

**Tilak School of Journalism and Mass Communication
CH. CHARAN SINGH UNIVERSITY, MEERUT**

**Program: MAJMC
Program Code:
Year of Implementation: 2021-22
(B.O.S. - 06/09/2021)**

Program Outcomes

After successful completion of MJMC program, students will be able to explore opportunities in the field of Journalism and Mass Communication.

Programme Outcomes

- To enable the students to understand the concept, scope and significance of mass communication and its techniques
- To familiarize and train the students with media techniques by affording them an exposure to contemporary media skills and to provide an opportunity to pursue their areas of interest in this educational stream to go for a career
- Provide knowledge related in the field of Print, Electronic and New Media
- Develop technological skills in Students and they can take initiative for entrepreneurship

PROGRAMME SPECIFIC OUTCOMES (PSOs)

PSO-1: Students will gain expertise in the field of Journalism and Mass Communication

PSO-2: Impart knowledge for continuously and systematically responds to the needs of Communication, Mass Communication, Public Relations, Advertising, New Media, Communication Research.

PSO-3: Expertise in the field of Print and Digital Media.

PSO-4: Students will gain knowledge of Electronic Media Like: Radio, Television and Films.

PSO-5: Students will gain knowledge of Development Communication and Role of Media in Development Support Communication.

PSO-6: With knowledge of new communication technologies students will improve their skills.

Semester	Course Code	Course Title	Course Outcome
I		<i>Communication: Concept and Process</i>	Course Objectives: <ul style="list-style-type: none"> This course is designed to introduce the fundamentals of communication and mass communication. The study of this course will help the students to understand the process of communication, Mass Communication and related theories and models of communication. Students can get the knowledge of media convergence
		<i>Fundamentals of Computer</i>	Course Objectives: <ul style="list-style-type: none"> This course aims to provide the basic knowledge of computer. The aim of this course is to introduce fundamentals of computer and its components. Basic knowledge of Internet and Services of Internet is also given to the students.
		<i>History of Press, Laws and Ethics</i>	<ul style="list-style-type: none"> This course is designed with an aim to provide the knowledge of History of Press. Students can get the knowledge of Media Laws and ethics.
		<i>Social and Political System of India</i>	Course Objectives: <ul style="list-style-type: none"> Media informs society and write about different aspects of society. This course is designed to familiarize the students about the concepts and the basic characteristics of society and particularly about Indian society. The study of this course will help the students to understand the relationship of groups their attitudes, basic features of Indian political system and economy also.
		<i>Course Related Practical Viva</i>	Course Objectives:

			The objectives of the course the students are gain the practical's knowledge of in the area Computer in the field of Journalism and Mass Communication.
II		<i>Development and International Communication</i>	Course Objectives: <ul style="list-style-type: none"> • This course is designed to familiarize the students with the Role of Communication in development and international level. • The study of this course will help the students to understand Development communication, International Organizations, Information Flow and Imbalance etc.
		Iconic Personalities of Media : Post Independence	Course Objectives: <ul style="list-style-type: none"> • This course aims to familiarize and provide knowledge about the Iconic personalities of Indian Media and introduce to the changes that came in Indian Journalism after Independence.
		<i>Electronic Media-I (Radio)</i>	Course Objectives: <ul style="list-style-type: none"> • This course is designed to introduce the History and Development of Radio. • The study of this course will help the students to understand the nature and types of Radio Programs, Radio News and Radio Programme Production.
		<i>IT and Computer Application in Mass Media</i>	Course Objectives: <ul style="list-style-type: none"> • This course aims to provide introduction to IT and computer and their application in Mass Media. • This course also imparts the knowledge of Computer Networks and Social Networking Sites.
		<i>Course Related Practical Viva</i>	Course Objectives: <p>The objectives of the course the students are gain the practical's knowledge of in the field of Radio.</p>
III		<i>Print Journalism (Reporting and</i>	Course Objectives: <ul style="list-style-type: none"> • This course aims to provide knowledge of Art of Reporting in Print Journalism.

		Editing)	<ul style="list-style-type: none"> Other Aim of this course is to introduce Newspaper Organization, Copy Editing, Photo Journalism, Page layout and design etc. which are essential components of print journalism.
		Electronic Media-II (Television)	Course Objectives: <ul style="list-style-type: none"> This course is designed to introduce the History and Development of Television. The study of this course will help the students to understand the nature and types of television programmes, TV News, Qualities of news anchor and presenter, technologies of Television Programme Production etc.
		Advertising and Public Relations	Course Objectives: <ul style="list-style-type: none"> This course is designed to introduce to students the fundamentals of Advertising and Public Relations. The study of this course will help the students to understand the Media Planning for Advertising, Production Techniques of Advertising and skills to develop of Public Relations in different sectors.
		Special Paper (any one of the following) (a) Online Journalism	Course Objectives: <ul style="list-style-type: none"> This course aims to introduce the fundamentals of online journalism. The study of this course will equip the students to understand the communication technology, internet, e-journalism, cyber media and cyber deviation (crime).
		(b) Environment Communication	Course Objectives: <ul style="list-style-type: none"> This course aims to familiarize and provide knowledge of Environment and its different aspects. Role and importance of national and international organizations in environmental protection and environmental laws are also specific

			features of this course.
		Course Related Practical Viva	Course Objectives: Practical shall be related to courses of the semester. The objectives of the course the students are gain the practical's knowledge of in the field online journalism, editing and layout of print journalism.
IV		Communication Research	<ul style="list-style-type: none"> • This course is designed to introduce the fundamentals, nature, scope and areas of communication research. • Study of this course will equip the students to understand the process of communication research, methods of data collections, data analysis and report writing as well
		Print Media Practical Viva	Course Objectives:
		Electronic Media Practical (Radio and TV) Viva	Course Objectives:
		Internship	Course Objectives: A student will be attached for 45 to 60 days with any media agency/organization of his/her special interest. A diary will be prepared of every day which will be certified by agency supervisor. Based on every day's work a file will be prepared separately by the student. The diary and work file (date wise work) will be submitted in the department. On the basis of these a practical-viva voce examination will be held towards the end of the fourth semester by a board of two examiners one internal and external)

		Dissertation Viva	Course Objectives: A student will prepare a dissertation selecting a topic Related any specialization and will s submit dissertation report of 15000 to 20000 words following steps of research as prescribed in research course of theory.
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