

DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION

Program Outcomes

After successful completion of the two-year Masters programme in Journalism and Mass Communication, the graduate will be able to:

- PO1: function as a conscientious journalist with social consciousness
- PO2: inculcate human values and safeguard freedom of press.

Program Specific Outcome

- PSO1: conceptualize, create, and design strategies for high-quality media content for print and electronic media, advertising, films and various digital platforms.
- PSO2: carry out media research and critically analyze various aspects of mass media form and content.

Programme Educational Objectives

- PEO1: To instill critical thinking, research aptitude, ethics and social responsibility
- PEO2: To prepare students with the knowledge and essential skills required for various media organizations and to understand varied needs of media audiences.
- PEO3: To enhance abilities to interpret different grades of mass messages, acquired through learning and class discussions

Programme Matrix: Master of Arts - Journalism and Mass Communication [2018 Batch]

I Semester

| Course Type | Course Code | Course Title | COURSE OUTCOME |
|-------------|-------------|--------------------------------------|--|
| DSCC | MJC204A11 | Introduction to Communication | After learning this paper students will be able to <ul style="list-style-type: none"> Understand the types of communication and communication models. Understand the societal impact on media and its impact on individuals. |
| DSCC | MJC204A12 | Media Laws and Ethics | After learning this paper students will be able to: <ul style="list-style-type: none"> Prepare news reports in an ethical manner. Apply the assimilated legal and constitutional knowledge in various beat reporting. |
| DSCC | MJC204A13 | Reporting and Writing | After learning this paper students will be able to: <ul style="list-style-type: none"> Write hard and soft news reports for print media. Produce hard and soft news reports for electronic media. |
| DSCC | MJC204A14 | Editing | After learning this paper students will be able to: <ul style="list-style-type: none"> Edit and design news materials. Understand the structure and functions of a newsroom. |
| DSCC | MJC204A15 | Photojournalism | After learning this paper students will be able to: <ul style="list-style-type: none"> Achieve professionalism in camera operations. Capture newsworthy images. |
| DSCL | MJC2L2A11 | Lab Journal Production [Practical] | After learning this paper students will be able to: <ul style="list-style-type: none"> Demonstrate critical thinking skills necessary to collect, evaluate, organize and disseminate news. Learn professional standards of writing, editing and other process of newspaper production. Acquire an understanding of magazine design and magazine feature writing. <p>Students of first semester of the programme have to compulsorily contribute to the.</p> |
| DSCL | MJC2L2A12 | Photo Feature Production [Practical] | After learning this paper students will be able to: <ul style="list-style-type: none"> Use a variety of technologies and processes to capture, manipulate, output, and manage photographic images. Incorporate the knowledge of photography theories and principles into the conceptualization and development of effective photographs. |
| SEC | MJC402A11 | Communication Skills | After learning this paper students will be able to: <ul style="list-style-type: none"> Understand communication process. Demonstrate competency in communication skills related to production and presentation of |

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| Course Type | Course Code | Course Title | COURSE OUTCOME |
|-------------|-------------|--------------|-------------------------------|
| | | | messages in multiple formats. |

II Semester

| Course Type | Course Code | Couse Title | COURSE OUTCOME |
|-------------|-------------|--|---|
| DSCC | MJC204A21 | Media Research | <ul style="list-style-type: none"> Understand the research processes in mass media. Understand the rationale behind the usage of tools and methods. |
| DSCC | MJC204A22 | Mass Communication Theory | <ul style="list-style-type: none"> Apply the communication theories in media sphere. Understand the relationship between theory and research. |
| DSCC | MJC204A23 | Radio Journalism | <ul style="list-style-type: none"> Acquire skills of modern radio production. Understand with the best practices in radio journalism. |
| DSCC | MJC204A24 | Introduction to Film Studies | <ul style="list-style-type: none"> Understand the grammar and language of film. Understand cinematic styles of well-known national and international film makers. |
| DSCC | MJC204A25 | Advertising Marketing | <ul style="list-style-type: none"> Understand the functions and operations of advertising agencies. Understand the psychology behind advertising. Develop an insight into the ethical and moral issues governing advertising and laws. |
| DSCC | MJC204A26 | New Media Journalism | <ul style="list-style-type: none"> Understand the role of multimedia technologies, including social media and mobile phone in journalistic practices. Conceptualize, implement and evaluate media content by using various digital media techniques. |
| DSCL | MJC2L2A21 | Radio Documentary Production [Practical] | <ul style="list-style-type: none"> Understand the various narrative techniques used in storytelling through the medium of radio. <ul style="list-style-type: none"> Develop professional work practices in areas such as time-keeping and deadlines, professional etiquette and understand editorial trends and technical developments in radio production |
| DSCL | MJC2L2A22 | New Media Production [Practical] | <ul style="list-style-type: none"> Acquire multimedia skills required for new media reporting. Develop blogs and website content. |

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III Semester

| Course Type | | Course Code | Couse Title | COURSE OUTCOME |
|--|------|-------------|-----------------------------------|--|
| DSCC | | MJC204A31 | Development Communication | <ul style="list-style-type: none"> Understand the basics of development and approaches. Understand the role of media in development. Acquire insights into ethical perspectives of development. |
| DSCC | | MJC204A32 | Television Journalism | <ul style="list-style-type: none"> Prepare and produce television news scripts and programmes. Understand different television programme production environments. Understand the aesthetics of video editing and develop news packages. |
| DSCC | | MJC204A33 | Corporate Communication | <ul style="list-style-type: none"> Understand the role and significance of a corporate communication. Demonstrate corporate communication skills and develop corporate communication strategies |
| DSCL | | MJC2L2A31 | Video News Production [Practical] | <ul style="list-style-type: none"> Prepare and produce television news scripts and programmes. Understand the different kinds of shot composition and video capturing techniques. Understand the fundamentals of audio-video editing and to prepare a television news package. |
| Elective Course [Any one to be opted] | DSEC | MJCA04A31 | Business Journalism | <ul style="list-style-type: none"> Understand the underlying philosophical assumptions of business, concepts of business and address a range of media texts and audiences on business related issues. Develop skills in the production and editing of financial and business journalism for a variety of multimedia formats and platforms. |
| | DSEC | MJCB04A31 | Introduction to Design Concepts | <ul style="list-style-type: none"> Understand the meaning, nature and the fundamental elements used in graphic design. Critically appreciate the aesthetic principles involved in graphic designing. Understand the different stages and techniques of visual designing. |
| GE | | | As per Annexure II | |
| SEC | | MJC402A31 | Environmental Communication | <ul style="list-style-type: none"> Develop eco-consciousness and also make others understand the significance of environmental issues through publications. |

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| Course Type | | Course Code | Couse Title | COURSE OUTCOME |
|-----------------------|------|-------------|----------------------|----------------|
| [Any one to be opted] | NCCC | MEX5A2A01 | Extension Activity | |
| | NCCC | MIP5R2A01 | In-house Publication | |
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IV Semester

| Course Type | | Course Code | Couse Title | | | | | | | | | |
|--|------|-------------|--|--|---|---|---|---|-----------|------------|------------|------------|
| DSCC | | MJC204A41 | Media Management | <ul style="list-style-type: none"> Understand the working environment in media houses. Understand the management principles, its structure and the economic aspects of media. | | | | | | | | |
| DSCL | | MJC2L2A41 | Short Film Production [Practical] | <ul style="list-style-type: none"> Produce a documentary and short film. Understand the different techniques involved in documentary and short film production. | | | | | | | | |
| DSCL | | MJC2L2A42 | Advertising Production [Practical] | <ul style="list-style-type: none"> Understand the concept of developing advertisements. Produce print and electronic media advertisements. | | | | | | | | |
| DSCI | | MJC2I4A41 | Internship | | | | | | | | | |
| DSCP | | MJC2P6A41 | Dissertation | | | | | | | | | |
| Elective course [Any one to be opted] | DSEC | MJCA04A41 | Magazine Journalism | <ul style="list-style-type: none"> Understand different types of magazine designs and formats. Acquire feature writing skills for various magazine formats. | | | | | | | | |
| | DSEC | MJCB04A41 | Technical Writing | <ul style="list-style-type: none"> Conceptualize, design, and produce one or more technical deliverables based on the principles of technical communication. Develop rhetoric, writing and visualizing skills in technical communication. Understand different formats in multimedia designs. | | | | | | | | |
| ECE [Any one to be opted] | NCCC | MOL502A01 | Online Course | - | - | - | - | - | 2 | - | - | - |
| | NCCC | MRP5R2A01 | Research Paper Presentation/ Publication | - | - | - | - | - | 2 | - | - | - |
| Total | | | | | | | | | 24 | 170 | 380 | 550 |