

**MARIS STELLA COLLEGE (AUTONOMOUS), VIJAYAWADA**

**A College with Potential for Excellence**

**NAAC Accredited & ISO 21001: 2018 Certified**



**PROGRAMME REGISTER: 2023-26**

**DEPARTMENT OF JOURNALISM**

## **INDEX**

<b>S. No.</b>	<b>Content</b>	<b>Page No.</b>
1.	Programme Outcomes (POs): 2023-26	3
2.	Programme Specific Outcomes (PSOs): 2023-26	4
3.	Course Outcomes (COs): 2023-26	5
4.	Mapping of COs with PSOs & POs	10
5.	Mapping of Courses with PSOs	14
6.	Mapping of Courses with POs	15

## **PROGRAMME OUTCOMES (POs)**

**2023-26**

Students of all Undergraduate Programmes at the time of graduation will be able to possess

### **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, 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:**

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: Motivated, Self-directed, and Life-long Learning:**

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

### **PO5: Professionalism and Leadership Readiness:**

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 and Effective Citizenship:**

Exhibit social responsibility and compassionate commitment; Be sensitive to and demonstrate institution in matters of environment, gender and other social issues to promote an equitable society and sustainable development.

## **PROGRAMME SPECIFIC OUTCOMES (PSOs)**

**2023-26**

At the end of the programme students will be able to possess/exhibit:

### **PSO1: Domain Knowledge:**

Demonstrate fundamental knowledge of domain areas.

### **PSO2: Analytical Expertise:**

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

### **PSO3: Problem Solving:**

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

### **PSO4: Skill Development:**

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

## Course Outcomes (COs)

**2023-26**

S.No.	Sem	Course Code	Course Title	Course Outcomes (COs)
1	I	23ARCCSS14	Fundamentals of Social Sciences	<b>CO1:</b> Discuss the nature and importance of social science.
				<b>CO2:</b> Understand the emergence of culture and history.
				<b>CO3:</b> Assess the psychological aspects of social behaviour.
				<b>CO4:</b> Discuss the nature of Polity and Economy.
				<b>CO5:</b> Demonstrate application of computer technology.
2	I	23ARCCIS14	Perspectives on Indian Society	<b>CO1:</b> Understand the significance of human behaviour and social dynamics.
				<b>CO2:</b> Discuss the Indian heritage and freedom struggle.
				<b>CO3:</b> Interpret the philosophical foundations of Indian Constitution.
				<b>CO4:</b> Assess the knowledge on Indian Economy.
3	II	23JLCCHM24	History of Mass Media	<b>CO1:</b> Understand the roots of Journalism in different countries.
				<b>CO2:</b> Understand the history of Journalism in India and famous newspapers started by freedom fighters and social reformers.
				<b>CO3:</b> Examine the role of the press in the country.
				<b>CO4:</b> Reflect the role of press during pre-and-post independent India.
				<b>CO5:</b> Understand the basic terminologies of newspapers and present trends of journalism.
4	II	23JLCCBJ24	Broadcast Journalism	<b>CO1:</b> Understand the code of conduct for broadcasting in India.
				<b>CO2:</b> Analyse the programmes in broadcast media.

				<b>CO3:</b> Demonstrate writing skills.
				<b>CO4:</b> Understand the shooting and programme production techniques.
				<b>CO5:</b> Examine the current and emerging trends in Broadcast Journalism.
5	III	23JLCCAD34	Advertising	<b>CO1:</b> Understand the evolution and origin of advertisement.
				<b>CO2:</b> Evaluate media for advertisement based on the product/ service.
				<b>CO3:</b> Analyse the trends in advertising and governing bodies.
				<b>CO4:</b> Create an effective advertisement to attract consumers.
				<b>CO5:</b> Measuring the effectiveness of advertisements through various testing methods.
6	III	23JLCCCHR34	Human Rights & Media	<b>CO1:</b> Identify various kinds of human rights and concepts.

				<b>CO2:</b> Develop knowledge on the role of media in human rights and universal declaration.
				<b>CO3:</b> Understand about eradication of racial discrimination.
				<b>CO4:</b> Analyse functions of HR commissions.

				<b>CO5:</b> Understand the role of the media in promoting human rights.
7	III	23JLCCRE34	Reporting & Editing for Print Media	<b>CO1:</b> Develop knowledge on concepts and components of news and news sources.
				<b>CO2:</b> Formulate information about reporting and different types of reporting.
				<b>CO3:</b> Understand the differences between news articles and feature items.

				<b>CO4:</b> Discuss how to review books, TV programmes, films and arts.
				<b>CO5:</b> Examine the process and skills of language use for reporting.
8	III	23JLCCSJ34	Sports Journalism	<b>CO1:</b> Develop knowledge about sports to report for the media.
				<b>CO2:</b> Understand the sports terminology which is used in sports journalism.
				<b>CO3:</b> Recognise the rules and regulations of major games.
				<b>CO4:</b> Develop writing skills for sports news.
				<b>CO5:</b> Evaluate the sports tournaments and report with professionalism.
9	III	23JLCCCT44	Communicati on Theory	<b>CO1:</b> Understand the nature and process of communication.
				<b>CO2:</b> Remember the process and skills of interpersonal communication.
				<b>CO3:</b> Identify different models of communication and study media functions.
				<b>CO4:</b> Develop knowledge on media dependency, agenda-setting and media effects.
				<b>CO5:</b> Evaluate the effects of media with models.

10	IV	23JLCCTJ44	Travel Journalism	<b>CO1:</b> Demonstrate a comprehensive understanding of the principles, concepts, and history of travel journalism.
				<b>CO2:</b> Develop various techniques and styles to produce engaging and informative travel narratives, articles and content.
				<b>CO3:</b> Develop their storytelling skills to different formats of travel journalism including feature articles, travel guides, blogs and social media posts.
				<b>CO4:</b> Analyse and critically evaluate travel-related information, media representations, and the impact

				of travel journalism on audience perceptions.
				<b>CO5:</b> Develop a personal style in travel journalism to engage the audience.
11	IV	23JLCCIJ44	Investigative Journalism	<b>CO1:</b> Understand the role of investigative reporting in modern journalism.
				<b>CO2:</b> Execute investigative research in an ethical manner.
				<b>CO3:</b> Create and write excellent investigative stories for the media.
				<b>CO4:</b> Develop advanced journalistic investigative skills.
				<b>CO5:</b> Understand and analyse the key areas of investigative journalism even within limited resources.
12	V	23JLCCPR54	Public Relations	<b>CO1:</b> Understand the role of PR in current society and its origins.
				<b>CO2:</b> Analyse the methods of communication used in public relations.

				<b>CO3:</b> Understand the work structure of PR organisations.
				<b>CO4:</b> Apply PR in authorities and its relation with the public.
				<b>CO5:</b> Evaluate the trends in PR and its professional organisations.

13	V	23JLCCNM54	New Media & Society	<b>CO1:</b> Understand different stages of social media developments.
				<b>CO2:</b> Assess the expansion of the internet and social media.
				<b>CO3:</b> Understand the role of social media in modern day politics.
				<b>CO4:</b> Evaluate supremacy of new media over traditional media.



				<b>CO5:</b> Create awareness on new media and new challenges.
14	V	23JLCCMI54	Media Issues	<b>CO1:</b> Identify the effectiveness and contribution of the eminent journalists.
				<b>CO2:</b> Understand the role of the freedom fighters' contribution to Indian journalism.
				<b>CO3:</b> Analyse the priorities and values of the early day newspapers.
				<b>CO4:</b> List the prominent Telugu editors in Telugu journalism.
				<b>CO5:</b> Analyse the reading of the newspaper.
15	V	23JLCCHF54	History of Indian Films	<b>CO1:</b> Understand the New Wave Cinema which brought changes in the Indian films.
				<b>CO2:</b> Identify regional cinema and its importance in portraying the culture.
				<b>CO3:</b> Evaluate the role of movie stars in different fields of society.
				<b>CO4:</b> Understand the paradigm shift in Indian cinema to art.
				<b>CO5:</b> Assess Indian cinema as a business.

### Mapping of COs with PSOs & POs

S.No.	Sem	Course Code	Course Title	COs	PSOs	POs
1	I	23ARCCSS14	Fundamentals of Social Sciences	CO1	PSO1, PSO2, PSO3, PSO4	PO1, PO2, PO3, PO4
				CO2	PSO1, PSO2, PSO3, PSO4	PO1, PO2, PO3, PO4
				CO3	PSO1, PSO2, PSO3, PSO4	PO1, PO2, PO3, PO4
				CO4	PSO1, PSO2, PSO3, PSO4	PO1, PO2, PO3, PO4
				CO5	PSO1, PSO2, PSO3, PSO4	PO1, PO2, PO3, PO4
2	I	23ARCCIS14	Perspectives on Indian Society	CO1	PSO1, PSO2, PSO3, PSO4	PO1, PO2, PO3, PO4
				CO2	PSO1, PSO2, PSO3, PSO4	PO1, PO2, PO3, PO4
				CO3	PSO1, PSO2, PSO3, PSO4	PO1, PO2, PO3, PO4
				CO4	PSO1, PSO2, PSO3, PSO4	PO1, PO2, PO3, PO4
				CO5	PSO1, PSO2, PSO3, PSO4	PO1, PO2, PO3, PO4
3	I	23JLCCHM24	History of Mass Media	CO1	PSO1, PSO2, PSO3, PSO4	PO1, PO2, PO3, PO4
				CO2	PSO1, PSO2, PSO3, PSO4	PO1, PO2, PO3, PO4
				CO3	PSO1, PSO2, PSO3, PSO4	PO1, PO2, PO3, PO4
4	II	23JLCCBJ24	Broadcast Journalism	CO1	PSO1, PSO2, PSO3, PSO4	PO1, PO2, PO3, PO4
				CO2	PSO1, PSO2, PSO3, PSO4	PO1, PO2, PO3, PO4
				CO3	PSO1, PSO2, PSO3, PSO4	PO1, PO2, PO3, PO4
				CO4	PSO1, PSO2, PSO3, PSO4	PO1, PO2, PO3, PO4
				CO5	PSO1, PSO2, PSO3, PSO4	PO1, PO2, PO3, PO4
5	III	23JLCCAD34	Advertising	CO1	PSO1, PSO2, PSO3, PSO4	PO1, PO2, PO3, PO4
				CO2	PSO1, PSO2, PSO3, PSO4	PO1, PO2, PO3, PO4
				CO3	PSO1, PSO2, PSO3, PSO4	PO1, PO2, PO3, PO4

				CO4	PSO1, PSO2, PSO3, PSO4	PO1, PO2, PO3, PO4
				CO5	PSO1, PSO2, PSO3, PSO4	PO1, PO2, PO3, PO4

6	III	23JLCCHR34	Human Rights & Media	CO1	PSO1, PSO2, PSO3, PSO4	PO1, PO2, PO3, PO4
				CO2	PSO1, PSO2, PSO3, PSO4	PO1, PO2, PO3, PO4

				CO3	PSO1, PSO2, PSO3, PSO4	PO1, PO2, PO3, PO4
				CO4	PSO1, PSO2, PSO3, PSO4	PO1, PO2, PO3, PO4
				CO5	PSO1, PSO2, PSO3, PSO4	PO1, PO2, PO3, PO4
7	III	23JLCCRE34	Reporting & Editing for Print Media	CO1	PSO1, PSO2, PSO3, PSO4	PO1, PO2, PO3, PO4
				CO2	PSO1, PSO2, PSO3, PSO4	PO1, PO2, PO3, PO4
				CO3	PSO1, PSO2, PSO3, PSO4	PO1, PO2, PO3, PO4
				CO4	PSO1, PSO2, PSO3, PSO4	PO1, PO2, PO3, PO4
				CO5	PSO1, PSO2, PSO3, PSO4	PO1, PO2, PO3, PO4
8	III	23JLCCSJ34	Sports Journalism	CO1	PSO1, PSO2, PSO3, PSO4	PO1, PO2, PO3, PO4
				CO2	PSO1, PSO2, PSO3, PSO4	PO1, PO2, PO3, PO4
				CO3	PSO1, PSO2, PSO3, PSO4	PO1, PO2, PO3, PO4
				CO4	PSO1, PSO2, PSO3, PSO4	PO1, PO2, PO3, PO4
				CO5	PSO1, PSO2, PSO3, PSO4	PO1, PO2, PO3, PO4
9	III	23JLCCCT44	Communication Theory	CO1	PSO1, PSO2, PSO3, PSO4	PO1, PO2, PO3, PO4
				CO2	PSO1, PSO2, PSO3, PSO4	PO1, PO2, PO3, PO4
				CO3	PSO1, PSO2, PSO3, PSO4	PO1, PO2, PO3, PO4
10	IV	23JLCCTJ44	Travel Journalism	CO1	PSO1, PSO2, PSO3, PSO4	PO1, PO2, PO3, PO4
				CO2	PSO1, PSO2, PSO3, PSO4	PO1, PO2, PO3, PO4
				CO3	PSO1, PSO2, PSO3, PSO4	PO1, PO2, PO3, PO4
				CO4	PSO1, PSO2, PSO3, PSO4	PO1, PO2, PO3, PO4
				CO5	PSO1, PSO2, PSO3, PSO4	PO1, PO2, PO3, PO4
11	IV	23JLCCCW44	Creative Writing	CO1	PSO1, PSO2, PSO3, PSO4	PO1, PO2, PO3, PO4
				CO2	PSO1, PSO2, PSO3, PSO4	PO1, PO2, PO3, PO4
				CO3	PSO1, PSO2, PSO3, PSO4	PO1, PO2, PO3, PO4

				CO4	PSO1, PSO2, PSO3, PSO4	PO1, PO2, PO3, PO4
--	--	--	--	-----	------------------------	--------------------

				CO5	PSO1, PSO2, PSO3, PSO4	PO1, PO2, PO3, PO4
12	IV	23JLCCPR54	Public	CO1	PSO1, PSO2, PSO3, PSO4	PO1, PO2, PO3, PO4

			Relations	CO2	PSO1, PSO2, PSO3, PSO4	PO1, PO2, PO3, PO4
				CO3	PSO1, PSO2, PSO3, PSO4	PO1, PO2, PO3, PO4
				CO4	PSO1, PSO2, PSO3, PSO4	PO1, PO2, PO3, PO4
				CO5	PSO1, PSO2, PSO3, PSO4	PO1, PO2, PO3, PO4
13	V	23JLCCNM54	New Media & Society	CO1	PSO1, PSO2, PSO3, PSO4	PO1, PO2, PO3, PO4, PO5, PO7
				CO2	PSO1, PSO2, PSO3, PSO4	PO1, PO2, PO3, PO4, PO5, PO7
				CO3	PSO1, PSO2, PSO3, PSO4	PO1, PO2, PO3, PO4, PO5, PO7
				CO4	PSO1, PSO2, PSO3, PSO4	PO1, PO2, PO3, PO4, PO5, PO7
				CO5	PSO1, PSO2, PSO3, PSO4	PO1, PO2, PO3, PO4, PO5, PO7
14	V	23JLCCMI54	Media Issues	CO1	PSO1, PSO2, PSO3, PSO4	PO1, PO2, PO3, PO4, PO5, PO7
				CO2	PSO1, PSO2, PSO3, PSO4	PO1, PO2, PO3, PO4, PO5, PO7
				CO3	PSO1, PSO2, PSO3, PSO4	PO1, PO2, PO3, PO4, PO5, PO7
				CO4	PSO1, PSO2, PSO3, PSO4	PO1, PO2, PO3, PO4, PO5, PO7
				CO5	PSO1, PSO2, PSO3, PSO4	PO1, PO2, PO3, PO4, PO5, PO7
15	V	23JLCCHF54	History of Indian Films	CO1	PSO1, PSO2, PSO3, PSO4	PO1, PO2, PO3, PO4, PO5, PO7
				CO2	PSO1, PSO2, PSO3, PSO4	PO1, PO2, PO3, PO4, PO5, PO7
				CO3	PSO1, PSO2, PSO3, PSO4	PO1, PO2, PO3, PO4, PO5, PO7
				CO4	PSO1, PSO2, PSO3, PSO4	PO1, PO2, PO3, PO4, PO5, PO7

				CO5	PSO1, PSO2, PSO3, PSO4	PO1, PO2, PO3, PO4, PO5, PO7
--	--	--	--	-----	------------------------	---------------------------------

### Mapping of Courses with PSOs

Course Title	PSO1 Domain Knowledge	PSO2 Analytical Expertise	PSO3 Problem Solving	PSO4 Skill Development
Fundamentals of Social Sciences (SS)	✓	✓	✓	✓
Perspectives on Indian Society (IS)	✓	✓	✓	✓
History of Mass Media (HM)	✓	✓	✓	✓
Broadcast Journalism (BJ)	✓	✓	✓	✓
Advertising (AD)	✓	✓	✓	✓
Human Rights & Media (HR)	✓	✓	✓	✓
Reporting & Editing for Print Media (RE)	✓	✓	✓	✓
Sports Journalism (SJ)	✓	✓	✓	✓
Communication Theory (CT)	✓	✓	✓	✓
Travel Journalism (TJ)	✓	✓	✓	✓
Creative Writing (CW)	✓	✓	✓	✓
Public Relations (PR)	✓	✓	✓	✓
New Media & Society (NM)	✓	✓	✓	✓
Media Issues (MI)	✓	✓	✓	✓
History of Indian Films (HF)	✓	✓	✓	✓

### Mapping of Courses with POs

Course	PO1 Essential Knowledge	PO2 Creati ve, Criti cal thinking and Probl em solvin g abilitie s	PO3 Teamwork and Communica tio n skills	PO4 Motivated, Self-direct ed and Life-long Learning	PO5 Professional ism and Leadership Readiness	PO6 Intercultu ral and Ethical Competen cy	PO7 Self awareness and Emotional Intelligence	PO8 Social Responsibil ity and Effective Citizenship
SS	✓	✓	✓	✓				
IS	✓	✓	✓	✓				
HM	✓	✓	✓	✓				
BJ	✓	✓	✓	✓				
AD	✓	✓	✓	✓				
HR	✓	✓	✓	✓				
RE	✓	✓	✓	✓				
SJ	✓	✓	✓	✓				
CT	✓	✓	✓	✓				
TJ	✓	✓	✓	✓				
CW	✓	✓	✓	✓				
PR	✓	✓	✓	✓				
NM	✓	✓	✓	✓	✓		✓	
MI	✓	✓	✓	✓	✓		✓	
HF	✓	✓	✓	✓	✓		✓	