M.A.Mass Communication – I,II,III & IV Semesters

Code	Course Name	Course Outcomes
M.A.Mass Communication – I Semester		
PMCT 11	**Introduction to Communication Theories**	**CO1:**Introduce students to the basics of journalism. **CO2:**inculcate the knowledge of elements of journalism **CO3:**acquaint them with important aspects of the process of Journalism **CO4:**develop the knowledge of skills of journalism **CO5:**enhance understanding of the technical terms and jargons of Journalism
PMCT 12	**Development Communication**	**CO1:** impart basic concepts meaning and models of development **CO2:**. Make students aware about problems and issues of the development. **CO3:**Inculcate knowledge of development communication and relations with media and society. **CO4:**Know the functioning of media in development coverage. **CO5:**. Understanding the rural India and its problems.
PMCT 13	**Principles of Journalism**	**CO1:**To introduce students to the basics of journalism. **CO2:** To inculcate the knowledge of elements of journalism. **CO3:** To acquaint them with important aspects of the process of Journalism. **CO4:**To develop the knowledge of skills of journalism. **CO5:** To enhance understanding of the technical terms and jargons of Journalism
PMCT 14	**Television production**	**CO1 :**Understand Television journalism while practicing in the studios how to handle and use various television

	(Record)	gadgets.
		CO2 :Students will understand new trends in television journalism.
		CO3 :To introduce student's techniques and skills for presentation, anchoring for television programme production.
		CO4 : Students will know the procedure and techniques of different programme formats of television news and news based programme such as Field Report, Special Report, Election Report, Ground Report and walk and talk programme.
		CO5 : Students will acquire skills and learn to use different software for editing television Programme

Code	Course Name	Course Outcomes
M.A.Mass Communication – II Semester		
PMCT 21	**Advertising and Public** **Relations/Corporate Communication**	**CO1:** Impart basic concepts of advertising and its development. **CO2:** Aware importance of advertising in media. . **CO3:**Encourage graduates for self-employability. **CO4:**Inculcate knowledge of economy of media. **CO5:**Knowledge of the functioning of advertising agencies
PMCT22	**Communication** **Research**	**CO1:**To impart the definitions and basic concepts of research, communication research, media research, social research and difference between communication research, media research and social research. **CO2:** To understand the need, role, importance functions and ethics of research. **CO3:** To know the elements of research. .

Code	Course Name	Course Outcomes
		CO4: To learn the types of research.
		CO5: To impart the knowledge of basics of statistics and media metrics
PMCT23	Media Laws and Ethics	**CO1:**To provide understanding of knowledge of the Indian constitution.
		CO2: To familiarize students with the fundamental rights and duties.
		CO3: Students will know Press laws and understand the importance of media related laws.
		CO4: Students will know the Codes of ethics of newspapers, television and Press Council of India.
		CO5:. To understand the correlation between Indian constitution, democracy and media
PMCT 24	Script writing (Record)	**CO1:**To understand basics of Script writing.
		CO2: To understand the theory, methods, and practice of gathering information and writing script.
		CO3: To understand different writing techniques.
		CO4: To develop the knowledge of character writing.
		CO5: To inculcate the knowledge of audience and backgrounder

Code	Course Name	Course Outcomes
M.A.Mass Communication – III Semester		
PMCT 31	Print Media (Reporting and Editing)	**CO1:**To understand the basics of reporting
		CO2: To familiarize the students with different types of reporting.
		CO3: To create understanding of specialized reporting.
		CO4: To develop the general understanding of art culture and sports reporting.

		CO5: To inculcate the knowledge of crime reporting.
PMCT32	Media Management	CO1: To provide an understanding of the media landscape.
		CO2: To gain proficiency in specific uses of various types of media platforms
		CO3: To provide understanding of etiquette of various media
		CO4: To understand how to create own presence on media professionally.
		CO5: To understand basic strategies of brand Management on media
PMCT33	Radio Journalism (Record)	CO1: Understand radio journalism while practicing in the studios how to handle and use various radio instrument and the mixers.
		CO2: Engage students in new trends in radio journalism
		CO3: To introduce students to the presentation, interviewing skills for new online radio.
		CO4: Visit radio commercial radio studios
		CO5: To acquaint students with the real world of radio production and transmission
PMCT34	Advertising and Public relations/Corporate Communication II	CO1: Knowledge of the functioning of advertising agencies, Impart basic concepts of advertising and its development.
		CO2: To know the difference between public relations and corporate communications, public relations and advertising, public relations and propaganda, public relations and publicity ,propaganda and publicity.
		CO3: To understand the basic tools of public relations.
		CO4: To impart the fundamentals of public relations writings.
		CO5: To learn the ethics and laws of public relations

Code	Course Name	Course Outcomes
M.A.Mass Communication – IV Semester		
PMCT41	**Online Journalism**	**CO1:**To provide an understanding of the social media landscape. **CO2:** To gain proficiency in specific uses of various types of social media platforms **CO3:** To provide understanding of etiquette of various social media **CO4:** To understand how to create own presence on social media professionally. **CO5:**To understand basic strategies of brand Management on social media
PMCT42	**Inter-cultural Communication**	**CO1:**To impart basic knowledge of environmental studies. **CO2:**To develop an attitude of concern for the environment. **CO3:**To acquire skills to help people identifying and creating solutions for the environment related problems. **CO4:**To understand the significance of sustainable development. **CO5:**To provide understanding how media professionals can contribute in creating awareness about environmental issues