

SAINT CLARET COLLEGE, ZIRO

DEPARTMENT OF MASS COMMUNICATION

**PROGRAMME OUTCOMES (POs), PROGRAMME SPECIFIC OUTCOMES (PSOs)
AND COURSE OUTCOMES (COs)**

Name of the Programme: B.A. Mass Communication

Introduction: The Department of Mass Communication offers this programme to students from any stream who wish to pursue a professional career in Journalism, Film-making, PR Professionals and Entrepreneurship. This course is intended to take the students through the various processes of Communication, Media Studies and related fields where they learn about the background of communication and are equipped with various life-long skills as Professionals, to harness their potential to the point of excellence.

1.1 PROGRAMME OUTCOMES (POs)

PO1. Writing skills and process: Students will be capable of writing a variety of creative media content such as news items, editorials, op-eds, columns, and feature articles. They will be skilled in developing e-marketing content such as advertisements, and blogs, and creating websites, and podcasts following journalistic codes and conduct.

PO2. Critical Thought Process: Inculcate analyzing and interpretative ability, verifying the value impact and degree to which assumptions are accurate and valid, and having broader intellectual, organizational, and personal perspectives.

PO3. Effective Communication: Being sound in grammar and vocabulary, one will be able to master the art of communication: spoken (Speech) and written communication to prepare, organize, and deliver an engaging oral and written communication presentation applying the knowledge to aid the world by connecting people, ideas, books, media and information technology.

PO4. Responsible Pro-Citizens: Demonstrate empathetic social concern and equity-centred national development, and the ability to act with an informed awareness of issues, and development, and participate in civic life through deliberation and discourse.

PO5. Self-Efficiency: Acquire the ability to engage in independent and life-long learning in the broadest context of socio-technological changes and efficiently handle professional dealings. They shall be competent enough to undertake a professional job as per the demands and requirements of Media and Entertainment Industry.

PO6. Ethical-Professional: Recognize the role and social responsibilities in the society incorporating values, respect for moral dimensions of decision-making adhering to certain codes and conduct of the system. They shall become ethically committed media professionals and entrepreneurs adhering to human values, the Indian culture and the Global culture.

PO7. Multicultural Competency: Possess a curious mind to understand the values and beliefs of various cultures and have an empathetic perspective, actively and respectfully participate in a diverse society.

1.2 PROGRAM SPECIFIC OUTCOME (PSOs)

PSO1. Formulate strategies for effective communication building excellence in oral communication and writing skills.

PSO2. Develop the skill to evaluate the cultural, political and social aspects of Indian media.

PSO3. Produce the content for advertisements and public relations to understand the principles of design and photography skills.

PSO4. Coordinate using various techniques of communication for effective communication for public representation for Public Relations.

PSO5. Making use of public relations strategies, design and creativity for public appearances in social awareness programmes such as street plays, and door-to-door and digital public announcements.

PSO6. Organize and deliver relevant applications of knowledge through effective written, verbal, graphical/virtual, and audio-visual communications and interact productively with people from diverse backgrounds.

PSO7. To create an attitude of empathy and understanding among students for smooth Intercultural exchanges by building cultural, political and economic tolerance towards other cultures for peace and harmony.

1.3 COURSE OBJECTIVE(COs)

BMC-CC-1110: Introduction to Communication

CO1: To develop the knowledge of basic concepts and elements of communication and mass communication

CO2: To assess forms and levels of communication.

CO3: To analyse the effects and impacts of media in our lives.

CO4: To understand the models of communication and its implications.

BMC-MC-1110: Writing for Media

CO1: Introduce students to writing for Print Media.

CO2: To understand the principles of writing for Radio.

CO3: To learn different styles of media writing.

CO4: To understand the principles of writing for television.

BMC-MD-1110: Media and Cultural Studies

CO1: To understand the definition of Culture, and its changing scope and perspective.

CO2: To understand the critical media industry and theories relating to its existence.

CO3: To understand the media's representation of the diversity of the nation.

CO4: To understand forms of mass cultures, new cultures and cultural forms.

BMC-SE-0010: Print Media Production

CO1: To impart the understanding of Print media, the fundamentals of print media and its process of production.

CO2: To learn the intricacies of layout and designs of print media.

CO3: To understand various techniques and methods employed in photo editing.

CO4: To familiarise the learners with desktop publishing and digital printing.

BMC-CC-1210: Introduction to Journalism

- CO1:** To introduce the students to the basics of journalism.
- CO2:** To impart the knowledge of elements of journalism.
- CO3:** To acquaint them with important aspects of the process of journalism.
- CO4:** To understand the structure and construction of news.

BMC-MC-1210: Community Media

- CO1:** To understand the term community media and its roles in society
- CO2:** To learn the evolution of Community Media
- CO3:** To analyse various community media initiatives
- CO4:** To examine the importance of theatre in community development

BMC-MD-1210: Photo-Journalism

- CO1:** To course will help learners understand the concepts, origin, and importance of photography.
- CO2:** To understand the types of lighting and equipment required in different types of photography.
- CO3:** To understand the techniques and photo editing software employed in the editing process.
- CO4:** To understand the detailed processes and new digital trends of photography.

BMC-SE-0020: Radio Production

- CO1:** To provide the students with an understanding of the evolution and growth of radio.
- CO2:** To equip the students with basic knowledge of sound and its components required for the production of various radio programmes.
- CO3:** To understand different techniques and tools used in any form of sound production.