

MAHENDRA ARTS & SCIENCE COLLEGE

(Autonomous)

Affiliated to Periyar University, Salem.

**Accredited by NAAC with 'A' Grade & Recognized u/s 2(f) and 12(B) of the UGC Act 1956
Kalippatti – 637 501, Namakkal (Dt), Tamil Nadu.**



DEPARTMENT OF JOURNALISM & MASS COMMUNICATION

COURSE OUTCOMES (COs)

B.A. JOURNALISM & MASS COMMUNICATION

PRINCIPAL

**MAHENDRA ARTS & SCIENCE COLLEGE
(Autonomous)**

Kalippatti (PO) - 637 501, Namakkal (DT)

**For the students
admitted from the
Academic Year 2019-2020 onwards**

B.A. Journalism & Mass Communication

Course Code : M19UJM01		Course Name : Introduction to Communication	
Batch 2019 – 2022	Semester I	Hours / Week 6	Credits 4

Objective

To enable students to obtain basic knowledge on process, functions and characteristics of communication and mass communication.

Course Outcomes

On the successful completion of the course, students will be able to

CO	STATEMENT	KNOWLEDGE LEVEL
CO1	Know about the Indian social and stratification and Indian family system	K1
CO2	Apply the social reformers of Indian constitution	K3
CO3	Understand the media industrialization and media privatization	K2
CO4	Analyze the Monopolization, canalization, and its social change.	K4
CO5	Remember the Globalization & Social Change in our present media	K1

B.A. Journalism & Mass Communication			
Course Code : M19UJM02		Course Name : Media & Indian Society	
Batch 2019 - 2022	Semester I	Hours / Week 6	Credits 4

Objective

To help students to study the relationship between Media and society and understand mass media from a critical perspective.

Course Outcomes

On the successful completion of the course, students will be able to

CO	STATEMENT	KNOWLEDGE LEVEL
CO1	Apply the basic rules in grammar	K5
CO2	Understand the correct usage of words	K2
CO3	Introduce the students to learn the new words in English	K3
CO4	Analysis The Students to learn the general writing skills.	K4
CO5	Analysis the Students to apply the writing skills	K4

B.A. Journalism & Mass Communication			
Course Code : M19UJMA01		Course Name : Writing Skills	
Batch 2019 - 2022	Semester I	Hours / Week 4	Credits 4

Objective:

- i. To teach students the intricacies of English in order to develop language skills.
- ii. To equip them with written skills and spoken skills.
- iii. To know the intricacies of English and develop their language skills.

Course Outcomes:

CO	STATEMENT	KNOWLEDGE LEVEL
CO1	Apply the basic rules in grammar	K5
CO2	Understand the correct usage of words	K2
CO3	Introduce the students to learn the new words in English	K3
CO4	Analysis The Students to learn the general writing skills.	K4
CO5	Analysis the Students to apply the writing skills	K4

B.A. Journalism & Mass Communication			
Course Code : M19UJM03		Course Name : News Reporting	
Batch 2019 - 2022	Semester II	Hours / Week 5	Credits 4

Objective

This subject will develop basic skills in reporting for print media and electronic media. Students will learn the techniques of reporting skills.

Course Outcomes

\ On the successful completion of the course, students will be able to

CO	STATEMENT	KNOWLEDGE LEVEL
CO1	Introduce the students to know the basics of reporting for media.	K1
CO2	Understand differences between hard news vs. soft news and leads.	K2
CO3	Understand different forms of journalistic writing like news conference, Press meet.	K1
CO4	Analyze the script format for Radio and Television with its characteristics.	K4
CO5	Apply how to report for various field of reporting	K3

B.A. Journalism & Mass Communication

Course Code : M19UJM04

Course Name : News Editing

**Batch
2019-2022**

**Semester
II**

**Hours / Week
5**

**Credits
4**

Objective

This subject develops skills in news editing for media and publishing of stories in publication.

Course Outcomes

On the successful completion of the course, students will be able to

CO	STATEMENT	KNOWLEDGE LEVEL
CO1	Introduce the basic principles of editing involved in media	K1
CO2	Understand the qualities and responsibilities of editors.	K2
CO3	Apply how to write clear and accurate headlines, decks and captions for radio and television.	K3
CO4	Analyze to Edit copy precisely and consistently, using correct grammar and eliminating libellous passages.	K3
CO5	Understand the basic ethical issues in confronting editors for editorial	K2

B.A. Journalism & Mass Communication			
Course Code : M19UJMA02		Course Name : Writing for Media	
Batch 2019 - 2022	Semester II	Hours / Week 4	Credits 4

Objective

This subject will develop the students to write fundamentals of writing for news media, through lectures.

Course Outcomes

On the successful completion of the course, students will be able to

CO	STATEMENT	KNOWLEDGE LEVEL
CO1	Understand the principles and method of writing to style sheet with the help of news source.	K2
CO2	Introduce the reading symbols for report and technical writing style induced in print media.	K1
CO3	Demonstrate the Docudramas, Commercial for Radio.	K3
CO4	Apply the principles and techniques involved in script writing for television.	K3
CO5	Introduce the new technologies and their impact on media language.	K1

B.A. Journalism & Mass Communication			
Course Code : M19UJMP01		Course Name : Script Writing	
Batch 2019-2022	Semester II	Hours / Week 2	Credits 2

Objective

This subject develops the knowledge of storytelling, the demand of the media of television and radio, to mobilize your creative potential for the upcoming year.

Course Outcomes

On the successful completion of the course, students will be able to

CO	STATEMENT	KNOWLEDGE LEVEL
CO1	Know about the various formats of script	K1
CO2	Demonstrate the Radio talk and short film script	K2
CO3	Illustrate script for Television documentary and social advertisement	K1
CO4	Apply their view in talk show and script for web portal	K3
CO5	Understanding the Radio news reel	K1

B.A. Journalism & Mass Communication

Course Code : M19UJM05

**Course Name : Radio Programme
Production**

**Batch
2019-2022**

**Semester
III**

**Hours / Week
5**

**Credits
5**

Objective

To provide students with the fundamental knowledge and skills for content production, program making, broadcast management and broadcasting in radio.

Course Outcomes

On the successful completion of the course, students will be able to

CO	STATEMENT	KNOWLEDGE LEVEL
CO1	Introduce the history & growth of radio and its characteristics	K1
CO2	Understand the importance of radio script and uses of language on it.	K2
CO3	Remembering the Format of Radio with Music programme and News Bulletins.	K3
CO4	Analyze the basic equipment, Recording on consoles & Editing software.	K4
CO5	Understand the Radio transmission signals	K2

B.A. Journalism & Mass Communication

Course Code : M19UJM06

Course Name : Online Journalism

**Batch
2019-2022**

**Semester
III**

**Hours / Week
5**

**Credits
5**

Objective

This course provides insight into the nuances of Online as a medium of communication and enables students to get a firm grasp of how to create online news sites and write for the online medium.

Course Outcomes

On the successful completion of the course, students will be able to

CO	STATEMENT	KNOWLEDGE LEVEL
CO1	Introduce the history and evolution of internet in the society.	K1
CO2	Understand the features of online journalism and online aesthetics with hyperlink.	K2
CO3	Remembering the importance of portals, blogging, podcasting, micro blogging.	K3
CO4	Analyze the internet convergence for cyber crime and its regulation.	K4
CO5	Understand the WWW(World Wide Web) & e- group and e-governance.	K2

B.A. Journalism & Mass Communication

Course Code : M19UJMA03		Course Name : Basics of Photography	
Batch 2019-2022	Semester III	Hours / Week 4	Credits 4

Objective

This course covers basic concepts and practice of digital photography, including understanding and use of the camera, lenses, and other basic photographic equipment.

Course Outcomes

On the successful completion of the course, students will be able to

CO	STATEMENT	KNOWLEDGE LEVEL
CO1	Recognize and understand the basic structure, aesthetic and expressive concepts of photography	K1
CO2	Demonstrate a competency with a digital photographic work flow (operating a DSLR camera, adjusting camera setup)	K4
CO3	Recognize and understand the basic techniques of photography,	K2
CO4	Understand photography as a means of visual and artistic expression.	K2
CO5	Develop the ability to know about the codes and ethical issues in photography	K4

B.A. Journalism & Mass Communication

Course Code : M19UJMP02		Course Name :Layout Design	
Batch 2019-2022	Semester III	Hours / Week 2	Credits 2

Objective

To acquire practical knowledge of Layout & design with the computer based software's.

Course Outcomes

On the successful completion of the course, students will be able to

CO	STATEMENT	KNOWLEDGE LEVEL
CO1	Recognize the Tamil Unicode and its Layout	K1
CO2	Understand how to design a Visiting card and Letter head	K2
CO3	Prepare a Magazine Cover Page and unique poster for department advertisement	K3
CO4	Analyze and Make their own logo	K4
CO5	Analyze and prepare Tamil Journal and English Journal	K4

B.A. Journalism & Mass Communication

Course Code : M19UJMS01

Course Name : Campaign Planning

**Batch
2019-2022**

**Semester
III**

**Hours / Week
2**

**Credits
2**

Objective

To develop skills in assemble and present a fully integrated campaign plan that reflects strategic thinking, industry best practices, trends and tools.

Course Outcomes

On the successful completion of the course, students will be able to

CO	STATEMENT	KNOWLEDGE LEVEL
CO1	Understand the basic strategy of marketing and DRAGMA approach.	K1
CO2	Introduce a concept of competency with a campaign for organizations.	K1
CO3	Recognize the level of communication in government and private sectors.	K1
CO4	Apply programming and audience trends Marketing programs and selling space and time.	K3
CO5	Analyze the Segmentation marketing, Positioning and media planning	K4

B.A. Journalism & Mass Communication

Course Code : M19UJM07

**Course Name : Television Programme
Production**

**Batch
2019-2022**

**Semester
IV**

**Hours / Week
6**

**Credits
5**

Objective

The subject provides an insight to work as a journalist for the television medium; techniques on writing for different categories of programme are to be acquired in this subject.

Course Outcomes

On the successful completion of the course, students will be able to

CO	STATEMENT	KNOWLEDGE LEVEL
CO1	Introduce the basic television studio structure and studio layout design	K1
CO2	Understand the techniques of television lightings with Composition, Framing.	K3
CO3	Understand the Pre production work for producing a program	K3
CO4	Analyze the editing modes with feature and techniques involved in post production	K4
CO5	Apply the multi camera setup and other - Communication systems, Signal Transport.	K4

B.A. Journalism & Mass Communication

Course Code : M19UJMAP01		Course Name : Translation for Media	
Batch 2019-2022	Semester IV	Hours / Week 6	Credits 4

Objective:

This course aims to provide students with the fundamental knowledge of Translate the news and improve their skills in Editorial and Canter spread for media.

Course Outcomes

On the successful completion of the course, students will be able to

CO	STATEMENT	KNOWLEDGE LEVEL
CO1	Understand how to write Single Column and Multi Column news.	K2
CO2	Understand how to translate a Multi column and headline translation in specific language.	K2
CO3	Remembering the differences between the Breaking news and Scrolling news	K3
CO4	Introduce how to translate Ad copy and Magazine article	K1
CO5	Demonstrate the canter spread and Editorial column and translate them.	K3

B.A. Journalism & Mass Communication

Course Code : M19UJMP03

Course Name : Photography

**Batch
2019-2022**

**Semester
IV**

**Hours / Week
4**

**Credits
2**

Objective

This course aims to train students in the Photography to begin with and later provide them a firm grounding in the various areas of photography.

Course Outcomes

On the successful completion of the course, students will be able to

CO	STATEMENT	KNOWLEDGE LEVEL
CO1	Understand the basic Photography	K1
CO2	Demonstrate a competency with a digital photographic work with the lighting	K2
CO3	Apply the level of Photography types like Architecture, Advertising, Photography on human interest.	K3
CO4	Apply the level of Photography types like Wildlife, Texture & Pattern, Sports	K3
CO5	Apply the level of Photography types News, Travel Photography	K3

B.A. Journalism & Mass Communication

Course Code : M19UJMS02		Course Name : Videography	
Batch 2019-2022	Semester IV	Hours / Week 2	Credits 2

Objective

The students will acquire theoretical skills on the basic videography functioning its formats, quality and types of video camera.

Course Outcomes

On the successful completion of the course, students will be able to

CO	STATEMENT	KNOWLEDGE LEVEL
CO1	Inducting origin of cinema and the early attempts of lumiere brothers	K1
CO2	Remember the exposure level of shooting scenery	K1
CO3	Relate videography properties and its shots	K3
CO4	Introducing the concept of 180and composition of angle	K1
CO5	Understand video format in multimedia and its framing rate	K2

B.A. Journalism & Mass Communication

Course Code : M19UJM08

Course Name : Media Law & Ethics

**Batch
2019-2022**

**Semester
V**

**Hours / Week
5**

**Credits
5**

Objective

To enable the students understand the legal and ethical aspects of the Indian media and the existing regulatory mechanisms.

Course Outcomes

On the successful completion of the course, students will be able to

CO	STATEMENT	KNOWLEDGE LEVEL
CO1	Analyze the Ethical and legal aspects of media and their rights	K4
CO2	Introducing the constitutional restriction of media and their privileges	K1
CO3	Understand the Media Act's	K2
CO4	Apply Press council Act and Ethics for Journalist	K3
CO5	Remember autonomy and independence of Editor and publisher	K1

B.A. Journalism & Mass Communication

Course Code : M19UJM09		Course Name : Advertising	
Batch 2019-2022	Semester V	Hours / Week 5	Credits 5

Objective

This paper is to expose the students to functions, strategies and technique of advertisement as well as social and economic effects of advertising and to learn the fundamentals of PR.

Course Outcomes

On the successful completion of the course, students will be able to

CO	STATEMENT	KNOWLEDGE LEVEL
CO1	Know the origin and growth of advertising and its impact in society	K1
CO2	Introducing the Basics functions of advertising and marketing fix.	K1
CO3	Understand advertising agencies and its function.	K2
CO4	Understand	K4
CO5	Analyze brands (awareness, attitude, feelings, equity)	K1

B.A. Journalism & Mass Communication

Course Code : M19UJMP01

Course Name : Script Writing

**Batch
2019-2022**

**Semester
II**

**Hours / Week
2**

**Credits
2**

Objective

To enable the students understand and appreciate the historical, social, political, cultural and economical aspects of film locally, nationally and globally.

Course Outcomes

On the successful completion of the course, students will be able to

CO	STATEMENT	KNOWLEDGE LEVEL
CO1	Introduce the film medium to know about hermeneutics, reception aesthetics and film interpretation.	K1
CO2	Understand the post modernism, post structuralism and deconstruction. Impressionism, expressionism, and surrealism.	K2
CO3	Remembering the importance of Camera shots, pan, crane, tracking, and transition.	K3
CO4	Understand what is meant by Film institute's censorship certification and its important.	K2
CO5	Apply the regional cinema with special reference to Tamil cinema	K3

B.A. Journalism & Mass Communication

Course Code : M19UJME01		Course Name : Introduction to New Media	
Batch 2019-2022	Semester V	Hours / Week 5	Credits 4

Objective

The course will trace the history and growth of new media in India, Presentations of web pages of new media of newspapers, use of Internet as a tool for journalists.

Course Outcomes

On the successful completion of the course, students will be able to

CO	STATEMENT	KNOWLEDGE LEVEL
CO1	Introduce the Limitation and risk factors involves in New Media	K1
CO2	Understand the preparation and presentation of web content in digital new media.	K2
CO3	Remember the knowledge of various multimedia platforms for production.	K3
CO4	Apply the ethics of online journalism and ethics of image in social media	K3
CO5	Analyze the Static Pages and Dynamic Pages in Websites.	K4

B.A. Journalism & Mass Communication

Course Code : M19UJMEO2

Course Name : Media & Human Rights

**Batch
2019-2022**

**Semester
V**

**Hours / Week
5**

**Credits
4**

Objective

To have knowledge on human rights is a must for journalism students and this subject will give overall information about human rights issue and also on reporting it.

Course Outcomes

On the successful completion of the course, students will be able to

CO	STATEMENT	KNOWLEDGE LEVEL
CO1	Introduce the concept of human rights with legitimacy and priority.	K1
CO2	Understand the Media and Contemporary Issues involved on Human Rights	K2
CO3	Remembering the news value for reporting about the human rights	K3
CO4	Understand the powers and functions of national and state human rights institutions.	K2
CO5	Analyze the case study of various human rights reporting.	K4

B.A. Journalism & Mass Communication

Course Code : M19UJME03		Course Name : Specialized Reporting	
Batch 2019-2022	Semester V	Hours / Week 5	Credits 4

Objective

The paper tries to provide an insight into the basis of journalism – news and specialized news writing and reporting. It provides a broad scope for learning the journalism – professional specialized reporting.

Course Outcomes

On the successful completion of the course, students will be able to

CO	STATEMENT	KNOWLEDGE LEVEL
CO1	Understand the basic rules of sports reporting and requirement for reporting.	K2
CO2	Introduce how to report for business news about the share markets, Sensex exchanges.	K1
CO3	Analyze the rural reporting on social change in village community and its impact.	K4
CO4	Understand how to report science and technology news.	K2
CO5	Learn about the cultural reporting, weather reporting, war reporting.	K1

B.A. Journalism & Mass Communication

Course Code : M19UJMP04		Course Name : Videography	
Batch 2019-2022	Semester V	Hours / Week 3	Credits 2

Objective

The students will acquire technical skills on the videography

Course Outcomes

On the successful completion of the course, students will be able to

CO	STATEMENT	KNOWLEDGE LEVEL
CO1	Analyze and make an College function	K4
CO2	understand and write his own script for department function (shoot it)	K2
CO3	Analyze and take a video of Public function	K4
CO4	Apply and shoot a video for public rally and sports event	K3
CO5	Demonstrate and prepare a shoot for 15 minutes documentary	K2

B.A. Journalism & Mass Communication

Course Code : M19UJMS03

Course Name : Anchoring & News Casting

**Batch
2019-2022**

**Semester
V**

**Hours / Week
2**

**Credits
2**

Objective

This course covers the entertainment industry which is growing leaps and bounds. For that Television, movies or any other platform; anchors are required everywhere.

Course Outcomes

On the successful completion of the course, students will be able to

CO	STATEMENT	KNOWLEDGE LEVEL
CO1	Understand the history and development of television and its program production	K1
CO2	Introduce the Anchoring Techniques, Familiarization with camera.	K1
CO3	Apply the interview skills (Interview techniques, preparing questions for an Interview)	K3
CO4	Remember the Concept of visual language and process of Script	K1
CO5	Introduce the Scope and new trends in news casting.	K1

B.A. Journalism & Mass Communication

Course Code : M19UJM11		Course Name : Public Relation	
Batch 2019-2022	Semester VI	Hours / Week 6	Credits 5

Objective:

Student will learn to develop market surveys, write news releases, produce public service announcements, conduct news conferences, and design web pages.

COURSE OUTCOMES:

On the successful completion of the course, students will be able to

CO	STATEMENT	KNOWLEDGE LEVEL
CO1	Introduce the concept of Public Relations and their Essential of good public relations.	K1
CO2	Understand the role and responsibilities of Public Relations and its tools	K2
CO3	Understand the Ethics of PR and importance of PR in society	K2
CO4	Observe the Book publications in India and Role of publishers (in the view of PR)	K3
CO5	Apply the role of PR in Crisis communication and PR writing for Media	K3

B.A. Journalism & Mass Communication

Course Code : M19UJM13		Course Name : Media Management	
Batch 2019-2022	Semester VI	Hours / Week 6	Credits 5

Objective

To introduce the managerial aspects of television and radio industries functions within television and radio industries and describe the important issues that confront individual managers.

Course Outcomes

On the successful completion of the course, students will be able to

CO	STATEMENT	KNOWLEDGE LEVEL
CO1	Introduce the Role and responsibilities of media and ownership pattern	K1
CO2	Apply the theories of management and its modern approaches	K3
CO3	Analyze the hiring process in media	K4
CO4	Demonstrate the Ethical Issues in Media Management	K2
CO5	Understand the Financial management and Media entrepreneurship	K2

B.A. Journalism & Mass Communication

Course Code : M19UJME04

Course Name : Understanding Cinema

**Batch
2019-2022**

**Semester
VI**

**Hours / Week
6**

**Credits
4**

Objective

To enable the students understand and appreciate the historical, social, political, cultural and economical aspects of film locally, nationally and globally.

Course Outcomes

On the successful completion of the course, students will be able to

CO	STATEMENT	KNOWLEDGE LEVEL
CO1	Understand the overview of Cinema and transmission of culture in cinema.	K1
CO2	Introduce the Dimension of film and view point of editing	K2
CO3	Apply the sound, Narrative, Genre and Documentary are supporting the cinema.	K3
CO4	Analyze the Film type's and new frontiers of Tamil cinema.	K1
CO5	Analyze who are the Frontiers and backbone of Indian cinema	K4

B.A. Journalism & Mass Communication

Course Code : M19UJME05

Course Name : Mass Media & Society

**Batch
2019-2022**

**Semester
VI**

**Hours / Week
6**

**Credits
4**

Objective

To help students to study the relationship between mass media and society and understand mass media from a critical perspective

Course Outcomes

On the successful completion of the course, students will be able to

CO	STATEMENT	KNOWLEDGE LEVEL
CO1	Understand the characteristics and functions of mass media	K1
CO2	Introduce the basic concepts of society, community and status & Role of Institutions	K1
CO3	Analyze the media effects upon individuals and society with popular culture.	K4
CO4	Apply the economics of media in globalization its status of media in ownership.	K3
CO5	Study about the Social construction of reality by media-Active audience.	K3

B.A. Journalism & Mass Communication

Course Code : M19UJME06

Course Name : Broadcast Journalism

**Batch
2019-2022**

**Semester
VI**

**Hours / Week
6**

**Credits
4**

Objective

Students will be able to learn the class begins with the history of broadcast journalism, and moves to the exploration of story types.

Course Outcomes

On the successful completion of the course, students will be able to

CO	STATEMENT	KNOWLEDGE LEVEL
CO1	Introduce the history of broadcast and broadcast journalism with its characteristics.	K1
CO2	Remembering the news sources which includes emergency service radio, check calls, newsroom diaries.	K2
CO3	Understand where the news's are collected by the reporters then balancing of news in visual and actuality.	K2
CO4	Apply the style of News anchors & presenters and qualities of a news caster.	K3
CO5	Understand the Electronic News Gathering and feature of Electronic Field Production.	K2

B.A. Journalism & Mass Communication			
Course Code : M19UJMSO4		Course Name : Communication for Development	
Batch	Semester	Hours / Week	Credits
2019-2022	VI	2	2

Objective

This course will facilitate to understand the fundamental functions of model and theory to apply theoretical perspectives in addressing demands in their personal and professional lives.

Course Outcomes

On the successful completion of the course, students will be able to

CO	STATEMENT	KNOWLEDGE LEVEL
CO1	Introduce need of communication and mean 7'Cs	K1
CO2	Apply the Communication model in their personal life	K3
CO3	Remembering press theories in the aspect of media field	K1
CO4	Analyze the Mass media effects theory	K4
CO5	Understand Urban sanitation Consumer awareness & Slum development	K2



Head of the Department

HEAD OF THE DEPARTMENT
JOURNALISM AND MASS COMMUNICATION
MAHENDRA ARTS & SCIENCE COLLEGE
(AUTONOMOUS) KALIPPATTI - 637 501
T. CODE, NAMAKKAL (Dt).



PRINCIPAL

MAHENDRA ARTS & SCIENCE COLLEGE
(Autonomous)

Kalippatti (PO) - 637 501, Namakkal (Dt)



Principal
PRINCIPAL

MAHENDRA ARTS & SCIENCE COLLEGE
(Autonomous)

Kalippatti (PO) - 637 501, Namakkal (Dt)



MAHENDRA ARTS & SCIENCE COLLEGE (Autonomous)

Affiliated to Periyar University, Salem.

Accredited by NAAC with 'A' Grade & Recognized u/s 2(f) and 12(B) of the UGC Act 1956
Kalippatti - 637 501, Namakkal (Dt), Tamil Nadu.

DEPARTMENT OF JOURNALISM & MASS COMMUNICATION

PROGRAMME OUTCOMES (POs) OF B.A. JOURNALISM & MASS COMMUNICATION

Academic year 2020-2021

PO1: Able to write a variety of mass media products, including news stories, press releases, and advertising copy, following accepted journalistic standards, including Associated Press style.

PO2: To create and design emerging media products, including blogs, digital audio, digital video, social media, digital photography, and multimedia.

PO3: Understand and be able to apply relevant case law involving journalism, the First Amendment, and other mass media issues.

PO4: To recognize and analyze the mass problems in their localities and effectively design media strategies that will provide solution to these problems.

PO5: Understands role of mass media in a liberal democracy and the learner writes, delivers to direct media programmes for the benefit of their locality.

PO6: They grounded in the science of communication and possess the capacity to develop the human, social, and technological modes of communication, for the benefit of their local community.

Head of the Department
HEAD OF THE DEPARTMENT

JOURNALISM AND MASS COMMUNICATION
MAHENDRA ARTS & SCIENCE COLLEGE

(AUTONOMOUS) KALIPPATTI - 637 501.
T. CODE, NAMAKKAL (Dt).

PRINCIPAL

MAHENDRA ARTS & SCIENCE COLLEGE
(Autonomous)

Kalippatti (PO) - 637 501, Namakkal (Dt)

Principal

PRINCIPAL

MAHENDRA ARTS & SCIENCE COLLEGE
(Autonomous)

Kalippatti (PO) - 637 501, Namakkal (Dt)



MAHENDRA ARTS & SCIENCE COLLEGE (Autonomous)

Affiliated to Periyar University, Salem.

Accredited by NAAC with 'A' Grade & Recognized u/s 2(f) and 12(B) of the UGC Act 1956
Kalippatti – 637 501, Namakkal (Dt), Tamil Nadu.

DEPARTMENT OF JOURNALISM & MASS COMMUNICATION

PROGRAMME SPECIFIC OUTCOMES (PSOs) OF B.A. JOURNALISM & MASS COMMUNICATION

Academic year 2020-2021

PSO1: Students will acquire a functional knowledge of the essential principles and recent emerging trends of the media firm.

PSO2: The course is a solid foundation program which follows an all-encompassing theoretical and hands-on approach in communication and media.

PSO3: The ability to embrace convergent media by shooting video, making photographs, and writing for and posting to the web.

PSO4: An understanding of the roles and duties of journalism in society, and recognition of the legal and more implications of their work.

PSO5: Students will appreciate and demonstrate the ability to produce reliable outcomes firmly founded on socially responsible framework, backed with decent knowledge of media law and ethics.

PSO6: Students will be equipped to conceptualize, create, design, and strategies high quality media content for print, TV, radio, films and various digital platforms like social media, mobile etc.

PSO7: The purpose of the subject like 'Relation between *Media and Indian Society*' is to transmit the communication culture and influence the thinking of substantial numbers of individuals.

Head of the Department

HEAD OF THE DEPARTMENT
JOURNALISM AND MASS COMMUNICATION
MAHENDRA ARTS & SCIENCE COLLEGE
(AUTONOMOUS) KALIPPATTI - 637 501.
T. CODE, NAMAKKAL (Dt).

Principal

PRINCIPAL
MAHENDRA ARTS & SCIENCE COLLEGE
(Autonomous)

PRINCIPAL
MAHENDRA ARTS & SCIENCE COLLEGE
(Autonomous)

Kalippatti (PO) - 637 501, Namakkal (Dt)

Kalippatti (PO) - 637 501, Namakkal (Dt)