



MUHAMMEDABDURAHIMAN MEMORIAL ORPHANAGE (MAMO) COLLEGE

[Govt. Aided First Grade College & Affiliated to University of Calicut. Re-Accredited by NAAC with A Grade]



OFFICE OF THE PRINCIPAL

PEOs, PSOs, POs & COs M.A JOURNALISM & MASS COMMUNICATION

1. PROGRAMME EDUCATIONAL OBJECTIVES (PEOs)

Table 1: Programme Educational Objectives of M.A JOURNALISM & MASS COMMUNICATION

PEO1	Pursue any of the following three alternatives: (i) Immediately take up a career in any media and work productively as a successful professional in diverse career paths including supportive and leadership roles on multidisciplinary teams, (ii) Broaden the scope of the career path by pursuing higher studies and research in the field of Mass Communication and (iii) To impart the knowledge acquired to the young generation as a teacher.
PEO2	JMC Graduates will communicate confidently, recognize and incorporate societal needs and constraints in their professional endeavours, and practice their profession with high regard to legal and ethical responsibilities.
PEO3	Be original, creative, innovative and systematic in their all endeavours, including individual, collaborative and entrepreneurial ventures with meticulous strategic thinking, planning and execution.
PEO4	Have sufficient breadth of understanding to enable continued professional development and lifelong learning throughout their career.

2. PROGRAMME SPECIFIC OUTCOMES (PSOs)

Table 2: Programme Specific Outcomes of M.A JOURNALISM & MASS COMMUNICATION

PSO1	THEORIES IN SYLLABUS: Students at the time of graduation will be able to understand the general approaches of Media houses and its functioning rules. It also helps the students to critically analyse the problems prevailing in society and figure it out in a journalistic manner.
PSO2	DEVELOP PRACTICAL SKILLS: Students at the time of graduation will be able to understand the difference between theory vs. practical journalism. Once they enter into journalism career, they will realize the exact needs of the society and they can add their contribution to build the nation as the powerful fourth pillar of democracy.
PSO3	CAREER OPTIONS: Students at the time of graduation will be able to apply their skills in various career fields and to engage as News Reader, Anchor, Radio Jockey, Public Relation Officer, Copy Writer, Cameraman, Editor, Technical Writer, and as Researcher in various economic and financial institutions at national and international level.
PSO4	USE OF COMMUNICATION MODELS: Students at the time of graduation will be able to apply appropriate model and tests of significance to find solutions for complex problems in



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	communication field of our nation. They can even formulate their own theories and models to explain the existing models in a much simpler way.
PS05	RESEARCH CAPABILITY: Students at the time of graduation will be able to apply domain knowledge and expertise for enhancing research capability to transform innovative ideas into reality.

3. PROGRAMME OUTCOMES (POs)

Table 3: Programme Outcomes of M.A JOURNALISM & MASS COMMUNICATION

P01	SCIENTIFIC KNOWLEDGE IN COMMUNICATION FIELD: Apply knowledge of Journalism and Mass Communication to provide solutions to complex issues regarding the discrepancies in media content distribution.
P02	PROBLEM ANALYSIS: Identify, formulate, review research literature, and analyse complex real-life problems reaching substantiated conclusions using the tools of research, statistics and data analysis.
P03	SOLUTION TO REAL-LIFE PROBLEMS WITH SYSTEMATIC APPROACH: Design solutions for complex real-life problems that meet the specified needs with appropriate consideration in the areas of Human Rights, Communal Harmony, Gender Equality etc.
P04	CONDUCT INVESTIGATIONS OF COMPLEX PROBLEMS: Use research-based knowledge and research methods including design of experiments, analysis and interpretation of data, and synthesis of the information to provide valid conclusions.
P05	CREATION AND USAGE OF VARIOUS TOOLS: JMC offers a wide variety of tools to the students to enter directly into the public. Usage of Social media against conventional media is novel with far reaching effects.
P06	PROFESSIONAL APPROACH TO SOCIAL ASPECTS: Social injustice and inequalities can be questioned and brought into light through the professional approach of media graduates. It can make drastic changes in the social set up of an entire nation.
P07	ENVIRONMENT AND SUSTAINABILITY: Understand the impact of use of natural resources and demonstrate the knowledge of, and need for sustainable development.
P08	ETHICS: Apply ethical principles and commit to professional ethics and responsibilities and norms of the society.
P09	INDIVIDUAL AND TEAM WORK: Function effectively as an individual, and as a member or leader in diverse teams, and in multidisciplinary settings.



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Table 3: Programme Outcomes of M.A JOURNALISM & MASS COMMUNICATION

P010	COMMUNICATION: Communicate effectively within the society at large, such as, being able to comprehend and write effective reports and design documentation, make effective presentations, and give and receive clear instructions.
P011	INNOVATIVE CONTRIBUTIONS: Demonstrate knowledge and understanding of the media world and apply these to one's own work, as a member and leader in a team, to manage projects and in multidisciplinary environments.
P012	LIFE-LONG LEARNING: Recognize the need for, and have the preparation and ability to engage in independent and life-long learning in the broadest context of changes in technology and policy.

4. COURSE OUTCOMES (COs)

Table 4: Courses Outcomes of M.A JOURNALISM & MASS COMMUNICATION

COURSE 1: MCJ1C01: Introduction to Mass Communication

C01	Analyse the dynamics of mass communication in a systematic way using appropriate models and theoretical frameworks
C02	Critically evaluate the functioning of communication systems both as a cultural process and an industrial practice.
C03	Recognise the social relevance of mass communication.
C04	They can distinguish various theories of mass communication.

COURSE 2: MCJ1C02: Reporting News

C01	Recognize news and report it professionally following the latest trends in the field and ethical considerations in place.
C02	Analyse the language of news and practice news writing.
C03	Critically evaluate news management systems and related journalistic practices.



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C04	To guide them on how to participate in discussions and make reports with special focus on specific issues and context.
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COURSE 3: MCJ1C03: EDITING NEWS

C01	Understand the role of editors and the functioning of the editorial section and the basic ethical issues confronting editors.
C02	Critically analyse copies to ensure accuracy and objectivity.
C03	Use correct grammar and eliminate items in poor taste in the copy.
C04	Write clear and accurate headlines, decks and captions and Design basic news pages.

COURSE 4: MCJ1C04: MEDIA HISTORY

C01	Understand the transition of press in the world.
C02	Trace the growth of media in India and its engagement with politics and social change at the different points in history.
C03	Recognise the outcomes of different commissions, Acts and amendments regarding media.
C04	Critically evaluate the functioning of Indian film industry and film certifications.

COURSE 5: MCJ1C05: COMMUNICATION LAWS & ETHICS

C01	Have a thorough understanding of the constitutional provisions of media and communication.
C02	Understand the rules and regulations in relation to media and communication profession
C03	Have discourses on media and communication ethics.
C04	Critically evaluate the functioning of Indian film industry and film certifications.

COURSE 6: MCJ1L01: GRAPHIC DESIGN AND PRINT MEDIA PRODUCTION



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C01	To type in English and Malayalam and to paginate the content of print media like newspapers and magazines.
C02	To do essential graphic design for all types of media.
C03	To critically evaluate the aesthetics of content visualisation and colour management of various media.
C04	To apply design principles in various media productions

COURSE 7: MCJ1A01: Indian Politics (Ability Enhancement Course)

C01	Understand the political transitions/transformations in India.
C02	Understand the political transitions/transformations in Kerala.
C03	To understand politics in postcolonial India.
C04	Value, respect and participate in the political system of the Country.

COURSE 8: MCJ2C01: Media, Culture and Society

C01	Understand and apply key vocabulary, methods and interpretative strategies used in cultural studies and related areas.
C02	Have an informed and critical awareness of how media operates in a social system.
C03	Apply critical understandings of media cultures and institutions to reflect on their own use of media in professional, creative and personal practices.
C04	Develop a non-essentialist understanding of both their and other cultures, societies, regions and beyond.

COURSE 9: MCJ2C02: Advertising And Marketing Communication

C01	Understand the scope of advertising from traditional print, electronic, and outdoor campaigns; to online and social media marketing promotions.
C02	Recognize the societal impact of advertising and the need for ethical practitioners.



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C03	Perform a market segmentation analysis, identify the organization's target market/audience and define the consumer behaviour of each segment.
C04	Develop creative solutions to address advertising and marketing communications challenges.

COURSE 10: MCJ2C03: Radio and Television Production

C01	Have through understanding of the key concepts, technology and methods of broadcast media.
C02	Script radio and television news programmes.
C03	Independently produce radio and television news programmes.
C04	Students will be able to apply radio and production techniques in professional life.

COURSE 11: MCJ2C04: Development Communication

C01	Recognize key concepts, approaches and action plans in the field of development communication in the global and national scenario.
C02	Identify the potential of various communication methods for social change.
C03	Critically evaluate the communication practices implanted by various agencies for development and social change.
C04	Students would be able to understand the problems and hurdles in development communication.

COURSE12: MCJ2C05: Global Communication

C01	Understand key concepts and areas of the discipline global communication to engage in the discourses related to global communication.
C02	Recognise the critical themes and issues in globalised communication practices and their impact on the society at large.
C03	Critically evaluate the functioning of media conglomerates in the world and its impact on regional media practices and consumption.
C04	Analyse the functioning of Indian media in a globalized environment.



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COURSE 13: MCJ2L01: Photography & Videography

C01	Develop or improve skills in contemporary videography and photography technology and operation of cameras and production equipment.
C02	Achieve critical appreciation skills for the aesthetics of sound and image production.
C03	Improve literacy in the visual language and achieve skills in digital media production.
C04	Gain a greater understanding of storytelling in narrative and non-narrative visual productions.

COURSE 14: MCJ2A01: Visual Editing

C01	The learner should be able to do digital video editing using professional proprietary/open software(s).
C02	Students would be able to understand the process of editing for various platforms.
C03	Learn how to combine basic design principles in video and audio editing.
C04	Students can implement the knowledge in animation and graphics.

COURSE 15: MCJ3C01: Communication Research

C01	Recognise the key concepts and methods in communication research
C02	Design research work scientifically using various methodological frameworks.
C03	Apply theories and theoretical framework in their research work.
C04	Analyse data and arrive at conclusions independently and scientifically report research findings in the form of research articles and theses.

COURSE 16: MCJ3C02: Public Relations & Corporate Communication

C01	Explain the role of the public relations in the corporate environment and describe the strategies, tactics, and techniques of public relations and corporate communications.
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C02	Students would learn the basics of public relations writings.
C03	Students would gain knowledge about the basic ethics and laws of public relations.
C04	Students would learn about the definitions and concepts of public relations, publicity, propaganda, advertising and e-PR.

COURSE 17: MCJ3C03: Online Journalism

C01	Recognise internet-based concepts.
C02	Develop content for web and manage it.
C03	Identify trends in online journalism.
C04	Critically evaluate the form and content of online media.
C05	Differentiate fake news from real.

COURSE 18: MCJ3C04: Media Management And Entrepreneurship

C01	Understand the organizational and economic structures.
C02	Understand the strategies used in media industry.
C03	Identify the legal, ethical and other regulatory challenges facing the electronic media.
C04	Ability to run a media firm.
C05	Ability to handle the media team.

COURSE 19: MCJ3E01: Documentary Film Production

C01	To introduce and explore basic concepts in documentary film analysis and interpretation.
C02	Explain the wider historical, cultural and material processes that involved in documentary filmmaking from time to time.



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C03	Identify the trends in documentary film making.
C04	Relate documentary film analysis and interpretation to wider historical, cultural and material processes.
C05	Articulate and critically engage with current theories of documentary as text, image and mediated process.
COURSE 20: MCJ3E01: Technical Writing and Documentation	
C01	Understand the basic components of definitions, descriptions, process explanations, and other common forms of technical writing.
C02	Practice the unique qualities of professional writing style and know how to follow the stages of the writing process.
C03	Will be familiar with basic technical writing concepts and terms, such as audience analysis, jargon, format, visuals, and presentation.
C04	Able To familiarize with writing different technical reports and other documents.
C05	Able address several language, structure, style, and content issues encountered while developing technical documents.
COURSE 21: MCJ4P01:	
C01	Do research in the field of mass communication and journalism
C02	Collect quantitative and qualitative data and analyse them critically
C03	Identify the changes in mass communication through research
C04	Critically evaluate the form and structure of communication networks
C05	contribute innovative output to the domain of knowledge
COURSE 22: MCJ4C01: Film Studies	
C01	To introduce and explore basic concepts in film analysis and interpretation.



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C02	Explain the wider historical, cultural and material processes that involved in filmmaking from time to time.
C03	Identify the trends in film making.
C04	Relate film analysis and interpretation to wider historical, cultural and material processes.
C05	Articulate and critically engage with current theories of cinema as text, image and mediated process.

COURSE 23: MCJ4E01: Data Journalism

C01	Explore key data journalism concepts and skills.
C02	Gain insight into how data journalism is practiced in newsrooms.
C03	Analyse and evaluate the major ethical and theoretical issues affecting the delivery of data driven journalism.
C04	Critically discuss ways in which emerging technologies can be incorporated into your future journalism practice.
C05	Know the techniques for sorting, filtering, cleaning and publishing data.

COURSE 24: MCJ4E02: Photo Journalism

C01	Understand and explain key concepts of photography theory.
C02	Explain how photographs communicate visually in a story.
C03	Visually tell a news story.
C04	gain a better understanding of camera techniques.
C05	Learn to analyse and critique photographs.

COURSE 25: MCJ4E03: Political Economy Of Indian Media



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C01	Understand the political and economic contexts in which mass media in India function
C02	Identify and evaluate micro/macro-economic and political structures within which media as an industry function.
C03	Apply concepts, categories, theories and methods in political economy framework
C04	Understand the nature of relationship between state, politics, economics and media and how they shape, sustain and reproduce each other
C05	Learn to analyse the political scenario of a particular area



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