



छत्रपति शाहू जी महाराज विश्वविद्यालय, कानपुर

CHHATRAPATI SHAHUJI MAHARAJ UNIVERSITY, KANPUR

(पूर्ववर्ती कानपुर विश्वविद्यालय कानपुर)

Formerly Kanpur University, Kanpur – 208024

A Documentary Support

For

Matric No. – 1.1.1

Programme Outcomes & Course Outcomes

Under the

Criteria - I


(Curriculum Design and Development)

Key Indicator - 1.1

In

Matric No. – 1.1.1

M.A. Journalism and Mass Communication


Co-ordinator
Internal Quality Assurance Cell
CSJM University, Kanpur


(Registrar)
C.S.J.M. University
Kanpur
REGISTRAR
C.S.J.M. UNIVERSITY
KANPUR

Institute of Journalism and Mass Communication
CSJM University, Kanpur

Master of Journalism and Mass Communication(MJMC)

Program Outcomes:

1. In the ever evolving dynamics of communication and society continue to acquire relevant knowledge and skills appropriate to professional activities.
2. Create awareness to become an enlightened citizen as well as a dynamic professional with commitment to deliver one's responsibilities strictly adhering to highest standard of ethics and professionalism.
3. To apply the objectivity and critical thinking for communicating to masses through a variety of mediums such as Short Films, Documentary Films, PTC for Television, Advertising and PR Campaign, Event Management, News Paper Production for Print.
4. To impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.
5. To impart the knowledge of Mass communication & Journalism covering a wide areas of studies.

Program Specific Outcomes:

1. Understanding the fundamental relations between society, culture and communication.
2. Provide advanced knowledge on communication theories and models.
3. Introduce students to the practical area of exploring the potential of communication tools to become an able communicator.
4. To develop the learner into competent and efficient Media & Entertainment Industry ready professionals.
5. To prepare socially responsible media academicians, researchers, professionals with global vision.

Course Outcomes:

Course Name	Course Outcome
BASIC PRINCIPLES OF COMMUNICATION & MASS COMMUNICATION (MJC 101)	<ol style="list-style-type: none">1. Recognize and apply foundational historical context from the field of communication. Interpret and evaluate contemporary global culture.2. Apply theoretical concepts and ethical principles of equity and social justice from within the field of communication and media studies to issues of power,

	<p>privilege, and oppression.</p> <p>3. Produce work that contributes knowledge and expresses creativity with content and effective communication skills in media across written, oral, visual, and interactive forms.</p> <p>4. Evaluate and apply diversity, objectivity. and balance to any form of mass Communication. Developing critical thinking to mass communication.</p>
<p>HISTORY OF MASS MEDIA (MJC 102)</p>	<p>1. Analyze the different ages of Indian Cinema.</p> <p>2. Discuss the role of newspapers and radio during the fight for India's independence.</p> <p>3. Analyze the Growth of Press and Contribution of Eminent Personalities to Indian Journalism.</p>
<p>NEWS REPORTING AND EDITING (MJC 103)</p>	<p>1. Students will learn writing and understand the difference between News and views.</p> <p>2. Students will learn editing the text, importance of rewriting which will increase their patience level.</p>
<p>MEDIA LAWS (MJC 104)</p>	<p>1. Discuss the Right of Freedom of Speech and reasonable restrictions applicable.</p> <p>2. Demonstrate an understanding of the nature of ethics and morality in journalism.</p> <p>3. Determine the ethical issues of media with case studies.</p> <p>4. Determine the provision provided to the journalist</p>
<p>MEDIA RESEARCH (MJC 201)</p>	<p>1. Demonstrate knowledge of research literacy.</p> <p>2. Demonstrate an understanding of the significant risk and ethical issues raised by the conduct of media research.</p> <p>3. Develop a high level of written and oral communication skills</p>
<p>DEVELOPMENT COMMUNICATION (MJC 202)</p>	<p>1. Understanding different approaches to development, its problems and issues.</p> <p>2. Understanding the role of media in development.</p> <p>3. Knowledge about characteristics of developing societies and finding gaps between developed and developing societies</p>
<p>PUBLIC RELATIONS AND</p>	<p>1. Discuss PR as a discipline of management in private and</p>

<p>ADVERTISING (MJC 203)</p>	<p>government organizations.</p> <p>2. Understand using of PR tools and produce press releases and other PR literature. Formulate public relations strategies.</p> <p>3. Plan public relations campaigns and explain the ethical aspects of PR.</p> <p>4. Recognize the Laws and Ethics especially meant for advertising.</p>
<p>RADIO JOURNALISM (MJC 204)</p>	<p>1. Concepts of radio as a medium of mass communication, radio broadcasting technicalities, AM and FM radio.</p> <p>2. Listening to radio programs and understanding the formats and genres of radio programming.</p> <p>3. Learning broadcast language, style of writing, news script writing.</p>
<p>ADVANCED AND SPECIALIZED REPORTING (MJC 301)</p>	<p>1. Sociology learning provides initial knowledge about society, social life and social interactions.</p> <p>2. It prepares an individual for social life by inculcating values, morals, and manners. It gives knowledge about communities in which he interacts, like rural and urban communities.</p> <p>3. Students will apply critical thinking skills to the understanding of society and mass media. They will Display an understanding of the social, historical, ethical and current legal framework in which mass communication has evolved in a global society.</p>
<p>ADVANCED EDITING, DESIGNING & PRINTING (MJC 302)</p>	<p>1. Concept of news and new process.</p> <p>2. Understanding the structures of news writing style, language of newspaper, sourcing, attributions, interviews and quotations.</p> <p>3. Understanding the concept of page makeup and display.</p> <p>4. Practical training of designing newspaper pages.</p> <p>5. Knowledge about different page makeup and photo editing software.</p>

<p style="text-align: center;">TV JOURNALISM (MJC 303)</p>	<ol style="list-style-type: none"> 1. Exposure to the development of television as a technology and as a medium. 2. Concept of evolution of television in India. 3. Concept of television news room structure. 4. Practical training elements of television writing. 5. Writing original Voice Over, shooting, editing and producing news at per television standard.
<p style="text-align: center;">COMPUTER IN MASS MEDIA (MJC 304)</p>	<ol style="list-style-type: none"> 1. Understanding the concept of input and output devices of Computers and how it works and recognize the basic terminology. 2. Concept of gathering data from primary and secondary sources. Use of Data to report objectively. 3. Describe the usage of computers and why computers are essential components in business and society. 4. Understanding the concept of page makeup and display
<p style="text-align: center;">INTERNET & WEB JOURNALISM (MJC 401)</p>	<ol style="list-style-type: none"> 1. Utilize the Internet Web resources and evaluate on-line e-business system. Solve common business problems using appropriate Information Technology applications and systems. 2. Concept about Internet architecture such as networking, types of web sites, video conferencing, web casting. 3. Knowledge about digital media and communication. 4. Notion of Web Journalism