M.A Journalism & Mass Communication

Core I – Communication Models and Theories	CO1	Capacity to critically examine and research on the aspects of communication for developmental aspects
	CO2	Develop insights and in-depth aware to analyze the problems and communication gaps in the execution of technology
	CO3	Create opportunities for the development of ICT's for rural development to solve the problems of digital illiterates, media literacy and technological determinism
	CO4	Ability to execute and plan required field works for the enhancement of communication development through collecting data for future references
	CO5	To develop the skills of using technology to communicate effectively in various settings and contexts for cultural and developmental aspects.
Core II - Reporting & Editing	CO1	To enhance the habit of newspaper reading and to motivate the students to stay updated.
	CO2	To improve the writing skill, especially the writing method for print media.
	CO3	Develops the core skills on writing for magazines and newspapers.
	CO4	Cultivates the attribute of becoming a virtuous sub-editor
	CO5	Arranges and organizes to design and publish a lab journal
Core III - Media, Laws and Ethics	CO1	To examine the ideologies of laws of media in the contemporary space.
	CO2	To sought knowledge on the history of media laws and acts.
	CO3	Provides insight understanding of the laws and regulations in media.
	CO4	Delivers the principles and guidelines of Information technology and cyber-crime bylaws.
	CO5	Discernment of the connectedness between the press and society
Core Practical I - Editorial practice	CO1	An ability to utilize editing and proofreading symbols accurately
	CO2	An ability to Copyedit with a high degree of accuracy and speed for consistency of style, grammar, and syntax
	CO3	To create Proofread typewritten material with a high degree of accuracy and speed
	CO4	To apply house styles and other styles as appropriate
	CO5	To manage electronic files effectively for print production

	CO1	Capacity to critically evaluate the visualization, imagery and other iterative processes involved in photography
	CO2	Capabilities to meet the required market requirements in media outlets as an employer or a client
Core Practical II - Photography	CO3	Ability to get updated about the modern and updated visual languages and pictorial representation on the basis of the context and other socio-cultural aspects
	CO4	To attain the basic knowledge about the theories and the execution of meanings conveyed through the photographs
	CO5	To develop the skills of analyzing the principles formats and technologies that involved in a visual culture of photography
	CO1	To understand the structure of the advertising industry
	CO2	To create an advertising message and fully integrate the creative process
Core IV – Advertising and Marketing	CO3	To be able to identify, analyze, and understand the advertising environment.
	CO4	An ability to incorporate practical concept and to build the standard of advertising norms.
	CO5	An ability to develop a skill based expertise in the field of Advertising Industry.
	CO1	To Coordinate and contribute to the planning of public relations activities, including the development of clear, measurable communication objectives
	CO2	To coordinate, contribute to and adapt the implementation of strategies and tactics and the management of budgets and resources to achieve communication objectives and meet activity guidelines and requirements.
Core V - Public Relations	CO3	To Write and edit clear, accurate, targeted copy aligned to organizational objectives, appropriate for the chosen channel(s) and to a specified deadline.
	CO4	To produce effective, accessible, and timely print, digital and multimedia communications, independently and collaboratively, to manage specific stakeholder relations and/or issues and achieve organizational objectives.
	CO5	To Use research results and analytical skills to guide the development of communication objectives and public relations activities, evaluate their impact, and support organizational objectives and stakeholder relationships.
Core VI - Media Management	CO1	To facilitate effective completion of both individual and collaborative interactive media projects.

	CO2	To Use and evaluate best practices and tools to design and develop dynamic, rich-media content.
	CO3	To Conduct and evaluate a thorough assessment of the requirements of a complex interactive media project.
	CO4	To Design and coordinate a complex media project (interface, navigation, graphics, text treatment) using best practice design and development principles and development principles and applying conceptual and theoretical frameworks.
	CO5	To apply research and conceptual skills to propose optimal solutions for mobile/multimedia/web development problems and facilitate these skills within the project team.
Core VII – Environmental Journalism	CO1	Ability to create Human environment interaction in the globalized world
	CO2	Ability to apply Sustainable development ideals to state of environment/natural resources
	CO3	Ability to create Environmental change assessment
	CO4	Ability to collaborate Science and environmental journalism
	CO5	Ability to create Social Media and Environmental Reporting
Core Practical III - Print Production	CO1	To evaluate the advantages/disadvantages of one-, two-, and four-colour printing in order to choose or recommend the most appropriate method for a particular job.
	CO2	To describe and utilize the basic digital file construction process for print and web. Ability to differentiate between the major printing processes to choose the appropriate method for a job.
	CO3	Ability to describe various proofing processes and their purpose.
	CO4	Ability to differentiate between colour models as they apply to print and web production.
	CO5	Ability to utilize appropriate terminology when dealing with clients, peers, and suppliers.
Core Practical IV - Advertising	CO1	An Ability to develop the creative practical Knowledge in advertising.
	CO2	An ability to develop advertising skills in the core area
	CO3	An ability to produce practical knowledge in advertisement and to promote the product
	CO4	An ability to develop a skill based expertise in the field of Advertising Industry
Core VIII – Radio Television	CO1	A brief knowledge on broadcasting and the history of Radio in India.

Production	CO2	Installation of radio station and the technical writing involved in broadcasting.
	CO3	Characteristics of the Television medium, its dissemination and Telecasting methods.
	CO4	Process involved in telecasting production and setting up the channel.
	CO5	Determine the factors that influenced the social and cultural impacts.
Core Practical V – Radio Television Production	CO1	Developing and creating unique content for the aural and visual medium.
	CO2	Enhancing the ability to write creative scripts and stories.
	CO3	Planning and budgeting for various radio and television program formats.
	CO4	Research planning process for a documentary//feature/drama
	CO5	Creating content for social messages, radio documentary or feature programs.
Core Practical VI – New Media Writing	CO1	An Ability to develop the creative writing Knowledge in New Media.
	CO2	An ability to develop Media skills in the core area of creative writing
	CO3	An ability to produce content for writing a news article or feature writing
	CO4	An ability to create good content writing skills
	CO5	An ability to develop a skill based expertise in the field of New Media Writing
Core IX - Communication Research	CO1	Students will be able to understand and apply knowledge of human communication and language processes as they occur across various contexts,
	CO2	Students will be able to understand and evaluate key theoretical approaches used in the interdisciplinary field of communication.
	CO3	Students will be able to understand the research methods associated with the study of human communication, and apply at least one of those approaches to the analysis and evaluation of human communication.
	CO4	Students will be able to find, use, and evaluate primary academic writing associated with the communication discipline.
	CO5	Students will develop knowledge, skills, and judgment around human communication that facilitate their ability to work collaboratively with others.
Core Project I -	CO1	Students will be able to understand and apply knowledge of human communication and language processes as they occur

Research Project		across various contexts,
	CO2	Students will be able to understand and evaluate key theoretical approaches used in the interdisciplinary field of communication.
	CO3	Students will be able to understand the research methods associated with the study of human communication, and apply at least one of those approaches to the analysis and evaluation of human communication.
	CO4	Students will be able to find, use, and evaluate primary academic writing associated with the communication discipline.
	CO5	Students will develop knowledge, skills, and judgment around human communication that facilitate their ability to work collaboratively with others.
Internship	CO1	Students will be able to understand the basic idea of how industry works
	CO2	Students will be able to understand and evaluate key the roles played in industry
	CO3	Students will be able to find, use, and evaluate primary academic writing associated with the communication discipline.
	CO4	Students will develop knowledge, skills, and judgment around human communication that facilitate their ability to work collaboratively with others.
	CO5	
Core Project – II Audio Visual Projects	CO1	Ability to Use software, hardware and exchange formats effectively in the area of audio visual technology
	CO2	Ability to discuss the requirements of broadcast media and workflow, including criteria of its existing examples
	CO3	Ability to plan and manage projects intended for broadcasting
	CO4	Ability to utilize problem solving skills in the implementation of audio visual solutions
	CO5	Ability to prepare material for Internet broadcasting
EVENT MANAGEMENT	CO1	Understanding of what an event and its types are.
	CO2	Concepts involved in event management and the coverage of media.
	CO3	Creation of unique and contemporary events for different sectors.
	CO4	Purpose of organizing exhibitions and its economic impacts.
	CO5	Promotions and developments in trading.
Consumer Behavior	CO1	Ability to identify the major influences in consumer behavior
	CO2	Ability to distinguish between different consumer behavior influences and their relationships
	CO3	Ability to establish the relevance of consumer behavior theories and concepts to marketing decisions
	CO4	Ability to implement appropriate combinations of theories and

		concepts
	CO5	Ability to recognize social and ethical implications of marketing actions on consumer behavior
Media Market Research	CO1	Ability to understand the current Media marketing trend
	CO2	Capability to work efficiently in media field with the understand on marketing concepts.
	CO3	Developing in students an aesthetic understanding of media marketing and technical proficiency in areas such as personal selling and public relation
	CO4	Improves their understanding on concept of the product based marketing share and determing the USP of the product.
	CO5	