



SAFA | COLLEGE OF
ARTS AND SCIENCE

Affiliated to University of Calicut | ISO 9001-2015 Certified

PROGRAMME OUTCOMES
PROGRAMME SPECIFIC OUTCOMES
COURSE OUTCOMES

JOURNALISM AND MASS COMMUNICATION



NO	PROGRAM OUTCOME
PO 01	Review the different aspects of communication critically
PO 02	Develop a perspective of the different working atmosphere related to communication and journalism
PO 03	Plan advertising and public relations activities with critical approach
PO 04	Critically appreciate the world of cinema
PO 05	Demonstrate how communication can contribute towards the development of the nation
PO 06	Appreciate the benefits of research in all the aspects of human communication
PO 07	Inculcate an interest towards conducting research Finally by studying the Programme, a student will become an individual with critical thinking who understands that communication has prime role in every phase of human life.

Above mentioned programme outcomes are more specifically split in to the Programme Specific Outcomes.

NO	PROGRAM SPECIAL OUTCOME
PSO01	Attain an understanding of the different streams of communication
PSO02	Acquire the skills to write news and features for different media including new media
PSO03	Master the ability to plan, develop and execute advertising ideas and copies
PSO04	Gain a good understanding of the scope of public relations as well as corporate communication
PSO05	Critically differentiate between publicity, advertising and public relations
PSO06	Acquire a better understanding of cinema with a focus on Indian and Malayalam cinema
PSO07	Develop a research aptitude for a deeper understanding of mass communication.

SEMESTER I

SL. NO.	NAME OF COURSE	COURSE OUTCOME	
1	JOU1B01 Fundamentals of Mass Communication	CO 01	Illustrate the basic concepts and the evolution of mass communication.
		CO 02	Appraise and critique various branches of mass communication.
		CO 03	Negotiate the working world of media to appraise and develop a critical perspective.

SEMESTER II

SL. NO.	NAME OF COURSE	COURSE OUTCOME	
1	JOU2B02 Media history	CO 01	Inspect the history of media and role of professionals in Journalism.
		CO 02	Analyse and trace the development of print and electronic media.

SEMESTER III

SL. NO.	NAME OF COURSE	COURSE OUTCOME	
1	JOU3B03 Reporting for the Print	CO 02	Speak and write knowledgeably about issues in journalism and how they interact with the society.
		CO 03	Prepare news reports
2	JOU3B03 Reporting for the Print	CO 01	Identify and appreciate depth, balance, transparency, and accountability in news writing
		CO 02	Speak and write knowledgeably about issues in journalism and how they interact with the society.
		CO 03	Prepare news reports

SEMESTER IV

SL. NO.	NAME OF COURSE	COURSE OUTCOME	
1	JOU4B05 Design and Pagination	CO 01	Develop practical experience with the differing requirements for a layout artist.
		CO 02	Collaborate with team of editors and designers to create a quality publication with distinct aesthetics.
2	JOU4B06 Radio Production	CO1	Describe radio as a medium of mass communication in the society
		CO2	Plan of radio scripts, edit plans and running sheets
		CO3	Acquire hands-on training in preparing different genre of programs for radio production in media lab.

SEMESTER V

SL. NO.	NAME OF COURSE	COURSE OUTCOME	
1	JOU5B07 Mass communication theories	CO 01	Grasp the complex relationship between communication/media theories and a diverse set of individual, social, and professional practices.
		CO 02	Critically analyse and articulate the basic tenets of mass communication theories
2	JOU5B08 TV Production	CO1	Demonstrate the significant knowledge about the various types of video formats and television production methods
		CO2	Acquire an in-depth knowledge about the techniques to handle and manage the problems in each phase of production.
		CO3	Develop the capability of making TV News bulletins, documentaries and other programs
3	JOU5B09 Public relation & Corporate communication	CO1	Distinguish the functions of and skills required for corporate communication and public relations.
		CO2	Acquire understanding of the relationship between PR professions and Internal & External Publics.
		CO3	Develop proficiency in PR Law & Ethics and Professional tools of PR.
4	JOU5B10 Advertising	CO1	Demonstrate an understanding of the overall role advertising plays in the business world.
		CO2	Explain the technicalities involved in designing an Ad and implement the strategies to publicize a product, brand or a company.
		CO3	Describe the structure and functions of Ad agencies and get acquainted with sales promotions, advertising campaigns and market research
		CO4	Prepare ad copy
5	JOU5B11 Photojournalism	CO1	Assess and select the kind of photographs used to communicate with different media including Newspapers, magazines, books, journals etc.
		CO2	Understand importance of photographs in print media and the scope in the field of photo journalism.

		CO3	Use photography equipments and perform photo editing
6	JOU5B01 Newspaper journalism	CO1	Demonstrate knowledge in reporting and editing and its principles
		CO2	Analyze the moral dimensions of media ethics problems in various dilemmas faced by media

SEMESTER VI

SL. NO.	NAME OF COURSE	COURSE OUTCOME	
1	JOU6B12 Media law and ethics	CO1	Get acquainted with the brief history of Press Law in India.
		CO2	Employ an understanding of key ethical and legal issues facing journalists and practitioners in advertising, public relations and entertainment media
		CO3	Analyze the moral dimensions of media ethics problems in various dilemmas faced by media
		CO4	Explain the ethical concepts, legal implications, considerations and practices that guide the mass media professions
2	JOU6B13 Online journalism	CO1	Critically appraise the online media landscape and the potential of new technologies and audiences.
		CO2	Recognize and set up appropriate online journalism strategies to engage readers across a range of online media
		CO3	Apply Digital skills for news gathering and dissemination purposes
3	JOU6B14 Introduction to cinema	CO1	Critically interpret films and clearly express those interpretations
		CO2	Conduct film research and demonstrate a broad knowledge of film history, International cinemas and film production.
		CO3	Demonstrate knowledge of the historical development and cultural impact of film as an art form
4	JOU6B16 Magazine journalism	CO1	Demonstrate knowledge in current status of Magazine Journalism
		CO2	Write for Magazines.
		CO2	To acquire the essential mathematical and statistical foundations of machine learning
		CO2	To Understand the various testing types
		CO3	To Understand test planning and reporting