

## M.A. JOURNALISM

### COURSE OUTCOMES (COs)

On completion of the course students will be able to

COURSE COMPONENT	COURSE	COURSE OUTCOME
<b>CORE THEORY: I</b>	<b>PRINCIPLES OF COMMUNICATION</b>	<b>CO 1:</b> Students will be able to acquaint the knowledge of various types of communication. Page 2 <b>CO 2:</b> Students will be able to strengthen the knowledge of basic elements and process of communication <b>CO 3:</b> Students will be able to inculcate the knowledge of communications model <b>CO 4:</b> Students will be able to acquaint with the theories of communication <b>CO 5:</b> Students will be able to inculcate the knowledge of media theories.
<b>CORE THEORY: II</b>	<b>PRINT JOURNALISM (REPORTING AND EDITING)</b>	<b>CO 1:</b> Students will be able to familiarize the knowledge of News, News values, News elements <b>CO 2:</b> Students will be able to identify the various types of News reporting and News gathering <b>CO 3:</b> Students will be able to know the structure of Newspaper organization <b>CO 4:</b> Students will be able to develop the writing skills on features, column, reviews. <b>CO 5:</b> Students will be able to know the process of editing
<b>CORE PRACTICAL: I</b>	<b>REPORTING</b>	<b>CO 1:</b> Students will be able to find the place for themselves in mainstream Journalism <b>CO 2:</b> Students will have a thorough understanding of jargons in print journalism <b>CO 3:</b> Students can work as a journalist at the four fronts of the industry

		<p><b>CO 4:</b> Students will students be able to write the different styles of newswriting, concepts in newspaper reporting.</p> <p><b>CO 5:</b> Students will be able to practice their own scholarly work for the social development.</p>
<b>CORE PRACTICAL: II</b>	<b>EDITING</b>	<p><b>CO1:</b> Students will be in the position to understand the different sections and work distribution system with in the newspaper organization</p> <p><b>CO2:</b> Students can apply the editing skills to handle the news room responsibilities from rewriting the reports copy to cross checking facts.</p> <p><b>CO3:</b> The student will be able to do editing, different types of copy rewriting, proof reading, giving headlines, writing captions to photographs</p> <p><b>CO4:</b> Students will be able to do dummy layout, newspaper designing using latest software's</p> <p><b>CO5:</b> Students can demonstrate knowledge of production process from editing the news to publishing the paper</p>
<b>ELECTIVE THEORY: I</b>	<b>TAMIL SOCIETY HISTORY AND POLITICS</b>	<p><b>CO1:</b>Students will able to understand the definition of societal values.</p> <p><b>CO2:</b>Students will be able to know the relationship between History and current developments.</p> <p><b>CO3:</b>Students will be able to analyze the Challenges for Tamil tradition with various invaders.</p> <p><b>CO4:</b>Student will able to analyze the developments over technology and Tamil literature.</p> <p><b>CO5:</b>Students will able to understand the impact of various media houses over Tamil politics.</p> <p><b>CO6:</b> Students will able to understand the developments in literature, folk arts, and film in connection with Tamil society</p>

<b>CORE THEORY III</b>	<b>DEVELOPMENT COMMUNICATION</b>	<p><b>CO1:</b> Able to familiarize the concept, process and models of development</p> <p><b>CO2 :</b> Able to develop the knowledge of Development Communication</p> <p><b>CO3:</b> Ability to identify the barriers of the Development Communication</p> <p><b>CO4:</b>Able to understand the role of mass media in National development movement</p> <p><b>CO5:</b> Ability to develop the writing skills on development support communication messages</p>
<b>CORE THEORY IV</b>	<b>PHOTO JOURNALISM</b>	<p><b>CO1:</b> Able to understand the basic concepts and importance of photography for Journalism</p> <p><b>CO2:</b> Ability to tell news stories through visual frames</p> <p><b>CO3:</b> Ability to smell creative Photo Journalistic skills to research stories, spot news, human interest stories, single picture story, photo essays</p> <p><b>CO4:</b> Able to handle operate professional cameras</p> <p><b>CO5:</b> Able to be as a Freelance Photo Journalist or as an entrepreneur</p>
<b>CORE THEORY V</b>	<b>COMMUNITY JOURNALISM</b>	<p><b>CO1:</b> Able to gain knowledge on Community Journalism and understand the importance of Community issues</p> <p><b>CO2:</b> Ability to understand the role and relationship[ between a Community Journalist and Community by identifying local issues on round level and to develop the local communities solve</p> <p><b>CO3:</b> knowledge on various Community media</p> <p><b>CO4 :</b> Ability to write and produce news content on different community issues using different reporting techniques need for the community</p> <p><b>CO5:</b> Able to gain listening and observational skills</p>

<b>ELECTIVE PRACTICAL I</b>	<b>COMMUNITY OUTREACH PROGRAMME</b>	<p><b>CO1:</b> Ability to understand the Community, their work and the contemporary social issues</p> <p><b>CO2:</b> Able to gain skills in mobilizing community participants and field survey</p> <p><b>CO3:</b> Able to develop a communication strategy to address the social issues</p> <p><b>CO4:</b> Ability to conduct a Outreach development program using communication as a tool</p> <p><b>CO5:</b> Be a social responsible citizen</p>
<b>CORE THEORY VI</b>	<b>FILM STUDIES</b>	<p><b>CO 1:</b> Able to understand the symbolic relationship between Film Media and PR</p> <p><b>CO 2:</b> Ability to understand the history of Film Industry with reference to India Cinema/ Tamil film</p> <p><b>CO 3:</b> Able to understand the concepts, role and objectives of strategies with reference to world Cinema.</p> <p><b>CO 4:</b> Able to learn the concept, role, function, tools and strategies of veteran Film makers of Tamil FilmIndustry.</p> <p><b>CO 5 :</b> Able to learn the carrier opportunities in film industry as Film PRO and to get trained to become Film Critics, Film Journalist, Film Historians, etc.,</p>
<b>CORE THEORY VII</b>	<b>TELEVISION JOURNALISM</b>	<p><b>CO 1:</b> Able to understand the working pattern of Broadcast media</p> <p><b>CO 2:</b> Be familiarize the students with the basic techniques of Television Broadcasting</p> <p><b>CO 3:</b> Able to understand content creation formats of Electronic media</p> <p><b>CO 4:</b> Able to familiarize with the basic Technical aspects of Television Broadcasting media</p> <p><b>CO 5:</b> Able to become as a Mobile Journalist</p>
<b>CORE THEORY VIII</b>	<b>COMMUNICATION</b>	<p><b>CO 1:</b> Able to understand the</p>

	<b>RESEARCH</b>	<p>concept, need, importance, ethics of research related to communication, media, social science</p> <p><b>CO 2:</b> Able to identify appropriate methodology for conducting communication/ research</p> <p><b>CO 3:</b> Able to analyze the data from Qualitative and Quantitative perspective</p> <p><b>CO 4:</b> Able to apply statistic and media metrics</p> <p><b>CO 5:</b> Able to do Research n mass media for social development</p>
<b>CORE PRACTICAL IV</b>	<b>TELEVISION NEWS PRODUCTION</b>	<p><b>CO 1:</b> Ability to write script for TV news stories and for beat reporting (on spot)</p> <p><b>CO 2:</b> Ability to coverage news events using professional cameras</p> <p><b>CO 3:</b> Able to anchor, present and to produce television news bulletin</p> <p><b>CO 4:</b> Ability to produce Television Interviews, News documentaries and features</p> <p><b>CO 5:</b> Able to do editing and post production work using software's</p>
<b>ELECTIVE THEORY II</b>	<b>ADVERTISING, PR AND MEDIA MANAGEMENT</b>	<p><b>CO 1:</b> Able to understand the symbolic relationship between Media and PR/Advertising</p> <p><b>CO 2:</b> Ability to understand the concept, role and objectives of Advertising, strategies with reference to India</p> <p><b>CO 3:</b> Able to understand the functioning of Advertising Agencies and PR agencies</p> <p><b>CO 4:</b> Able to understand the difference between PR, Advertising and Marketing</p> <p><b>CO 5:</b> Able to learn the ethics and code of conduct of Advertising and Public Relation</p>
<b>ELECTIVE PRACTICAL II</b>	<b>DIGITAL JOURNALISM</b>	<p><b>CO 1:</b> Able to gain knowledge and skills required for digital medium</p> <p><b>CO 2:</b> Ability to gain knowledge in the field of web, online and digital journalism</p>

		<p><b>CO 3:</b> Able to inculcate the knowledge with media elements and to tell the stories online</p> <p><b>CO 4:</b> Able to enable the technical skills and to equip to operate the software used for digital</p> <p><b>CO 5:</b> Ability to develop entrepreneurship skills by commencing digital channels</p>
<b>CORE THEORY IX</b>	<b>MEDIA LAWS AND ETHICS</b>	<p><b>CO 1:</b> Ability to understand our Indian Constitution</p> <p><b>CO 2:</b> Aware of legal aspects of the media and its value</p> <p><b>CO 3:</b> Have an overview of recent changes and future challenges of media regulation</p> <p><b>CO 4:</b> Ability to understand media ethics</p> <p><b>CO 5:</b> Able to know how media laws and ethics empower media practitioner to perform their duties with commitment</p>
<b>CORE THEORY X</b>	<b>RADIO JOURNALISM</b>	<p><b>CO 1:</b> To understand the development of Radio Journalism in India</p> <p><b>CO 2:</b> To understand the working patterns of Radio</p> <p><b>CO 3:</b> To understand the characteristics of Radio News and Programmes</p> <p><b>CO 4:</b> To familiarize with the basic Technical aspects of Radio Broadcasting</p> <p><b>CO 5:</b> To understand the latest trends in Radio Broadcasting</p>
<b>CORE PRACTICAL V</b>	<b>RADIO NEWS PRODUCTION</b>	<p><b>CO1:</b> Ability to write Radio News, Reporting and compilation of News bulletins</p> <p><b>CO2:</b> Ability to produce various Radio News bulletins and Radio Programmes</p> <p><b>CO3:</b> Able to write for various Radio formats</p> <p><b>CO4:</b> Ability to record, Edit the audio files and other technical skills for broadcasting</p>

		<b>CO5:</b> Able tp become as a Radio
<b>ELECTIVE THEORY III</b>	<b>HEALTH COMMUNICATION</b>	<b>CO1:</b> Ability to understand the concept of public health/public health programmes and policy <b>CO2:</b> Able to understand the concept health communication to theories, models <b>CO3:</b> Able to communicate health messages and conduct health communication campaigns to audience by selecting appropriate mediums <b>CO4:</b> Able to understand the importance of a Journalist in health reporting for National Development <b>CO5:</b> Able to take up career in public health Journalism