

# Learning Outcomes

Programme Outcomes; Programme Specific Outcomes

# Learning Outcomes

## Programme Outcomes (PO)

- PO1:** Executing community engagement in a broad way. Some of the methods include demonstrating awareness and focusing on respect for other cultures and societies, promoting the significance of cultural harmony, positive citizenship and community engagement
- PO2:** Displaying a thorough understanding of the research process like critical thinking, creative analysis, development of innovative ideas at the same time being flexible
- PO3:** Represent a commitment to the development of relationship with diverse audiences (nationally & globally). Methods include proper analysis of information from various sources and dissemination of Messages in a fashionable way
- PO4:** Displaying a thorough in-depth disciplinary knowledge by blending mass media techniques with other discipline of the social Sciences
- PO5:** Demonstrating openness towards inter-disciplinary methods and innovative thinking
- PO6:** Building up ethics and values with leaning towards leadership and compassion
- PO7:** Advocating the process of Digital Literacy

## Programme Specific Outcomes (PSO)

- PSO1:** Demonstrate a clear understanding of communication and mass communication
- PSO2:** Display a thorough idea of Contemporary Media and enable researching in depth and analyze their effects and research
- PSO3:** Demonstrate a clear understanding of communication and mass communication by promoting the concept of Contemporary Media
- PSO4:** Display a thorough idea of Contemporary Media and analyze their effects by demonstrating clear understanding of communication and mass communication and journalism H
- PSO5:** Learn the ropes of Print Journalism and Audio-visual production and demonstrate their knowledge of Media in the practical field
- PSO6:** Demonstrates understanding of ethics and legal angles of media issues
- PSO7:** Display a thorough idea of Contemporary Media and analyze their effects. Learning the ropes of Print Journalism and Audio-visual production and sound production demonstrate their knowledge of Media in the practical field

# Journalism and Mass Communication Honours: Mapping PO and PSO

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7
PO1							
PO2							
PO3							
PO4							
PO5							
PO6							
PO7							

# Course Outcomes

Sr No	Course Name	Course Outcomes
1	<b>CC1, CC2</b>	By the end of this course, students will be able to:
	CC1 – Introduction to Journalism	CO1: Students learn about the meaning of News and various media issues
	CC2 – History of Indian Journalism	CO2: Students can recall the history of the rise of Nationalist Journalism, Appraise the contributions of various newspapers like the Telegraph National Herald , The Hindu ,The Times of India, The Statesman
	CC1-P- Introduction to Journalism Practical	CO3: Students learn the basic tenets of print journalism using computers
2	<b>CC3, CC4</b>	By the end of this course, students will be able to:
	CC3 – Reporting and Editing	CO1: Develop deeper knowledge about news and specialization in Journalism
	CC4 – Media and Communication	CO2: Develop an understanding of the forms, levels and functions of Communication and Mass Communication and Recognize the role of media in a democracy
	CC4-P- Media and Communication Practical	CO3: They learn the process of designing and publishing tabloids, writing copies for newspaper
3	<b>CC-5, CC6, CC7, SEC A-3</b>	By the end of the course students will be able to:
	CC5- Communication, Media, Society	CO1: Students learn to recall, interpret and critically appraise the laws of Indian business such as Negotiable Instruments Act, Sale of Goods Act, Consumer Protection Act, and so on.
	CC6- Media and Cultural Studies	CO2: Students develop the ability to delve deep into Cultural Studies, Communication Schools and Media Issues
	CC7- Introduction to Radio	CO3: Students study at length about history and contribution of All India Radio
	CC7-P- Introduction to Radio Practical	CO4: Students develop pre-production, production & post production skills of Radio
	SEC A-3-1 Radio Writing and Presentation	CO5: Students learn Radio Writings & Presentation and Photo Journalism
	SEC A-3-2 Photo Journalism	CO6: Students learn the techniques of Photo Journalism
3	<b>CC-8, CC9, CC10, SEC B-4</b>	By the end of the course students will be able to:
	CC8- Introduction to Television	CO1: Students learn the basic management principles of television,Public Service Broadcasting and Television Programme format
	CC8-P Introduction to Television Practical	CO2: Students learn shooting techniques
	CC9- Film Theories and Production	CO3: Students learn about cinema and various World film movements and National film movements
	CC10- Media Management, Press Laws	CO4: Students learn about Media Management and Press Laws
	SEC B-4-1 Documentary Production	CO5: Students learn documentary and feature film production
5	<b>CC-11, CC12, DSE A-5, DSE B-5</b>	By the end of the course students will be able to:
	CC11- Introduction to New Media	CO1: Students learn the core concepts of New Media
	CC11-P Introduction to New Media Practical	CO2: Students are introduced to New Media Practical
	CC12- Development Communication	CO3: Students learn about Development Communication
	DSE-A-5-1 Global Media and Politics	CO4: Students gather knowledge about Global Media and Politics
	DSE-B-5-1 Multimedia Journalism	CO5: Students develop understanding of Multimedia technology
	DSE-B-5-2 Communication Research and Methods	CO6: Students learn about Communication research
6	<b>CC-13, CC-14, DSE A-6 &amp; DSE B-6</b>	By the end of the course students will be able to:
	CC13- Advertising	CO1: Students do a thorough study on Advertising
	CC13-P Advertising Practical	CO3: Students are trained to create Advertising
	CC14- Public Relations	CO2: Students learn the nuances of Public Relations
	DSE-A-6-3 Dissertation with Presentation	CO4: Students learn to do research
	DSE-B-6-3 Folk and Community Media	CO5: Students gather deep understanding of Folk media

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7
CC1-1							
CC1-1P							
CC1-2							
CC-2-3							
CC-2-4							
CC-2-4P							
CC-3-5							
CC-3-6							
CC-3-7							
CC-3-7P							
SEC A-3-1							
SEC A-3-2							
CC-4-8							
CC-4-8P							
CC-4-9							
CC-4-10							
SEC B-4-1							
SEC B-4-2							
CC-5-11							
CC-5-11P							
CC-5-12							
DSE A-5-1							
DSE A-5-2							
DSE A-6-3							
DSE A-6-4							
CC-6-13							
CC-6-13P							
CC-6-14							
DSE B-5-1							
DSE B-5-2							
DSE B-6-3							
DSE B-6-4							