M.A. (JOURNALISM & MASS COMMUNICATION)

COURSE OUTCOMES

MAJMC Program

Semester I

Course: Communication Concept and Process

CO1	Recall the definitions and elements of communication.
CO2	Explain the different types of communication and their characteristics.
CO3	Apply communication models to analyze communication processes.
CO4	Analyze the role of feedback in effective communication.
CO5	Evaluate various communication barriers and their impact.

Course: Fundamentals of Computers

CO1	Recall the history and classification of computers.
CO2	Explain the relationship between hardware and software.
CO3	Apply basic functions of MS Excel and MS PowerPoint in practical tasks.
CO4	Analyze the differences between single-user and multi-user operating systems.
CO5	Evaluate the advantages and disadvantages of using the internet.

Course: History of Press, Media Laws, and Ethics

CO1	Recall the key historical events in the development of the press in India.
CO2	Explain the role of the press in the Indian freedom struggle.
CO3	Apply knowledge of media laws to evaluate journalistic practices.
CO4	Analyze the impact of landmark media laws on press freedom.
CO5	Evaluate the ethical responsibilities of journalists in various scenarios.

Course: Social and Political System of India

CO1	Recall the basic concepts of society and social institutions.
CO2	Explain the fundamental rights and directive principles of the Indian Constitution.
CO3	Apply sociological theories to understand social change in India.
CO4	Analyze the impact of media on Indian society.
CO5	Evaluate the role of media in addressing social issues like human rights and women empowerment.

Semester II

Course: Development and International Communication

CO1	Recall the definitions and paradigms of development.
CO2	Explain the role of media in development communication.
CO3	Apply development communication strategies to create media content.
CO4	Analyze the impact of international communication on global opinion formation.
CO5	Evaluate the effectiveness of international organizations like the UNO in promoting communication.

Course: Iconic Personalities of Media: Post Independence

CO1	Recall the contributions of key media personalities post-independence.
CO2	Explain the changes in journalism roles and responsibilities post-independence.
CO3	Apply knowledge of iconic media figures to contemporary journalism practices.
CO4	Analyze the impact of regional journalism on national media.
CO5	Evaluate the role of media personalities in promoting social and economic changes.

Course: Electronic Media-I (Radio)

CO1	Recall the history and growth of radio broadcasting.
CO2	Explain the characteristics and types of radio programs.
CO3	Apply techniques of radio news writing and editing.
CO4	Analyze the structure and content of various radio programs.
CO5	Evaluate the role of community radio in educational and community development.

Course: IT and Computer Application in Mass Media

CO1	Recall the basic concepts and uses of information technology.
CO2	Explain the components and benefits of multimedia.
CO3	Apply DTP software skills to design pages for newspapers and magazines.
CO4	Analyze the different types of computer networks and their applications.
CO5	Evaluate the impact of social networking sites on mass communication.

Semester III

Course: Print Journalism - Reporting and Editing

CO1	Recall the definitions and elements of news.
CO2	Explain the roles and responsibilities of editors and sub-editors.
CO3	Apply copy editing techniques to improve news stories.
CO4	Analyze the layout and design principles of different newspaper pages.
CO5	Evaluate the quality and effectiveness of photojournalism in print media.

Course: Electronic Media-II (Television)

CO1	Recall the history and development of television in India.
CO2	Explain the characteristics of various television programs.
CO3	Apply techniques for producing and editing television news programs.
CO4	Analyze the structure and content of television news bulletins.
CO5	Evaluate the role of television journalism in informing and educating the public.

Course: Advertising and Public Relations

CO1	Recall the basic concepts and objectives of advertising and public relations.
CO2	Explain the media planning and selection process for advertising campaigns.
CO3	Apply copywriting and visualizing techniques to create advertisements.
CO4	Analyze the impact of public relations strategies in different sectors.
CO5	Evaluate the effectiveness of advertising and PR campaigns in achieving organizational goals.

Course: Special Paper (Online Journalism)

CO1	Recall the history and characteristics of online journalism.
CO2	Explain the benefits and features of online journalism.
CO3	Apply multimedia elements to create online journalism packages.
CO4	Analyze the effects of media convergence on journalism practices.
CO5	Evaluate the ethical considerations and legal issues in online journalism.

Semester IV

Course: Communication Research

CO1	Recall the key concepts and areas of communication research.
CO2	Explain the different research designs and methodologies.
CO3	Apply sampling and data collection techniques in research projects.
CO4	Analyze the process and purpose of data analysis.
CO5	Evaluate the ethical issues and limitations in communication research.

Course: Print Media Practical Viva

CO1	Recall the steps involved in reporting on various issues.
CO2	Explain the process of editing and headlining news copies.
CO3	Apply layout and design techniques to produce a national newspaper.
CO4	Analyze the effectiveness of different reporting techniques.
CO5	Evaluate the overall quality of print media production.

Course: Electronic Media Practical (Radio and TV) Viva

CO1	Recall the steps involved in producing radio and TV programs.
CO2	Explain the techniques of scriptwriting and editing for electronic media.
CO3	Apply production techniques to create radio jingles and TV ads.
CO4	Analyze the structure and content of radio and TV programs.
CO5	Evaluate the effectiveness of electronic media programs in addressing social issues.

Course: Internship

CO1	Recall the key activities and tasks performed during the internship.
CO2	Explain the role of media organizations in professional development.
CO3	Apply journalistic skills in a real-world media environment.
CO4	Analyze the challenges and learning experiences during the internship.
CO5	Evaluate the overall impact of the internship on career development.

Course: Dissertation

CO1	Recall the steps involved in conducting communication research.
CO2	Explain the importance of literature review in research.
CO3	Apply research methodologies to investigate a specific topic.
CO4	Analyze the data collected during the research.
CO5	Evaluate the findings and conclusions of the dissertation.