



PROGRAM AND COURSE OUTCOMES

DEPARTMENT OF MASS COMMUNICATION AND JOURNALISM



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BA MASS COMMUNICATION AND JOURNALISM

Program Outcomes

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:

- To impart the basic knowledge of Mass communication & Journalism and related areas of studies.
- To develop the learner into competent and efficient Media & Entertainment Industry ready professionals.
- To empower learners by communication, professional and life skills.
- To impart Information Communication Technologies (ICTs) skills, including digital and media literacy and competencies.
- To imbibe the culture of research, innovation, entrepreneurship and incubation.
- To inculcate professional ethics, values of Indian and global culture.
- 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:

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

Course Outcomes

Semester	Course	Course Outcome
I	Fundamentals of Mass Communication	<ul style="list-style-type: none"> • To attain the basic concepts of communication and the evolution of mass communication. • The knowledge gained from the course should act as a gateway and navigator to the various branches of mass communication. • To gain the capacity to examine the working of the media and to develop better perspectives of media.
II	Media History	<ul style="list-style-type: none"> • To demonstrate an understanding of the history of media and role of professionals in Journalism • To understand the development of print and electronic media
III	Reporting for the Print	<ul style="list-style-type: none"> • Make students reporters having news sense • Prepare reporters with the acquaintance of Journalistic Principles

		<ul style="list-style-type: none"> • Provide practical experiences to the students
	Editing for the Print	<ul style="list-style-type: none"> • Produce students with the thorough knowledge in the need for editing • Prepare editors having practical knowledge in all the aspects related to editing
IV	Design and Pagination	<ul style="list-style-type: none"> • Prepare students to be the editors having pagination skill
	Radio Production	<ul style="list-style-type: none"> • Develops an awareness on the role of radio as a mass medium • Gathers knowledge on the historical evolution of the medium. • Understands the technology behind radio production • Develops the ability to produce short radio programmes.
V	Mass Communication Theories	<ul style="list-style-type: none"> • To attain the basic knowledge of the important communication theories and their applications. • To attain a theoretical framework of media and also to contextualize the media theories. • To effectively assess the changing media scenario and accordingly to expand and redefine the existing media theories with an interdisciplinary approach.
	Television Production	<ul style="list-style-type: none"> • Prepare practically experienced TV journalists • Provide technical know-how to the students • Make the students aware of other TV programmes with a thrust on production
	Public Relations & Corporate Communication	<ul style="list-style-type: none"> • Introduce the students the concept of Public Relations • Introduce a wider and new concept namely Corporate relations

		<ul style="list-style-type: none"> • Provide the students with practical experience in PR and Corporate communication
	Advertising	<ul style="list-style-type: none"> • To gain an overview of the world of advertising both in theory and practice. • To prepare advertising copies that can effectively and convincingly convey selling ideas, brands and images. • To effectively assess the effects of advertising on a larger perspective on a given society
	Photo Journalism	<ul style="list-style-type: none"> • To understand how photographs can be used to communicate in media • To enable the students to apply journalistic ethics to photo journalism • To produce a compelling and solid visual story telling medium
VI	Media Laws and Ethics	<ul style="list-style-type: none"> • To gain basic understanding of the legal system and important media laws. • To assess the implications of freedom of speech and expression and perils of the restrictions on this freedom. • To obtain the capacity to examine the actual working of the media from an ethical perspective
	Online Journalism	<ul style="list-style-type: none"> • Understanding the effectiveness of Digital Medium. • To achieve the capacity to evaluate the role of Internet in the contemporary society. • To involve and participate in the functional world of Internet in personal capacity
	Introduction to Cinema	<ul style="list-style-type: none"> • Prepare cinema literate students • Present the history of the medium so that the students can have a better knowledge about the present and the future.

	Economic and Business Reporting	<ul style="list-style-type: none"> • Prepare the students to understand the different concepts of economies • Present the students the examples of different business newspapers, magazines and channels • Introduce the students the current status of Indian and Kerala economy
	Magazine Journalism	<ul style="list-style-type: none"> • Students with an awareness about the current status of Magazine Journalism • Give the students a practical know how on writing for Magazines.