

DEPARTMENT OF COMMUNICATION & MEDIA STUDIES (MCMS)

Programme Outcomes:

PO1	Domain Knowledge
PO2	Communicative competence
PO3	Proficiency in using Modern Technologies
PO4	Reflective response to ethical and Social issues
PO5	Sustainability Values
PO6	Critical thinking and Problem Solving
PO7	Entrepreneurship and Leadership
PO8	Team work
PO9	Self-Directed and Lifelong Learning

Programme Specific Outcomes (PSO) - MCMS

PSO1	Graduates will be able to gather and disseminate news through various media like print, radio, television and internet.
PSO2	Graduates will develop multitasking abilities to create, edit and design multimedia content in a professional environment.
PSO3	Graduates will be able to conceive an idea, shoot and edit video based fictional and non-fictional content, including radio/television commercials.
PSO4	Graduates will be able to coordinate organizational communication and manage brand image through effective application of Public Relations and Corporate Communication.
PSO5	Graduates of the programme will identify and respond to the various legal and ethical issues that concern the field of media and Journalism.

COURSE OUTCOMES

COURSE CODE	COURSE NAME	COURSE OUTCOMES
PMS1801	INTRODUCTION TO COMMUNICATION	<p>CO1: Students will be able to sketch the evolution & development of human communication upto the age of information technology.</p> <p>CO2: They will be able to recognize the process of communication & barriers to effective communication.</p> <p>CO3: They will imbibe the importance of non - verbal communication & the crucial role it plays in all communication situations.</p> <p>CO4: They will be able to differentiate different types of communication.</p> <p>CO5: They can distinguish various theories of mass communication</p>
PMS1802	PRINT MEDIA JOURNALISM	<p>CO1: Students will be able to demonstrate competency in different styles of news writing</p> <p>CO2: They can explain and appraise issues of national and international relevance</p> <p>CO3: They can differentiate the journalism theory and practice</p> <p>CO4: They can analyze the operations, functions and duties of the editorial department</p>

		<p>CO5: They will demonstrate an effective knowledge of vocabulary used in reporting and editing</p>
PMS1803	CREATIVE AND TECHNICAL WRITING	<p>CO1: Students will learn about industry standards, processes, and concepts related to technical writing.</p> <p>CO2: They will enhance their content writing skills and learn about writing practices followed in the technical writing discipline.</p> <p>CO3: They will learn how to write simple user manuals for products and services.</p> <p>CO4: They will learn write content for creative non-fiction</p> <p>CO5: They will acquire the skills to prepare DDLC, SDLC, PDLC and SQA</p>
PMS1804	DESIGNING PRINCIPLES AND VISUAL CULTURE	<p>CO1: Students can differentiate the theoretical and practical understanding of eastern and western aesthetics</p> <p>CO2: They will recognize and understand major artists, methods and theories, and be able to assess the qualities of the works of art</p> <p>CO3: They can apply design principles in various media productions</p> <p>CO4: They can critically evaluate concepts in art and culture</p> <p>CO5: They can create a portfolio of</p>

		works that demonstrates their various perceptions
PMS1805	PRACTICAL: NEWS REPORTING, EDITING AND DESIGNING	<p>CO1: They learn to write for print media in conformity with the laws, ethics and practical principles of journalism.</p> <p>CO2: Students attain competency in news gathering, reporting and editing.</p> <p>CO3: They write and design news stories and feature stories</p> <p>CO4: They practice layout and design using softwares</p> <p>CO5: They could demonstrate portfolio of their work in reporting and designing</p>
PMS1806	MEDIA SKILLS 1 : FILM APPRECIATION	<p>CO1: Students can identify the characteristic features of cinema as a distinctive art form.</p> <p>CO2: They will be able to analyse composition of shots, camera angles, camera movements, shot, scene, sequence and lighting pattern.</p> <p>CO3: They will be able to critically analyze the aesthetics of visuals and sounds.</p> <p>CO4: They can demonstrate proficiency in appreciating and reviewing films.</p> <p>CO5: They develop skills to identify various elements in films such as visuals, sounds, color and editing</p>

		techniques.
PMS1807	NEW MEDIA	<p>CO1: Students utilize the newmedia for academic and professional competency.</p> <p>CO2: They can identify the tools of communication in the digital platform.</p> <p>CO3: They can create hyper textual contents.</p> <p>CO4: They will be able to experiment with the digital convergence of the media in delivering news.</p> <p>CO5: They will be able to distinguish the positive and negative effects of the social media.</p>
PMS1808 A	MAGAZINE JOURNALISM (ELECTIVE)	<p>CO1: Students will be able to review the different types of magazines</p> <p>CO2: They can write content for general as well as special interest magazines</p> <p>CO3: They can illustrate different styles of writing such as articles, features, reviews & cartoons</p> <p>CO4: They will develop skills in researching, reporting, subbing and interviewing</p> <p>CO5: They attain skills in magazine design and layout.</p>
PMS1808 B	BROADCAST JOURNALISM	<p>CO1: Students can write, edit, interview and present different types</p>

	(ELECTIVE)	<p>of broadcast programs</p> <p>CO2: They are able to critically discuss the various approaches shown by different media towards news and current affairs programs</p> <p>CO3: They can apply the production skills in the preparation and distribution of content for designated media platforms.</p> <p>CO4: They will be able to plan and create in-depth, research-based broadcast pieces by using variety of technologies for different audiences.</p> <p>CO5: They can critically appraise the broadcast journalism industry and its role in the current media platform</p>
PMS1808 C	SCIENCE & ENVIRONMENTAL COMMUNICATION (ELECTIVE)	<p>CO1 : Students will be able to review the history of science communication</p> <p>CO2 : They evaluate different trends in science communication</p> <p>CO3 : They distinguish types of ecosystem</p> <p>CO4 : They demonstrate competency in science and environmental communication</p> <p>CO5 : They assess the impact of environmental communication</p>

<p>PMS1809</p>	<p>ADVERTISING: CONCEPTS AND PRACTICE</p>	<p>CO1: Students will be able to explain advertising as a professional marketing communication.</p> <p>CO2: They script persuasive ad copy and also create USP based advertisements in all media of communication.</p> <p>CO3: They can work in an advertising agency in any of the departments.</p> <p>CO4: They apply knowledge about media to effectively plan utilization of the media to build corporate images.</p> <p>CO5: They can narrate the history of Indian advertising and assess its contemporary status.</p>
<p>PMS1810</p>	<p>RESEARCH METHODOLOGY</p>	<p>CO1: Students can distinguish between Qualitative and Quantitative research methods</p> <p>CO2: They will be able to explain the various research designs and techniques used for conducting research works</p> <p>CO3: They can critically analyse the research methodologies identified in existing literature</p> <p>CO4: They develop a comprehensive research methodology for a research question</p> <p>CO5: They can describe the various</p>

		ethical issues while conducting quantitative and qualitative research.
PMS1811	PRACTICAL: PHOTOGRAPHY	<p>CO1 : Students can explain history and evolution of photography</p> <p>CO2: They will differentiate the working and structure of an analog and digital camera</p> <p>CO3: They will create and design a portfolio of works that demonstrate their abilities in photography</p> <p>CO4: They will identify types of lenses, lighting and details of photo film</p> <p>CO5: They will be able to review and analyse photographs</p>
PMS1812	INTERNSHIP - I	<p>CO1: Students will be able to demonstrate their writing/ presenting/ production skills in the media industry under the expert guidance of media persons</p> <p>CO2: They can summarize the operations, functions and duties of the editorial department</p> <p>CO3: They will be able to apply their analytical ability to create and design contents on par with the industrial standards</p> <p>CO4: They will be able to apply their theoretical knowledge in creating content for any medium of communication they work</p> <p>CO5: They will be able to design a</p>

		portfolio of their works
PMS1813	MEDIA SKILLS II: FILM JOURNALISM	<p>CO1: Students familiarize themselves with the various elements in the production of a film.</p> <p>CO2: They understand the major film movements in the world cinema.</p> <p>CO3: They learn the technological and aesthetical development of cinema.</p> <p>CO4: They read cinema as a text and analyse the audio-visual content.</p> <p>CO5: They will be able to write and review films they view</p>
PMS1814	PUBLIC RELATIONS & ORGANIZATIONAL COMMUNICATION	<p>CO1: Students will be able to identify the perception of various publics in order to manage them using methods and tools of public relations.</p> <p>CO2: They will be able to recognize the manipulative tendencies that are inherent and prevalent in the practice of public relations.</p> <p>CO3: They will realize that reputation is the result of work done rather than futuristic claims about it.</p> <p>CO4: They experiment various types of research before planning effective</p>

		<p>PR programmes</p> <p>CO5: They integrate different aspects of corporate communication of an organization</p>
PMS1815	WORLD CINEMA	<p>CO1: Students develop critical and appreciative skills in film viewing</p> <p>CO2: They can analyze and evaluate the impact of film theories and movements</p> <p>CO3: They produce / write reviews and critiques on films</p> <p>CO4: They summarize basic terminologies of filmmaking</p> <p>CO5: They can distinguish major film genres</p>
PMS1816	MEDIA THEORIES & PRACTICE	<p>CO1: Students will be able to evaluate media content and arrive at conclusions</p> <p>CO2: They will be able to explain how media systems work</p> <p>CO3: They can distinguish between psychological, economical, sociological and semiotic types of media analysis</p> <p>CO4: They can discuss the relevance of media literacy</p> <p>CO5: They will be able to write research articles on media content deconstruction</p>

<p>PMS1817 A</p>	<p>DEVELOPMENT COMMUNICATION (ELECTIVE)</p>	<p>CO1: Students can define and explain the various perspectives of development at the local, regional and global levels.</p> <p>CO2: Students can analyze the role of the media in acting as a catalyst to development.</p> <p>CO3: Students can explain the indicators of development.</p> <p>CO4: Students will be able to analyze case studies of developmental communication programs and projects implemented in India and abroad.</p> <p>CO5: Students can critically analyze the perspectives of sustainable developments, participatory development and women in development.</p>
<p>PMS1817 B</p>	<p>BUSINESS COMMUNICATION (ELECTIVE)</p>	<p>CO1: Students will be able to appraise business communication content and categorize them</p> <p>CO2: They will be able to distinguish between formal and informal modes of communication</p> <p>CO3: They can write business letters which are internationally acceptable.</p> <p>CO4: They can explain how the stock market works</p> <p>CO5: They will be able to evaluate the impact of economic changes on society</p>

		<p>CO6: They will demonstrate a clearer understanding of how the Indian economy Works</p>
PMS1817 C	MALAYALAM JOURNALISM (ELECTIVE)	<p>CO1: Students will be able to understand the evolution of Malayalam language journalis</p> <p>CO2: They develop language skills in Malayalam</p> <p>CO3: They can critically evaluate the present status of newspapers and magazines in Malayalam</p> <p>CO4: They will develop their skills in translation and interpretation</p> <p>CO5: They create a portfolio of works that demonstrates their writing skills in Malayalam</p>
PMS1818	PRACTICAL: VIDEO PRODUCTION	<p>CO1: Students will describe various production practices in broadcast media, television and multi-camera production</p> <p>CO2: They will develop project ideas, and other pre-production materials, and produce an idea as a high quality finished video product</p> <p>CO3: They use professional video, lighting and audio recording equipment at an intermediate level</p> <p>CO4: They will design and create broadcast packages by incorporating elements of sound, light and voice over</p>

		<p>CO5: They can write in the broadcast style in compliance with the ethical and practical principles</p>
<p>PMS1819</p>	<p>MEDIA SKILLS III: HEALTH COMMUNICATION</p>	<p>CO1: Students will be able to delineate health problems and the air and water pollution.</p> <p>CO2: They will be able to demonstrate to the audience how diseases originate and specify some remedial measures.</p> <p>CO3: They will be able to conscientise people about the need to follow a healthy life style and to keep their places of habitation clean and environment friendly.</p> <p>CO4: They will be able to identify and report to the audience about major health programmes being implemented by the government as well as non-governmental agencies.</p> <p>CO5: They will be able to identify and use a variety of resources and tools for developing and evaluating successful public health communication campaigns.</p>

<p>PMS1820</p>	<p>DISSERTATION</p>	<p>CO1: Students will be able to build a solid academic base on the topic that they have chosen for the dissertation</p> <p>CO2: They can develop and engage in an independent critical investigation and evaluation of a chosen research topic relevant to the society</p> <p>CO3: They can systematically identify relevant theory and concepts, relate these to appropriate methodologies and evidence, apply appropriate techniques and draw appropriate conclusions</p> <p>CO4: They can identify the ethical standards of conduct in the collection and evaluation of data and other resources</p> <p>CO5: They can communicate the research concepts and contexts clearly and effectively both in writing and orally.</p>
<p>PMS1821</p>	<p>MEDIA LAWS & ETHICS</p>	<p>CO1: Students are able to evaluate the ethical issues in the field of journalism.</p> <p>CO2: They can analyze the relevance and the need for the control on media contents in Indian society</p> <p>CO3: They can explain the principles of journalistic ethics and the</p>

		<p>significance of ethical and responsible journalism</p> <p>CO4: They can distinguish the different media laws and their recent amendments</p> <p>CO5: They will demonstrate a clearer understanding of Indian law pertaining to the media sector</p> <p>CO6: They will have the necessary skills to specialize in court news reporting.</p>
PMS1822	MEDIA MANAGEMENT	<p>CO1: Students will be able to explain various types of media ownership linked to media management.</p> <p>CO2: They will be able to identify the influence on the selection of news items and features by the media industry.</p> <p>CO3: They will be able to describe the filtering done at various stages in newspaper composition.</p> <p>CO4: They will be able to explain the phenomenon of vertical integration in the management media.</p> <p>CO5: They will be able to verify the benefits and perils of social media.</p>
PMS1823	INDIAN CINEMA	<p>CO1: Students can explain the contemporary trends in Indian cinema</p>

		<p>CO2 : They will critically analyze the regional film industries</p> <p>CO3: They are able to examine the films in terms of ‘art’ and ‘commercial’ cinema, ‘regional’ and ‘national’ cinema</p> <p>CO4: They examine development of popular cinema in India, with an emphasis on Hindi films</p> <p>CO5: They will understand the historical development of cinema in the context of Indian society.</p>
PMS1824	DIGITAL MEDIA AND SOCIETY	<p>CO1: Students will understand digital media’s potential and use media convergence technologies to share information and ideas</p> <p>CO2: They will distinguish the empowerment function of the Net as well as the propagandist function</p> <p>CO3: They will analyze the debates on intellectual property rights and online piracy</p> <p>CO4: They understand the concept of creative commons</p> <p>CO5: They critically analyze the positive effects of social media</p>
PMS1825	MEDIA EVENTS	<p>CO1: Students can conceptualize plan, promote and conduct media events in a professional environment</p> <p>CO2: They can explain the components and various roles involved in planning, organizing, running and evaluating an</p>

		<p>event</p> <p>CO3: They can describe the essential activities for media events in the context of organizational needs</p> <p>CO4: They can differentiate between marketing, Public Relations and event management</p> <p>CO5: They will be able to evaluate and judge the quality and success of special events.</p>
PMS1826	COMPREHENSIVE VIVA VOCE	<p>CO1: Students display a holistic understanding of the subjects discussed during the programme</p> <p>CO2: They will be able to reproduce course content that they learnt at all points during the course of study</p> <p>CO3: They learn to defend their point of view in a debate scenario</p> <p>CO4: They learn to question the existing set of information to upgrade the system in place</p> <p>CO5: They demonstrate practical skills in all domains discussed during the course</p>
PMS1827	INTERNSHIP –2	<p>CO1 : Students will be able to demonstrate their writing/ presenting/ production skills in the media industry under the expert guidance of media persons</p> <p>CO2 : They can summarize the operations, functions and duties of the editorial department</p>

		<p>CO3 : They will be able to apply their analytical ability to create and design contents on par with the industrial standards</p> <p>CO4: They will be able to apply their theoretical knowledge in creating content for any medium of communication they work</p> <p>CO5 : They will be able to design a portfolio of their works</p>
<p>PMS1828</p>	<p>MOOC COURSE</p>	<p>CO1: Students will be able to understand and explain the concept behind Massive Open Online Course (MOOC)</p> <p>CO2: They can communicate their ideas in a group</p> <p>CO3: They will attain necessary skills to implement the knowledge in a profession of their choice</p> <p>CO4: They can create and deliver MOOC contents</p> <p>CO5: They will be able to use technology for learning and expanding their knowledge base</p>