

2018

**[OBE DESIGN- MASS  
COMMUNICATION &  
JOURNALISM DEPARTMENT]**

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## PREFACE

Outcome Based Education (OBE) is the educational approach which focuses on student centric education in the context of development of personal, social, professional and knowledge (KSA) requirements in one's career and life. It is the decade ago curriculum development methodology. The educational triangle of LEARNING-ASSESSMENT-TEACHING is the unique nature of the OBE approach. The curriculum practices such as Competency Based Curriculum, Taylor's Model of Curriculum Development, Spadys' Curriculum principles, Blooms taxonomy and further use of assessment methodologies like, Norm-reference testing and Criterion reference testing, etc is being practiced since decades. It is also interesting to know that, globally, different countries and universities adopts the curriculum development models/approaches such as, CDIO (Conceive-Design-Implement-Operate), Evidenced Based Education, Systems' Approach, etc as the scientific and systematic approaches in curriculum design.

The authorities of Dr. Babasaheb Ambedkar Marathwada University, Aurangabad (M.S.) in-lieu of accreditation standards of National Assessment and Accreditation Council, decided to opt for Outcomes Based Education (OBE). As the part of the decision, different meetings, workshops and presentations were held at the campus of university.

This document is the outcome of different meetings and workshops held at university level and department level. The detailed document is designed and the existing curriculum of the department is transformed in to the framework of OBE. This is the first step towards the implementation of OBE in the department. The document will serve all stakeholders in the effective implementation of the curriculum. The OBE is continuous process for quality enhancement and it will go a long way in order to enhance the competencies and employability of the graduates/Post-graduates of the university department.

**Head of Department**

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# OUTCOME BASED EDUCATION

## Faculty of Interdisciplinary Studies

### Department of Mass Communication and Journalism

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#### 1. Mission:

##### Mission Statement

- To offer technology –driven bachelor, Post-graduate and Research programmes in the domain of mass communication and journalism.
- To GLOCAL JOURNALISM TRAINING [ Global and Local ] such as UNESCO designed [2008] Model Curriculum.
- To provide practice based and field based training to the students.
- To experiment and research new trends, practices and technology in the international scenario.

#### 2. Vision:

##### Vision Statement

UDMCJ has a vision to train a journalist of global standard, with a high intention of social responsibilities, ethics, social equality, to make concretize fourth pillar of democracy.

The mission and vision of the organization help in preparation of strategic plan.

#### 3. Title of the Program (s):

- a. Bachelor of Journalism
- b. Master of Journalism

#### 4. Program Educational Objectives:

The program educational objectives (PEO) are the statement that describes the career and professional achievement after the program of studies (graduation/ post-graduation). The PEO s are driven form question no. (ii) of the Mission statement ( What is the purpose of organization). The PEOs can be minimum three and maximum five.

##### **MASTERS PROGRAM**

- I. Application of advance knowledge in mass communication in the social, professional and organization.
- II. Ability to manage and administer mass communication organization.
- III. Ability to provide professional services in the domain of media.

- IV. Ability to work in public domain through competitive examination.
- V. Opt for higher education, research and life-long learning.

#### **UNDER GRADUATE PROGRAM**

- I. Application of mass communication knowledge in the social, professional and organization.
- II. Ability to provide professional services to mass communication organization.
- III. Ability to work in public domain through competitive examination.
- IV. Opt for higher education, research and life-long learning.

### **5. Program Outcomes:**

The program outcomes (PO) are the statement of competencies/ abilities. POs are the statement that describes the knowledge and the abilities the graduate/ post-graduate will have by the end of program studies.

#### **Masters Program**

- a. Apply the advanced knowledge for delivering in Media.
- b. Identify the public interest issues by employing investigative and research based methods.
- c. Apply investigative knowledge; research based in-depth news stories.
- d. Apply/implement modern technology in media service.
- e. Applying the knowledge of journalistic science for environment and sustainability.
- f. Adoption of core principles, values and ethics in profession.
- g. Work as individual and member of team.
- h. Apply higher level of communication skills.
- i. Ability to demonstrate life-long learning attitude.

#### **U.G. Program**

- a. Apply the knowledge for delivering in Media.
- b. Identify the public interest issues by employing investigative methods.
- c. Apply investigative knowledge based in-depth news stories.
- d. Apply/implement modern technology in media service.
- e. Applying the knowledge of journalistic science for environment and sustainability.
- f. Adoption of core principles, values and ethics in profession.
- g. Work as individual and member of team.
- h. Demonstrate effective of communication skills.
- i. Ability to demonstrate life-long learning attitude.

## 6. Course- Program outcome Matrix:

The Program Outcomes are developed through the curriculum (curricular/co-curricular-extra-curricular activities). The program outcomes are attained through the course implementation. As an educator, one must know, **“to which POs his/her course in contributing?”**. So that one can design the learning experiences, select teaching method and design the tool for assessment. Hence, establishing the Course-PO matrix is essential step in the OBE. The course-program outcomes matrix indicates the co-relation between the courses and program outcomes. The CO-PO matrix is the map of list of courses contributing to the development of respective POs.

The **CO-PO MATRIX** is provided in the below table.

Course Title	a	b	c	d	e	f	g	h	i
I	*	*				*			
II	*	*				*			
III	*	*				*			
IV	*	*				*			
PRACTICAL	*	*				*	*		
VI	*	*				*			
VII	*	*				*			
VIII	*	*				*			
IX	*	*				*			
PRACTICAL	*	*				*	*		
XI	*	*		*	*			*	
XII	*	*		*	*			*	
XIII	*	*		*	*			*	
XIV	*	*		*	*			*	
XV	*	*		*	*			*	
PRACTICAL	*	*		*	*		*	*	
XVII		*	*				*		*
XVI									
DISSERTATION		*	*				*		*

### B.A. (M.C.J.)

Course Title	a	b	c	d	e	F	G	h	i
JAB-1	*	*	*						
2	*	*	*						
3			*	*		*	*		
4			*	*		*	*		
PRACTICAL		*	*	*		*	*		
6	*	*		*	*	*	*		
7	*	*		*	*	*	*		

10	*	*		*	*	*	*		
11	*	*		*	*	*	*		
PRACTICAL	*	*		*	*	*	*	*	
12	*	*	*	*	*				
13	*	*	*	*	*				
14	*	*	*	*	*		*	*	*
15	*	*	*	*	*		*	*	*
PRACTICAL	*	*	*	*	*		*	*	*
17	*	*		*			*		
18	*	*		*			*		
19	*	*		*			*		
20	*	*		*			*		
PRACTICAL	*	*		*			*		
22	*	*	*	*	*		*	*	*
23	*	*	*	*	*		*	*	*
25	*	*	*	*	*		*	*	*
26	*	*	*	*	*		*	*	*
PRACTICAL	*	*	*	*	*		*	*	*
27	*	*	*	*	*		*	*	*
28	*	*	*	*	*		*	*	*
30	*	*	*	*	*		*	*	*
31	*	*	*	*	*	*	*	*	*
PRACTICAL	*	*	*	*	*		*	*	*

### UG B.A.(IJ)

Course Title	a	b	c	d	e	F	g	h	i
INJ-1	*	*	*						
2	*	*	*						
3			*	*		*	*		
4			*	*		*	*		
PRACTICAL		*	*	*		*	*		
5	*	*		*	*	*	*		
6	*	*		*	*	*	*		
7	*	*		*	*	*	*		
8	*	*		*	*	*	*		
PRACTICAL	*	*		*	*	*	*	*	
9	*	*	*	*	*				
10	*	*	*	*	*				
11	*	*	*	*	*		*	*	*
12	*	*	*	*	*		*	*	*
PRACTICAL	*	*	*	*	*		*	*	*
13	*	*		*			*		
14	*	*		*			*		
15	*	*		*			*		
16	*	*		*			*		

PRACTICAL	*	*		*			*		
17	*	*	*	*	*		*	*	*
18	*	*	*	*	*		*	*	*
19	*	*	*	*	*		*	*	*
20	*	*	*	*	*		*	*	*
PRACTICAL	*	*	*	*	*		*	*	*
21	*	*	*	*	*		*	*	*
22	*	*	*	*	*		*	*	*
23	*	*	*	*	*		*	*	*
24	*	*	*	*	*	*	*	*	*
PRACTICAL	*	*	*	*	*		*	*	*

### 7. Course Outcomes (for all courses):

The course outcomes are the statement that describes the knowledge & abilities developed in the student by the end of course (subject) teaching. The focus is on development of abilities rather than mere content. There can be 5 to 7 course outcomes of any course. These are to be written in the specific terms and not in general. The list of Course Outcomes is the part of **Annexure-C** attached herewith.

### 8. Set Target levels for Attainment of Course Outcomes:

The course outcome attainment is assessed in order to track the graduates' performance w.r.t target level of performance. The CO-PO attainment is the tool used for continuous improvement in the graduates' abilities through appropriate learning & teaching strategies. In order to assess students' performance with respect to abilities (at the end of course teaching/by the end of program) the course outcome attainment are measured/calculated. In order to calculate the program outcome attainment, the course outcome attainment is calculated. Prior to that, the course-program outcome mapping is done.

### 9. Set Target level for Attainment of Program Outcomes:

The program outcome attainment is assessed in order to track the graduates' performance w.r.t target level of performance. The CO-PO attainment is the tool used for continuous improvement in the graduates' abilities through appropriate learning & teaching strategies. In order to assess students' performance with respect to abilities (at the end of course teaching/by the end of program) the course outcome attainment and program outcome attainment is measured/calculated. The program outcome attainment is governed by curricular, co-curricular and extra-curricular activities including the stakeholders' participation. The direct method and indirect method is adopted to calculate the PO attainment. The direct method implies the attainment by course outcomes contributing to



respective program outcomes. And indirect method is the satisfaction/feed-back survey of stakeholders. In order to calculate the program outcome attainment, the course outcome attainment is calculated. Prior to that, the course-program outcome mapping is done. The set target level is the set benchmark to ensure the continuous improvements in the learners/ graduates' performance.

## 10. Course Attainment Levels:

- a. CO attainment is defined/set at three levels;
- b. The CO attainment is based on end term examination assessment and internal assessment;
- c. The Co attainment is defined at three levels in ascending order-
  - i. e.g. For end term and internal examination;
  - ii. Level-1: 40% students scored more than class average
  - iii. Level-2: 50% students score more than class average;
  - iv. Level-3: 60% students score more than class average. And
  - v. 30/40/50 for Master level program.
- d. The target level is set (e.g. Level-2). It indicates that, the current target is level-2; 50% students score more than class average. The CO attainment is measured and the results are obtained. Based on the results of attainment, the corrective measures/remedial action are taken.
- e. CO Attainment= 80% (Attainment level in end term examination) + 20% (Attainment level in internal examination).
- f. **The example of calculation CO attainment is described in point No 12 for one of the course from M.A. (MCJ).**

## 11. Program attainment Level:

- a. PO attainment is defined at five levels in ascending order;
- b. The PO attainment is based on the average attainment level of corresponding courses (Direct Method) and feed-back survey (Indirect method);
- c. The PO attainment levels are defined / set as stated below;
  - i. Level-1: Greater than 0.5 and less than 1.0 (0.5>1)- Poor
  - ii. Level-2: 1.0>1.5-Average
  - iii. Level-3: 1.5>2.0-Good
  - iv. Level-4: 2.0>2.5-Very Good
  - v. Level-5: 2.5>3.0 -Excellent
- d. The PO attainment target level is set/defined (say, Level-4). It implies that, the department is aiming at minimum level-4 (very good) in the performance of abilities by the graduates. Based upon the results of attainment, the remedial measures are taken;
- e. PO Attainment= 80% (Average attainment level by direct method) + 20% (Average attainment level by indirect method).
- f. **The example of calculation PO attainment is described in point No 13 for one of the PO of M.A. (MCJ).**

## 12. The Results of CO Attainment:

The Results of CO attainment are provided in Annexure-B.

FOR EXAMPLE:

COURSE CODE/TITLE: JOUR-I [M.A. (MCJ)]

- e.g. For end term and internal examination;
- Level-1: 30% students scored more than class average
  - Level-2: 40% students score more than class average;
  - Level-3: 50% students score more than class average

Average Marks in External examination: 48.53 = i.e. 49.00

% Students score more than 49 is 31/61 i.e. 60% i.e. Level-3

Average Marks in Internal examination= 12.72= i.e. 13.00

% Students score more than 13 is 32/61= 62%, i.e. Level-3

A (CO) JOUR-I= 80% (3) +20(3)

=2.4+0.6

=3.00

**Hence,** The attainment level is Level-3 and the set target level is Level-2 and therefore the CO is fully attained.

**Table No. 1.0: CO Attainment Level**

**B.A. (MCJ)**

Course Title	CO Attainment Value	Target Attainment Level	Fully Attained/ Not Attained	Remedial Measures
JAB-1	1	2	Not Attained	Assignments, tutorials, exercise and coaching will be conducted for the corresponding courses.
2	1	2	Not Attained	
3	1	2	Not Attained	
4	1	2	Not Attained	
PRACTICAL	2	2	Fully Attained	
6	3	2	Fully	

			Attained	
7	3	2	Fully Attained	
10	2	2	Fully Attained	
11	2	2	Fully Attained	
PRACTICAL	2	2	Fully Attained	
12	3	2	Fully Attained	
13	3	2	Fully Attained	
14	3	2	Fully Attained	
15	3	2	Fully Attained	
PRACTICAL	3	2	Fully Attained	
17	3	2	Fully Attained	
18	3	2	Fully Attained	
19	3	2	Fully Attained	
20	3	2	Fully Attained	
PRACTICAL	3	2	Fully Attained	
22	3	2	Fully Attained	
23	3	2	Fully Attained	
25	3	2	Fully Attained	
26	3	2	Fully Attained	
PRACTICAL	3	2	Fully Attained	
27	3	2	Fully Attained	
28	3	2	Fully Attained	
30	3	2	Fully Attained	
31		2	Fully	

			Attained	
PRACTICAL	3	2	Fully Attained	

**B.A. (IJ)**

<b>Course Title</b>	<b>CO Attainment Value</b>	<b>Target Attainment Level</b>	<b>Fully Attained/ Not Attained</b>	<b>Remedial Measures</b>
INJ-1	2	2	Fully Attained	Not Applicable
2	2	2	Fully Attained	
3	2	2	Fully Attained	
4	2	2	Fully Attained	
PRACTICAL	2	2	Fully Attained	
5	2	2	Fully Attained	
6	2	2	Fully Attained	
7	2	2	Fully Attained	
8	2	2	Fully Attained	
PRACTICAL	2	2	Fully Attained	
9	2	2	Fully Attained	
10	2	2	Fully Attained	
11	2	2	Fully Attained	
12	2	2	Fully Attained	
PRACTICAL	2	2	Fully Attained	
13	2	2	Fully Attained	
14	2	2	Fully Attained	
15	2	2	Fully	

			Attained	
16	2	2	Fully Attained	
PRACTICAL	2	2	Fully Attained	
17	2	2	Fully Attained	
18	2	2	Fully Attained	
19	2	2	Fully Attained	
20	2	2	Fully Attained	
PRACTICAL	2	2	Fully Attained	
21	2	2	Fully Attained	
22	2	2	Fully Attained	
23	2	2	Fully Attained	
24	2	2	Fully Attained	
PRACTICAL	2	2	Fully Attained	

**MASTER OF ARTS (MCJ)**

<b>Course Title</b>	<b>CO Attainment Value</b>	<b>Target Attainment Level</b>	<b>Fully Attained/ Not Attained</b>	<b>Remedial Measures</b>
I	3	2	Fully Attained	
II	3	2	Fully Attained	
III	2.2	2	Fully Attained	
IV	2.2	2	Fully Attained	
PRACTICAL	3	2	Fully Attained	
VI	2	2	Fully Attained	
VII	2.2	2	Fully Attained	

VIII	2.2	2	Fully Attained	
IX	3	2	Fully Attained	
PRACTICAL	3	2	Fully Attained	
XI	3	2	Fully Attained	
XII	3	2	Fully Attained	
XIII	1	2	Not Attained	Assignments, tutorials, exercise and coaching will be conducted.
XIV	2	2	Fully Attained	
XV	3	2	Fully Attained	
PRACTICAL	2	2	Fully Attained	
XVII	2	2	Fully Attained	
XVI	3	2	Fully Attained	
DISSERTATION	2	2	Fully Attained	

### 13. The Results of PO Attainment:

The Results of PO attainment are provided in Annexure-B.

FOR EXAMPLE:

PO NO.: h [Master of Arts (MCJ)]

(Note: Refer point No. 11 above which describes the attainment level and set target attainment level)

PO Attainment= 80% (Average attainment level by direct method) + 20% (Average attainment level by indirect method).

$$A (PO) h = 80\% ( 3+3+1+2+3+2+2)/7 +20\% (2.29)$$

$$=80\% (2.29) + 20\% (2.29)$$

= 2.29 i.e. Level-4. The Target Level is Level-4.

Hence, PO is attained.

**Table No. 2.0 PO Attainment Level**

**B.A. (MCJ)**

PO/PSO number	PO Attainment Value	Target Attainment level	Fully attained/ Not Attained	Remedial Measures
<b>a</b>	2.73	4	Fully Attained	Not Applicable
<b>b</b>	2.70	4	Fully Attained	
<b>c</b>	2.55	4	Fully Attained	
<b>d</b>	2.71	4	Fully Attained	
<b>e</b>	2.85	4	Fully Attained	
<b>f</b>	2.11	4	Fully Attained	
<b>g</b>	2.69	4	Fully Attained	
<b>h</b>	2.93	4	Fully Attained	
<b>i</b>	3.00	4	Fully Attained	

**B.A. (IJ)**

PO/PSO number	PO Attainment Value	Target Attainment level	Fully attained/ Not Attained	Remedial Measures
<b>a</b>	2.00	4	Fully attained	Not Applicable
<b>b</b>	2.00	4	Fully attained	
<b>c</b>	2.00	4	Fully attained	
<b>d</b>	2.00	4	Fully attained	
<b>e</b>	2.00	4	Fully attained	
<b>f</b>	2.00	4	Fully attained	
<b>g</b>	2.00	4	Fully attained	
<b>h</b>	2.00	4	Fully attained	
<b>i</b>	2.00	4	Fully attained	

### MASTER OF ARTS (MCJ)

PO/PSO number	PO Attainment Value	Target Attainment level	Fully attained/ Not Attained	Remedial Measures
a	2.49	4	Fully attained	Not Applicable
b	2.46	4	Fully attained	
c	2.33	4	Fully attained	
d	2.33	4	Fully attained	
e	2.33	4	Fully attained	
f	2.45	4	Fully attained	
g	3.00	4	Fully attained	
h	2.29	4	Fully attained	
i	2.33	4	Fully attained	

#### 14. Planned Actions for Course Attainment:

The CO having attainment level less than level-2 shall be addressed by designing remedial measures such as assignment, tutorial and remedial lectures.

#### 15.Planned Actions for Program Outcome Attainment:

The Po having attainment level less than level-4 shall be addressed by designing remedial measures for the corresponding courses of respective PO.



**ANNEXURE-B**  
**RESULTS OF CO-PO ATTAINMENT**

B.A. JOURNALISM (MCJ)									
Course Title	a	B	C	d	e	F	G	H	I
JAB-1	1	1	1						
2	1	1	1						
3			1	1		1	1		
4			1	1		1	1		
PRACTICAL		2	2	2		2	2		
6	3	3		3	3	3	3		
7	3	3		3	3	3	3		
10	2	2		2	2	2	2		
11	2	2		2	2	2	2		
PRACTICAL	2	2		2	2	2	2	2	
12	3	3	3	3	3				
13	3	3	3	3	3				
14	3	3	3	3	3		3	3	3
15	3	3	3	3	3		3	3	3
PRACTICAL	3	3	3	3	3		3	3	3
17	3	3		3			3		
18	3	3		3			3		
19	3	3		3			3		
20	3	3		3			3		
PRACTICAL	3	3		3			3		
22	3	3	3	3	3		3	3	3
23	3	3	3	3	3		3	3	3
25	3	3	3	3	3		3	3	3
26	3	3	3	3	3		3	3	3
PRACTICAL	3	3	3	3	3		3	3	3
27	3	3	3	3	3		3	3	3
28	3	3	3	3	3		3	3	3
30	3	3	3	3	3		3	3	3
31			3	3	3	3	3	3	3

PRACTICAL	3	3	3	3	3		3	3	3
	2.73	2.70	2.55	2.71	2.85	2.11	2.69	2.93	3

**B.A. (IJ)**

<b>Course Title</b>	<b>a</b>	<b>b</b>	<b>C</b>	<b>D</b>	<b>e</b>	<b>F</b>	<b>g</b>	<b>H</b>	<b>I</b>
INJ-1	2	2	2						
2	2	2	2						
3			2	2		2	2		
4			2	2		2	2		
PRACTICAL		2	2	2		2	2		
5	2	2		2	2	2	2		
6	2	2		2	2	2	2		
7	2	2		2	2	2	2		
8	2	2		2	2	2	2		
PRACTICAL	2	2		2	2	2	2	2	
9	2	2	2	2	2				
10	2	2	2	2	2				
11	2	2	2	2	2		2	2	2
12	2	2	2	2	2		2	2	2
PRACTICAL	2	2	2	2	2		2	2	2
13	2	2		2			2		
14	2	2		2			2		
15	2	2		2			2		
16	2	2		2			2		
PRACTICAL	2	2		2			2		
17	2	2	2	2	2		2	2	2
18	2	2	2	2	2		2	2	2
19	2	2	2	2	2		2	2	2
20	2	2	2	2	2		2	2	2
PRACTICAL	2	2	2	2	2		2	2	2
21	2	2	2	2	2		2	2	2
22	2	2	2	2	2		2	2	2
23	2	2	2	2	2		2	2	2
24	2	2	2	2	2	2	2	2	2
PRACTICAL	2	2	2	2	2		2	2	2
	2	2	2	2	2	2	2	2	2

M.A. MCJ									
Course Title	a	b	C	D	e	f	g	H	I
I	3	3				3			
II	3	3				3			
III	2.2	2.2				2.2			
IV	2.2	2.2				2.2			
PRACTICAL	3	3				3	3		
VI	2	2				2			
VII	2.2	2.2				2.2			
VIII	2.2	2.2				2.2			
IX	3	3				3			
PRACTICAL	3	3				3	3		
XI	3	3		3	3			3	
XII	3	3		3	3			3	
XIII	1	1		1	1			1	
XIV	2	2		2	2			2	
XV	3	3		3	3			3	
PRACTICAL	2	2		2	2	2		2	
XVII		2	2			2			2
XVI		3	3						3
DISSERTATION		2	2			2		2	2
	2.49	2.46	2.33	2.33	2.33	2.45	3	2.29	2.33

## **ANNEXURE-C**

### **COURSE OUTCOMES**

#### **B.A. (M.C.J.)**

##### **Introduction to communication and journalism**

- Describe the concept and process of communication.
- Explain the potential and limitations of various communication process.
- Describe various types of media.

##### **Reporting**

- Analyze and explain types of news to develop skills for writing various types of news.
- Analysis and interpretation of news.
- Selecting, editing and presenting news with the graphic for the news.

##### **Media Language**

- Describe basic Marathi-Hindi-English grammar and sentence structure so that they are able to translate text from English to Marathi/hindi and the other way round in correct and effective manner.
- Demonstrate proper language of proper expression for effective communication

##### **Corporate communication**

- Explain the growing importance of communication in various functions of corporations
- Explain the basic concepts and their development in corporate communication
- Describe the place and relationship of corporate communication department within the hierarchy of a company/institution.

##### **Electronic Media**

- Identify electronic media terms and concepts.
- Demonstrate familiarity with historical development of electronic media industries and technologies.
- Explain the management structure and decision-making processes in electronic media outlets.
- Identify governmental policy in electronic media industries.
- Analyze how media outlets obtain and use ratings data.
- Explain significance and effects of electronic media.

### **Web Journalism**

- Analyze critically the changes that the internet has introduced to journalism
- Define the core concepts of web journalism
- Write web articles following professional standards for style, structure, linking and search optimization Build on information-gathering with advanced web tools .

### **Media Writing Skills**

- Understand and be able to apply the principles of news language and news story structure
- Understand news values and concepts of newsworthiness and be able to apply these
- Develop an understanding of writing and news story structure that is sufficient to write for news media
- Apply news writing and news story structure concepts and skills to writing for print, broadcast and online news media
- Be aware of some common sources of news and how these can be incorporated in news writing
- Be able to use quotes and 'grabs' effectively in writing news stories
- Understand key differences between hard news, soft news and long-form journalism
- Be aware of influences on news writing such as audience

### **Advertising and Public Relations**

- Communicate effectively using a variety of media technologies (printed matter, graphic and visual images, video and computer software),
- Edit and work constructively with feedback.
- Efficiently plan, organise and execute research projects, anticipating and resolving problems encountered in meeting goals
- Estimate and organise use of time in meeting specific briefs and other tasks.
- Work effectively with the key tools and technologies of advertising and public relations

### **Sports and culture Journalism**

- Place sports and culture journalism in a historical and genre context
- Demonstrate and execute in a balanced and critical manner regarding one's own professional methods and work.
- Demonstrate language presentation skills

### **Film and entertainment Journalism**

- The Students can be a part of marketing the most awaited films of the year through the marketing and communication skills, which they have acquired from the course.
- They can productively contribute to creating content for General Entertainment as well as niche channels as they will be well adept with the viewing patterns and behavior of the Indian Audience
- The Students will also be able to construct an entire media plan for any of the brands in any industry by their vivid understanding of the workings of the media industry.
- The number of opportunities, which the course opens up for the students are a plenty and the student can make the best of each of them depending on their forte and skill sets.

### **Photo Journalism**

- Explain the concepts and apply theories in the use and presentation of images and information
- Think critically, creatively and independently
- Write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve.
- Apply current tools and technologies appropriate for the communications professions in which they work, and to understand the digital world
- Demonstrate an understanding of gender, race, ethnicity, sexual orientation and, as appropriate, other forms of diversity in the United States in relation to mass communications.

### **Art of Editing**

- Review the working of Editorial department
- Application of editing symbols in news reports
- Describe the role and functions of Editor
- Explore the on-line editing techniques
- Demonstrate the art of Headline writing

## **History of Media**

- Describe the growth and development of various forms of media
- Evaluate the basic features of different medium of communication
- Interpret the role of media in development
- Analyse the contemporary media issues and scenario
- Interpret the basic functions and challenges of regulatory bodies

## **Development of Media/communication**

- Explain the development and use of new media.
- Describe the basic features and functionality of internet.
- Examine the concepts like convergence of media, digital divide, virtual reality etc.
- Practice of using social media accounts and application of privacy & security tools.
- Analyse the role of Web media as alternative news media.
- Describe the Cyber laws in India and application of the laws

## **Features and article writing**

- Explain the fundamental principles of effective communication skills and presentation skills.
- Develop critical and creative thinking abilities for communicative competence
- Display enhanced competence in oral and written communication
- Improve ideas with precision and coherence in writing
- Demonstrate/execute the importance of communication skills like listening, speaking, reading and writing with advancement of competitive world.

## **Media writing skills**

- Demonstrate linguistic competence through accuracy in grammar, pronunciation and vocabulary;
- Demonstrate competence to use both spoken and written language and use in a wide range of communication strategies;



- Analyze, film clips, advertisements, newspaper articles, editorials, magazines, popular literary texts (poetry and prose) and other day-to-day familiar texts, thus generating interest of the students, leading to greater motivation and a better learning output;
- Analyze native and non-native varieties of English, accents, spellings, usage, cross-cultural variations;
- Implement communication reading Comprehension (skimming, scanning, and learning difficult words and phrases) and various reading strategies.

### **Media Laws and Ethics**

- Describe the basic characteristics, preamble and other features of India Constitution.
- Explain the concept and scope of media freedom.
- Describe media laws in India.
- Analyse the practice of media ethics in Indian media context.
- List and review various cases related to Media laws and ethics in India courts

### **Design and Graphics**

- Describe basic elements and principles of design and its usage in page design
- Implement the basic elements and principles of design in newspaper layout and design
- Differentiate design and composition style
- Identify different printing methods and publishing techniques
- Designing and production of brochure, posters, magazines etc

## M.A. (MCJ)

### PRINCIPLES OF MASS COMMUNICATION

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- Articulate the roles of communicators in their various professions.
- Describe Mass Communication Processes, Effective Communication And Professional Expectations
- Students should be acquainted with professional expectations such as meeting expectations.
- Describe the role of Media in Society
- Describe the history and role of professionals and institutions, whose media messages impact society.
- Critically think and reflect about complex issues related to media and society.

#### Basics of Media Management

- Recognize various forms of economies, their features and implications.
- Recall basic economic concepts and principles.
- Describe the economic structure and systems of India.
- Demonstrate financial and economic news reporting.
- Interpret financial and economic news articles.

#### Basics of Radio/Television

- Explain the evolution and growth of electronic media.
- Analyze the characteristics of Radio and Television
- Identify the types of radio programs and production techniques
- Describe the importance of scripts in radio and TV programs
- Identify the basic properties of TV production
- Describe principles and techniques of editing
- Production of radio/TV news, features, magazines program etc.

#### Basics of Communication Research

- Analyze and describe media research
  - Demonstrate the ability to conduct research independently
  - Analyse terms and tools used to conduct research
  - Interpret models of research to conduct research projects independently
  - Execute quantitative and qualitative methods
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## **Media Management**

- Explain the principles of management.
- Describe the characteristics of media companies.
- Interpret major issues and implications of media economics.
- Analyse Marketing Mix and Product Life Cycle
- Design competitive strategy.

## **Basics of Advertising**

- Describe the theoretical and practical perspectives of advertising and public relations.
- Identify the role, structure and work process of ad agencies
- Analyse the impact of advertising on common man
- Examine the role of Advertising Statutory Bodies in India and code of ethics for advertising
- Evaluate and interpret the theories employed in field of PR.
- Investigate the entire PR process and its practical implications

## **Principles and theories of Mass communication**

- Distinguish the assumptions, methods, and objectives of social scientific, humanistic, and critical theories
- Evaluate communication theories on the basis of scientific and interpretive criteria
- Describe the broad range of questions that communication theories strive to answer.
- Apply theories in interpersonal, group, organizational, and mass mediated contexts.

## **Print Journalism**

- Outline the evolution and development of print media.
- Examine how blogs are impacting traditional print media outlets.
- Explain the different print journalism styles.
- Describe the factors associated with the decline in print news readership.

## **Basics of Media Writing**

- Apply the principles of news language and news story structure
- Describe news values and concepts of newsworthiness and be able to apply these
- Analyze and write news story structure that is sufficient to write for news media
- Apply news writing and news story structure concepts and skills to writing for print, broadcast and online news media
- Analyze and explain the common sources of news and how these can be incorporated in news writing
- Use quotes and 'grabs' effectively in writing news stories
- Describe key differences between hard news, soft news and long-form journalism

### **Basics of Reporting and Feature Writing**

- Demonstrate the skills required to conceive of, research, write, edit and critically analyse their own high quality news reports.
- Demonstrate the skills required to conceive of, research, write, edit and critically analyse their own high quality feature articles.
- Explain the process of successful journalistic interviewing.
- Critically analyse online journalistic content and online media trends, displaying an understanding of the opportunities for the practical application of theoretical analysis.

### **Basics of Public relations and Corporate communication**

- Explain the history, theory, and models of corporate public relations
- Explain the role of the public relations professional in the corporate environment
- Describe the strategies, tactics, and techniques of public relations programs
- Develop an understanding of the various writing tasks for specific audiences and purposes
- Develop a basic communications plan

### **Social Media**

- Describe social media.
- Express the various channels through which it operates, and its role in marketing strategy
- Use principles of consumer and social psychology to develop social media content and campaigns that engage consumers
- Draw on knowledge about word-of-mouth marketing to develop effective approaches for propagating ideas, messages, products, and behaviors across social networks
- Measure the impact of a social media campaign in terms of a specific marketing Objectives.

### **Sustainable Development Communication**

- Explain the role of information, communication and the media in development and social change.
- Describe the dimensions of development and the development policy frameworks
- Explain key issues in sustainable development as a basis for engaging in effective development communication

### **Governance, politics and media**

- Explain journalists and the media industry relation with politics
- Analyze the political actors' attempt to use the media
- Explain a position on media's power in politics and public opinion formation
- Describe media's role in democracy and democratic processes such as elections

- Explain the workings of media institutions and actors, media production process and media governance and regulatory structures
- Explain the different media systems operating at the national and international level
- Explain media convergence multimedia use and the interaction between traditional and new media
- Describe media analysis media criticism from national and international perspectives

### **Environmental communication**

- Identify ways in which public discourse socially construct relationships between nature and humans
- Demonstrate an understanding of critical and cultural approaches to environmental communication
- Identify and implement communication skills relevant to disseminating environmental information in organizational, political, and international contexts
- Identify key issues in environmental conflicts, risk communication, and democratic participation in policy-making
- Demonstrate an ability to critically evaluate environmental advocacy, deliberation, and public relations

### **Gender and Journalism**

- Analyze and communicate gender-related professional issues as well as questions when it comes to integrating gender in media research ethics
- Demonstrate profound competence through independent research work on gender, journalism and social media
- Demonstrate journalistic skills and insight through in-depth theoretical knowledge as well as practical analytic work within the research area of media and gender

### **Intercultural communications**

- Explain the impact of intercultural communication impacts on interaction with others.
- Analyze and explain the cultural self-awareness, other culture awareness, and the influence our message choice has on others from a biblical perspective.
- Describe how communication processes differ among cultures.
- Identify challenges that may arise from differences within intercultural interactions and ways to creatively address them.
- Apply the knowledge, skills and attitudes that will increase intercultural competence while retaining Christian values and beliefs.

### **Rural Journalism**

- Describe the basic issue of rural India to orient them for the real socio economic issue of rural development.
- Explain the concept and function of rural communication.
- Analyze rural problems that plaguing the society.
- Publicize developmental work,
- Write best case scenario on rural domain.