

MA-Mass Communication and Journalism (M90)

Program Outcomes (POs):

PO1: Analyze fundamental concepts of communication, journalism, and print media, and evaluate their applications across mass media platforms.

PO2: Apply professional skills to design and produce media content in print, audio-visual, and digital formats.

PO3: Conduct independent research to investigate societal issues and interpret findings using critical inquiry.

PO4: Integrate interdisciplinary knowledge to develop effective strategies in media and communication practices.

PO5: Create original scholarship and innovative contributions in emerging fields of media and media technology.

Course 1: Fundamentals of Mass Communication and Print Journalism (MCJ501)

Course Outcomes (COs):

CO1: Demonstrate advanced skills in language use and communication in media contexts.

CO2: Analyze the impact of technology on media language and communication practices.

CO3: Apply ethical and structural principles in producing various journalistic writing formats.

CO4: Use verbal and non-verbal communication effectively in professional and journalistic settings.

CO5: Critically evaluate the evolution and practices of print journalism in Indian and global contexts.

CO-PO Mapping Table:

CO-PO Mapping Grid	PO1	PO2	PO3	PO4	PO5
CO1	3	3	-	2	2
CO2	2	-	3	3	3
CO3	3	3	2	3	1
CO4	2	2	-	-	1
CO5	1	1	3	3	3

1: Low Match, 2: Moderate Match, 3: High Match

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Course 2: Journalism: Principles, Process and Practice and Audio and Video Journalism (MCJ502)

Course Outcomes (COs):

CO1: Analyze the principles, evolution, and functions of journalism across historical and contemporary contexts.

CO2: Apply skills to gather, produce, and present news across print, radio, and television platforms.

CO3: Evaluate newsroom dynamics and apply professional practices in convergent media environments.

CO4: Interpret and apply ethical norms, legal frameworks, and policy guidelines in journalistic work.

CO5: Critically assess challenges and opportunities of journalism within a convergent media landscape.

CO-PO Mapping Table:

CO-PO Mapping Grid	PO1	PO2	PO3	PO4	PO5
CO1	2	-	2	3	3
CO2	-	3	1	3	2
CO3	1	1	-	2	1
CO4	2	2	2	3	2
CO5	3	3	3	1	3

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Course 3: Understanding Society (I) and Digital Journalism (MCJ503)

Course Outcomes (COs):

CO1: Critically analyze the role of journalism in shaping and reflecting society through multidisciplinary perspectives.

CO2: Apply professional skills to produce journalistic content across traditional and digital platforms.

CO3: Interpret and evaluate emerging trends such as data journalism and mobile journalism.

CO4: Assess the economic, political, and social impacts of digital media technologies.

CO5: Evaluate the challenges and opportunities of digital journalism in a convergent communication landscape.

CO-PO Mapping Table:

CO-PO Mapping Grid	PO1	PO2	PO3	PO4	PO5
CO1	3	1	3	2	2
CO2	2	3	-	1	1
CO3	3	1	2	-	3
CO4	3	2	2	2	3
CO5	2	3	1	2	2

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Course 4: Media Technology and Research Methodology (MCJ504)

Course Outcomes (COs):

CO1: Create and manage media content using industry-standard tools and technologies.

CO2: Apply key media technologies effectively within digital journalism workflows.

CO3: Design media research projects using qualitative and quantitative methodologies.

CO4: Execute research with appropriate data collection, analysis, and interpretation techniques.

CO5: Produce structured academic reports with strong analytical, writing, and documentation skills.

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CO1	2	3	-	2	2
CO2	3	3	1	2	-
CO3	3	3	3	-	3
CO4	2	2	3	3	3
CO5	-	1	2	1	1

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Course 5: Understanding Society (II) and Communication Theory and Practice (MCJ604)

Course Outcomes (COs):

CO1: Analyze the interplay between media and socio-political structures in contemporary contexts.

CO2: Interpret contemporary issues using relevant communication frameworks.

CO3: Apply major Western and Indian communication theories to media practices and contexts.

CO4: Evaluate media's role in shaping political discourse and influencing public perception.

CO5: Create theoretically informed media content that reflects critical insights into developmental and political communication.

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CO-PO Mapping Grid	PO1	PO2	PO3	PO4	PO5
CO1	3	-	3	3	1
CO2	1	1	3	3	2
CO3	2	2	2	2	2
CO4	2	1	1	2	-
CO5	3	3	3	2	2

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Course 6: Advertising, Development Communication & Public Relations (MCJ605)

Course Outcomes (COs):

CO1: Demonstrate understanding of core concepts, types, and creative processes in advertising with attention to ethical and social implications.

CO2: Analyze development models and apply communication theories to address real-world development challenges.

CO3: Evaluate functions, tools, and practices of public relations in diverse organizational contexts.

CO4: Apply principles of media relations and crisis communication in professional settings.

CO5: Create effective and targeted communication campaigns by integrating advertising, development communication, and public relations across conventional and digital platforms.

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CO-PO Mapping Grid	PO1	PO2	PO3	PO4	PO5
CO1	3	1	3	-	1
CO2	2	-	3	1	2
CO3	1	1	2	2	1
CO4	-	2	1	3	3
CO5	-	3	-	3	3

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Course 7: Journalism: Types and Applications (MCJ606)

Course Outcomes (COs):

CO1: Identify and differentiate various forms of journalism including rural, agricultural, crime, cultural, and sports reporting.

CO2: Demonstrate awareness of rural society and evaluate media's role in development communication.

CO3: Apply ethical standards and professional practices while reporting crime and court-related stories.

CO4: Analyze cultural and sports narratives using appropriate journalistic formats and platforms.

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CO1	2	2	-	2	-
CO2	3	1	2	2	1
CO3	-	3	2	3	2
CO4	2	2	1	3	3

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Course 8: Internship OR Study Visits (MCJ607)

Course Outcomes (COs):

CO1: Apply theoretical knowledge to real-world media settings through hands-on internship experience or field-based study visits.

CO2: Develop a practical understanding of journalism, advertising, and communication industries.

CO3: Critically document and reflect on professional practices.

CO4: Engage meaningfully with media professionals, institutions, and socio-political stakeholders.

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CO3	1	2	3	3	3
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Course 9: Individual Project (MCJ608)

Course Outcomes (COs):

CO1: Conduct field-based exploration across diverse sectors such as media, governance, and development.

CO2: Engage in meaningful interactions with professionals and thought leaders.

CO3: Document experiential learning through structured reports and critical reflections.

CO4: Develop a deeper understanding of real-world practices and challenges in journalism, communication, and public life.

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CO2	1	2	2	2	2
CO3	-	3	2	1	3
CO4	3	3	2	3	3

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