

M.A. in Journalism and Mass Communication

Program Specific and Course Specific Outcomes

Program Specific Outcomes:

After the successful completion of the program M.A. in Journalism and Mass Communication, students will be able to:

1. Understand the emerging trends in the field of journalism and mass communication
2. Develop the skills to work in print, electronic and digital media industry
3. Produce multimedia content including journals, video, audio, animation and graphic design.
4. Engage in entrepreneurial ventures related to journalism and mass communication, public relations and manage print and electronic media organization.
5. Possess knowledge about media laws and policies.
6. Adapt to rapidly changing media landscapes and demonstrate innovation in their journalistic practices by continuous up-skilling and self-learning abilities.
7. Adhere to ethical standards, including accuracy, fairness, and objectivity while creating and distributing media content.
8. Use modern tools and equipments involved in the production of multimedia content
9. Take-up scientific and objective research studies in the fields of Journalism, Mass Communication and allied subjects.
10. Become responsible media academicians, researchers, professionals with global vision.

Semester I

Paper: HC 1.1: Communication Theories

Student learning course outcomes

After successful completion of this course students will be able to:

1. Explain the process and nature of communication
2. Understand the characteristics of various forms of communication
3. Evaluate and explain various models of communication
4. Apply different national and international theories of communication
5. Use communication skills, theories and models in real-life communication situations

Paper: HC 1.2: Reporting

Student learning course outcomes

After successful completion of this course students will be able to:

1. Define news and understand the elements, news values and structure of news report.
2. Use various techniques of gathering information and writing news.
3. Identify various news sources along with their management.
4. Understand different types of reporting
5. Accurately report any given event for various forms of media

Paper: HC 1.3: Editing

Student learning course outcomes

After successful completion of this course students will be able to:

1. Learn the basic principles of editing and understand the process of editing for various platforms.
2. Apply the principle of editing, including fact-checking, language correction, and news story rewriting, to produce accurate and polished news content
3. Create various types of headlines, including news and feature headlines, using established techniques
4. Use page designing softwares to design and layout newspapers
5. Make effective sense of language skills and translation.

Paper: SC 1.1: Development of Media

Student learning course outcomes

After successful completion of this course students will be able to:

1. Elaborate on the development of printing technology over the period of time.
2. Trace the glorious history of journalism.
3. Enhance understanding of the origin and growth of the print, electronic and web media.
4. Recognize the contributions of renowned journalists of the country.
5. Trace the technological advancements in print, electronic and web media.

Paper: SC 1.2: Advertising

Student learning course outcomes

After successful completion of this course students will be able to:

1. Learn basic concepts of advertising
2. Know about the role and importance of advertising in media
3. Know about advertising agencies and their functions.
4. Design and develop advertisements for various media.
5. Plan and execute an advertising campaign.

Paper: SC 1.3: Science Communication

Student learning course outcomes

After successful completion of this course students will be able to:

1. Understand the basic concepts of science journalism
2. Gain knowledge about scientific developments and technological innovations
3. Understand the sources of science and technology news
4. Know the techniques of science reporting for various media
5. Examine the contents of science publications.

Semester II

Paper: HC 2.1: Communication Research

Student learning course outcomes

After successful completion of this course students will be able to:

1. Learn the basic concepts of research and communication research.
2. Gain knowledge about the need, role, importance, functions and ethics of research.
3. Develop and use various tools of data collection.
4. Apply various techniques of data analysis methods using different statistical tools.
5. Learn the process of writing research report.

Paper: HC 2.2: Radio Broadcasting

Student learning course outcomes

After successful completion of this course students will be able to:

1. Explain different types of radio broadcasting and their characteristics.
2. Explain the evolution of radio broadcasting in India.
3. Describe the organizational structure of All India Radio and the functions of various departments.
4. Use microphones and operate sound recording equipments.
5. Write scripts for different kinds of radio programs

Paper: HC 2.3 Introduction to Television Production

Student learning course outcomes

After successful completion of this course students will be able to:

1. Understand the essential elements of television production techniques.
2. Undertake TV production independently.
3. Write various types of television scripts
4. Understand production stages and the role of crew members
5. Handle camera operations and compositions

Paper: SC 2.1: Media Management

Student learning course outcomes

After successful completion of this course students will be able to:

- 1 Explain the nature, scope and principles of media management.
 - 2 Identify the economics of mass media.
 - 3 Critically analyze the economic and societal impact of different kinds of media ownership
 - 4 Explain the characteristics of different media organizations
 - 5 Impart practical knowledge about media marketing strategies
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Paper: SC 2.2: Feature Writing and Photojournalism

Student learning course outcomes

After successful completion of this course students will be able to:

1. Understand the differences between feature writing and news writing.
2. Obtain the skills of writing various contents for the magazines.
3. Understand the techniques of professional photography.
4. Learn the components and types of digital camera
5. Learn the tools and techniques of photo editing

Paper: EL 2.1: Media and Society

Student learning course outcomes

After successful completion of this course students will be able to:

1. Understand the characteristics of various mass media
2. Examine the media ownership and control
3. Analyse the media coverage for burning issues like religion and gender.
4. Understand the role of mass media in development.
5. Know the impact of mass media on society

Paper: EL 2.2: Radio, Television and the Internet

Student learning course outcomes

After successful completion of this course students will be able to:

1. Trace the history of Radio, Television and Internet
 2. Prepare different types of radio programmes.
 3. Write radio and TV program scripts
 4. Explain the techniques of the interview.
 5. Critically analyse the current trends in Radio and Television broadcasting
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Paper: HC 3.1: Media Law and Ethics

Student learning course outcomes

After successful completion of this course students will be able to:

1. Be aware of legal aspects of the media and its values.
2. Have an overview of recent changes and future challenges of media regulation
3. Understand media ethics
4. Classify and explain various media laws and their implications
5. Trace the important provisions of RTI, IT and cyber laws.

Paper: HC 3.2: Television Journalism

Student learning course outcomes

After successful completion of this course students will be able to:

1. Trace the evolution of television journalism
2. Demonstrate proficiency in the stages of television program production, including pre-production, production, and post-production
3. Operate wide range of production equipments and accessories in TV studio setups
4. Generate creative content for television, including news bulletin scripts and entertainment program
5. Adapt to new trends in TV production, such as 3D graphics, web streaming, and AI-based anchoring and others.

Paper: SC 3.1: Media and Environment

Student learning course outcomes

After successful completion of this course students will be able to:

1. Understand the major environmental issues
2. Know the techniques of reporting environmental issues for various media
3. Value the role of NGOs for environmentalism.
4. Utilize media for different promotional activities for protecting environment.
5. Commit themselves to work for sustainable development

Paper: SC 3.2: Film Studies

Student learning course outcomes

After successful completion of this course students will be able to:

1. Trace the origin and development of world and Indian cinema
2. Understand various film movements and theories.
3. Review the contribution of selected film makers
4. Critically review a film
5. Identify recent trends in Indian, world and regional cinema

Paper: SC 3.3: Folk Media

Student learning course outcomes

After successful completion of this course students will be able to:

1. Explain the characteristics and relevance of folk media
2. List major folk forms of Karnataka and India
3. Explain the role of folk media as communication tool
4. Identify the problems faced by folk artists
5. Identify the role of agencies which use folk media for development communication

Paper: EL 3.1: Writing for Print Media

Student learning course outcomes

After successful completion of this course students will be able to:

1. Know the fundamentals of writing
2. Identify news values and news sources.
3. Know the techniques of gathering information and writing news.
4. Understand different types of writing as report, features, articles, columns, editorials etc.
5. Review film, book and drama.

Paper: EL 3.2: Intercultural Communication

Student learning course outcomes

After successful completion of this course students will be able to:

1. Understand the concept of culture
2. Know the barriers to intercultural communication
3. Understand media as culture manufacturing industry
4. Identify sources of Indian culture
5. Examine folk culture heritage of India

Paper: HC 4.1: Development Communication

Student learning course outcomes

After successful completion of this course students will be able to:

1. Explain the concept and indicators development.
2. Elaborate different models, strategies and barriers of development communication
3. Identify the alternative developmental communication method
4. Report development issues
5. Understand the problems and hurdles in development communication.

Paper: HC 4.2: Digital Media

Student learning course outcomes

After successful completion of this course students will be able to:

1. Explain devices and importance of digital technology.
2. Create digital contents for various platforms.
3. Explain the roles, functions and applications of various social media platforms
4. Use new media platforms to create journalistic contents in an ethical and responsible manner
5. Create content for new media, including the use of keywords, search engine optimization, hashtags, content management systems (CMS), hyperlinks, and search engine tools.

Paper: SC 4.1: Corporate Communication

Student learning course outcomes

After successful completion of this course students will be able to:

1. Explain the concept of corporate communication and its importance
2. Elaborate the process of public relations
3. Identify and apply the tools of public relations
4. Describe the ethical aspects related to Public Relations
5. Explain the role and functions of PR agencies

Paper: SC 4.2: Political Communication

Student learning course outcomes

After successful completion of this course students will be able to:

1. Understand the basics of Political communication.
2. Develop the extensive knowledge about regional and national political issues
3. Understand the ethical and legal aspects of covering political issues
4. Know the role of mass media as political actor
5. Know the role of digital media in political image making

Paper: SC 4.3: Technical Writing

Student learning course outcomes

After successful completion of this course students will be able to:

1. Differentiate between technical writing and other forms of writing
2. Identify the techniques of writing different technical documents
3. Understand qualities and responsibilities of technical writers
4. Understand the process of technical writing
5. Know the technical editing process