



ACHARYA INSTITUTE OF GRADUATE STUDIES
(NAAC Accredited 'A' & Affiliated to Bengaluru City University)
Soladevanahalli, Bangalore-560107
Department of Journalism and Mass Communication

NAME OF THE PROGRAM: Master of Arts in Mass Communication and Journalism

COURSE OUTCOMES (CO'S)

MA MCJ – I SEM

MCJ 1.1: Introduction to Communication

CO1 : Demonstrate the different modes of communication used in everyday life.

CO2 : Evaluate the Theories of Press, skills to draw inferences from the theories to compare with the present situation of press in India.

CO3: Draw inferences from the models of communication and analyse the best suitable model better communication in the digital world.

MCJ 1.2: Indian Socio- Eco-Political and Cultural System

CO 1: Analyse the origin of caste system, patriarchy, religion, ethnicity in Indian context

CO 2: Appraise political thoughts of Manu, Kautilya, Amartya Sen, and that of neo liberal era, colonial era along with the modern thoughts including the concept of federalism, trade unions, panchayat raj system and social reforms

CO 3: Summarise culture, history, economic thoughts, renaissance thoughts of India and that of Karnataka state along with contribution of Islam and Christianity.

MCJ 1.3: Media Laws and Ethics

CO 1: Effective application of freedom of speech and expression

CO 2: Interpret Laws related to media and their efficient utility

CO 3: Analyze ethical practices of media

MCJ 1.4: Translation Techniques

CO1: To Describe the modern principle of Translation

CO2: To translate copies from mother language to English and vice-versa

CO3: To evaluate a copy for lucid translation and transliteration

MCJ 1.5: News Reporting and Analysis

CO 1: Analyse news writing formats, techniques, in print, broadcast and digital platforms.

CO 2: Construct special news story report on agriculture, environment, elections, crime, and education by applying the news gathering and, interview techniques.

CO 3: Compile in-depth descriptive report on trending topics and develop an insightful OP-ED

MCJ 1.6: News Processing and Editing

CO 1: Develop editing skills which are essential for the media writing

CO 2: Create the page layout for newspaper and magazines

CO 3: Practice principles of news writing, editing and rewriting

CO 4: Analyze the editorials, opinion columns

MCJ 1.7: Basic Computer Application

CO1: Produce graphics, drawings, animations and sound bites for Television program.

CO2: Analyse the news content produced by different digital platforms

CO3: Create blogs and produce content for different domains.

MCJ 1.8: Photo Journalism

CO1- Demonstrate all the necessary understanding of Components of Digital camera and its usages

CO2- Illustrate various aspects of composition of camera angle like Rule of thirds, Golden Ration, Dynamic Symmetry etc

CO3- Cultivate various methods to photograph in accordance with current trends

Course: MA Mass Communication and Journalism

Semester: II

MCJ 2.1: Theories of Communication

CO 1: To identify the core assumptions of Mass Society theory, Magic Bullet theory, Limited effects theory.

CO 2: To critically evaluate the critical theories and its validity

CO 3: To discern the relevant media theory to explain the top five news channels of India

MCJ 2.2: Communication for Development

CO1 – To explain the world view of dominant, alternative and decentralized model of communication

CO2 – To evaluate the emerging models of communication in digital world

CO3 – To propose the appropriate model of communication for Indian scenario

MCJ 2.3: Communication for Research

CO1 – To Differentiate between the research methods in social sciences

CO2 – To prepare a research design suitable for media studies

CO3 – To understand and explore qualitative research method and content analysis

MCJ 2.4: Advertisement & Corporate Communication

CO1 – To evaluate the dynamics and challenges of Advertisement model in News media

CO2 – To Analyse the modern Political PR methods

CO3 – To describe the use of data driven analysis of political campaign and outcome

MCJ 2.5: Introduction to Digital Media Production

CO1 – Perform various basic editing skills in Video – Audio Engineering across Print, Electronic and New Media platforms

CO2- Asses the Modern Editing methods using any video editing tool for Television News and Video Production covering contemporary News at the end of 6 months

CO3 – Demonstrate knowledge of Radio broadcasting process of Scripting, Voice-over Narration and Sound Processing skills

MCJ 2.6: Introduction to Radio and TV Journalism

CO 1: Experiment on the challenges of producing news/programmes for ears and eyes

CO 2: To develop story ideas for broadcast media

CO 3: Adapt techniques of reporting and writing script for all major programs

MCJ 2.7: Lab Journal

CO1 – To Acquire Necessary Skills of Newsroom Operations of Print

CO2 – To Demonstrating Designing skills of newspaper, magazine including layout creation and Alignment acquired during the 6 month course

CO3 – To Sketch editorials, op-eds, features, reviews and lead stories for print.

MCJ 2.8: Media Entrepreneurship

CO1 – To examine the dynamics and challenges of media economics

CO2 – To critically evaluate the revenue model of Print, electronic news media

CO3 – To evaluate the long term challenges of generating revenue in new media

Course: MA Mass Communication and Journalism

Semester: III

MCJ 3.1: Writing and Reporting Techniques for Radio

CO 1: Experiment on the challenges of producing news/programmes for ears

CO 2: To develop story ideas for Radio

CO 3: Adapt techniques of reporting and writing script for all major programs

MCJ 3.2: Writing and Reporting Techniques for Television

CO1 –To produce well researched report on finance, disasters, health, science and technology for Television news.

CO2 –Adapt best abilities to demonstrate interviews for the Television and skills to create reporting Live.

CO3 –Competent to compile scripts Documentaries, news documentaries and biographies and distinguish between the formats.

MCJ 3.3: Fundamentals of Audio-Video light

CO 1: To demonstrate the principles and techniques of camera handling

CO 2: To describe the outdoor broadcasting methods

CO 3: To explain the methods of three-point lighting and audio-mixer.

MCJ 3.4:Data Journalism

CO 1: Illustrate with relevant case studies the importance of data driven approach in sustaining and broadening the democratic fabric in the context of big data analytics

CO 2: Find errors in the dominant narratives in the field of economics, society and polity by the applying data analytical skills

CO 3: Create a data driven news story in civic, agriculture, economy and political beats by using data visualization tools in spreadsheet

MCJ 3.5: Script Writing

- CO1** –To produce well researched documentary Script on finance, disasters, health, science and Technology for television news
- CO2** – To write a script for the news package for prime time bulletin
- CO3** – To compile scripts for Documentaries, news documentaries and Biographies and distinguish between the formats.

MCJ 3.6: Audio – Video Editing

- CO1** – Perform various basic editing skills in Video – Audio Engineering across Print, Electronic and New Media platforms
- CO2**- Asses the Modern Editing methods using any video editing tool for Television News and Video Production covering contemporary News at the end of 6 months
- CO3** – Demonstrate knowledge of Radio broadcasting process of Scripting, Voice-over Narration and Sound Processing skills

MCJ 3.7: Lab Journal (Audio and Visual Magazine)

- CO1** – Acquire Necessary Skills of Newsroom Operations of Print and Electronic and New Media News Production
- CO2** –Demonstrating Designing skills of E-Paper like Layout creation and Alignment acquired during the 6 month course
- CO3** –Producing Documentary Videos of Digital Animations covering Contemporary issues with techniques of 3D Character modelling and other creative character modes

MCJ 3.8: Media & Society

- CO 1: To delineate the media monopoly trends
- CO 2: To describe the state of Indian media as a watch dog of democracy
- CO 3: To critically analyse the significance of freedom of press, speech and expression in modern times