



# M.A JOURNALISM AND MASS COMMUNICATION

## PROGRAMME SPECIFIC OUTCOME

- PSO1:** Provide comprehensive knowledge on print, broadcast and web journalism.
- PSO2:** Inculcate multifaceted journalistic skills to excel in their field of choice.
- PSO3:** Develop academic and professional knowledge required to shape insightful journalists.
- PSO4:** Introduce next generation realities of both technological and industrial arenas and ensure a more efficient generation of young journalists.
- PSO5:** Extend first-hand experience on all journalistic practices and a premium exposure to the industry that ensures best output from career.

# COURSE OUTCOME

## SJMJC1C01 : INTRODUCTION TO COMMUNICATION

SJMJC1C01.1	Recognize the social relevance of mass communication.
SJMJC1C01.2	Analyse the dynamics of mass communication in a systematic way using appropriate models and theoretical frameworks.
SJMJC1C01.3	Critically evaluates the functioning of communication systems both as a cultural process and an industrial practice

## SJMJC1C02 : REPORTING NEWS

SJMJC1C02.1	Recognize news and report it professionally following the latest trends in the field and ethical considerations in place
SJMJC1C02.2	Analyse the language of news and practice news writing
SJMJC1C02.3	Critically evaluate news management systems and related journalistic practices

## SJMJC1C03 : EDITING NEWS

SJMJC1C03.1	Understand the role of editors and the functioning of the editorial section and the basic ethical issues confronting editors.
SJMJC1C03.2	Critically analyse copies to ensure accuracy and objectivity.
SJMJC1C03.3	Use correct grammar and eliminate items in poor taste in the copy
SJMJC1C03.4	Write clear and accurate headlines, decks and caption
SJMJC1C03.5	Design basic news pages

## SJMJC1C04 : MEDIA HISTORY

SJMJC1C04.1	Understand the transition of press in the world
SJMJC1C04.2	Trace the growth of media in India and its engagement with politics and social change at the different points in history
SJMJC1C04.3	Recognize the outcomes of different commissions, Acts and amendments regarding media
SJMJC1C04.4	Critically evaluate the functioning of Indian film industry and film certifications

## SJMJC1C05 : COMMUNICATION LAWS AND ETHICS

SJMJC1C05.1	Have a thorough understanding of the constitutional provisions of media and communication
SJMJC1C05.2	Understand the rules and regulations in relation to media and communication profession
SJMJC1C05.3	Have discourses on media and communication ethics

## SJMJC1L01 : GRAPHICS DESIGN AND PRINT MEDIA PRODUCTION

SJMJC1L01.1	To type in English and Malayalam and to paginate the content of print media like newspapers and magazines.
SJMJC1L01.2	To do essential graphic design for all types of media

SJMJC1L01.3 To critically evaluate the aesthetics of content visualisation and colour management of various media.

## **SJMJC2C01 : MEDIA, CULTURE AND SOCIETY**

SJMJC2C01.1 Understand and apply key vocabulary, methods and interpretative strategies used in cultural studies and related areas.

SJMJC2C01.2 Have an informed and critical awareness of how media operates in a social system.

SJMJC2C01.3 Apply critical understandings of media cultures and institutions to reflect on their own use of media in professional, creative and personal practices.

SJMJC2C01.4 Develop a non-essentialist understanding of both their and other cultures, societies, regions and beyond.

SJMJC2C01.5 Critically analyse media representation of various segments of the society

## **SJMJC2C02 : ADVERTISING AND MARKETING COMMUNICATION**

SJMJC2C02.1 Understand the scope of advertising from traditional print, electronic, and outdoor campaigns; to online and social media marketing promotions.

SJMJC2C02.2 Recognize the societal impact of advertising and the need for ethical practitioners

SJMJC2C02.3 Perform a market segmentation analysis, identify the organization's target market/audience and define the consumer behaviour of each segment

## **SJMJC2C03 : RADIO AND TELEVISION PRODUCTION**

SJMJC2C03.1 Have through understanding of the key concepts, technology and methods of broadcast media

SJMJC2C03.2 Script radio and television news programmes

SJMJC2C03.3 Independently produce radio and television news programmes

## **SJMJC2C04 : DEVELOPMENT COMMUNICATION**

SJMJC2C04.1 Recognise key concepts, approaches and action plans in the field of development communication in the global and national scenario.

SJMJC2C04.2 Identify the potential of various communication methods for social change.

SJMJC2C04.3 Critically evaluate the communication practices implanted by various agencies for development and social change

## **SJMJC2C05 : GLOBAL COMMUNICATION**

SJMJC2C05.1 Understand key concepts and areas of the discipline global communication to engage in the discourses related to global communication

SJMJC2C05.2 Recognise the critical themes and issues in globalised communication practices and their impact on the society at large.

SJMJC2C05.3	Critically evaluate the functioning of media conglomerates in the world and its impact on regional media practices and consumption
SJMJC2C05.4	Analyse the functioning of Indian media in a globalized environment

## **SJMJC2L01 : PHOTOGRAPHY AND VIDEOGRAPHY**

SJMJC2L01.1	Develop or improve skills in contemporary videography and photography technology and operation of cameras and production equipment.
SJMJC2L01.2	Achieve critical appreciation skills for the aesthetics of sound and image production.
SJMJC2L01.3	Improve literacy in the visual language and achieve skills in digital media production.
SJMJC2L01.4	Gain a greater understanding of storytelling in narrative and non-narrative visual productions.

## **SJMJC3C01 : COMMUNICATION RESEARCH**

SJMJC3C01.1	Recognize the key concepts and methods in communication research
SJMJC3C01.2	Design research work scientifically using various methodological frameworks
SJMJC3C01.3	Apply theories and theoretical framework in their research work
SJMJC3C01.4	Analyse data and arrive at conclusions independently and scientifically report research findings in the form of research articles and theses

## **SJMJC3C02 : PUBLIC RELATIONS & CORPORATE COMMUNICATION**

SJMJC3C02.1	Explain the role of the public relations in the corporate environment and describe the strategies, tactics, and techniques of public relations and corporate communications
SJMJC3C02.2	Understand different kinds of public and role of PR.
SJMJC3C02.3	Recognize internal and external tools of PR.

## **SJMJC3C03 : ONLINE JOURNALISM**

SJMJC3C03.1	Recognise internet related concepts and application of the same in mass communication environment
SJMJC3C03.2	Develop content for the web and manage it using content management systems
SJMJC3C03.3	Identify the trends in online journalism and critically evaluate the form and content of online media platforms

## **SJMJC3C04 : MEDIA MANAGEMENT AND ENTREPRENEURSHIP**

SJMJC3C04.1	Understand the organizational and economic structures and strategies used in media industries and to identify the legal, ethical and other regulatory challenges facing the electronic media.
SJMJC3C04.2	Understand the promotional methods for media products.
SJMJC3C04.3	Recognize media start ups and its features.

## SJMJC3E01 : DOCUMENTARY FILM PRODUCTION

SJMJC3E01.1	Understand the trajectories in the development of documentary films as a communication form
SJMJC3E01.2	Recognise concepts, terms, categories and key elements in documentary filmmaking
SJMJC3E01.3	Understand the process of documentary filmmaking from ideation to final production
SJMJC3E01.4	Able to critically analyse documentary films

## SJMJC4C01 : FILM STUDIES

SJMJC4C01.1	Relate film analysis and interpretation to wider historical, cultural and material processes
SJMJC4C01.2	Articulate and critically engage with current theories of cinema as text, image and mediated process
SJMJC4C01.3	Discern and discuss stylistic traits peculiar to different movements and traditions of film in a comparative context

## SJMJC4E01 : DATA JOURNALISM

SJMJC4E01.1	Explore key data journalism concepts and skills and gain insight into how data journalism is practiced in newsrooms
SJMJC4E01.2	Analyse and evaluate the major ethical and theoretical issues affecting the delivery of data driven journalism
SJMJC4E01.3	Critically discuss ways in which emerging technologies can be incorporated into your future
SJMJC4E01.4	Know the techniques for sorting, filtering, cleaning and publishing data

## SJMJC4E02 : PHOTO JOURNALISM

SJMJC4E02.1	Understand and explain key concepts of photography theory and explain how photographs communicate visually in a story.
SJMJC4E02.2	Learn to analyze and critique photographs and gain a better understanding of camera techniques
SJMJC4E02.3	Visually tell a news story

## SJMJC4P01 : DISSERTATION AND VIVA

SJMJC4P01.1	Do research in the field of mass communication and journalism
SJMJC4P01.2	Collect quantitative and qualitative data and analyse them critically to contribute innovative output to the domain on knowledge
SJMJC4P01.3	Report research output in the form of theses and articles and present them and defend the findings and arguments in academic fashion