

M.A MASS COMMUNICATION

PROGRAM OUTCOMES (PO)

PO1- The program will prepare the students to get acquainted with the new media and digital media

PO2- The program focuses on familiarizing students with the future communication skills in digital society.

PO3- The program prepares the students to acquire the critical approach for mass media research.

PO4- The programme helps the students to explore future of Journalism i.e what next?

PROGRAM SPECIFIC OUTCOMES (PSO)

PSO1- Students will acquire the functional knowledge through internship in media production houses.

PSO2- Students can explore the specialization options provided in the program.

PSO3- The students are encourages to co-opt specialised subjects of mass media.

PSO4- the students can posses the knowledge of communication specialist along with media practitioner.

COURSE OUTCOMES (CO's)

PAPER	TITLE OF PAPER	CO's
M.A MASS COMMUNICATION – Semester –I		
MC(C)-1	Principles of Mass Communication	After completion of the course the students will be able to learn 1- Human communication, functions, types, Mass Communication-Nature, process, characteristics. 2- Models of Mass Communication, communication and socialization. 3- Media Systems, theories, Mass media and democracy, mass culture, market driven media, cultural pollution. 4- Media monopoly, ownerships, laws, infotainment and ICE, folk media.
MC(C)-2	Development of Print media	After completion of the course the students will be able to learn 1- Language and society, invention of printing press, development of printing, early efforts, regional journalism 2- Newspaper and Magazines in nineteenth century, Indian independence and press, Indian language press, Marathi press, history. 3- Press in India, during and after independence, Globalization, changing roles, challenges'. 4-English Journalism-development, prominent personalities of English Language Journalism.
DSE MC-1	Print Media-I	After completion of the course the students will be able to learn 1- News-components, types, interview techniques. 2- News writing-techniques, editing 3-News flow, copy management, Headlines-types .

		4-Newspaper production, magazines, trends, online reporting, software's for newspaper editing.
DSE MC 2	Introduction to Radio	After completion of the course the students will be able to learn 1- Development of Radio, radio as instrument of propaganda in WW-II 2- History, emergence and innovation in Radio, New trends. 3-Types of Radio programs, transmission, special audience programs. 4- Radio management- government and private.
DSE MC 3	Introduction to Television	After completion of the course the students will be able to learn 1-Television-development,medium for Mass Communication, history, development of regional television, satellite, cable networks. 2-Writing for television programs, types, techniques, editing 3- Video editing techniques, planning shoots-elements, studio production. 4-TV news planning, writing, production, editing, anchoring.
DSE MC 4	Principles of Public Relations	After completion of the course the students will be able to learn 1-PR –definitions, origin, growth, difference –PR, propoganda, publicity. Advertising, types. 2- Models of PR, interference of PR, PR and Publics, PR industry, PR in government. 3- Media Relations-organizing media conference, release, ethical aspects, research in PR. 4- Writing for PR,-house journal, bulletin boards, suggestion boxes, magazines, campaigning.
DSE MC 5	Introduction to Film Studies	After completion of the course the students will be able to learn 1- Definition of Cinema, History, Emergence, Development, film society movements, finance, FTII. 2- Indian cinema after independence: Parallel cinema, commercial cinema, documentaries, issues and problems, Hollywood, Bollywood. 3- Cinema around world, music choreography in Indian cinema. 4- India and Global cinema, news trends.
DSE MC 6	Development Communication	After completion of the course the students will be able to learn 1- Development –meaning, concept, process, origin of development communication, models, theories, characteristics. 2- Media and development of communication, strategies, barriers, case studies. 3- Development communication policy, social change, gender, public health, sanitation, action plan. 4- Sustainable development, UN goals, mission,writing development message.
GEMC 1	Agriculture and Rural Journalism	After completion of the course the students will be able to learn 1- Agriculture and Agro industries in India, crop pattern, pricing, development factors influencing agriculture, co-operative movement. 2- Need of rural and agricultural communication Journalism, changing scope of Indian village and agriculture, technology, innovations. 3-Media for agriculture and rural development, types, scope, elements. 4- Development and Rural extension agencies, governmental, semi governmental, NGO's ,co-operative movement in Rural Development .
GEMC 2	New Media	After completion of the course the students will be able to learn 1- New Media-Definition, characteristics, functions, types, formats, evolution. 2- History, growth of Internet and world wide web, ownership. 3- Online newspapers, online portals, online publishing, social media, blogs, editing tolls. 4- New media and culture, social networking, games, advances in new media, mobile Journalism.

PAPER	TITE OF PAPER	CO's
M.A MASS COMMUNICATION – Semester –II		
MC(C)-3	Communication Research	After completion of the course the students will be able to learn 1-Research-definition, types, role, function, scope, importance. Mass media research-development, formulation, methods. 2- Research design and its components. 3- Communication research methods, media sources, ethical perspectives, new media research, and new trends in research. 4- Report writing, techniques, SPSS and other statistical packages, readership, audiences, types of reports.
MC(C)-4	International Communication	After completion of the course the students will be able to learn 1- International communication-origin, growth, colonization, news flow, imbalance, human rights, news agencies. 2- Impact of new communication technology, satellite communication, historical background, status, progress, effects, ITU-UNESCO efforts. 3- Issues, telecommunication traffics, Globalization and media system, international intellectual property rights,IPI,WAN, violence against journalists. 4- Global media, emergence, ownership, local culture, Eastern Western World.
DSE MC 7	Print Media II	After completion of the course the students will be able to learn 1-Newspaper-Structure, working, roles, organizational functions, responsibilities. 2- Newspaper design-function, basic elements, layout, feature writing 3- News reporting and writing-techniques, columns, writing. 4- Types of reporting specialized reporting, magazines.
DSE MC 8	Radio II	After completion of the course the students will be able to learn 1- Radio program production, process and techniques, thinking, feature, documentary production. 2- Using sound, studio production, format of radio programmes, OB production. 3- Writing for radio programs, commercials, news writing, editing, news programs, teasers, promos. 4- Radio reporting ,types, techniques, planning, radio report, voice culture.
DSE MC 9	Television	After completion of the course the students will be able to learn 1- Visual communication, shooting with TV camera, camera techniques, camera movements, lighting techniques. 2- TV programmes, types, formats, role, function, formats, structure, sources for TV news, live reporting. 3- Formats of TV programs, studio interviews, discussion, chat show, quiz program. 4- Newsroom-working,production, reference libraries, archives.
DSE MC 10	Corporate Public Relation	After completion of the course the students will be able to learn 1- Definition, Models and Theories. 2- Corporate image, identity, concepts, variables, process, House Journals, magazines. 3- CSR- definition, concepts, theories, models, legal provisions. 4- Corporate citizenship- meaning, definition and concept,corporate sustainable development. Corporate PR, crisis management.
DSE MC 11	Media Management	After completion of the course the students will be able to learn 1- Media Management-significance, ownership patterns, economics of print and electronic media. 2- Organizational structure, functions, departments, sales promotion, marketing advertising, regulatory bodies of Media. 3- ILNA, language newspapers, laws, budgeting, financing, costs, production schedule. 4- Planning, execution , production of programs,administration,promotion.
DSE MC 12	Media Law and Ethics	After completion of the course the students will be able to learn 1-Constitution of India,characteristics,Fundamental Rights, Parliamentary Privileges and Media. 2- History of Press Law, Various laws related to press. 3-Prasarbharti act, WTO agreement, intellectual property rights, Trade marks act. Etc. 4- Ethics of Media, yellow journalism, press council of India, codes for media.
GE MC 3	Sustainable Development and Media	After completion of the course the students will be able to learn 1- Scope, definition, concept of SDG,UN role, 17 goals of SDG. 2- Media and SDG-folk to new media, writing development message for various media.

		3- SDG and environment, climate change, biodiversity, Role of media 4- SDG and child right, Indian context, Saarva Shiksha abhiyan, Madhyamik Shiksha abhiyan, Right to Education, Educational polices in state and Country.
GE MC 4	Principles of Advertising	After completion of the course the students will be able to learn 1- Evolution, growth, definition, Advertising and Marketing mix, Classification, National and Global Advertising, Advertising agencies, management. 2- Brand Management, definition, concept, components. 3- Creativity, definition, stages, components, graphics-role, scope, colour and designs, Media scene in India. 4- Advertising research, market and advertising research, types of research.

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M.A MASS COMMUNICATION – Semester -III		
MCC 5	Gender and Media	After completion of the course the students will be able to learn 1- Women rights,human rights,Role of UN in women empowerment,UN world conference, Women in India. 2- Women's social reforms, Women's NGO and organization in India. 3- Portrayal of Women in advertising, indecent representation act, women in media, ethical issues and code of conducts, women centric programs. 4- Research on Gender and Media, Global and National research.types.
MCC 6	Digital Journalism	After completion of the course the students will be able to learn 1- Digital media in India,natives,immigrants,cutecat theory, digital identity, subjectivity, web 1.0,2.0,3.0,convergence. 2- Cyber society-state and citizenship, idea of state, IT Act, Arab spring, anti corruption, Aadhar, wiki leaks. 3- Political economy of digital Media, Google, twitter, facebook, digital media and education. 4- Rights discourse in Digital media,digital broadcasting,platform, digital audiences,fake news,fact verification.
DSE MC 13	Science Journalism	After completion of the course the students will be able to learn 1-Science Journalism-importance, scope, issues, reporting, columns, special issues, programs. 2- Communicating science and technology, invention, discoveries, reporting science seminars, conferences, fairs, and science journalism. 3- Environment and climate change, conferences, declarations, measures for global climate change, natural and manmade disasters. 4- Health communication, health reporting, epidemics, public awareness.
DSE MC 14	Sports Journalism	After completion of the course the students will be able to learn 1- Definition, characteristics, trends, theories, various events, magazines, commentators, anchors. 2- Analysis of sports news, writing for magazines, cyber media. Sports photo journalism-methods, Mass communication and its impact. 3- Sports news heading, theories, importance, types, audio visual mediums for sports, Olympics, Asian games, laws related to sports. 4-Sports Journalism-print to digital, aspects of writing for sports journalism, new records, achievements, awards, statistics and games.
DSE MC 15	Advances in Advertising Theory and Advertising	After completion of the course the students will be able to learn 1- History and evolution,marketing mix,ad concept,elements,objectives ,importance of advertisement.Maslows need of hierarchy 2- Advertising types, AIDA,DAGMAR, brand image,logo,trademark,various components. 3- Techniques for advertising, budget, mediums and types, agency setup, copywriting, ethics and laws. 4- Research in advertising, global advertising and consumers, women

		portrayal in advertising.
DSE MC 16	Documentary Production	After completion of the course the students will be able to learn 1-Defination, meaning, history, characteristics, types. 2- Documentary and other formats, docudrama, subjects for documentary, types of documentary. 3- Writing for documentary, recording for documentary, documentaries and Indian scenario. 4- Documentary production ,elements, past and post documentary scenario.
DSE MC 17	Introduction to Film Theories	After completion of the course the students will be able to learn 1- Film theory, form and function, film analysis, history of world cinema, film critics, Hollywood. 2- History of Indian cinema, regional cinema, film society movement, film festivals, film awards, censor boards, children film society, 3- Film in other countries, soviet montage, types of film theories. 4- Prominent film directors, women film directors, film distribution, transmission.
DSE MC 18	CSR and Media	After completion of the course the students will be able to learn 1- CSR as a concept, evaluation, ideologies, history, sustainable CSR. Indian context, guidelines,changing trends. 2- Business strategy, social responsibility, company’s reputation, brand and trust building, training and development, legal provisions. 3- Constitution, role and functions of CSR committee, CSR policies, activities and focus areas, 4- Corporate governance and CSR, structure role, key elements,NGO,NPO’s,
GE MC 5	Film Appreciation	After completion of the course the students will be able to learn 1-Evaluating films,books vs movies, Elements of films ,films from theatres to digital platforms 2-Elements in film story time vs plot time, themes and symbolism, allegory, irony, metaphor. 3- Western and Gangster films, mysteries and film noir, horror, fantasy and science fiction, actor, types, components of camera. 4- Basics of Editing, frames to acting, editing style, rhythm and pacing, content analysis, interpretation, criticism
GE MC 6	Writing for Media	After completion of the course the students will be able to learn 1- Characteristics of Media writing, media audiences, writing for news,writing skills,types of features, editorials. 2-Writing for media, characteristics, radio programs, types, reporting, skills, planning designing. 3- Writing for television-characteristics, programs, writing news, scripting 4- Writing for Public Relations-press release, press note, journals, advertising, campaign, writing for web.
MCC 7	Intercultural Communication	After completion of the course the students will be able to learn 1- Culture-definition, process, Eastern-Western Culture, Culture and media, Intercultural communication definition, process, concepts. 2- Communication as a concept in Western and Eastern culture, Language grammar as medium of cultural communication. 3- Modern mass media and intercultural communication, barriers, globalization effects, mass culture, criticism 4- Folk media, characters, content, functions, dance music as intercultural communication, Temples and scriptures as intercultural communication
MCC 8	Environmental Communication	After completion of the course the students will be able to learn 1- Environment- basic concepts, perspectives, global local issues, society, need of environment journalism, new media. 2- Ecology and society, eco education and mass media, human development. 3- Human behaviour and environment education, health problems, media social . 4-Urbanization, industrialization, waste management, Sustainable development communication.

DSEMC 19	Data Journalism	After completion of the course the students will be able to learn 1-Defination,history, role, data driven journalism, examples 2-Methedology for journalists, variables, measurements, testing, hypothesis, spreadsheet, google doc, google refine. 3- Interpretation of data, sorting, techniques, analysing, testing conclusions, bubble plots. 4- Data Journalism in India Case studies.
DSEMC 20	Mobile Journalism	After the completion of the course the students will be able to learn 1-Defination,importance and role of mobile journalism, influence on Journalism, Mobile generation 2- Mobile reporting, Mobile Journalism, reporting apps, impact on society 3-Planning, Production for mobile journalism, Platforms for Mobile journalism, Regulatory bodies. 4-Variou apps for Mobile Journalism-photos, videos, editing etc. future trends.
DSEMC 21	Global Journalism	After the completion of the course the students will be able to learn 1-History,globalization and media, institutions, impact, future, culture. 2-Media laws, copyrights, piracy, ethical issues, women and minorities. 3-Global news flow, NWIOC, Challenges, Imperialism. 4-Media coverage, analysis of coverage,global migration issues,terrorism. Disasters, reporting of sustainable development issues.