

Department of Journalism

Program Specific Outcomes (PSO)

MJMC

PSO1: Understand the journalistic and Research skills.

PSO2: To acquaint students with advanced journalism and media practices.

PSO3: To maintain an even balance between practical, theoretical, and conceptual aspects of media professions and lend them a critical understanding of the communication package as a whole.

PSO4: To offer appropriate grounding in the issues,idea and challenges of 21st century.

PSO5: To develop multi-tasking skills required in the dynamic multi -media and convergent environment.

Course Outcomes (CO)

MJMC

SEMESTER I

101: Language skills for media

CO1: To improve students written spoken aural language skills.

CO2: To enrich the levels of vocabulary usage.

CO3: To know the basic theories of translation.

102 & 201: News Reporting and writing

CO1: Changing the concepts of news sense and news value.

CO2: To know the writing techniques

CO3: To know the difference between news beats and new beats.

CO4: Interviewing for news stories and features.

102 & 202: News Editing

CO1: To understand the need for editing and role of news desk.

CO2: To know the identity of newspapers, principles of newspaper design.

CO3: To know the concept of photojournalism and infographics.

CO4: To analyze new media and convergence.

104 & 203: Feature Writing

CO1: Understand the term feature, human interest story, personality profiles, professional profiles.

CO2: reading and analyzing editorials, opinion articles, to write opinion pieces and book review.

105 & 204, 303 & 403: World View

CO1: Analyze socio-political and cultural ideas and trends which homogeneously shaped the identity of Maharashtra.

CO2: Understand the events and developments in the field of politics, education, science cultural sports etc. at state national and international level.

CO3: Detailed discussion on state nationality and civil society.

CO4: To gain information on development process, e.g.-Agriculture, Industry, Service Economy etc,

SEMESTER II

205: Trends in Journalism

CO1: To gather the information on beginning of the press in India,

CO2: To know the driving force of the freedom struggle.

CO3: To know the role of the language with emphasis on Marathi newspapers and editors.

206 & 304: T V Journalism

CO1: To understand the basic functions of camera,

CO2: To acquire the skills of news reading and anchoring.

207 & 305: Radio Journalism

CO1: To understand the basics of sound recording and editing software's.

CO2: to acquire the skills of Radio Jockey.

208 & 306: New Media

CO1: To understand the functions of various social network sites.

CO2: To understand the functions of online and internet newspapers.

CO3: To understand the convergence media.

SEMESTER III

301: Communication Theory and Practices

CO1: Understanding the media functions and its audiences

CO2: Understanding the media communication.

302: Media Research Methods

CO1: Understand the research skills.

307: Agriculture journalism

CO1: Knowledge of agriculture sector and to enlighten the farmers.

308: Development journalism

CO1: Knowledge of development issues and to spread the messages of development.

309: Environment Journalism

CO1: Knowledge of environment awareness.

310: Science Journalism

CO1: Development of scientific concepts and to create awareness.

SEMESTER IV

401 & 402: Media Management and Laws

CO1: Understand the management of media

CO2: Study the media related laws and the constitution

CO3: Understand the ethics of journalism

404: Advertising

CO1: Understanding basics of advertising.

CO2: Understanding the types of advertising.

CO3: Understanding the types of copywriting.

CO4: Knowledge of advertising planning and execution.

405: Public Relations

CO1: Understanding the basics of public relations.

CO2: Understanding the public relations for different sectors.

406: Film Appreciation

CO1: Understand the films

CO2: Learn to review the different types of films.

407: Magazine

CO1: Understanding magazine journalism

CO2: Acquire technical as well as special skills for creative writings.

CO3: Knowledge of the importance of magazine management.

CO4: Knowledge of magazine planning and execution.

408: Business Journalism

CO1: Know the fundamentals of Indian, world economy

409: Culture Journalism

CO1: Familiarize with gathering the information of various arts i.e. dance, theatre, music, paintings, sculpture and literature.

410: Law, Order and Crime Journalism

CO1: Knowledge of the ethics of crime and justice coverage

CO2: Knowledge of the structure hierarchy of law enforcement machinery as well as judicial system in India.

411: Sports Journalism

CO1: Learn to gather the information on the traditional Indian sports.

CO2: Understand sports wiring for print, radio,TV and online multimedia