**BA Mass Communication n**

**PROGRAM OBJECTIVES**

The Learning Outcomes-based Curriculum Framework for B.A (Journalism & Mass Communication) degree programme intended to design a broad learning framework to provide the human capital needs of the ever changing Media and Entertainment Industry. It also aims to inculcate and empower learners to innovation, incubation and acquire entrepreneurship abilities along with professional and employable skills. It is also designed to imbibe primary research culture among learners to encourage Research and Development (R & D) potentials. It has also been structured to prepare the undergraduates to achieve skills for digital and cyber world of the present and future era. The programme incorporates current and futuristic trends in the Media and Entertainment Industry with Graduate Attributes (GAs) such as disciplinary knowledge and skills, influential and effective communication, self-directed learning, critical thinking, problem solving abilities, digital empowerment, ability to apply knowledge, lifelong learning, analytical reasoning, research-related skills, cooperation/team work, scientific reasoning, reflective thinking, multicultural competencies, leadership readiness/qualities, ethical reasoning, global vision and professional commitment. It also aims to build future ready professionals and socially responsible global citizens working under multi-cultural environment contributing to the attainment of global peace.

**Programme Educational Objectives (PEOs)**

The overall objectives of the Learning Outcomes-based Curriculum Framework (LOCF) for Mass communication & Journalism degree are:

1. To impart the basic knowledge of Mass communication & Journalism and related areas of studies.
2. To develop the learner into competent and efficient Media & Entertainment Industryready professionals.
3. To empower learners by communication, professional and life skills.
4. To impart Information Communication Technologies (ICTs) skills, including digital and media literacy and competencies.
5. To imbibe the culture of research, innovation, entrepreneurship and incubation.
6. To inculcate professional ethics, values of Indian and global culture.
7. To prepare socially responsible media academicians, researchers, professionals with global vision

**PROGRAMME LEARNING OUTCOMES (PLOs)**

The key outcomes planned in this undergraduate programme in Mass communication & Journalism are underpinned as follows: After completing this undergraduate programme, a learner:

1. Shall acquire fundamental knowledge of Mass communication & Journalism and related study area.
2. Shall acquire the knowledge related to media and its impact.
3. Shall be competent enough to undertake professional job as per demands and requirements of M & E Industry.
4. Shall empower themselves by communication, professional and life skills.
5. Shall be able to enhance the ability of leadership. 6. Shall become socially responsible citizen with global vision
6. Shall be equipped with ICTs competencies including digital literacy.
7. Shall become ethically committed media professionals and entrepreneurs adhering to the human values, the Indian culture and the Global culture.
8. Shall have an understanding of acquiring knowledge throughout life.
9. Shall acquire the primary research skills, understand the importance of innovation, entrepreneurship and incubation abilities.
10. Shall acquire the understanding of importance of cooperation and teamwork.

**COURSE-WISE LEARNING OBJECTIVES AND OUTCOMES**

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| SEMESTER | COURSE | COURSE OUTCOME |
| SemesterI | FundamentalsofMassCommunication | 1. Toattainthebasicconceptsofcommunicationandtheevolutionofmasscommunication. 2. Theknowledgegainedfrom thecourseshouldactas a gatewayandnavigatorto thevariousbranches of masscommunication. 3. Togainthecapacitytoexaminetheworkingofthemediaandtodevelopbetterperspectivesof media. |
| SemesterII | MediaHistory | 1. TodemonstrateanunderstandingofthehistoryofmediaandroleofprofessionalsinJournalism  Tounderstandthedevelopmentofprintandelectronicmedia |
| SemesterIII | Reportingforthe Print | * 1. Makestudents reporters havingnews sense   2. PreparereporterswiththeacquaintanceofJournalisticPrinciples   3. Providepractical experiencesto thestudents |
| SemesterIII | Editingforthe Print | 1. Producestudentswiththethorough knowledge intheneedforediting 2. Prepareeditorshavingpracticalknowledgeinalltheaspectsrelated toediting |
| Semester IV | **DesignandPagination** | 1. Preparestudents tobetheeditors havingpagination skill |
| Semester IV | RadioProduction | * 1. Developsanawareness onthe roleofradioas amass medium   2. Gathersknowledgeon thehistorical evolutionofthemedium.   3. Understandsthetechnologybehindradioproduction   4. Developstheabilityto produceshort radio programmes. |
| SemesterV | **MassCommunicationTheories** | * + 1. Toattainthebasicknowledgeoftheimportant communicationtheoriesandtheirapplications.     2. Toattainatheoreticalframeworkofmediaandalsotocontextualizethemediatheories.     3. Toeffectivelyassessthechangingmediascenarioandaccordinglyto expandandredefinetheexistingmediatheories with an interdisciplinaryapproach. |
| SemesterV | TelevisionProduction | 1. PreparepracticallyexperiencedTVjournalists 2. Providetechnical know-how to the students 3. MakethestudentsawareofotherTVprogrammeswithathrustonproduction |
| SemesterV | **Public Relations&CorporateCommunication** | * 1. Introducethestudents theconceptof PublicRelations   2. Introduce awiderandnewconcept namelyCorporaterelations   3. ProvidethestudentswithpracticalexperienceinPRandCorporatecommunication |
| SemesterV | Advertising | 1. Togainanoverviewoftheworldofadvertisingbothintheoryandpractice. 2. Toprepareadvertisingcopiesthatcaneffectivelyandconvincinglyconveysellingideas,brandsand images. 3. Toeffectivelyassesstheeffectsofadvertisingonalargerperspectiveonagivensociety |
| SemesterV | PhotoJournalism | * 1. Tounderstandhowphotographscanbeusedtocommunicateinmedia   2. Toenablethestudentstoapplyjournalisticethicstophotojournalism   3. Toproduceacompellingandsolidvisualstorytellingmedium |
| SemesterVI | MediaLawsandEthics | * 1. Togainbasicunderstandingofthelegalsystemandimportantmedialaws.   2. Toassesstheimplicationsoffreedomofspeechandexpressionandperilsoftherestrictionson this freedom.   3. Toobtainthecapacityto examinetheactualworkingofthemediafroman ethicalperspective |
| SemesterVI | **OnlineJournalism** | * + 1. UnderstandingtheeffectivenessofDigitalMedium.     2. ToachievethecapacitytoevaluatetheroleofInternetinthecontemporarysociety.     3. ToinvolveandparticipateinthefunctionalworldofInternetinpersonalcapacity |
| SemesterVI | IntroductiontoCinema | * 1. Preparecinemaliteratestudents   2. Presentthehistoryof the medium so that the students can haveabetter knowledgeaboutthe presentand thefuture. |
| SemesterVI | EconomicandBusinessReporting | 1. Preparethestudentstounderstandthedifferentconceptsofeconomies 2. Presentthestudentstheexamplesofdifferentbusinessnewspapers,magazinesandchannels 3. IntroducethestudentsthecurrentstatusofIndianandKeralaeconomy |
| SemesterVI | MagazineJournalism | 1. StudentswithanawarenessaboutthecurrentstatusofMagazineJournalism 2. Givethestudents apractical knowhow onwriting forMagazines. |