

MA JOURNALISM & MASS COMMUNICATION

PROGRAMME OUTCOMES (PO)

On completion of the Post Graduate programme, the student expected to attain the following learning outcomes

PO No	Post Graduate Programme Outcomes
PO 1	Enhances the horizon of knowledge so as to enable the learners to carry out professional careers, pursue academic or qualitative research.
PO 2	Develops problem analysis skills and knowledge and apply the same in real life situation.
PO 3	Uses research knowledge and aptitude acquired in the course of study for solving socially relevant problems
PO 4	Understands the role and applicability of knowledge acquired in the context of society, environment and sustainable development sticking on to the ethics and values
PO 5	Develops effective communication skills and ability to work in teams by strengthening group dynamics
PO 6	Develops ability to engage in life-long learning, demonstrating empathetic social concern, contributing to the development of nation, by making sure of awareness gained on various issues.

PROGRAMME SPECIFIC OUTCOMES (PSO)

Master of Communication and Journalism (MCJ) & Master of Arts in Journalism and Communication (MAJMC) programme has been designed to prepare post graduates for attaining the following specific outcomes

PSO No	Intended Programme Specific Outcomes.
PSO 1	Develops managerial skills and theoretical knowledge for managing media with special focus on mass communication and journalism.

PSO 2	Acquires advanced journalistic knowledge, skills and awareness regarding latest developments in the field of journalism
PSO 3	Enables learners to acquire advanced theoretical knowledge on research methods and techniques and also develops capabilities in media research in solving media related problems
PSO 4	Acquisition of expertise in specialized fields like newspaper journalism, broadcast journalism, advertising and new media
PSO 5	Develops quantitative aptitude and analytical skills of the learner.
PSO 6	Facilitates learner to pursue career in professional areas of media business such as journalism, advertising, public relations, film industry and IT enabled services.

Semester I

JM010101 : Introduction to Communication	<p>CO1 Learns the foundations of Mass Communication and Journalism.</p> <p>CO2 Application of Models and Theories in communication to the media scenario.</p> <p>CO3 Learns to analyze media contents with regard to media effects theories in various forms of media.</p>
JM010102: History and Development Journalism	<p>CO1 Understands the origin and growth of newspaper in India and obtains descriptive view of the history of journalism in English and other regional Indian languages.</p> <p>CO2 Acquires knowledge about the priorities and values of the early day's newspapers and the role of the freedom fighter's contribution to Indian journalism.</p> <p>CO3 Develops the basic knowledge of the newspaper, compares and analyzes newspapers.</p>
JM010103: News Reporting	<p>CO1 Ability to understand the news values and to write news reports and news analysis.</p> <p>CO2 Understands the organizational structure of newspapers and the various responsibilities in a news desk.</p>

	<p>CO3 Identifies and modifies the writing style to fit print media. Demonstrates print media writing and editing styles.</p>
<p>JM010104: Business Journalism</p>	<p>CO1 Learns the theoretical foundations of business and finance. CO2 Learns the fundamentals of business journalism skills. CO3 Learns to analyze corporate and business sector in India to have better craftsmanship in media business.</p>
<p>JM010105: News Reporting Practical</p>	<p>CO1 Ability to identify newsworthy information and write the news stories for various print media. CO2 Understands the various responsibilities of field reporting and acquires ability to take live interviews. CO3 Identifies and modifies the writing style to fit print media.</p>

Semester II

Name of the Course	Course Outcome
<p>JM010201 : Editing for Print Media</p>	<p>CO1 Learns the fundamentals of Newspaper Journalism. CO2 Gets trained in news writing, editing, headlining and designing. CO3 Learns to analyze newspaper journalism with respect to societal perspectives.</p>
<p>JM010202: Advertising Practice</p>	<p>CO1 Understands the basics of advertising techniques. CO2 Acquires skills in specialized area of creativity in advertising.</p>
<p>JM010203: Media Management</p>	<p>CO1 Gets exposure to the facts and technicalities of media management. CO2 Understands the basics of Media Business and corporate management</p>
<p>JM010204: New Media and Cyber Journalism</p>	<p>CO1 Gets familiarized with the basics of new media technologies. CO2 Gets insight into web contents creations</p>

JM010205: Editing Techniques and Translation	<p>CO1 Learns the fundamentals of Newspaper Writing and Newspaper Designing.</p> <p>CO2 Gets training in news writing, editing, headlining and designing.</p> <p>CO3 Learns modern techniques in Newspaper Journalism to meet media requirement and standards</p>
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Semester III

Name of the Course	Course Outcome
JM010301: Public Relations and Corporate Communication	<p>CO1 Learns the basics of Public Relations.</p> <p>CO2 Acquires skills in P R practice required for the various industries.</p> <p>CO3 Learns to analytically present the professional dimensions of public relations and corporate communication</p>
JM010302: Radio and Television	<p>CO1 Learns the basic elements of Radio & Television programme production.</p> <p>CO2 Acquires the skills in broadcast journalism to meet industry standards.</p> <p>CO3 Learns to evaluate production of programme in radio and television with regard to society in real time and space.</p>
JM010303: Research Methods for Media	<p>CO1 Learns the theoretical foundations of Media research.</p> <p>CO2 Learns and applies qualitative and quantitative research.</p> <p>CO3 Understands the applications of media research techniques in media industry.</p>
JM010304: Film Studies	<p>CO1 Learns the basics of Film Studies</p> <p>CO2 Understands the aesthetic aspects of film production, film censorship and film production</p> <p>CO3 Understands and learns to analyze the various film movements on how it has influenced present day cinema</p>
JM010305: Video Production	<p>CO1 Learns the basic elements of Radio & Television programme production.</p>

	<p>CO2 Learns the skills in broadcast journalism to meet industry standards.</p> <p>CO3 Learns to Evaluate production of programme in radio and television with regard to society in real time and space.</p>
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Semester IV

Name of the Course	Course Outcome
JM 800401: Media Law and Ethics	<p>CO1 Learns the foundations of Indian Judicial system.</p> <p>CO2 Learns and understands the laws while reporting news by media students.</p> <p>CO3 Learns to analyze the real events and legal case studies in court reporting in media industry.</p>
JM 800402 (a): Malayalam Journalism	<p>CO1 Understands the historical developments in Malayalam Journalism and its importance in Indian Journalism.</p> <p>CO2 Acquires skills in the fields of analysis, translation and news writing to equip with media industry standards.</p> <p>CO3 Gets familiarized with the significance of Malayalam language in Malayalam media industry.</p>
JM 800402 (c): Health Communication	<p>CO1 Learns the foundations of Health communication in media industry.</p> <p>CO2 Understands mediated campaigns in Health Communication.</p> <p>CO3 Understands Health related news and its reporting in media.</p>
JM 800403 (b): Magazine Journalism OR	<p>CO1 Understands the basics of magazine journalism and gains a hands-on experience in the subject.</p> <p>CO2 Learns to develop story ideas and an understanding of the different types of magazine writing (profiles, features, essays, reviews, opinion pieces, etc.)</p> <p>CO3 Gets training in content creation, editing and designing of various types of magazines.</p>



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JM010401: Laboratory Journal	CO1 Gets hands on training in newspaper production and news reporting skills. CO2 Acquires skills in newspaper publishing and designing.
JM010402: Project/Dissertation	CO1 Learns the foundations of Media research applications in real settings CO2 Learns systematic implementation of quantitative and qualitative research. CO3 Learns to evaluate and analyze real-life situation of audience of media with respect to media effects
JM 010403: Comprehensive Viva - Voce	CO1 Learns how to defend the research project. CO2 Learns the foundations of Media research applications in real settings. CO3 Enhances the analytical skills in evaluating the media research findings in real life situations. CO4 Learns to evaluate and analyze real-life situation of audience of media with respect to media effects.