



# DON BOSCO ARTS AND SCIENCE COLLEGE

Angadikadavu P.O., Kannur Dt., Kerala - 670 706

Web: [www.donbosco.ac.in](http://www.donbosco.ac.in), E-mail: [dbasoffice@gmail.com](mailto:dbasoffice@gmail.com)

Ph: 0490 - 2426014, 2426557 Mob: 09961200787

## Attainment of Course Outcomes and Program Outcomes in Outcome Based Education (OBE)

Department Name: Master of Communication and Journalism.

PO :

PO STATEMENTS
<p><b>PO 1. ACADEMIC PURSUIT</b></p> <p>Capacitating one's potentials to acquire knowledge through critical thinking, creative and innovative methods, and interventions. Learning career management skills to find solutions to problems in the present and future.</p>
<p><b>PO 2 MORALLY UPRIGHT CITIZENSHIP</b></p> <p>Honing individuals with sound character built on moral and spiritual values.</p>
<p><b>PO 3 EFFECTIVE COMMUNICATORS</b></p> <p>Articulating oneself through oral and written modern languages. Mastering English Language as a passport to global citizenship.</p>
<p><b>PO 4 SOCIALLY RESPONSIBLE</b></p> <p>Moulding individuals committed to the service of the needy. Cultivating interdependency through inclusive relationship, gender equality and mutual accountability.</p>
<p><b>PO 5 ENVIRONMENTALLY COMMITTED</b></p> <p>Shaping environmentally conscious citizens to contribute towards the well-being of society and humanity at large.</p>

**PSO :**

1. Proficiency in oral and written journalistic communication with special focus on Print, Broadcast and Online Media.
2. Self-employability through media management skills appended by theoretical knowledge deployed in practical sessions.
3. A strong ethical foundation in disseminating news on various media platforms.
4. Engage in collaborative media endeavors to promote good journalistic standards.
5. Responsible media persons committed to the informative needs of the citizens.

**CO/Semester :**

Semester 1			
Statements		Activities	Assessment mechanism
MCJ 1C 01 - <b>Introduction to mass Communication</b>	<b>CO 1.</b> To outline the basics of journalism and its role in society	Group discussion	Not graded
	<b>CO 2.</b> To understand the differences and similarities in the broad range of mass media	Presentation of a topic (Individual)	Graded 2.5marks
	<b>CO 3.</b> To analyze the functions of mass communication system and their effects in society	Analysis of different communication medium (Individual)	Not graded
	<b>CO 4.</b> To be skilled and knowledgeable consumers of media content	Exercise at the application level	Graded out of 2 marks
	<b>CO 5.</b> To effectively present and defend ideas orally and in writings	Creative projects	Graded out of 0.5 marks Two Class tests out of

			6 marks
<b>MCJ 1C 02: Reporting for Newspaper</b>	<p><b>CO1</b> To understand different types of news reporting and writing styles in print media, focusing on journalism practices that are beneficial to society.</p> <p><b>CO2</b> To prioritize the qualities of a reporter stressing on ethics, morality and human welfare.</p> <p><b>CO3</b> To realize the value of collaborative work through the production of a daily campus newspaper.</p> <p><b>CO4</b> To design newspapers using the latest software.</p> <p><b>CO5</b> To identify the working conditions in media through additional training in online newspaper reporting.</p>	<p>Writing Exercises.</p> <p>Analysis of news stories published on leading newspapers to check the ethics &amp; human welfare in Journalism.</p> <p>Production of A3 size newssheets. Divide students into groups. Five news sheets per group.</p> <p>Designing Exercises</p> <p>Creative Projects</p>	<p>Ten exercises (0.10 marks each-Total :1 mark)</p> <p>Presentation of the analysis (0.5marks)</p> <p>Five A3 size news sheets (0.3 marks each- Total: 1.5 marks)</p> <p>Graded 1 mark</p> <p>Graded 1 mark</p> <p>Two class tests (6 marks)</p>
<b>MCJ 1C 03: Editing for Newspapers</b>	<p><b>CO1</b> To assess the collaborative nature and functioning of main-stream printing organization.</p> <p><b>CO2</b> To attain proficiency in journalistic language.</p> <p><b>CO3</b> To build an ethical foundation in analyzing news stories with facts and figures.</p>	<p>Role Play</p> <p>Writing Exercises</p> <p>Critical analysis of Newspapers</p>	<p>Not Graded</p> <p>Four exercises (.25 marks each) I mark</p> <p>Presentation (.5marks)</p>

	<p><b>CO4</b> To learn skills in subbing and editing news stories.</p> <p><b>CO5</b> To design a newspaper appealing to the stakeholders.</p>	<p>Editing Exercises</p> <p>Creative Projects</p>	<p>Four exercises (.25 marks each) 1 mark</p> <p>Graded out of 2.5 marks Two class tests (6 marks)</p>
<p>MCJ 1C 04 TELEVISION PRODUCTION</p>	<p><b>CO1.</b> To discuss the Evolution and growth of television</p> <p><b>CO2.</b> To classify the basic elements of broadcasting.</p> <p><b>CO3.</b> To categorize the technical and aesthetic aspects of television production, steps involved in the production, from idea generation to telecast.</p> <p><b>CO4.</b> To be skilled in Scripting and production</p> <p><b>CO5.</b> To design a Television Programme Production.</p>	<p>Group discussion and presentation</p> <p>Assignment</p> <p>PowerPoint presentations Assignment</p> <p>Seminar</p> <p>Practical Works/Class Test</p>	<p>Not Graded</p> <p>Four exercises (.25 marks each) 1 mark</p> <p>Four exercises (.25 marks each) 1 mark</p> <p>Presentation (.5marks)</p> <p>Graded out of 2.5 marks Two class tests (6 marks)</p>

CO/Semester : 2

Semester 2		
Statements	Activities	Assessment mechanism
<p>MCJ 2C 05  – Media Laws and Ethics</p>	<p><b>CO1.</b> To understand the rules and regulations in relation to media and communication profession</p> <p><b>CO2.</b> To discourse on media and communication ethics</p>	<p>Group Discussion</p> <p>Assignment- Media &amp; its ethical problems</p>
		<p>Not graded</p> <p>Graded 1 mark</p>

	<p><b>CO3.</b> To provide an overview of the Indian legal system, Indian Constitution and to discuss in detail the freedom of speech and its limitations</p> <p><b>CO4.</b> To explain the laws related to print, broadcasting and digital media, and intellectual property rights</p> <p><b>CO5.</b> To discuss the ethical concerns in media operation with the support of case studies</p>	<p>Debate &amp; Discussions about Indian Legal support of media</p> <p>Assignment- Find out the proper Law for Media freedom</p> <p>Debates on social issues and media ethics</p> <p>Two Class Tests</p>	<p>Not graded</p> <p>Graded 1 mark</p> <p>Not graded</p> <p>Graded 2.5 Marks each</p>
<p><b>MCJ 2C 06:</b> <b>Magazine Journalism</b></p>	<p><b>CO1</b> To identify the organizational structure of a magazine.</p> <p><b>CO2</b> To build up proficiency in writing for magazines.</p> <p><b>CO3</b> To critically and ethically examine the content of magazines.</p> <p><b>CO4</b> To hone the skills in film and book reviews, feature writing, biographical writing etc.</p> <p><b>CO5</b> To plan and design a magazine.</p>	<p>Demonstration of magazine content of two magazines.</p> <p>Writing Exercises</p> <p>Inventory of magazine content and group discussion</p> <p>Review Exercises on Films and Books</p> <p>Exercises in feature and biographical writings</p> <p>Creative project</p>	<p>Not graded</p> <p>Graded I mark</p> <p>Not graded</p> <p>Graded 2 marks Graded 2 marks</p> <p>Graded 2 marks Two class tests (6 marks)</p>
<p><b>MCJ2C07</b> <b>Communication</b></p>	<p><b>CO 1.</b> To examine the theories of communication</p> <p><b>CO 2.</b> To apply basic and advanced human</p>	<p>Group discussion</p> <p>Presentation of theory topics</p>	<p>Not graded</p> <p>Graded out of 2 marks</p>

<p><b>Theories</b></p>	<p>communication theories and models to academic and professional situations</p> <p><b>CO 3.</b> To recognize trends in mass media especially the concentration of ownership and conglomeration, audience fragmentation, public relation and the move towards digital media</p> <p><b>CO 4.</b> To understand mass media as a system of interrelated forces, including economic dynamics, historical foundation and ethical concern</p> <p><b>CO 5.</b> To identify the effects of mass media on culture and society in order to make professional and personal decisions</p>	<p>(Individual)</p> <p>Analyzing different mediums (exercise at application level)</p> <p>Discussion on various theories and its application in current media scenario</p> <p>Exercise at the application level</p>	<p>Graded out of 2 marks</p> <p>Not graded</p> <p>Graded out of 1 mark</p> <p>Two class tests out of 3 marks each</p>
<p>MCJ 2C 08: Radio Production</p>	<p><b>COCO1</b> To acquire fundamental knowledge of Radio Broadcasting- FM, AM, and SW broadcasting and history of broadcasting. 2.</p> <p><b>COCO2</b> To be skilled to undertake a professional job like Radio Jockey, Programme Producer, Newsreader, Editor as per the demands and requirements of the Radio Broadcast Industry. 3.</p> <p><b>COCO3</b> To enhance the ability of leadership via the</p>	<p>Visit to All India Radio, Kannur or a private radio station/ Production of a programme for AIR.</p> <p>Exercises on Radio news and Advertisement production.</p> <p>Field research and interviews for radio</p>	<p>1 mark.</p> <p>Graded (1 mark each- Total: 2 marks)</p> <p>Graded 1 mark</p> <p>Graded 1 mark</p> <p>No Grade.</p>

	<p>various production works as part of the study.</p> <p>4. <b>COCO4</b> To produce programmes with humanitarian aspects.</p> <p>5. <b>COCO5</b> To acquaint with technological advancements in Radio Production through the latest audition software.</p>	<p>production.</p> <p>Review exercises on programmes with humanitarian touch and scripting of a programme with same intention.</p> <p>Training and practical to familiarize audition software.</p>	<p>Two class tests (6 marks)</p>
<p><b>MCJ 2E 01</b> <b>PHOTO</b> <b>JOURNALISM</b></p>	<p><b>CO1.</b> To outline the evolution of photography-history and development</p> <p><b>CO2.</b> To discuss the basic and advanced Scope and Significance of Photojournalism</p> <p><b>CO3.</b> To identify new trends in photography especially Advertisements Photographs, Wild Life Photographs, and Sports Photographs etc.</p> <p><b>CO4.</b> To Illustrate the Leading Photojournalists in India; International Photojournalists; Ethics in Photo Journalism</p> <p><b>CO5.</b> To design pages using Photo Editing Software</p>	<p>Group discussion and presentation</p> <p>PowerPoint presentation and assignment</p> <p>Practical &amp; Assignment</p> <p>Evaluation of seminar, class test</p> <p>PowerPoint presentation</p>	<p>Not graded</p> <p>Graded 2.5 marks</p> <p>Graded 2.5 marks</p> <p>Class test Graded for 3 marks</p> <p>Presentation Graded for 3 marks</p>
<b>Semester 3</b>			

Statements	Activities	Assessment mechanism
<p><b>MCJ 3C 09– Public Relations and Corporate Communication</b></p>	<p><b>CO1.</b> To understand the role and scope of PR in management, its various tools and the emerging importance of the discipline in varying areas</p> <p><b>CO2.</b> To know the evolution of Corporate Communication and its expanded role in organizational and marketing communication</p> <p><b>CO3.</b> To Explain the role of the public relations in the corporate environment</p> <p><b>CO4</b> To be aware of the techniques of public relations and corporate communications</p>	<p>Group Discussion. Assignment to Find out the proper tools which help PR</p> <p>PR Practical- Content Writing</p> <p>Group discussion PR Practical- Poster Making.</p> <p>Practical Works- Conduct a PR campaign for selected firms Press Release</p> <p>Two class tests</p>
<p><b>MCJ 3C 10: Advertising</b></p>	<p><b>CO1</b> To relate to information about history, terms, objectives, ethics, and roles of advertising, and the responsibilities of different creative persons in the field of advertising</p> <p><b>CO2</b> To explain the role of an advertising agency and its creative strategies.</p> <p><b>CO3</b> To be proficient in copy writing, visualization, designing, and dubbing</p>	<p>Reading of book in advertising and presentations related to the topics read.</p> <p>Prepare a list of advertising agency, find their client list and advertisements done by them.</p> <p>Production of print and Visual</p>



	<p>through the advertisement production practical.</p> <p><b>CO4</b> To assess personal and societal factors that influence consumer decisions.</p> <p><b>CO5</b> To understand the integrated approach to the development of Media planning strategies that enable the advertisers to achieve their goals</p>	<p>advertisements.</p> <p>Telephonic interview with friends and relatives, to find factors that influence them and present that in the class.</p> <p>Media planning exercise for a newly launched product.</p>	<p>marks)</p> <p>Graded 1 mark</p> <p>Graded 1 mark</p> <p>Two class tests Graded for 6 marks</p>
<p><b>MCJ 3C 11:</b> <b>Mass Communication Research</b></p>	<p><b>CO1</b> To identify and compare the media research scenario in India</p> <p><b>CO2</b> To illustrate the research procedure on any media research topic</p> <p><b>CO3</b> To compare and contrast research methods appropriate for a research topic</p> <p><b>CO4</b> To justify the research findings based on statistical analysis</p> <p><b>CO5</b> To design a research problem and the procedures as per the American Psychological Association (APA) standards</p>	<p>Group discussion and presentation</p> <p>Exercise at the application level</p> <p>Presentation of a research topic</p> <p>Exercise at the application level</p> <p>Project demonstration</p>	<p>Not graded</p> <p>Class test Graded for 3 marks</p> <p>Graded 2.5 marks</p> <p>Graded 2.5 marks</p> <p>Class test Graded for 3 marks</p>
<p><b>MCJ 3C 12</b> <b>TELEVISION JOURNALISM</b></p>	<p><b>CO1.</b> To understand the Organizational structure of a television news channel</p> <p><b>CO2.</b> To assess the process of bureau and desk operation; television news terminology</p>	<p>Group discussion and presentation</p> <p>Discussion</p>	<p>Graded 2.5 marks</p> <p>Not graded</p>

	<p><b>CO3.</b> To examine further studies and careers in television</p> <p><b>CO4.</b> To analyze New media tools, current trends and challenges</p> <p><b>CO5.</b> To inspect the legal and ethical issues; critical analysis of leading English and Malayalam news channels</p>	<p>Debate and discussion</p> <p>Seminars and discussions</p> <p>Lecturing, discussions and assignments</p>	<p>Graded 2.5 marks</p> <p>Not graded Class test graded for 3 marks</p> <p>Class test graded for 3 marks</p>
<p><b>MCJ 3E 04</b> <b>Indian politics and communication</b></p>	<p><b>CO 1.</b> To understand the nature and development in Indian politics</p> <p><b>CO 2.</b> To assess the process of interaction between society and politics in contemporary India</p> <p><b>CO 3.</b> To critically evaluate the social, economic and political variables for a better understanding of the plurality of Indian society</p> <p><b>CO 4.</b> To enhance the ability to analyze and predict socio- political phenomenon based on the study of existing socio-economic determinants and past experiences</p> <p><b>CO 5.</b> To prioritize the rights and duties of citizens and thereby to act as responsible citizens</p>	<p>Group discussion</p> <p>Debates</p> <p>Presentation of political issues(Individual)</p> <p>Writing exercise on political news</p> <p>Viewing of different political interviews and other discussions</p>	<p>Not graded</p> <p>Graded 2.5 marks</p> <p>Graded 2.5 marks</p> <p>Not graded</p> <p>Not graded Two class test ( 6 marks)</p>
<b>Semester 4</b>			

Statements		Activities	Assessment mechanism
MCJ 4C 13 : Introduction to Cinema	CO1 To categorize movies according to major movements and film genres	Viewing movies of different genres	Not graded
	CO2 To discuss critically the contributions of major film directors	Presentations on any two film directors	Graded 2.5 marks
	CO3 To write scripts for short films and documentaries	Exercises on scripting (individual)	Not graded Class test graded for 3 marks
	CO4 To design and produce short films and documentaries	Group production of Short film/documentary	Graded 2.5 marks
	CO5 To edit audio-visual productions	Editing Exercises	Not graded Class test graded for 3 marks
MCJ 4C 14- New Media and Online Journalism	CO1. To outline the basics of the internet technology and its application for mass communication	Group Discussion & Debate.	Not Graded
	CO2. To learn the basics of web designing	Practical work- Lab	Graded 1 mark
	CO3. To assess the process and methods of online news reporting and content development	Assignment- Writing news for online media	Graded 1 mark
	CO4. To identify the internet related concepts and application of the same in mass communication environment	Assignment- Mass Communication in Online Media	Graded 1 mark
	CO5. To investigate the trends in online journalism and critically evaluate the form and content of online media platforms	Debate & Discussion	Grade 2 marks Graded 6 marks

		Two Class tests	
MCJ 4E 10: Sports Journalism	<b>CO1</b> To understand the cultural, historical, and social context in which sports journalism has developed at the International and national level.	Watching sports visuals of olden days.	Not graded
	<b>CO2</b> To be proficient in sports reporting, interviewing, writing, visualization and editing processes.	TV Mock interview exercises on interviewing of a sports personality.	Graded 2 marks
	<b>CO3</b> To identify the impact of sports in socio-economic-politics- cultural scenario.	Power point presentation with the help of information and visuals collected from internet.	Graded 1 mark
	<b>CO4</b> To examine different types of games, news, commentary, features in sports journalism through the analysis of newspapers, magazines, TV channels, and online portals.	Critical analysis of sports coverage in different media.	Graded 1 mark
	<b>CO5</b> To compose sports news creatively.	Writing Exercises	Graded 1 mark
			Two class tests Graded for 6 marks