

MASTER OF JOURNALISM

PROGRAM OUTCOMES (PO'S)

PO1- The program focuses on in-depth knowledge practical and theoretical aspects of Journalism

PO2- The program helps student to sharpen their specialisation skills in the field of Mass Media.

PO3- The program is designed to create awareness among the students about mass media research.

PO4- The program also sharpens the research skills of the students.

PROGRAM SPECIFIC OUTCOME (PSO'S)

PSO1-The students will be able to write specialized stories for various media.

PSO2- The students will learn to use Public Relation tools like Press release, news etc.

PSO3-The students will understand the importance of media survey and media seminars.

PSO4- The student will acquaint the knowledge of Research report writing.

COURSE OUTCOMES (CO) – MASTER OF JOURNALISM

PAPER	TITLE OF PAPER	CO'S
MJ Semester -I (First Year)		
MJ (C) 1	Print Journalism – Press Laws and Ethics	After completion of the course the students will be able to learn 1- Journalism, concept, types, history and development of Print journalism, Indian printing press, New trends, future of Print Journalism 2-Indian Press commission, PCI,RNI, Indian Newspaper Society, Challenges for Indian print journalism, Constitutional provisions for print journalism. 3-Press laws, working journalists act, press council act, role of PCI and other acts. 4-Media ethics, principles, role and importance, Models of Code of conduct, challenges for Indian Journalism.
MJ (C) 2	Basics of Reporting and writing	After completion of the course the students will be able to learn 1- News, elements, changing concepts, writing news, elements of news writing, function and structure of news paper organizations.

		<p>2-Reporting,types, role,importance of sources, changing role of reporters in convergence media.</p> <p>3- Editing,managing news flow, copy editing, news value, objectives of copy editing, graphics and cartoon, editing software's.</p> <p>4- Journalistic writing and types, feature, editorial, column writing, writing for magazines.</p>
MJ (C) 3	Principles of Radio Journalism	<p>After completion of the course the students will be able to learn</p> <p>1- Radio, history, growth, strength and shortcomings, types of Radio, characteristics, structure, programming.</p> <p>2- Radio news reporting,skills,news sources, reading skills for radio news.</p> <p>3-Radio programming, organizational setup, types of programs.</p> <p>4- Use of ICT in radio broadcasting, commercial code of ethics for radio, Prasarbharti act, FDI in radio</p>
MJ(C) 4	Television Journalism	<p>After completion of the course the students will be able to learn</p> <p>1-Television Broadcasting, history, characteristics, Various television experiments in India, Satellite TV.</p> <p>2- Ownership patterns, Public service broadcasting, Doordarshan-challenges, future, types of TV channel, role of MIB.</p> <p>3- Organizational structure of Doordarshan, private television channels in Maharashtra, Women in television channels, soap operas.</p> <p>4-New technology in TV,DTH, mobile TV, web TV,TRP, television sets.</p>
MJ (C) 5	Basics of Advertising	<p>After completion of the course the students will be able to learn</p> <p>1- Advertising- history, definition, objectives, classification, Ad agency, structure, media planning, brand management.</p> <p>2- Print advertising, radio advertising, television advertising, digital advertising and their components.</p> <p>3- Professional bodies of advertising, Laws and ethical issues in advertising, case studies, prominent advertising agencies</p> <p>4-Corporate advertisements, types, importance and production.</p>
MJ (E) I	Media Management	<p>After completion of the course the students will be able to learn</p> <p>1- Media Management- definition, concepts, types, characteristics of media industry, ownership patterns, models, Innovation and entrepreneurship.</p> <p>2-Print media management, ownership, patterns, FDI in Indian</p>

		<p>media, management practices in Indian media, Economics of Indian media industry.</p> <p>3-PCI,DAVP, INS,ILNA and organization related to Media, regulatory bodies for print, TV, advertising, digital media.</p> <p>4- Various laws related to Indian media.</p>
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PAPER	TITLE OF PAPER	CO's
MJ Semester -1 (First Year)		
MJ (C)6	Theories and Models of Communication and Mass Communication	<p>After the completion of the course the students will be able to understand</p> <p>1- Human communication-nature,process,concept,types and importance. Function and elements of mass communication.</p> <p>2-Mass Communication-Nature, process, concept, origin characteristics.</p> <p>3-Theories of Mass Communication.</p> <p>4- Models of Mass Communication</p>
MJ (7)	Radio Production	<p>After the completion of the course the students will be able to understand</p> <p>1- Radio Programming,planning,production in private</p> <p>2-Writing for various radio programs, radio editing, programming.</p> <p>3- Broadcasting and its equipments, recording equipments, analogue and digital production.</p> <p>4-Radio production, roles and responsibilities ,code of ethics, audience survey.</p>
MJ (8)	Basics of Television Production	<p>After the completion of the course the students will be able to understand</p> <p>1-TV cameras, types, camera productions, per-post production, editing basics.</p> <p>2- TV studio, formats, light techniques, production, control room, equipments.</p> <p>3-Studio production techniques, floor plans for various programs.</p> <p>4-Multicamera coverage, Data management, archrivals, digital rights.</p>
MJ (9)	Corporate PR	<p>After the completion of the course the students will be able to understand</p> <p>1- History, concept, definition, role, changing trends,tools and methods of Public relations and Corporate Communication.</p> <p>2- Corporate image and identity-building, concept, making of Logo, house Journal, Annual letters, Newsletters, Corporate PR tools.</p> <p>3- PR department/agency structure, Role functions, PR news, CSR-concepts, scope and case studies.</p> <p>4-Corporate citizenship, corporate governance, corporate sustainable development, Laws and Ethical issues in PR, Professional bodies.</p>
MJ (10)	Development	After the completion of the course the students will be able to understand

	Communication	<p>1- Meaning, Concept, Process, origin of Development communication, Models, Theories, Problems, Issues of Development.</p> <p>2- Role of Media in Development Communication, strategies, case studies.</p> <p>3- Development communication policy, development and social change, gender, public health, family welfare, water sanitation, Rural Development.</p> <p>4- Sustainable development, UN sustainable development communication and related concepts, writing development message for rural audience, case studies.</p>
MJ (E)-II	Mobile Journalism	<p>After the completion of the course the students will be able to understand</p> <p>1-Defination,importance and role of mobile journalism, influence on Journalism, Mobile generation</p> <p>2- Mobile reporting, Mobile Journalism, reporting apps, impact on society</p> <p>3-Planning,Production for mobile journalism, Platforms for Mobile journalism, Regulatory bodies.</p> <p>4-Variou apps for Mobile Journalism-photos, videos, editing etc. future trends.</p>

PAPER	TITLE OF PAPER	CO's
MJ (C) 11	Communication Research	<p>After the completion of the course the students will be able to understand</p> <p>1-Research,definition,concept,communication research-origin, growth, importance, types, methods.</p> <p>2-Rsearch in various medias, research and gender, development and communication research.</p> <p>3- Levels of measurement in research,tools for data collection, survey, media tools.</p> <p>4-Data analysis tools and techniques, media and journalism research, writing research.</p>
MJ(C) 12	Communication for development and social change	<p>After the completion of the course the students will be able to understand</p> <p>1- Media and Journalism in society, characteristics, audiences</p> <p>2-Development and social change, reconstruction of dominant paradigm of communication, dominant models.</p> <p>3-Corporatization of development,CSR,campaigns by NGO,government, international agencies, corporate.</p> <p>4-Global civil societies, global communication system, communication policies, social reformers in India.</p>
MJ(C) 13	Global Communication	<p>After the completion of the course the students will be able to understand</p> <p>1-Origin, growth of Global communication, economics, cultural dimensions, International news flow, information flow, UNESCO's efforts for news flow, UN deceleration for human rights.</p>

		<p>2- New CT and news flow,satellite communication,historical background, information super Highway, ITU,FCC.</p> <p>3- Issues of global communication,imperialism, criticism, effects of globalization on media and society, International rights.</p> <p>4-Global culture vs Local culture, studies, Global media in digital age.</p>
MJ (C) 14	Film Studies	<p>After the completion of the course the students will be able to understand</p> <p>1-Film, characteristics, film and identity in Indian film studies, leading directors.</p> <p>2- Film language and aesthetics,film paradigms, evolution of Indian cinema, songs, poetics, culture in Indian cinema.</p> <p>3-National cinema movement, Cinema in foreign countries, British, Indian new wave of cinema, film society movement.</p> <p>4- Film criticism, Evaluating cinema, ,elements of films, films beyond entertainment, awards for cinemas.</p>
MJ (C)-15	Digital and Data Journalism	<p>After the completion of the course the students will be able to understand</p> <p>1-Digital media in India, digital natives, immigrants, identity, subjectivity, Data Journalism-definition, history, role, examples, data driven journalism.</p> <p>2-Methodology and statistics for journalists variables, digital platforms of media, digital media fact verification.</p> <p>3-Interpreting data, analyzing data, visualization of the data-info graphics</p> <p>4- Digital and data Journalism in India,case studies-global and national level</p>
MJ (E)-3	Business and Industrial Journalism	<p>After the completion of the course the students will be able to understand</p> <p>1- Basics of finance system in India, Government finance commission, planning commission, NITI AYOOG, tax laws.</p> <p>2- Business and finance news, chamber of commerce, share market, commodity market.</p> <p>3- Government commerce and industry policy, Make in India, RBI,ANI reports, new economic policy, multinational and global firms.</p> <p>4-Business Journalism-history, satellite network, new trends, international money market, ethics of business reporting.</p>

PAPER	TITLE OF PAPER	CO's
MJ (C) 16	Environmental and Health communication	<p>After the completion of the course the students will be able to understand</p> <p>1- Environment- basic concepts, perspectives, global local issues, society, need of environment journalism, new media.</p> <p>2- National environment policy, Role of NGO, advocacy ,biodiversity, pollution, environment journalists.</p> <p>3- Health communication, public health communication, health promotion, PR in health communication, health literacy.</p>

		4- Media and Health communication, media advocacy ,use of media in health communication, media issues, channels for health communication.
MJ (C) 17	Gender and Media	<p>After the completion of the course the students will be able to understand</p> <ol style="list-style-type: none"> 1- Gender and Media-concept, importance, women in society, women rights, women empowerment and UN. 2- Women social reformers, feminist movement, Women NGO and organizations. 3- Portrayal of women in advertisement ,women in media, Laws for Women in media 4- Research on Gender and Media, global and national research, types of research, Women in Digital Newsroom.
MJ (C) 18	Intercultural Communication	<p>After the completion of the course the students will be able to understand</p> <ol style="list-style-type: none"> 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