



MARIAN COLLEGE KUTTIKKANAM AUTONOMOUS

DEPARTMENT OF COMMUNICATION AND MEDIA STUDIES

Kuttikkanam P.O., Peermade, Idukki District, Kerala, India

www.mariancollege.org, media@mariancollege.org

PROGRAMME OUTCOMES (PO)

- 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: Teamwork
- PO9: Self-directed and life-long learning

PROGRAMME SPECIFIC OUTCOMES (PSO)

On the successful completion of the MCMS programme, the students will be able to:

- PSO1: gather and disseminate audio - visual content through various digital and non-digital platforms.;
- PSO2: create, edit, and design content for various digital and non-digital platforms on par with industrial standards;
- PSO3: conceive an idea, shoot and edit video-based fictional and non-fictional content, including radio and television commercials for broadcast;
- PSO4: engage and manage brand image through effective application of Public Relations, Corporate Communication, and Advertising; and
- PSO5: identify and respond to the various legal, ethical, and developmental issues that concern the field of communication and media studies.

SEMESTER I

PMS2201: PARADIGMS OF COMMUNICATION

Course Outcomes: On completion of the course, the students will be able to:

PMS2201.CO1: acquire effective communication skills for different life situations;

PMS2201.CO2: identify barriers of communication and rectify them by applying relevant models of communication;

PMS2201.CO3: ability to formulate communication strategies using different concepts of communication;

PMS2201.CO4: assess the communication theories to validate the communication in different life situations; and

PMS2201.CO5: evaluate and apply new trends in communication for effective formulation of public opinion.

PMS2202: PRINT MEDIA JOURNALISM

Course Outcomes: On completion of the course, the students will be able to:

PMS2202.CO1: demonstrate a comprehensive understanding of the different news factors in the existing socio-cultural environment;

PMS2202.CO2: apply news gathering techniques for print media; PMS2202.CO3: create content for print media and interpret its meaning;

PMS2202.CO4: attain technical competence to use the software in editing and designing the content; and

PMS2202.CO5: evaluate the historical and contemporary journalistic practices and content.

PMS2203: INTRODUCTION TO FILM STUDIES

Course Outcomes: On completion of the course, the students will be able to:

PMS2203.CO1: evaluate the basic elements of film language;

PMS2203.CO2: evaluate film history of cinema in India and abroad. PMS2203.CO3: evaluate the film movements;

PMS2203.CO4: evaluate current developments of popular cinema in India; and

PMS2203.CO5: create content through critical analysis of movies.

PMS2204A: CREATIVE WRITING FOR MEDIA (ELECTIVE)

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

PMS2204A.CO1: create unique content related to different media platforms;

PMS2204A.CO2: create appropriate headlines and captions;

PMS2204A.CO3: create and develop research and editing skills;

PMS2204A.CO4: create and maintain a blog; and

PMS2204A.CO5: create hyperlocal content for media.

PMS2204B: SPORTS JOURNALISM (ELECTIVE)

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

PMS2204B.CO1: evaluate different sports and games;

PMS2204B.CO2: write sports content for print media;

PMS2204B.CO3: produce sports content for broadcast media;

PMS2204B.CO4: prepare sports content for the new media; and

PMS2204B.CO5: create content based on sports data.

PMS2204C: SCIENCE AND ENVIRONMENTAL JOURNALISM (ELECTIVE)

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

PMS2204C.CO1: evaluate the different concepts of the ecosystem;

PMS2204C.CO2: evaluate the development alternatives in science and environmental journalism;

PMS2204C.CO3: Evaluate the role of media in creating public awareness on science and environmental issues;

PMS2204C.CO4: produce scientific and environmental content for the print, broadcast, and new media; and

PMS2204C.CO5: evaluate and create content based on science and environmental journalism

PMS2205: PHOTOGRAPHY (PRACTICAL)

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

PMS2205.CO1: interpret the basics of photography;

PMS2205.CO2: apply the exposure triangle in photography;

PMS2205.CO3: apply framing and composition;

PMS2205.CO4: apply the techniques of lighting in photography; and

PMS2205.CO5: create and design a portfolio of work.

PMS2206: PRINT MEDIA PRODUCTIONS (PRACTICAL)

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

PMS2206.CO1: apply the computer software for editing text and headline;

PMS2206.CO2: apply software for typesetting and computer-assisted editing;

PMS2206.CO3: apply software for photo editing;

PMS2206.CO4: design pages using page design software; and

PMS2206.CO5: create portfolio of photo editing and page designing.

PMS2207: TECHNICAL WRITING (NON-CREDIT)

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

PMS2207.CO1: evaluate the development of technical writing;

PMS2207.CO2: apply different types, processes, and guidelines of technical documentation;

PMS2207.CO3: create content using popular styles and standards;

PMS2207.CO4: create technical content by following various stages of the documentation process; and PMS2207.CO5: attain proficiency to use different mapping software.

PMS2208: TELEVISION JOURNALISM AND NEWS PRODUCTION

Course Outcomes: On the completion of this course, the students will be able to:

PMS2208.CO1: comprehend the nature and characteristics of television news;

PMS2208.CO2: conceptualise programme ideas and write scripts for news;

PMS2208.CO3: produce and present TV news reports and news-based documentaries;

PMS2208.CO4: evaluate television programmes; and

PMS2208.CO5: analyse ethical issues in TV programmes.

PMS2209: COMMUNICATION RESEARCH

Course Outcomes: On successful completion of the course, the student will be able to:

PMS2209.CO1: apply different concepts of research;

PMS2209.CO2: apply different techniques used for research;

PMS2209.CO3: apply different research methodology designs;

PMS2209.CO4: evaluate research problems; and

PMS2209.CO5: create different research reports.

PMS2210: ADVERTISING CONCEPTS AND PRACTICE

Course Outcomes: On completion of the course, the students will be able to:

PMS2210.CO1: create advertisements using marketing strategy;

PMS2210.CO2: formulate creative briefs for creating advertisements;

PMS2210.CO3: create advertisements for print media;

PMS2210.CO4: critically analyse television commercials; and

PMS2210.CO5: attain competency in media planning and social media advertising.

PMS2211A: INTIMATE JOURNALISM (ELECTIVE)

Course Outcomes: On successful completion of this course, the student will be able to:

PMS2211A.CO1: evaluate intimate journalistic practices for specialisation;

PMS2211A.CO2: evaluate intimate journalistic content critically;

PMS2211A.CO3: write intimate journalistic content for print media;

PMS2211A.CO4: edit intimate journalistic content for different media; and

PMS2211A.CO5: publish intimate journalistic content for different media

PMS2211B: MAGAZINE JOURNALISM (ELECTIVE)

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

PMS2211B.CO1: apply text, images, and design to reflect industry standards;

PMS2211B.CO2: apply the principles of design and layout in magazine production;

PMS2211B.CO3: create cover story for a magazine;

PMS2211B.CO4: create content for general and special interest magazines; and

PMS2211B.CO5: create magazines and e-zines

PMS2211C: DATA JOURNALISM (ELECTIVE)

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

PMS2211C.CO1: critically evaluate the strengths and weaknesses of data;

PMS2211C.CO2: apply methods skills and techniques of data journalism;

PMS2211C.CO3: analyse the data collected;

PMS2211C.CO4: creating easy to understand and attractive visualizations; and

PMS2211C.CO5: tell stories with data,

PMS2212: VIDEOGRAPHY AND VIDEO EDITING (PRACTICAL)

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

PMS2212.CO1: apply different production practices in broadcast media, and multi-camera production; PMS2212.CO2: attain competency in handling digital camera;

PMS2212.CO3: create a professional video using lighting and audio recording equipment;

PMS2212.CO4: create and design broadcast packages by incorporating elements of sound, light, and voice-over; and

PMS2212.CO5: produce videos with the help of video editing software

PMS2213: SOUND DESIGNING (PRACTICAL)

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

PMS2213.CO1: apply the basics and elements of sound;

PMS2213.CO2: apply equipment for sound designing;

PMS2213.CO3: apply basic editing and mixing functions in a digital audio workstation;

PMS2213.CO4: create sound designs in various stages of video production; and

PMS2213.CO5: develop sound designing skills through practical skills.

PMS2214: INTERNSHIP I

Course outcomes: On successful completion of the course, the student will be able to:

PMS2214.CO1: analyse the work atmosphere in a media organisation;

PMS2214.CO2: apply theoretical knowledge to work in a media organisation;

PMS2214.CO3: evaluate the different departments in a media organisation;

PMS2214.CO4: create content for a media organisation; and

PMS2214.CO5: create a portfolio of the work completed.

PMS2215: NEWS READING AND COMPERING (NON-CREDIT)

Course Outcomes: On successful completion of the course, the student will be able to:

PMS2215.CO1: apply skills necessary for verbal and non-verbal communication;

PMS2215.CO2: apply and develop analytical and critical thinking skills for preparing news;

PMS2215.CO3: demonstrate appropriate and credible sources for news stories;

PMS2215.CO4: analyse different types of TV programmes; and

PMS2215.CO5: present programmes for various TV formats.

SEMESTER III

PMS2216: RADIO PROGRAMME PRODUCTION

Course Outcomes: On successful completion of the course, the student will be able to:

PMS2216.CO1: evaluate the characteristics and functions of radio broadcasting;

PMS2216.CO2: apply the modern digital technologies in production;

PMS2216.CO3: create scripts for different types of radio programmes;

PMS2216.CO4: create and present different types of radio programmes; and

PMS2216.CO5: create a portfolio of radio programmes for different types of radio stations.

PMS2217: PUBLIC RELATIONS AND CORPORATE COMMUNICATION

Course Outcomes: On successful completion of the course, the student will be able to:

PMS2217.CO1: evaluate and manage public perception;

PMS2217.CO2: create public relations strategies using ethical practices;

PMS2217.CO3: comprehend the concept and application of integrated communication of a reputed company;

PMS2217.CO4: demonstrate corporate citizenship through programmes and activities fulfilling social responsibility; and

PMS2217.CO5: create effective event management plans

PMS2218: DEVELOPMENT COMMUNICATION

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

PMS2218.CO1: analyse the developmental process, approaches, and issues of development;

PMS2218.CO2: analyse different perspectives of development;

PMS2218.CO3: analyse the role of the media as a catalyst to development;

PMS2218.CO4: analyse case studies of developmental communication campaigns; and

PMS2218.CO5: evaluate different perspectives of ethical and sustainable development.

PMS2219A: INTERNATIONAL COMMUNICATION (ELECTIVE)

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

PMS2219A.CO1: evaluate the diverse paradigms in international communication;

PMS2219A.CO2: evaluate the role of media in international communication;

PMS2219A.CO3: analyse the contribution of ICTs in sustaining media imperialism;

PMS2219A.CO4: apply communication technology in the new world information and communication order; and

PMS2219A.CO5: evaluate different case studies of international communication.

PMS2219B: EVENT MANAGEMENT (ELECTIVE)

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

PMS2219B.CO1: evaluate the different events that need to be managed;

PMS2219B.CO2: create successful event management plans;

PMS2219B.CO3: apply marketing skills for successful event management;

PMS2219B.CO4: create successful event management proposals; and

PMS2219B.CO5: analyse critically different events.

PMS2219C: DIGITAL MEDIA MARKETING (ELECTIVE)

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

PMS2219C.CO1: apply principles of digital media marketing;

PMS2219C.CO2: demonstrate practical skills in Search Engine Optimisation (SEO);

PMS2219C.CO3: demonstrate practical skills in Search Engine Marketing (SEM); PMS2219C.CO4: demonstrate practical skills in Social Media Marketing (SMM); and
PMS2219C.CO5: create content for the various digital media platform.

PMS2220: MULTIMEDIA PRODUCTION (PRACTICAL)

Course Outcomes: On successful completion of the course, the students will be able to:
PMS2220.CO1: apply the basic concept and principles of visual design;

PMS2220.CO2: apply techniques of raster graphics;

PMS2220.CO3: apply techniques of vector graphics;

PMS2220.CO4: produce different visual design content; and

PMS2220.CO5: create basic visual effects and compositing.

PMS2221: TRAVEL VLOGS (PRACTICAL)

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

PMS2221.CO1: apply fundamental principles of vlogging;

PMS2221.CO2: analyse various vlogs;

PMS2221.CO3: create content for vlogs;

PMS2221.CO4: write scripts and produce vlogs; and

PMS2221.CO5: create and sustain vlogs in specialised areas.

PMS2222: DOCUMENTARY PRODUCTION (PRACTICAL)

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

PMS2222.CO1: evaluate the different stages in documentary production;

PMS2222.CO2: evaluate documentaries;

PMS2222.CO3: apply the principles of documentary film making;

PMS2222.CO4: apply film making ethics and aesthetics; and

PMS2222.CO5: create a documentary film by integrating all the elements of production.

PMS2223: INTERNSHIP II

Course outcomes: On successful completion of the course, the student will be able to:

PMS2223.CO1: analyse the work atmosphere in a media organisation;

PMS2223.CO2: apply theoretical knowledge to work in a media organisation;

PMS2223.CO3: evaluate the different departments in a media organisation;

PMS2223.CO4: create content for a media organisation; and

PMS2223.CO5: create a portfolio of the work completed.

PMS2224: GROOMING FOR MEDIA (NON-CREDIT)

Course Outcomes: On successful completion of the course, the student will be able to:

PMS2224.CO1: evaluate the organizational behavior patterns practiced in media houses;

PMS2224.CO2: appreciate the importance of self-motivation and realisation in the workplace to attain maximum output;

PMS2224.CO3: interpret the significance of teamwork in the media organisations in creating quality outputs;

PMS2224.CO4: apply the acquired technical knowledge wisely in the professional domains; and

PMS2224.CO5: attain the ability to equip oneself to suit the ethical requirements of the industry.

SEMESTER IV

PMS2225: MEDIA AND AESTHETICS

Course Outcomes: On successful completion of the course, the student will be able to:

PMS2225.CO1: analyse contemporary art and design;

PMS2225.CO2: analyse and interpret media aesthetically;

PMS2225.CO3: apply designing principles;

PMS2225.CO4: evaluate visual media designs, media trends, and techniques; and

PMS2225.CO5: attain media literacy.

PMS2226: MEDIA LAWS AND ETHICS

Course Outcomes: On successful completion of the course, the student will be able to:

PMS2226.CO1: analyse Indian laws relating to the media and ethics;

PMS2226.CO2: analyse the need and relevance of the media laws;

PMS2226.CO3: evaluate the core issues of media ethics in journalism;

PMS2226.CO4: evaluate serious professional misconduct in journalism; and

PMS2226.CO5: analyse media ethics in the 21st century.

PMS2227: FILM THEORIES

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

PMS2227.CO1: analyse the conceptualisation of film theories;

PMS2227.CO2: evaluate contemporary film theories;

PMS2227.CO3: evaluate the work of film scholars and theorists;

PMS2227.CO4: evaluate various film journals; and

PMS2227.CO5: analyse international and national movies.

PMS2228: SHORT FILM PRODUCTION (PRACTICAL)

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

PMS2228.CO1: evaluate the different stages in short film production;

PMS2228.CO2: evaluate short films;

PMS2228.CO3: apply principle modes of short film making;

PMS2228.CO4: Apply film making ethics and aesthetics; and

PMS2228.CO5: create a short film by integrating all the elements of production.

PMS2229: DISSERTATION

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

PMS2229.CO1: attain an academic base in the topic of research;

PMS2229.CO2: create and present research proposals;

PMS2229.CO3: interpret existing literature;

PMS2229.CO4: apply theoretical frameworks to the chosen area of study; and

PMS2229.CO5: apply scientific techniques and draw logical conclusions.

PMS2230: COMPREHENSIVE VIVA VOCE

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

PMS2230.CO1: gather and disseminate audio - visual content through various digital and non-digital platforms;

PMS2230.CO2: create, edit, and design content for various digital and non-digital platforms on par with industrial standards;

PMS2230.CO3: apply the integrated knowledge gathered from different film studies courses;

PMS2230.CO4: engage and manage brand image through effective application of Public Relations, Corporate Communication, and Advertising; and

PMS2230.CO5: identify and respond to the various legal, ethical, and developmental issues that concern the field of communication and media studies.

PMS2231: INTERNSHIP III (AUDITED)

Course outcomes: On successful completion of the course, the student will be able to:

PMS2231.CO1: analyse the work atmosphere in a media organisation;

PMS2231.CO2: apply theoretical knowledge to work in a media organisation;

PMS2231.CO3: evaluate the different departments in a media organisation;

PMS2231.CO4: create content for a media organisation; and

PMS2231.CO5: create a portfolio of the work completed

PMS2232: MASSIVE OPEN ONLINE COURSE (NON-CREDIT)

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

PMS2232.CO1: evaluate the area of specialization;

PMS2232.CO2: apply necessary skills to implement acquired professional knowledge;

PMS2232.CO3: create progressive skills that respond to the dynamic world;

PMS2232.CO4: create new space for experimentation; and

PMS2232.CO5: create and deliver MOOC content.

PMS2233: VALUE-ADDED COURSE – FILM CURATION AND FILM FESTIVALS

Course Outcomes: On completion of this course, the students would be able to:

PMS2233.CO1: demonstrate the proficiency in collecting data on major international festivals;

PMS2233.CO2: attain skills to communicate with major stakeholders of film industry;

PMS2233.CO3: distinguish the various genres, categories of film and understand the uniqueness of major film festivals;

PMS2233.CO4: apply different communication methods for film curation; and

PMS2233.CO5: attain skills to curate films for festivals and schedule screenings, seminars, open forums, press meets, and marketing events.