



Vijayanagara Sri Krishnadevaraya University

Department of Journalism and Mass Communication
Jnana Sagara, Ballari - 583105



Department of Studies in Journalism and Mass Communication

Programme Outcomes (POs):

At the end of the programme students will be able to:

PO1: To develop the communication skills, theoretical and practical knowledge among the students in print, electronic and new media

PO2: 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.

PO3: Departmental goal is that students who finish masters in communication will be prepared for entry level positions as professionals within communication-related fields.

PO4: 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.

PO5: Students will be able to create and design emerging media products, including blogs, digital audio, digital video, social media, digital photography and multimedia.

Programme 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.

Course Outcomes (COs):

I Semester

Title of the Course with Code: Introduction to Communication – MJMCH 101

After completion of this course students will be able to

CO	Statement
CO1	Develop positive attitude towards sustainable communication.

CO2	Provide an outline to effective Organizational Communication
CO3	Empower learners by communication, professional and life skills.
CO4	Identify the needs communication helps us meet

Title of the Course with Code: News Writing and Reporting Analysis –MJMCH 102

After completion of this course students will be able to

CO	Statement
CO1	Become more skilled and knowledgeable consumers of media content writing.
CO2	Understand news values and qualities of reporters.
CO3	Understand different forms of journalistic writing
CO4	Demonstrate the ability to write error free while making an optimum use of correct reporting style

Title of the Course with Code: News Processing and Editing –MJMCH 103

After completion of this course students will be able to

CO	Statement
CO1	Gain knowledge of types headlines writing.
CO2	Know about different types of editing symbols used in news and editing techniques.
CO3	Understand newspaper organization structure and editorial department.
CO4	Discuss addresses and capitalization, edit stories for accuracy and fairness.

Title of the Course with Code: Media Laws & Ethics – MJMCH 104

After completion of this course students will be able to

CO	Statement
CO1	Demonstrate critical thinking, including the ability to form an argument in court related issues.

CO2	Detect fallacies, and martial evidence, about key issues of public policy and media laws
CO3	Understand basic idea on cyber crimes and cyber laws that govern them.
CO4	Access court records and resources.

Title of the Course with Code: Communication Skills – MJMCH 105

After completion of this course students will be able to

CO	Statement
CO1	Understanding of the basic factors affecting mass communication and mass media and learning communication skills.
CO2	Develop awareness of appropriate communication strategies
CO3	Analyze a variety of communication acts.
CO4	The ability to prepare essays, other written assignments and spoken presentations that demonstrate clarity, coherence

II Semester

Title of the Course with Code: Communication Theories- MJMCH 201

After completion of this course students will be able to

CO	Statement
CO1	Provide students an understanding of the importance of media theories and role of journalism in framing it.
CO2	Critically appraise and discuss the relevant theories written and oral forms.
CO3	Have a fundamental knowledge of the central theories in the Media and Communications discipline
CO4	Reflect and critically evaluate theory tied to Media and Communications

Title of the Course with Code: Radio Broadcasting – MJMCH 202

After completion of this course students will be able to

CO	Statement
CO1	Understand the history and evolution All India Radio, New developments in Radio.
CO2	Demonstrate a general awareness of the role of broadcast television and radio in understanding social life.
CO3	An awareness of ethical, social and cultural issues within a global context and their importance in the exercise of professional skills and responsibilities.
CO4	Create scripts for television and radio news/programmes

Title of the Course with Code: Communication Research Methods – MJMCH 203

After completion of this course students will be able to

CO	Statement
CO1	Develop an understanding of the ethical dimensions of conducting applied research.
CO2	Introduce 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
CO3	Understand and identify and critique articles based on different research methods
CO4	Develop an understanding of various research designs and techniques.

Title of the Course with Code: Business Communication – MJMCH 204

After completion of this course students will be able to

CO	Statement
CO1	Learn the various media mix and its implementation To understand budget allocation for a Media plan
CO2	Discuss different processes and consideration involved in business writing
CO3	Identify key principles of in speaking for business
CO4	Communicate via electronic mail, Internet, and other technologies.

Title of the Course with Code: Photo journalism – MJMCH 205

After completion of this course students will be able to

CO	Statement
CO1	Learn and understand Photography techniques and Photojournalism.
CO2	Understand the principles and practice of photography
CO3	Compose a photograph with the knowledge of aesthetic principles
CO4	Assess the importance of digital technology in photography.

Title of the Course with Code: Media and Society – MJMCOE 207

After completion of this course students will be able to

CO	Statement
CO1	Understanding of the importance of public opinion and role of journalism in framing it.
CO2	Analyze media messages and their impact on society and the individual through a critical lens.
CO3	Discuss the political, legal, and economic influence of media industries and the balance between business interests and serving the public.
CO4	Explain the effects of mass media on diverse media consumers and society as a whole to further develop media literacy.

III Semester

Title of the Course with Code: Media Management – MJMCH 301

After completion of this course students will be able to

CO	Statement
CO1	Enable of understand the various factors of media economic development.
CO2	Enable to learn the problems of human development and required measures to overcome them
CO3	Develop a working knowledge of fundamental terminology and frameworks in the four functions of management: Planning, Organizing, Leading and Controlling

CO4	Identify and apply appropriate management techniques for managing contemporary organizations
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Title of the Course with Code: Television Broadcasting – MJMCH 302

After completion of this course students will be able to

CO	Statement
CO1	Acquaint students with the working of powerful media ie television.
CO2	Learn the skills and techniques to investigate, produce and deliver news stories for various media outlets
CO3	Introduce Social Media; Convergence; Multimedia; Online Journalism
CO4	Analysis of TV program formats, news formats

Title of the Course with Code: New Media Technology – MJMCH 303

After completion of this course students will be able to

CO	Statement
CO1	Understand digital marketing platform using ICT
CO2	Understand the key goals and stages of digital campaigns and NCT initiatives
CO3	Understand the use of key digital marketing tools.
CO4	Learn to develop digital marketing plans

Title of the Course with Code: Development Communication – MJMCH 304

After completion of this course students will be able to

CO	Statement
CO1	Understand development issues in India and coverage of media on these issues.
CO2	Explain the role of folk media in development communication.
CO3	Inculcate the idea of social responsibility and create awareness of state and central government welfare measures

CO4	Knowledge about characteristics of developing societies and finding gaps between developed and developing societies
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Title of the Course with Code: Advertising and Marketing – MJMCH 305

After completion of this course students will be able to

CO	Statement
CO1	Understand the concept of advertising origin and development.
CO2	Knowledge about Advertising and Marketing.
CO3	Concepts of Advertising Planning and execution
CO4	Understanding the function of Advertising Agency and knowledge about advertising campaigns.

IV Semester

Title of the Course with Code: Film Studies – MJMCH 401

After completion of this course student should be able to

CO	Statement
CO1	Explore the celebrated works of renowned national and international film makers
CO2	Inculcate film making techniques using practical tools
CO3	Undertaking stages of film making and visual languages.
CO4	Understanding early development and evolution of cinema in USA and India

Title of the Course with Code: Technical Writing - MJMCH 402

After completion of this course student should be able to

CO	Statement
CO1	Design effective technical documents for both print and digital media
CO2	Understand and use structures of argument appropriate to technical documents,

	including problem-solving and decision-making structures
CO3	Understand and use information architectures appropriate to technical documents in digital environments.
CO4	Write standard English prose and cite sources in conventional forms and formats.

Title of the Course with Code: Public Relations and Corporate Communication – MJMCH 403

After completion of this course student should be able to

CO	Statement
CO1	Prepare for effective & ethical public communication on behalf of organizations
CO2	Know the nature and scope of public relation, types of public relations code of ethics in PR, PR Process.
CO3	Gain knowledge of corporate identity and image, corporate social responsibility and crisis management with the help of case studies.
CO4	Develop campaign organising skills and SWOT tests and crisis management plans.

Title of the Course with Code: Public Environmental Communication - MJMCH 405

After completion of this course student should be able to

CO	Statement
CO1	Understanding role of media in environment and ecology
CO2	Adept with local, national and international environmental issues
CO3	Skills of writing in depth and interpretative environmental reports
CO4	Knowledge of environmental laws and conventions
