

Programme Matrix: Master of Arts - Journalism and Mass Communication [2019 Batch]

MA Journalism and Mass Communication

Programme Educational Objectives

PEO1: To impart advanced knowledge with practical application pertaining to Journalism and Mass Communication.

PEO2: To empower students with professional skills to meet the needs of the national and global media industry.

PEO3: To nurture applied research skills with ethics and social responsibility.

Programme Outcomes

After successful completion of the two year MA in Journalism and Mass Communication Programme, the graduate will be able to:

PO1: Perform as competent global communicator with social consciousness and professional skills.

PO2: Demonstrate human values and safeguard freedom of press.

Programme Specific Outcomes:

After successful completion of the two year MA in Journalism and Mass Communication Programme, the graduate will be able to:

PSO1: Create high quality content for print, electronic media, film, and digital platforms and advertising to cater to national and global needs.

PSO2: Appraise global media form and content for organizational and societal benefit.

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I Semester

Course Type	Course Code	Course Title	Course Outcomes
DSCC	MJC204B11	Introduction to Communication	<ol style="list-style-type: none"> 1. Describe the meaning and scope of communication and journalism 2. Critique linear and non-linear models of communication 3. Analyze the impact of globalization and liberalization on Indian media. 4. Appraise technological and narrative trends in journalism profession.
DSCC	MJC204B12	Media Laws and Ethics	<ol style="list-style-type: none"> 1. Describe the concepts of press freedom and censorship and its significance in the society 2. Critique laws and provisions of Indian penal code with reference to defamation, sedition and obscenity and its implication on press 3. Analyze ethical issues related to obscenity, human rights violations, inversion of privacy in media coverage 4. Assess the role of the press council of India in safeguarding press freedom.
DSCC	MJC204B13	Reporting and Writing	<ol style="list-style-type: none"> 1. Describe news elements and structure of a news story 2. Construct news reports from interviews 3. Analyze the reporting style in crime, development, science and lifestyle beat 4. Critically analyze the writing style for news and feature stories 5. Create hard and soft news for print and electronic media.
DSCC	MJC204B14	Advanced Editing Techniques	<ol style="list-style-type: none"> 1. Illustrate the structure of a newspaper organization 2. Apply editorial values of objectivity, fact checking and fairness in editing news reports 3. Interpret editorial page 4. Create suitable headlines for news reports 5. Analyze the layout, typography, photographs and infographics in a newspaper design.
DSCC	MJC204B15	Photojournalism	<ol style="list-style-type: none"> 1. Describe parts of a camera, lens and its uses 2. Develop aesthetic principles in capturing photographs 3. Apply key concepts of composition, exposure and lighting in photography 4. Create newsworthy photographs and develop photo stories.
DSCL	MJC2L2A11	Lab Journal Production [Practical]	<ol style="list-style-type: none"> 1. Develop news stories by identifying credible news source 2. Compose news stories in hard news, features and opinion format 3. Practice the application of editorial values of objectivity, fact checking and fairness in editing news reports 4. Design a newspaper layout by applying aesthetic theories and principles
DSCL	MJC2L2A12	Photo Feature Production [Practical]	<ol style="list-style-type: none"> 1. Demonstrate photographic skills by applying aesthetic principles in capturing photographs 2. Integrate key concepts of composition, exposure and lighting in photography 3. Create newsworthy photographs and develop photo stories

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			4. Design photographic content for a print magazine
SEC	MJC402B11	Introduction to Design Concepts	<ol style="list-style-type: none">1. Describe design aesthetics and its elements2. Appreciate aesthetics principles in developing designs for print and online media3. Analyze the use of typography in designing

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Course Type	Course Code	Course Title	Course Outcomes
DSCC	MJC204A21	Media Research	<ol style="list-style-type: none"> 1. Describe the definition of research and elements of scientific research 2. Develop research proposal, hypothesis and research questions 3. Analyze qualitative and quantitative research methods in media 4. Apply statistical procedure to measure central tendencies and test the significance of a study 5. Design and execute research projects in media studies
DSCC	MJC204B22	Theories of Communication	<ol style="list-style-type: none"> 1. Describe the seven traditions of mass communication theories 2. Assess the role of press in an authoritarian, libertarian, socialist, democratic and developing society 3. Analyze the application of media theories to understand society and culture 4. Review media theories to understand its audience
DSCC	MJC204B23	Radio Journalism	<ol style="list-style-type: none"> 1. Describe the growth and development of radio in India 2. Assess the importance of radio in the society 3. Develop scripts for radio news, features and podcast 4. Create radio programs by operating sound recording equipment and audio editing software.
DSCC	MJC204B24	Introduction to Film Studies	<ol style="list-style-type: none"> 1. Describe the historical development and cultural impact of films 2. Review films by critically analyzing its form and content 3. Assess the grammar and language of film making 4. Analyse cinematic styles and narrative techniques of d. W. Griffith, vittorio de sica, charles chaplin, jean luc godard, ingmar bergman, andrei tarkovsky, sergei eisenstein, alfred hitchcock, federico fellini, akira kurosowa, yashizoro ozu, majid majidi, satyajit ray, shyam benegal, ritwik ghatak, girish kasaravalli and adoor gopalkrishnan.
DSCC	MJC204B25	Advertising	<ol style="list-style-type: none"> 1. Define advertising and its impact in society and economy 2. Analyse the functions and operations of advertising agencies 3. Evaluate the psychology of consumer behaviour and its application in advertisement 4. Develop advertising copy content for print and broadcast media 5. Critique the ethical and moral issues in advertisement.
DSCC	MJC204B26	New Media Journalism	<ol style="list-style-type: none"> 1. Describe the role of multimedia technologies in journalistic practices 2. Analyze narrative and technical trends in journalistic practice in online platform 3. Develop content for online platform 4. Evaluate the ethical and legal challenges related to new media journalism.
DSCL	MJC2L2B21	Radio Feature Production [Practical]	<ol style="list-style-type: none"> 1. Develop scripts for radio features, news bulletin and talk show programs 2. Master narrative techniques used in storytelling through the medium of radio 3. Demonstrate digital audio recording and editing skills 4. Adapt professional work etiquette and understand editorial trends and technical developments in radio production.

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DSCL	MJC2L2A22	New Media Production [Practical]	<ol style="list-style-type: none">1. Create the design and layout for a blog page2. Develop web articles incorporating professional standards for style, structure and search optimization3. Design multimedia content for the website4. Demonstrate skills to increase visibility of the web page.
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III Semester

Course Type		Course Code	Course Title	Course Outcomes
DSCC		MJC204B31	Development Communication	<ol style="list-style-type: none"> 1. Define development, approaches and indicators of development 2. Analyze the role of media in bringing developmental and social changes. 3. Critique the ethical challenges in reporting developmental reports 4. Create news reports about developmental issues for print and broadcast media.
DSCC		MJC204B32	Television Journalism	<ol style="list-style-type: none"> 1. Create television news script and produce television news programs 2. Appraise the grammar and language of television production 3. Integrate video editing and news packaging skills 4. Develop digital graphics for television production.
DSCC		MJC204B33	Corporate Communication	<ol style="list-style-type: none"> 1. Describe the role and significance of corporate communication 2. Assess the strategies used in corporate communication and corporate advertising 3. Create press releases and corporate communication materials 4. Critique the professional ethics in corporate communication.
DSCL		MJC2L2A31	Video News Production [Practical]	<ol style="list-style-type: none"> 1. Construct scripts for television news and features 2. Master shots and video capturing techniques for news and features 3. Create television news and features using audio-video editing software 4. Design television graphics for news programmes.
Elective Course [Any one to be opted]	DSEC	MJCA04A31	Business Journalism	<ol style="list-style-type: none"> 1. Define business journalism and economic data indicators 2. Analyze international and Indian share market trends 3. Evaluate the impact of government policies on economy 4. Develop stories about company earnings and financials, economic indicators
	DSEC	MJCB04B31	Data Journalism and Visualization	<ol style="list-style-type: none"> 1. Describe the meaning, nature and the fundamentals of data journalism 2. Appreciate principles and elements in designing 3. Apply analytical tools in excel to visualize data 4. Develop data visualization for journalistic storytelling.
SEC		MJC402A31	Environmental Communication	<ol style="list-style-type: none"> 1. Recognize environmental protection programs and strategies 2. Review natural and man-made environmental issues 3. Assess the environment protection laws 4. Create reports on environmental issues for print and broadcast media
ECE	NCCC	MEX5A2A01	Extension Activity	

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[Any one to be opted]	NCCC	MIP5R2A01	In-house Publication	
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IV Semester

Course Type	Course Code	Course Title	Course Outcomes
DSCC	MJC204A41	Media Management	<ol style="list-style-type: none"> 1. Define management principles, structure and the economic aspects of media organization 2. Analyze the organizational structure and ownership patterns of media organizations in India 3. Critique the prospects and challenges of media market 4. Evaluate the functions and roles of media regulatory bodies in India.
DSCL	MJC2L2A42	Advertising Production [Practical]	<ol style="list-style-type: none"> 1. Design communication strategies for an advertising campaign in print and broadcast media 2. Create headline, body copy, slogans and script for advertisement 3. Develop a production plan for advertising production 4. Design illustrations using graphic design software
DSCI	MJC2I4A41	Internship	<ol style="list-style-type: none"> 1. Create media contents truly, fairly and accurately in forms and styles appropriate for the media professions, audiences and media institutions 2. Demonstrate competency in strategic planning and problem solving 3. Adapt tools and technologies appropriate for the media profession 4. Integrate communication theories in the use and presentation of images and information 5. Refine their own work and that of others for accuracy, fairness and clarity.
DSCP	MJC2P6A41	Dissertation	<ol style="list-style-type: none"> 1. Create research design appropriate to the research question 2. Demonstrate research skills encompassing construction of research tools and conducting quantitative and qualitative studies, which allow them for solving complex problems in media research 3. Demonstrate critical research skills in relation to career development and media profession related learning studies 4. Integrate ethical values and standards in their own research and scientific pursuits 5. Construct a media research thesis matching the requirements of the scientific community.
Elective course [Any one to be opted]	DSEC	MJCA04A41	Magazine Journalism
	DSEC	MJCB04A41	Technical Writing

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				4. Create a product manual using the principles of designing.
Elective Project [Any one to be opted]	DSEP	MJCAP2B41	Short Film Production	<ol style="list-style-type: none"> 1. Construct scripts and screenplay for short film 2. Design storyboards and shooting plans for the short film production 3. Master shots and video capturing techniques for short film production 4. Create short films using audio-video editing software.
	DSEP	MJCBP2B41	Documentary Production	<ol style="list-style-type: none"> 1. Construct scripts for documentary production 2. Design production plan for documentary production 3. Master shots and video capturing techniques for documentary film production 4. Create documentary films using audio-video editing software.
	DSEP	MJCCP2B41	Corporate Communication Production	<ol style="list-style-type: none"> 1. Develop the strategies used in corporate communication and corporate advertising 2. Create corporate communication materials for media 3. Practice professional ethics in corporate communication 4. Manage corporate communication campaign
	DSEP	MJCDP2B41	Magazine Production	<ol style="list-style-type: none"> 1. Develop news and feature stories by identifying credible source 2. Create feature story, profiles, reviews and articles for magazine 3. Demonstrate knowledge in reporting and editing magazine stories 4. Design magazine layout by applying aesthetic theories and principles.
ECE [Any one to be opted]	NCCC	MOL502A01	Online Course	<ol style="list-style-type: none"> 1. To acquire discretionary knowledge over core values.
	NCCC	MRP5R2A01	Research Paper Presentation/ Publication	<ol style="list-style-type: none"> 1. To construct and solve a research phenomenon