of a brand image</p> <p>CO5: Identify the different types of advertising agency</p> <p>CO6: Acquire knowledge on public relation</p>
19JM4SB2	Advertisement Production	<p>CO1: Demonstrate understanding of the elements and principles of Graphic design</p> <p>CO2: Understand color and color mixing</p> <p>CO3: Gain knowledge in designing logos, visiting card, Advertisement for various media</p> <p>CO4: Comprehend basics of Adobe Photoshop and its functions</p> <p>CO5: Gain knowledge of Production Techniques of Print Advertisement</p> <p>CO6: Acquire Practical Experience in Advertisement Production</p>