

MARIS STELLA COLLEGE (AUTONOMOUS), VIJAYAWADA

A College with Potential for Excellence

NAAC Accredited & ISO 9001: 2015 Certified



PROGRAMME REGISTER

2020-23

DEPARTMENT OF JOURNALISM

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UG PROGRAMMES OFFERED

S.No.	Programme	Combination offered	Program me Code
1	B.A	Journalism, English Literature, Political Science (JELP)	107

PROGRAMME OUTCOMES (POs)

2020-23

At the end of the programme students will:

PO1: Essential Knowledge:

Have comprehensive discipline knowledge and understanding, the ability to engage with different schools of thought and to apply their knowledge in practice including in multidisciplinary or multi professional contexts.

PO2: Creative and critical thinking and problem solving abilities:

Be effective problem solvers, able to apply critical and evidence-based thinking to conceive innovative responses to future challenges.

PO3: Teamwork and communication skills:

Be able to convey ideas and information effectively to a range of audiences for a variety of purposes and contribute in a positive and collaborative manner to achieving common goals.

PO4: Motivation and preparation in life-long learning:

Exhibit life-long skills; broad based multiple career oriented general skills; self and field based learning skills; digital skills; social responsibility and compassionate commitment; preparedness for living, learning and working in any environment

PO5: Professionalism and leadership readiness:

Be able to engage in professional behaviour and have the potential to be entrepreneurial and take leadership roles in their chosen occupations and communities.

PO6: Intercultural and ethical competency:

Be responsible and effective global citizens whose personal values and practices are consistent with their roles as responsible members of society.

PO7: Self-awareness and emotional intelligence:

Be self-aware and reflective, flexible and resilient and act with integrity and take responsibility for their actions as empowered women.

PO8: Social responsibility:

Be sensitive to and demonstrate agency in matters of environment, gender and other social issues to promote an equitable society.

PROGRAMME SPECIFIC OUTCOMES (PSOs)

2020-23

At the end of the programme students will be able to:

PSO1: Demonstrate fundamental knowledge of domain areas.

PSO2: Acquire competence to apply and communicate principles, techniques and skills
to analyze and interpret texts and data and draw conclusions.

PSO3: Demonstrate problem-solving skills in real life situations by drawing from
imbibed theories and principles.

PSO4: Develop communicative competence, creative and critical thinking, practical,
technical and employability skills, social sensibility and responsibility.

Course Outcomes (COs)

2020-23

S.No.	Sem	Course Code	Course Title	Course Outcomes (COs)
1	I	20JLCCCJ14	Introduction to Communication & Journalism	CO1: Understand the principles of communication.
				CO2: Explain the different models of communication.
				CO3: Summarise the different theories of communication.
				CO4: Assess the growth of the press in Indian society.
				CO5: Evaluate the role of the press in social issues.
2	II	20JLCCWS24	Introduction to Writing Skills & Reporting	CO1: Demonstrate knowledge of types of news and techniques in gathering information for news writing.
				CO2: Understand the concepts of news and news structure.
				CO3: Apply the techniques of different types of reporting in different fields.
				CO4: Understand the role and responsibilities of an editor.
				CO5: Use the appropriate style for feature and magazine writing.
3	II	20SDCJR2	Journalistic Reporting	CO1: Understand the evolution of journalism with a focus on its development in India.
				CO2: Evaluate the ethical aspects of journalism in India.
				CO3: Develop basic writing skills for newspapers, radio and television.
4	III	20JLCCPE34	Print, Electronic Media & Editing	CO1: Understand the basics of editing.
				CO2: Analyse the organisational setup of a newspaper.
				CO3: Apply writing skills for print and electronic media.
				CO4: Comprehend the significance of editing and demonstrate editing skills.
				CO5: Develop a stylesheet for writing news reports

5	IV	20JLCCRT44	Radio & Television Scripting	CO1: Create electronic media content using mobile phones and video cameras.
				CO2: Apply knowledge of scriptwriting and photography skills.
				CO3: Evaluate writing structure of television and radio news stories.
				CO4: Understand how special stories and live reporting are done.
				CO5: Develop skills in the use of different devices for reporting.
6	IV	20JLCCAP44	Advertising & Public Relations	CO1: Evaluate the role of advertising and public relations.
				CO2: Understand the basic concepts of advertising and its development.
				CO3: Analyse planning and designing advertisements.
				CO4: Apply the knowledge on ethics and laws of Public Relations.
7	V/VI Set I	20JLSEC11MH 4	Media Laws & Human Rights	CO1: Understand the privileges under the Right to Freedom of Speech and reasonable restrictions imposed on it.
				CO2: Analyse different laws related to Indian media with case studies.
				CO3: Practice reporting with an understanding of do's and don'ts as per the law and ethics.
				CO4: Discuss the origin and growth of Human Rights Journalism in India and the world
				CO5: Critique various human rights case studies in India
8	V/VI Set I	20JLSEC12NT 4	New Media & Technology	CO1: Explain basic concepts and theory of new media.
				CO2: Assess pros and cons of technology for various communication messages and solutions
				CO3: Develop writing skills for online media.
				CO4: Understand linear and non linear writing skills.
				CO5: Study the evolution of new media and digitisation.
9	V/VI Set II	20JLSEC21DC 4	Development Communication	CO1: Disseminate the information on the real concept of development communication

				CO2: Understand and learn about different theories of development around the world.
				CO3: Familiarise with the dominant and alternative paradigms of development
				CO4: Analyse the Development Communication Case Studies.
				CO5: Understand the importance of multimedia approach for development programmes.
10	V/VI Set II	20JLSEC22ES 4	Environmental Studies	CO1: Understanding the concepts of environmental studies.
				CO2: Utilise media for different promotional activities for protecting the environment.
				CO3: Understanding how media professionals can contribute in creating awareness about environmental issues.
				CO4: Create awareness about environmental issues in society.
				CO5: Analyse the consequences of issues like global warming or climate change.
11	V/VI Set III	20JLSEC31 CE4	Communicative English	CO1: Inculcate the knowledge of compositional and comprehension skills.
				CO2: Develop the knowledge of various forms of English literature.
				CO3: Understand societal cultural perspectives.
				CO4: Improve LSRW - listening, speaking, reading and writing skills and the related sub-skills
				CO5: Develop vocabulary and improve the accuracy in grammar.
12	V/VI Set III	20JLSEC32CR4	Communication Research	CO1: Identify the types, steps, methods and importance of research.
				CO2: Understand the basic concepts, research design and hypothesis testing.
				CO3: Know the knowledge about the methods of data collection.
				CO4: Improve the selection of methods and use of statistics in communication research.
				CO5: Discuss sampling, scaling techniques and data collection tools.

Mapping of COs with PSOs & POs

S.No.	Sem	Course Code	Course Title	COs	PSOs	POs
1	I	20JLCCCJ14	Introduction to Communication & Journalism	CO1	PSO1, PSO2, PSO3, PSO4	PO1, PO2, PO3, PO4, PO6, PO7
				CO2	PSO1, PSO2, PSO3	PO1, PO2, PO3, PO6, PO7
				CO3	PSO1, PSO2, PSO3	PO1, PO2, PO3, PO6, PO7
				CO4	PSO1, PSO2, PSO3	PO1, PO2, PO3, PO5, PO6, PO7
				CO5	PSO1, PSO2, PSO3	PO1, PO2, PO3, PO5, PO6, PO8
2	II	20JLCCWS24	Introduction to Writing Skills & Reporting	CO1	PSO1, PSO2, PSO3	PO1, PO2, PO3, PO4, PO5, PO7, PO8
				CO2	PSO1, PSO2, PSO3	PO1, PO2, PO3, PO4, PO6, PO7
				CO3	PSO1, PSO2, PSO3	PO1, PO2, PO3, PO5, PO6, PO7, PO8
				CO4	PSO1, PSO2, PSO3	PO1, PO2, PO3, PO5, PO6, PO7, PO8
				CO5	PSO1, PSO2, PSO3, PSO4	PO1, PO2, PO3, PO4, PO5, PO6, PO7, PO8
3	III	20JLCCPE34	Print, Electronic Media & Editing	CO1	PSO1, PSO2, PSO3, PSO4	PO1, PO2, PO3, PO4, PO7
				CO2	PSO1, PSO2, PSO3, PSO4	PO1, PO2, PO3, PO4, PO6, PO7
				CO3	PSO1, PSO2, PSO3	PO1, PO2, PO3, PO5, PO6, PO7, PO8
				CO4	PSO1, PSO2, PSO3	PO1, PO2, PO3, PO4, PO5, PO6, PO7, PO8
				CO5	PSO1, PSO2, PSO3, PSO4	PO1, PO2, PO3, PO4, PO5, PO6, PO7
4	IV	20JLCCRT44	Radio & Television Scripting	CO1	PSO1, PSO2, PSO3, PSO4	PO1, PO2, PO3, PO4, PO5, PO6, PO7, PO8
				CO2	PSO1, PSO2, PSO3, PSO4	PO1, PO2, PO3, PO4, PO5, PO6, PO7, PO8

				CO3	PSO1, PSO2, PSO3, PSO4	PO1, PO2, PO3, PO4, PO5, PO6, PO7
				CO4	PSO1, PSO2, PSO3	PO1, PO2, PO3, PO5, PO6, PO7
				CO5	PSO1, PSO2, PSO3, PSO4	PO1, PO2, PO3, PO4, PO5, PO6, PO7
5	IV	20JLCCAP44	Advertising & Public Relation	CO1	PSO1, PSO2, PSO3, PSO4	PO1, PO2, PO3, PO4, PO5, PO6, PO7, PO8
				CO2	PSO1, PSO2, PSO3	PO1, PO2, PO5, PO6, PO7
				CO3	PSO1, PSO2, PSO3, PSO4	PO1, PO2, PO3, PO4, PO5, PO6, PO7, PO8
				CO4	PSO1, PSO2, PSO3	PO1, PO2, PO3, PO4, PO5, PO6, PO7, PO8
6	V/VI Set I	20JLSEC11MH4	Media Laws & Human Rights	CO1	PSO1, PSO2, PSO3, PSO4	PO1, PO2, PO3, PO4, PO5, PO6, PO7, PO8
				CO2	PSO1, PSO2, PSO3, PSO4	PO1, PO2, PO4, PO5, PO6, PO7
				CO3	PSO1, PSO2, PSO3, PSO4	PO1, PO2, PO3, PO4, PO5, PO6, PO7, PO8
				CO4	PSO1, PSO2, PSO3	PO1, PO2, PO3, PO4, PO5, PO6, PO7, PO8
				CO5	PSO1, PSO2, PSO3	PO1, PO2, PO3, PO4, PO5, PO6, PO7
7	V/VI Set I	20JLSEC12NT4	New Media & Technology	CO1	PSO1, PSO2, PSO3	PO1, PO2, PO3, PO4, PO7
				CO2	PSO1, PSO2, PSO3, PSO4	PO1, PO2, PO3, PO4, PO7, PO8
				CO3	PSO1, PSO2, PSO3	PO1, PO2, PO3, PO5, PO6, PO7
				CO4	PSO1, PSO2, PSO3	PO1, PO2, PO3, PO4, PO6, PO7
				CO5	PSO1, PSO2, PSO3, PSO4	PO1, PO2, PO3, PO4, PO6, PO7
8	V/VI Set II	20JLSEC21DC4	Development Communication	CO1	PSO1, PSO2, PSO3, PSO4	PO1, PO2, PO3, PO4, PO5, PO6, PO7, PO8

				CO2	PSO1, PSO2, PSO3, PSO4	PO1, PO2, PO3, PO4, PO6, PO7
				CO3	PSO1, PSO2, PSO3, PSO4	PO1, PO2, PO3, PO4, PO6, PO7
				CO4	PSO1, PSO2, PSO3, PSO4	PO1, PO2, PO3, PO4, PO6, PO7
				CO5	PSO1, PSO2, PSO3, PSO4	PO1, PO2, PO3, PO4, PO6, PO7
9	V/VI Set II	20JLSEC2 2ES4	Environmental Studies	CO1	PSO1, PSO2, PSO3, PSO4	PO1, PO2, PO3, PO4, PO6, PO7, PO8
				CO2	PSO1, PSO2, PSO3	PO1, PO2, PO3, PO4, PO5, PO6, PO7, PO8
				CO3	PSO1, PSO2, PSO3	PO1, PO2, PO3, PO5, PO6, PO7, PO8
				CO4	PSO1, PSO2, PSO3, PSO4	PO1, PO2, PO3, PO5, PO6, PO7, PO8
				CO5	PSO1, PSO2, PSO3, PSO4	PO1, PO2, PO3, PO5, PO6, PO7, PO8
10	V/VI Set III	20JLSEC3 1CE4	Communicative English	CO1	PSO1, PSO2, PSO3, PSO4	PO1, PO2, PO3, PO4, PO6, PO7
				CO2	PSO1, PSO2, PSO3, PSO4	PO1, PO2, PO3, PO4, PO5, PO6, PO7
				CO3	PSO1, PSO2, PSO3, PSO4	PO1, PO2, PO3, PO4, PO6, PO7
				CO4	PSO1, PSO2, PSO3, PSO4	PO1, PO2, PO3, PO4, PO5, PO7
				CO5	PSO1, PSO2, PSO3, PSO4	PO1, PO2, PO3, PO4, PO5, PO7
11	V/V Set III	20JLSEC32C R 4	Communication Research	CO1	PSO1, PSO2, PSO3, PSO4	PO1, PO2, PO3, PO4, PO7
				CO2	PSO1, PSO2, PSO3, PSO4	PO1, PO2, PO3, PO4, PO7
				CO3	PSO1, PSO2, PSO3, PSO4	PO1, PO2, PO3, PO4, PO7
				CO4	PSO1, PSO2, PSO3, PSO4	PO1, PO2, PO3, PO4, PO7
				CO5	PSO1, PSO2, PSO3, PSO4	PO1, PO2, PO3, PO4, PO7

12	II	20SDCJR2	Journalistic Reporting	CO1	PSO1, PSO2, PSO3, PSO4	PO1, PO2, PO3, PO4, PO7
				CO2	PSO1, PSO2, PSO3, PSO4	PO1, PO2, PO3, PO4, PO5, PO6, PO7, PO8
				CO3	PSO1, PSO2, PSO3, PSO4	PO1, PO2, PO3, PO4, PO5, PO6, PO7

Mapping of Courses with PSOs

Course Title	PSO1	PSO2	PSO3	PSO4
Introduction to Communication & Journalism (CJ)	✓	✓	✓	✓
Introduction to Writing Skills & Reporting (WS)	✓	✓	✓	✓
Print, Electronic Media & Editing (PE)	✓	✓	✓	✓
Radio & Television Scripting (RT)	✓	✓	✓	✓
Advertising & Public Relation (AP)	✓	✓	✓	✓
Media Laws & Human Rights (MH)	✓	✓	✓	✓
New Media & Technology (NT)	✓	✓	✓	✓
Development Communication (DC)	✓	✓	✓	✓
Environmental Studies (ES)	✓	✓	✓	✓
Communicative English (CE)	✓	✓	✓	✓
Communication Research (CR)	✓	✓	✓	✓
Journalistic Reporting (JR)	✓	✓	✓	✓

Mapping of Courses with POs

Course	PO1 Essential Knowledge	PO2 Creative and critical thinking and problem solving abilities	PO3 Teamwork and communication skills	PO4 Motivation and preparation in life-long learning	PO5 Professionalism and leadership readiness	PO6 Intercultural and ethical competency	PO7 Self awareness and emotional intelligence	PO8 Social Responsibility
CJ	✓	✓	✓	✓	✓			✓
WS	✓	✓	✓	✓			✓	
PE	✓	✓	✓	✓		✓		✓
RT	✓	✓	✓	✓	✓	✓		✓
AP	✓	✓	✓	✓	✓			✓
MH	✓	✓	✓	✓	✓	✓	✓	✓
NT	✓	✓	✓	✓	✓	✓	✓	✓
DC	✓	✓	✓	✓	✓	✓		✓
ES	✓	✓	✓	✓	✓			✓
CE	✓	✓	✓	✓	✓	✓	✓	
CR	✓	✓	✓	✓	✓	✓	✓	
JR	✓	✓	✓	✓	✓	✓	✓	✓