



Vijayanagara Sri Krishnadevaraya University
Department of Journalism and Mass Communication
Jnana Sagara, Ballari - 583105



Program outcomes, program specific outcomes and course outcomes

2.6.1 Program outcomes, program specific outcomes and course outcomes	
Program Outcome	To develop the communication skills, theoretical and practical knowledge among the students in print, electronic and new media. The Journalism and Mass Communication department is committed to providing students with a quality education in the communication and journalism disciplines that is current, relevant, practical, and personal. Departmental goal is that students who finish masters in communication will be prepared for entry level positions as professionals within communication-related fields.
Program Specific Outcome	Students will be able to write a variety of mass media products, including news stories, press releases and advertising copy, following accepted journalistic standards, including Associated Press style. Students will be able to create and design emerging media products, including blogs, digital audio, digital video, social media,

	digital photography and multimedia.
First Semester	Course specific outcome
Introduction to Communication – MJMCH 101	Develop positive attitude towards sustainable communication.
News Writing and Reporting Analysis –MJMCH 102	To help students become more skilled and knowledgeable consumers of media content writing.
News Processing and Editing – MJMCH 103	To gain knowledge of types headlines writing. To know about different types of editing symbols used in news and editing techniques.
Media Laws & Ethics – MJMCH 104	They demonstrate critical thinking, including the ability to form an argument, detect fallacies, and martial evidence, about key issues of public policy and media laws
Communication Skills – MJMCH 105	Understanding of the basic factors affecting mass communication and mass media and learning communication skills.
Second Semester	Course specific outcome
Communication Theories- MJMCH 201	The units provide students an understanding of the importance of media theories and role of journalism in framing it.
Radio Broadcasting – MJMCH 202	To introduce to history and evolution All India Radio, New developments in Radio
Communication Research Methods – MJMCH 203	To introduce students to debates in Research approaches and equip them with tools to carry on research To understand the scope and techniques of media research, their utility and limitations
Business Communication – MJMCH 204	To learn the various media mix and its implementation To understand budget allocation for a Media plan
Photojournalism – MJMCH 205	To learn and understand Photography techniques. Photojournalism. To help students understand the principles and practice of photography.
Media and Society – MJMCOE 207	The units provide students an understanding of the

	importance of public opinion and role of journalism in framing it.
Third Semester	Course specific outcome
Media Management – MJMCH 301	To enable students to understand the various factors of economic development. To enable to learn the problems of human development and required measures to overcome them
Television Broadcasting – MJMCH 302	To acquaint students with the working of powerful media ie television. The content is useful for electronic media and advertising students.
New Media Technology – MJMCH 303	Understand digital marketing platform. Understand the key goals and stages of digital campaigns. Understand the use of key digital marketing tools. Learn to develop digital marketing plans
Development Communication – MJMCH 304	To introduce students to development issues in India and coverage of media on these issues. To explain the role of folk media in development communication. To inculcate the idea of social responsibility and create awareness of state and central government welfare measures
Advertising and Marketing – MJMCH 305	To understand the concept of advertising origin and development. different types of advertising, advertising design, advt. campaigns, laws and ethics of advertising, ASCI, consumer behavior
Fourth Semester	Course specific outcome
Film Studies – MJMCH 401	It aims to sensitize the students towards Cinema as a medium of Mass Communication and help them to become critical viewers of movies today, various movie cultures.
Technical Writing - MJMCH 402	Produce work that contributes knowledge and expresses creativity with competent and effective communication skills in media across written, oral, visual, and interactive forms.

Public Relations and Corporate Communication – MJMCH 403	To prepare students for effective & ethical public communication on behalf of organizations. To know the nature and scope of public relation, types of public relations code of ethics in PR, PR Process.
Environmental Communication - MJMCH 405	The students will be able to understand the organisations as systems and their role in environmental management.



Co-Ordinator
Dept. of Journalism & Mass Communication
Vijayanagara Sri Krishnadevaraya University,
Jnana Sagara Campus, BALLARI-583105