

**ST. JOSEPH'S COLLEGE, DEVAGIRI, CALICUT
(AUTONOMOUS)**



UNDER GRADUATE DEGREE PROGRAMME

**ST. JOSEPH'S CHOICE BASED CREDIT SEMESTER SYSTEM
(SJCBCSSUG)**

**BACHELOR OF ARTS
IN
MASS COMMUNICATION & JOURNALISM
(CORE, OPEN & COMPLEMENTARY COURSES)**

Course Outcome
(2019Admn Onwards)

COURSE OUTCOMES

CORE COURSES

SEMESTER I

GBCJ1B01T: FUNDAMENTALS OF MASS COMMUNICATION

Credits: 5

Contact Hours: 96 Hrs (6 Hrs/Week)

Course Evaluation: 100 Marks (Internal: 20 + External: 80)

COs	COURSE OUTCOMES
CO1	To attain the basic concepts of communication and the evolution of mass communication.
CO2	The knowledge gained from the course should act as a gateway and navigator to the various branches of mass communication.
CO3	To gain the capacity to examine the working of the media and to develop better perspectives of media.

SEMESTER II

GBCJ2B02T: MEDIA HISTORY

Credits: 4

Contact Hours: 96 Hrs (6 Hrs/Week)

Course Evaluation: 100 Marks (Internal: 20 + External: 80)

COs	COURSE OUTCOMES
CO1	To demonstrate an understanding of the history of media and role of professionals in Journalism
CO2	To understand the development of print and electronic media

SEMESTER III

GBCJ3B03T: REPORTING FOR THE PRINT

Credits: 4

Contact Hours: 80 Hrs (5 Hrs/Week)

Course Evaluation: 100 Marks (Internal: 20 + External: 80)

COs	COURSE OUTCOMES
CO1	Make students reporters having news sense
CO2	Prepare reporters with the acquaintance of Journalistic Principles
CO3	Provide practical experiences to the students

SEMESTER IV

GBCJ4B04T: EDITING FOR THE PRINT

Credits: 4

Contact Hours: 64 Hrs (4 Hrs/Week)

Course Evaluation: 100 Marks (Internal: 20 + External: 80)

COs	COURSE OUTCOMES
CO1	Produce students with the thorough knowledge in the need for editing
CO2	Prepare editors having practical knowledge in all the aspects related to editing
CO3	To make students aware of the importance of error free copy and principles of editing. To expose students to news editing practices

SEMESTER IV

GBCJ4B05T: DESIGN AND PAGINATION

Credits: 4

Contact Hours: 64 Hrs (4 Hrs/Week)

Course Evaluation: 100 Marks (Internal: 20 + External: 80)

COs	COURSE OUTCOMES
CO1	Prepare students to be the editors having pagination skill
CO2	Provide students with practical experience in pagination

SEMESTER IV

GBCJ4B06T: RADIO PRODUCTION

Credits: 4

Contact Hours: 80 Hrs (5 Hrs/Week)

Course Evaluation: 100 Marks (Internal: 20 + External: 80)

COs	COURSE OUTCOMES
CO1	Develops an awareness on the role of radio as a mass medium
CO2	Gathers knowledge on the historical evolution of the medium.
CO3	Understands the technology behind radio production
CO4	Develops the ability to produce short radio programmes.

SEMESTER IV

GBCJ4B06T: RADIO PRODUCTION

Credits: 4

Contact Hours: 80 Hrs (5 Hrs/Week)

Course Evaluation: 100 Marks (Internal: 20 + External: 80)

COs	COURSE OUTCOMES
CO1	To attain the basic knowledge of the important communication theories and their applications.
CO2	To attain a theoretical framework of media and also to contextualize the media theories.
CO3	To effectively assess the changing media scenario and accordingly to expand and redefine the existing media theories with an interdisciplinary approach.

SEMESTER V

GBCJ5B07T: MASS COMMUNICATION THEORIES

Credits: 4

Contact Hours: 80 Hrs (5 Hrs/Week)

Course Evaluation: 100 Marks (Internal: 20 + External: 80)

COs	COURSE OUTCOMES
CO1	To attain the basic knowledge of the important communication theories and their applications.
CO2	To attain a theoretical framework of media and also to contextualize the media theories.
CO3	To effectively assess the changing media scenario and accordingly to expand and redefine the existing media theories with an interdisciplinary approach.

SEMESTER V

GBCJ5B08T: TELEVISION PRODUCTION

Credits: 4

Contact Hours: 80 Hrs (5 Hrs/Week)

Course Evaluation: 100 Marks (Internal: 20 + External: 80)

COs	COURSE OUTCOMES
CO1	Prepare practically experienced TV journalists
CO2	Provide technical know-how to the students
CO3	Make the students aware of other TV programmes with a thrust on production

SEMESTER V
**GBCJ5B09T: PUBLIC RELATIONS & CORPORATE
COMMUNICATION**

Credits: 4

Contact Hours: 64 Hrs (4 Hrs/Week)

Course Evaluation: 100 Marks (Internal: 20 + External: 80)

COs	COURSE OUTCOMES
CO1	Introduce the students the concept of Public Relations
CO2	Introduce a wider and new concept namely Corporate relations
CO3	Provide the students with practical experience in PR and Corporate communication

SEMESTER V
GBCJ5B10T: ADVERTISING

Credits: 4

Contact Hours: 64 Hrs (4 Hrs/Week)

Course Evaluation: 100 Marks (Internal: 20 + External: 80)

COs	COURSE OUTCOMES
CO1	To gain an overview of the world of advertising both in theory and practice.
CO2	To prepare advertising copies that can effectively and convincingly convey selling ideas, brands and images.
CO3	To effectively assess the effects of advertising on a larger perspective on a given society.

SEMESTER V
GBCJ5B11T: PHOTO JOURNALISM

Credits: 4

Contact Hours: 64 Hrs (4 Hrs/Week)

Course Evaluation: 100 Marks (Internal: 20 + External: 80)

COs	COURSE OUTCOMES
CO1	To understand how photographs can be used to communicate in media
CO2	To enable the students to apply journalistic ethics to photojournalism
CO3	To produce a compelling and solid visual story telling medium

SEMESTER VI
GBCJ6B12T: MEDIA LAWS AND ETHICS

Credits: 4

Contact Hours: 80 Hrs (5 Hrs/Week)

Course Evaluation: 100 Marks (Internal: 20 + External: 80)

COs	COURSE OUTCOMES
CO1	To gain basic understanding of the legal system and important media laws.
CO2	To assess the implications of freedom of speech and expression and perils of the restrictions on this freedom.
CO3	To obtain the capacity to examine the actual working of the media from an ethical perspective.

SEMESTER VI
GBCJ6B13T: ONLINE JOURNALISM

Credits: 4

Contact Hours: 80 Hrs (5 Hrs/Week)

Course Evaluation: 100 Marks (Internal: 20 + External: 80)

COs	COURSE OUTCOMES
CO1	Understanding the effectiveness of Digital Medium.
CO2	To achieve the capacity to evaluate the role of Internet in the contemporary society.
CO3	To involve and participate in the functional world of Internet in personal capacity.

SEMESTER VI
GBCJ6B14T: INTRODUCTION TO CINEMA

Credits: 4

Contact Hours: 80 Hrs (5 Hrs/Week)

Course Evaluation: 100 Marks (Internal: 20 + External: 80)

COs	COURSE OUTCOMES
CO1	Prepare cinema literate students
CO2	Present the history of the medium so that the students can have a better knowledge about the present and the future.

SEMESTER VI
GBCJ6B15D: PROJECT

Credits: 2

Contact Hours: 80 Hrs (5 Hrs/Week)

Course Evaluation: 75 Marks (Internal: 15 + External: 60)

COs	COURSE OUTCOMES
CO1	To attain the basic concepts of communication and the evolution of mass communication.
CO2	The knowledge gained from the course should act as a gateway and navigator to the various branches of mass communication.
CO3	To gain the capacity to examine the working of the media and to develop better perspectives of media

ELECTIVE 1:
SEMESTER VI
GBCJ6E01T: MAGAZINE JOURNALISM

Credits: 4

Contact Hours: 80 Hrs (5 Hrs/Week)

Course Evaluation: 100 Marks (Internal: 20 + External: 80)

COs	COURSE OUTCOMES
CO1	Students with an awareness about the current status of Magazine Journalism
CO2	Gives a practical know how about how to write in Magazines.

ELECTIVE 2:
SEMESTER VI
GBCJ6E02T:
ECONOMIC AND BUSINESS REPORTING

Credits: 4

Contact Hours: 80 Hrs (5 Hrs/Week)

Course Evaluation: 100 Marks (Internal: 20 + External: 80)

COs	COURSE OUTCOMES
CO1	Prepare the students to understand the different concepts of economies
CO2	Present the students the examples of different business newspapers, magazines and channels
CO3	Introduce the students the current status of Indian and Kerala economy.

OPEN COURSES

SEMESTER V

GBCJ5D01T: NEWSPAPER JOURNALISM

Credits: 3

Contact Hours: 48 Hrs (3 Hrs/Week)

Course Evaluation: 75 Marks (Internal: 15 + External: 60)

COs	COURSE OUTCOMES
CO1	Have an introductory knowledge about how to write a news story.
CO2	Develops an understanding on reporting and editing and its principles.
CO3	Develops media literacy skills.

SEMESTER V

GBCJ5D02T: BROADCAST JOURNALISM

Credits: 3

Contact Hours: 48 Hrs (3 Hrs/Week)

Course Evaluation: 75 Marks (Internal: 15 + External: 60)

COs	COURSE OUTCOMES
CO1	Understand the techniques involved in the practice of Broadcast Journalism.
CO2	Ability to distinguish the capacities and limitations of medium for effective content generation.
CO3	Tracking the brief history and evolution of Radio and Television.

SEMESTER V

GBCJ5D03T: DEVELOPMENT COMMUNICATION

Credits: 3

Contact Hours: 48 Hrs (3 Hrs/Week)

Course Evaluation: 75 Marks (Internal: 15 + External: 60)

COs	COURSE OUTCOMES
CO1	Familiarize the notion of Development with a concern towards Communication.
CO2	Understanding the evolution and Importance of Dev Com in International and National Scenario.
CO3	A fundamental awareness about how Society is being influenced by the strategies adopted for Communication.