

***SUBHARTI COLLEGE OF JOURNALISM AND MASS
COMMUNICATION***

***Master of Journalism and Mass Communication
(MJMC)***

***PROGRAMME OUTCOME (PO's) & COURSE OUTCOMES
(CO's)***

उत्तिष्ठत जाग्रत प्राप्य वरान्निबोधत

(2-year course with Semester system)

The following Programme Objectives and outcomes are expected of each student graduating with a Master of Journalism and Mass Communication:

PROGRAMME OBJECTIVES:

- ❖ To impart knowledge and practical application of journalistic reporting, researching, interviewing, editing and writing.
- ❖ To know the principles of communication, law and ethics and their application to professional journalistic practice and the pursuit of truth.
- ❖ Understanding the history and role of journalism and mass Communication in shaping society.
- ❖ Understanding the role of multimedia technologies, including social media, in the journalistic practice. Ability to effectively cover the diversity of groups in a global society.
- ❖ Demonstrate an awareness of journalism as an ethical practice.
- ❖ Produce work incorporating diverse groups and perspectives, including racial, gender, ethnicity, sexual orientation and religious concerns, on local, national and international issues. Understanding of journalism concepts and theory in the use and presentation of images and information.
- ❖ To conduct research and evaluate information by methods appropriate to the communications professions in which they work. To write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve.
- ❖ Knowledge of basic numerical and statistical concepts, as well as an understanding of how to attribute sources, both human and physical, into stories.
- ❖ To enhance activity focused on skill development, employability, entrepreneurship, and self-reliance. To apply tools and technologies appropriate for the communications professions in which they work.
- ❖ To give practical experience in a news media or other company through an internship.

1. PROGRAMME OUTCOME:

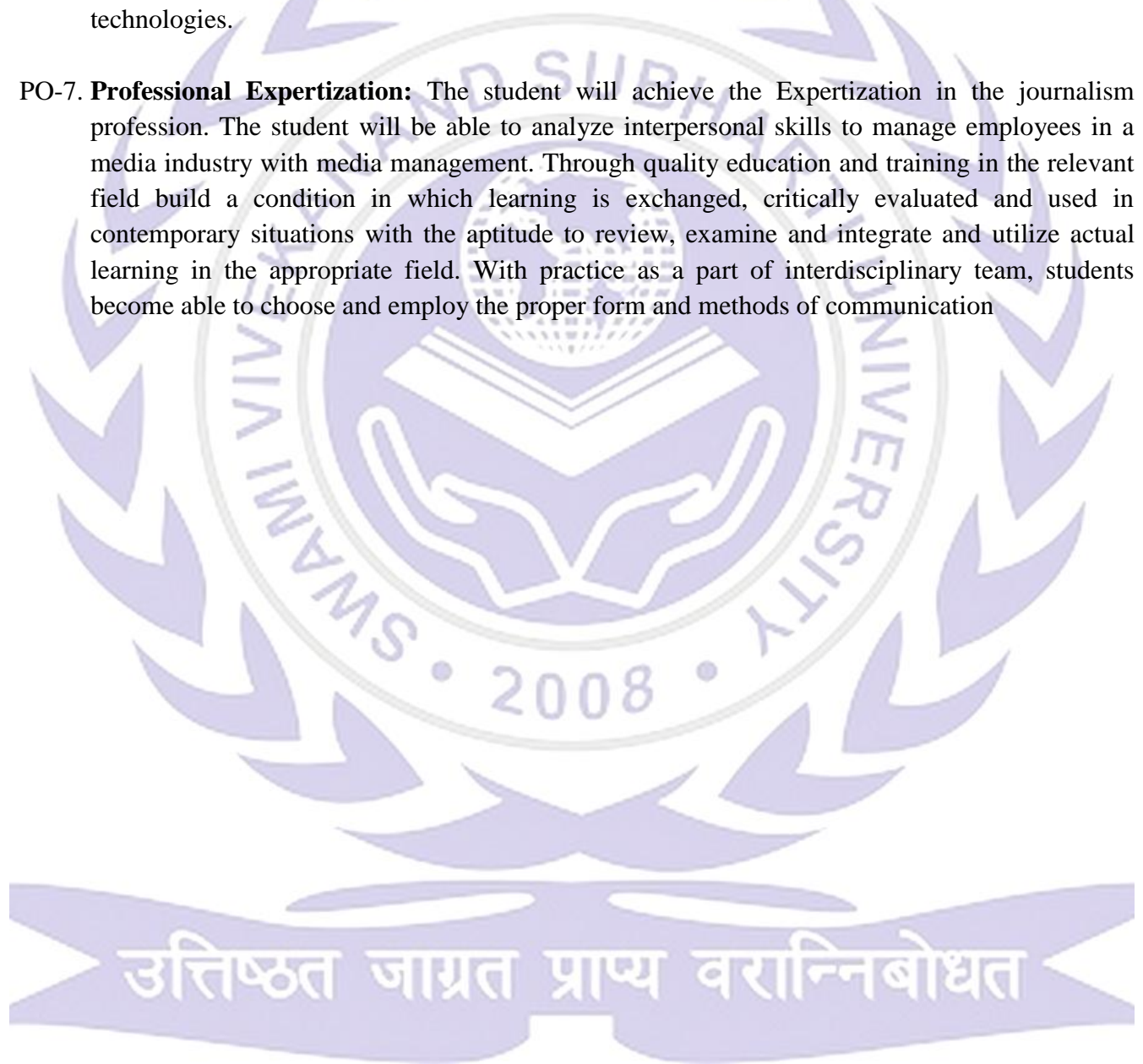
After successful completion of the programme, an individual will be able to:

- PO-1. Core Competency & Disciplinary Knowledge:** Student will be able to demonstrate comprehensive knowledge and understanding of one or more core disciplines that form a part of a programme of study, and knowledge and skills acquired from interaction with educators and peer group throughout the programme of study. The student will enhance the aptitude to manifest wide and extensive knowledge in the field of Journalism and Mass Communication.
- PO-2. Intense Communication Skills:** The students will be able to generate the skills in analyzing the various applications of journalistic reporting, researching, advertising, interviewing, editing and writing etc. Through Classroom discussion and formal presentations student can have a suitable opportunity to sharpen oral communication and written assessment skills. Express thoughts and ideas effectively in writing and orally, communicate with others using appropriate media, confidently share one's views and express herself/himself, demonstrate the ability to listen carefully, read and write analytically, and present complex information in a clear and concise manner to different groups.
- PO-3. Critical Thinking and analytical ability:** The ability to apply critical reasoning to issues through independent thought and informed judgment are important postgraduate attributes integrating information from a wide range of sources. The postgraduate students are able to apply analytical thought to body of knowledge and critically evaluate ideas, arguments, claims, and beliefs on the basis of empirical evidence from 9 open-ended and reasoned perspectives.
- PO-4. Research Ability & Professional Ethics:** The student will be able to design research papers and other research tasks are expected to develop a degree of creativity, originality and discovery that benefits a postgraduate programme of the highest quality and to which students are encouraged. Ability is developed to undertake supervised research, including the design and conduct of investigations in a systematic, critical manner. Identification of appropriate problem and research questions, a critical analysis of the literatures, data analysis by using software and ICT, drawing logical conclusion are integral part of research skills. The student will be able to identify the comprehensive knowledge of laws and ethics will develop and enhance the efficiency of the Journalism Ethics at national and international level. The student will be able to identify and apply the necessary provisions of laws and acts applicable to publication and broadcast of news and programmes of a sensitive nature.
- PO-5. Self-Directed Learning & Multicultural Competence:** The student will acquire the ability to work independently, identify appropriate resources required for a project, and manage a project through to completion. The student will be able to demonstrate knowledge of the values and beliefs of multiple cultures and a global perspective, effectively engage in a multicultural society, interact respectfully with diverse groups. The student will be able to understand the

human values/culture /and responsibility towards political and social development of the country

PO-6. Digitally Equipped: The student will be apply tools and technologies appropriate for the communications professions in which they work. The student will be able to design, develop and present high-quality graphic material in a various types of formats (Audio/Video), News portal, News Websites, E-newspapers, E-Magazine, Blogging and Internet-based technologies.

PO-7. Professional Expertization: The student will achieve the Expertization in the journalism profession. The student will be able to analyze interpersonal skills to manage employees in a media industry with media management. Through quality education and training in the relevant field build a condition in which learning is exchanged, critically evaluated and used in contemporary situations with the aptitude to review, examine and integrate and utilize actual learning in the appropriate field. With practice as a part of interdisciplinary team, students become able to choose and employ the proper form and methods of communication



MJMC 1st Year 1st Semester

Course Code: MJ – 101 CC
Course title: Principals of Mass Communication

Objectives of the Subject: On completion of the subject the student should be able to:

1. Define communication and describe the various types of communication.
3. Describe the nature and process of mass communication.
4. List different tools and techniques of Mass Communication
5. Describe the theories and models of communication

Course Outcomes:

1. The student will be able to define the nature and process of human communication, functions of communication, Verbal and non-verbal communication and forms of communication.
2. The student will be able to explain the models: SMR, SMCR, Shannon and Weaver, Lasswel, Osgood, Dance, Schramm, Gerbener, Newcomb, convergent and gate-keeping, communication and socialization.
3. The student will be able to explain the theories authoritarian, libertarian, socialistic, social-responsibility, development, participatory, Psychological and Sociological theories of communication.
4. The student will be able to describe about the Media culture and its production, Media Convergence: Conceptual Framework, Technological Dimension, Economic & Socio - Cultural Dimension, Basics of Photoshop and Quark Express, Designing of Poster and Boucher and Web-Banner etc.

उत्तिष्ठत जाग्रत प्राप्य वरान्निबोधत

Course Code: MJ – 102 CC
Course title: Development of Media

Objectives of the Subject: On completion of the subject the student should be able to:

1. Explain Indian Journalism in a pluralistic society
2. Enumerate the historical moments of print and broadcasting in India
3. Recognize the contribution of press and broadcast in social communication

Course Outcomes:

1. The student will be able to know the development of the Print media and its Invention – pioneer publications in Europe and USA, Early communication systems in India, first war of Indian Independence and the press – issues of freedom, both political freedom and press freedom, contribution of Raja Ram Mohan Roy.
 2. The student will be able to know about the birth of the Indian news agencies, Indian press and freedom movement – Mahatma Gandhi and his journalism; social, political and economic issues before Independence and the Indian press; historical development of important newspapers and magazines in English; important personalities of Indian journalism.
 3. The student will be able to know about the development of the radio and television as a medium of the mass communication emergence of AIR – commercial broadcasting – FM radio – state and private initiatives.
 4. The student will be able to describe the development of television as a medium of mass communication – historical perspective of television in India – satellite and cable television in India.
- The student will be able to define about the Films, Folk Media and New Media, Indian cinema after Independence; parallel cinema – commercial cinema; documentaries – issues and problems of Indian cinema, traditional media in India – regional diversity – content – form – character – utility – evaluation – future.

Course Code: MJ – 103 CC
Course title: Print Media
Course Code: MJ103

Credits: 4

Objectives of the Subject: On completion of the subject the student should be able to:

1. Explain the concept of News and its types.
2. File news stories on different subjects as a journalist.
3. Describe the functions and responsibilities of editor and sub-editor.
4. Rewrite news stories.

Course Outcomes:

1. The students will be able to define News its concept, elements, values, sources, lead writing, kinds, reporting crime, weather, city life, speech, accident, disaster, court, election, riots, war/conflict/tensions.
2. The students will be able to distinguish between the Interpretative reporting and Investigative reporting columns and news analysis and backgrounding.
3. The student will be able to define about the Political reporting, Legislative reporting, Diplomatic reporting.
4. The student will be able to describe about the editing, proof reading kinds of headlines. Dummy page-make-up, Layout, principles of photo editing Magazine editing, layout, graphics.



Course Code: MJ – 104 CC
Course title: Electronic Media Production

Objectives of the Subject: On completion of the subject student should be able to:

- 1 Evolution and growth of electronic media
2. Describe different modes of broadcasting
3. Describe principles and techniques of audio-visual communication
4. Distinguish & describe different types of microphones used in radio production

Course Outcomes:

1. The student will be able to describe about the evolution and growth of electronic media: radio, television and internet, characteristics of radio, television and Internet as medium of communication
2. The student will be able to learn about the principles and techniques of audio-visual communication—thinking audio and pictures, grammar of sound, visuals and web production, Technology and skills of linear and non-linear systems of audio
3. The student will be able to describe about the transmission of sound, images and data through microwave, satellite, cable and television technologies, infrastructure, content and flows on internet, with specific reference to India, Reach and access to personal computers and internet connectivity.
4. The students will be able to create the short Film, Radio Talk Show and Interview and Documentary.



Course Code:

MJ – 105 CC

Course title:

Advertising and Public Relation

Objectives of the Subject: On completion of the subject students should be able to:

1. Define Advertising; explain its role and functions.
2. Identify various types of advertising.
3. Explain the working of an ad agency

Course Outcomes:

1. The student will be able to define advertising and its history, relevance of advertising in the marketing mix – classification of advertising – various media for advertising – national and global advertising scene – socio-economic effects of advertising.
2. The students will be able to describe about Ad agency management, Advertising tools and practice; consumer behavior: analysis, defining consumer behavior
3. The student will be able to analyze the advertising law and ethics and apex bodies in advertising AAAI, ASCI.
4. The student will be able to describe about Brand management: definition, concepts and evolution of brand management - component of a brand: strategy and structure - brand equity, image and personality - corporate brand and defining creativity, stages in the creative process, creative brief, advertising appeals, language copy - debriefing of campaigns
5. The student will be able to describe about the Advertising research: research as a decision making tool. Market research and advertising research – types of research: target marketing research, positioning research – pre-test research, post test research, audience research, methods of analyzing research.
6. The student will be able to prepare the analysis of 3 different types of print advertisements on the basis of Idea/Concept, Copy, Design & Layout, Design display advertisement, classified & display classified.

उत्तिष्ठत जाग्रत प्राप्य वरान्निबोधत

MJMC 1st Year 2nd Semester

Course Code: MJ – 201CC
Course title: Development Communication and Case Study

Objectives of the Subject: On completion of the subject students should be able to:

1. Develop understanding of development issues
2. Contribute positively towards the development process of country as responsible mass communicators.

Course Outcomes:

1. The student will be able to describe about the communication development its meaning, concept, process and models of development – theories – origin– approaches to development, problems and issues in development, characteristics of developing societies, development dichotomies, gap between developed and developing societies.
2. The student will be able to define role of media in development communication - strategies in development communication - social cultural and economic barriers - case studies and experience – development communication policy – strategies and action plans – democratic decentralization, Panchayati Raj - planning at national, state, regional, district, block and village levels.
3. The student will be able to analyze the Agricultural communication and rural development: The genesis of agricultural extension, extension approach system – approach in agricultural communication – diffusion of innovation – model of agricultural extension – case studies of communication support to agriculture.
4. The student will be able to define the development support communication: population and family welfare – health – education and society – environment and development - problems faced in development support communication.
5. The student will be able to describe about the Developmental and rural extension agencies : governmental, semi-government, nongovernmental organizations problems faced in effective communication, micro – macro – economic frame work available for actual developmental activities – case studies on development communication programmes.
6. The student will be able to Write development messages for rural audience: specific requirements of media writing with special reference to radio and television.

Course Code: MJ – 202CC
Course title: Media Law & Ethics and Case Study

Objectives of the Subject: On completion of this subject student should be able to:

1. Define freedom of the press article 19(1) (a) of the constitution
2. List the reasonable restrictions for freedom of the press
3. Describe the salient features of the Press Council of India, its powers and functions
4. Identify and apply the necessary provisions of laws and acts applicable to publication and broadcast of news and programmes of a sensitive nature

Course Outcomes:

1. The student will be able to explain about the constitution of India, fundamental rights – freedom of speech and expression, legislature reporting; parliamentary privileges and media
2. The student will be able to describe about the History of press laws in India, Contempt of Courts Act 1971, crime against women and children; laws dealing with obscenity; Official Secrets Act, 1923
3. The student will be able to describe the concept of the Press and Registration of Books Act, 1867. Working Journalists and Other Newspaper Employees (Conditions of Service & Miscellaneous Provisions) Act, 1955; – Cinematograph Act, 1953; Prasar Bharati Act.
4. The students will have a brief knowledge of the Copyright Act, Trade Marks Act and Patent Act – information technology, convergence legislations including cyber laws and Cable Television Act; and media and public interest litigation.
5. The student can differentiate the Media's ethical problems including privacy, right to reply, communal writing and sensational and yellow journalism; freebies, bias, colored reports.
6. The student can be able to describe the ethical issues related with ownership of media – role of press and/or media councils and press ombudsmen in the world
7. The students can be able to explain the Press Council of India and its broad guidelines for the press and codes for radio, television, advertising and public relations. And related case studies

उत्तिष्ठत जाग्रत प्राप्य वरान्नबाधत

Course Code:

MJ – 203 CC

Course title:

International Communication and Case Study

Objectives of the Subject: On completion of the subject the student should be able to:

1. Describe the Political, economic and cultural dimensions of international communication.
2. Explain the reasons for Communication as a human right.
3. Understand the importance and influence of new communication technology on news flow.

Course Outcomes:

1. The student will able to differentiate between Political, economic and cultural dimensions of international communication
2. The student will able to explain the concept of Communication as a human right, UNO's Universal Declaration of Human Rights and communication
3. The student will be able to recognized the impact of new communication technology on news flow, satellite communication, international telecommunication and regulatory organizations, MacBride Commission's report.
4. The student will able to explain the concept of international communication, democratization of information flow and media systems, communication research
5. The student will able to explain the definition of effects of globalization on media systems and their functions, transnational media ownership and issues of sovereignty and security, international intellectual property rights and international media institutions
6. The student will able to describe the various case study of Development Communication and Preparation of the Report Along with Presentation.

उत्तिष्ठत जाग्रत प्राप्य वरान्निबोधत

Course Code:

MJ – 204 CC

Course title:

Communication Research & Lab

Objectives of the Subject: On completion of the subject the student should be able to:

1. Define and explain the process of communication research.
2. Describe communication research by making use of any of the research methods.
3. Interpret data and write report after analysis

Course Outcomes:

1. The student will be able to definition the element of research, scientific approach – research and communication theories.
 2. The student will able to differentiate between Research design components – experimental, quasi-experimental, bench mark, longitudinal studies – simulation – panel studies –co relational designs.
 3. The student will be able to describe the concept of communication research – census method, survey method, observation method – clinical studies – case studies – content analysis.
 4. The student will be able to recognized the impact of Tools of data collection: sources, media source books, questionnaire and schedules, people’s meter, diary method, field studies, logistic groups, focus groups, telephone, surveys, online polls. Random sampling methods and representativeness of the samples, sampling errors and distributions in the findings.
 5. The student will be able to recognize the impact of Media research – evaluation, feedback – feed forward – media habits – public opinion surveys – pre-election studies and exit polls.
 6. The student will be able to conceptualize Report writing – data analysis techniques – coding and tabulation
 7. The student will be able to analyze the impact of Media research as a tool of reporting. Readership and / audience surveys, preparation of research reports / project reports / dissertations / theses.
- Ethical perspectives of mass media research.

उत्तिष्ठत जाग्रत प्राप्य वरान्निबोधत

Course Code: MJ – 205 CC
Course title: Media Management and Practices

Objectives of the Subject: On completion of the subject students should be able to:

1. Explain the principles and functions of management
2. Describe different leadership styles and behavioural patterns
3. Describe the structure and functions of media organizations
4. Explain the importance of revenue generation for print, radio, TV & web.

Course Outcomes:

1. The student will be able to define the principles of media management and their significance – media as an industry and profession.
2. The student will be able to conceptualized the various ownership patterns of mass-media in India
3. The student will be able to define the concept / hierarchy/ functions and organizational structure of different departments
4. The student will be able to describe the concept of Management Techniques: Media marketing techniques, Advertisement collection (Print and Electronic), Corporate Space and time selling (Print and Electronic), Use of research/Feedback in media management, Readership management system ABC, NRS, INS, RNI
5. The student will be able to describe the concept of Economics of print and electronic media – management, business, legal and financial aspects of media management.
6. The student will be able to describe the concept of Budgeting and finance, capital costs and production cost.
7. The student will be able to generate an Idea Prepare an Event , Design a project plan and program schedule, Write a proposal for potential sponsors for the event, Design publicity material: poster, brochure, invitation & advertising ,Develop crisis management plan , Filing a final report about the event

उत्तिष्ठत जाग्रत प्राप्य वरान्निबोधत