



M.E.S MAMPAD COLLEGE (AUTONOMOUS)

MAMPAD COLLEGE P.O, MALAPPURAM, KERALA, INDIA, 676542

Affiliated to University of Calicut

Accredited by NAAC with A grade

Syllabus Year	2019-2020
Department	MASS COMMUNICATION AND JOURNALISM
Programme	B.A MASS COMMUNICATION AND JOURNALISM

Programme outcome.

Sl.No	Programme Outcome
PO1	To make the students acquaint with the basic concepts of communication
PO2	Enable students to familiarize with various areas of journalism and journalistic practices
PO3	This course builds a theoretical framework for students and enable them to understand the different perspectives of media from different contexts

Programme specific outcome

Sl.No	Programme Specific Outcome.
PSO1	To help the students to understand the foundation on which the Indian journalism stands
PSO2	To make students aware of the importance of error free copy and principles of news editing
PSO3	To help students to understand the pagination techniques that are applied for different pages
PSO4	To make the students enable to understand the fundamentals of TV production and help them to produce television programs
PSO5	The course aims at imparting the use of photography for journalistic purposes both in print and electronic media
PSO6	To give the students exposure to the fundamentals of media laws
PSO7	To furnish the students with fundamentals of Public Relations and Corporate Communication
PSO8	To enable students to critically analyze advertisements and also to give them an introduction to the world of advertising
PSO9	The course exposes the students to a brief theoretical background in order to facilitate film appreciation. The students are also introduced to the techniques and stages of short film making.

Course Outcome

Semester	Course Code	Course Name	Course out come
I	JOU1B01	Fundamentals of Mass Communication	Acquaint with the basic concepts of communication
			Understand the functions and dysfunctions of mass media.
			Familiarize with the various forms of media.
			Recognize basic communication models.
			Know the status of mass media in India.
II	JOU2B02	History of Journalism and Broadcasting	Understand the foundation on which the Indian Journalism stands.
			Understand the transition of press in India
			Trace the growth of media in India and also in Kerala.
			Familiarize with the prominent personalities who contributed into the development of Indian Journalism.
III	JOU3B03	Reporting for Newspapers	Exposed to the concept of news, types and news values.
			Acquaint with various fields of specialized reporting
			Write news report
			Know various sources of reporting
III	JOU3B04	Editing for Newspapers	Understand the importance of error free copy and principles of editing.
			Practical knowledge in editing news stories.
			Familiarize students with the roles and rules of editorial staff
IV	JOU4B05	Design and Pagination	Understand the pagination techniques that are applied for different pages .
			To make the students capable to design media content.
			To make the students familiarize with various pagination formats.
IV	JOU4B06	Radio Production	To help the students to explore the art of radio production
			To make students familiarize with the aesthetics of sound and its application in various radio programme formats.
			To impart training in producing various radio and television programs
V	JOU5B07	Introduction to Mass Communication Theories.	Enable students to understand the different perspectives of media from different contexts.
			To help students acquire academic knowledge in communication studies.
			To acquaint with various mass communication theories.

V	JOU5B08	Introduction to Television Production	understand the fundamentals of TV production To impart training in producing various television programs. To familiarize with various television formats.
V	JOUB09	Corporate Communication	Furnish students with fundamentals of PR and Corporate Communication. Understand the role and scope of PR and Corporate Communication Know the evolution of Corporate Communication and its role in marketing communication
V	JOU5B10	Advertising	Enable students to critically analyze advertisements. Get a clear idea about various types of advertisements Understand the production of advertisements for various media.
V	JOU5B11	Photo Journalism	Basic understanding of photography Know the use of photography for journalistic purpose both in print and electronic media. Get more ideas on the concepts of photo journalism.
VI	JOU6B12	Media Law and Ethics	Understand the fundamentals of media laws. Get an overview of the Indian legal system. Know the laws related to media.
VI	JOU6B13	Online Journalism	Idea on Internet and online journalism Know the process and method of online reporting Recognize internet related concepts.
VI	JOUB14	Introduction to Cinema	Critically engage with the theories of cinema. Discuss different film movements Thorough knowledge on evolution of cinema.
VI	JOU6B15	Economic and Business Reporting	Outlook of business journalism Idea to prepare a business report Understand the features of economy
VI	JOU3B16	Project	Instill Research aptitude in students Develop spirit of enquiry and research skills Introduces research methodology