

Programme Name : MA (Journalism and Communication)		Programme Code: HAJ
Course Code & Course Name	Course Outcomes At the end of this course the students will be able to	Cognitive Level
Cognitive Level - Remember - (R), Understand - (U), Apply - (P), Analyse - (A), Evaluate - (E), Create - (C)		
I Year - I Semester		
HAI1A - History of Communication	CO1: Understand and appreciate the history and development of writing.	U
	CO2: Analyze various stages in the development of written script.	A
	CO3: Understand the importance of mass media.	U
	CO4: Outline the history and development of major mediums of mass communication.	U
	CO5: Understand the impact Globalization on Indian Journalism.	U
HAI1B - Reporting and Editing	CO1: Understand the basics of news gathering and editing.	U
	CO2: Describe about traditional/ modern methods of news editing.	U
	CO3: Understand the principles of copy editing.	U
	CO4: Understand the nuances of news writing.	U
	CO5: Apply the techniques involved in writing editorials.	P
HAI11 - Print Journalism Practical I	CO1: Identify the concept of writing news articles.	P
	CO2: Apply various techniques in editing news articles.	P
	CO3: Identify the reporting and editing various beats.	P
	CO4: Make use of the concept of designing and layout.	P
	CO5: Utilize the techniques of writing in letters to the editor.	P
HAI1C - History of Tamil Society and Politics	CO1: Explain the social & cultural life and arts from sangam period to 20th century.	U
	CO2: Describe the social movements of Tamil Nadu during 20th century.	U
HAI1E - Photo Journalism	CO1: Relate knowledge on the basic photography history and its pioneers.	R
	CO2: Understand the various elements and operations in photography.	U
	CO3: Recall the essential properties of indoor and outdoor lighting in detail.	R
	CO4: understand the aesthetics in photography through composition techniques.	U
	CO5: Make use of operations of digital and analog image storage processing methods and sensor formats in detail.	A

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PSSEA - Language and Communication skill	CO1: Demonstrate the twinning functions of listening and speaking with emphasis on clear enunciation.	U
	CO2: Classify between skimming, scanning and structuring to get a general overview of the reading material.	U
	CO3: Understand the need to self-monitor the various aspects of personal communication.	U
	CO4: Outline the different modes of communication and business correspondence.	U
	CO5: Show etiquettes in social communication skills.	U
I Year - II Semester		
HAI2A - Social Media Communication	CO1: Understand the characteristics of social media.	U
	CO2: Analyse various theories related to social media and understand the relevance.	A
	CO3: Explain the various sources of information in social media.	U
	CO4: Understand the trends in social media.	U
	CO5: Understand the ethical issues, privacy and security in social media communication.	U
HAI2B - Indian Constitution, Media Laws & Ethics	CO1: Understand the Salient features of Indian Constitution.	U
	CO2: Understand the hierarchical functions of Executive, Judiciary And Legislature.	U
	CO3: Understand the ethical and broadcasting code of conducts in reporting.	R
	CO4: Learn how media laws and ethics where evolved and how Constitutional provisions are used.	U
HAI21 - Print Journalism Practical II	CO1: Demonstrate the techniques involved in writing the press meets and seminar.	P
	CO2: Apply the writing techniques in creating magazine.	P
	CO3: Identify the writing techniques for in-depth stories.	P
	CO4: Apply the visualising info graphics for magazine.	P
	CO5: Make use of the techniques for writing editorial on current themes.	P
HAI2B - Environmental Journalism	CO1: Understand the history of various environmental movements in India and cultural significance with respect to tamilnadu.	U
	CO2: Understand the relevance of globalization and relevance to environment.	U
	CO3: Explain the various environmental movements across the world.	U
	CO4: Understand the modes & techniques of Environmental Journalism and do a field work.	U

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HAJEC - Advertising	CO1: Understand the basics of Advertising with its roles, scopes and types.	U
	CO2: Identify the basic structure of an advertising agency along with its legal regulation .	A
	CO3: Apply the techniques and methods involved in an advertising campaign and their creative strategies to promote a brand.	P
HAJXA - Visual and Interactive Design	CO1: Demonstrate the concepts and models involved with Visual Interactive Designs.	U
	CO2: Apply elements of Visual Interactive Design.	A
	CO3: Analyse the functionality and various appeal involved with design principle.	A
	CO4: Relate the characteristic of various digital media interface.	R
	CO5: Develop conceptualisation and ideation strategies in the visual Design Process	A
PSSEB - Spoken and Presentation Skills	CO1: Demonstrate the right skills for exhibiting their spoken and presentation skills.	U
	CO2: Show sensitivity and articulation in their presentation skills.	U
	CO3: Demonstrate the general communication skills for presentation.	U
	CO4: Summarize the usage of technological aids to make effective presentations.	U
	CO5: Show dynamic presentations by using nonverbal communication for impact.	U
II Year - III Semester		
HAJ3A - Film Studies	CO1: Understand the critical study of cinema as film students.	U
	CO2: Understand the history of cinema with respect to India/Tamilnadu.	U
	CO3: Identify the important areas of theories related to film studies.	A
	CO4: Understand the political and cultural approaches to films.	U
HAJ3B - Communication Research Methods	CO1: Understand the roles of variables in quantitative research.	U
	CO2: Apply appropriate research method designs to gather data.	P
	CO3: Analyze research results.	A
	CO4: Understand research theories and concepts	U
	CO5: Understand the research concepts by submitting a research project.	U

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HAI31 - Radio Journalism Practical	CO1: Apply the techniques in producing the news interview.	P
	CO2: Plan and apply the techniques in producing radio talk show.	P
	CO3: Experiment with the different ways in writing the leads for radio news.	P
	CO4: Apply the journalist techniques in radio news writing.	P
	CO5: Rephrase the print news to radio news.	U
HAI3C - Gender and Media	CO1: Understand the Construction of Gender in Society.	U
	CO2: Understand the ways in which Gender stereotypes, Gender Gaps, Gender Identity and gender discrimination is constructed in Mass Media.	U
	CO3: Analyse the role of Mass Media in representing and empowering Women.	A
HAIJED - Public Relations	CO1: Understand the theories, techniques, and processes of public relations.	U
	CO2: Understand the Public Relation management in Public and Private Sector.	U
	CO3: Understand the Stakeholders relationship in an organisation.	U
	CO4: Organize a public relation campaign with the knowledge of Integrated Marketing Communication.	P
	CO5: Understand the crisis and risks involved in public relation communication and develop Public Relation Skills to communicate effectively.	U
HAIJB - Animation Aesthetics	CO1: Relate the human Perception and Visual Process in animation Aesthetics.	U
	CO2: Recall the lighting function, Colour perception and composition in Animation.	R
	CO3: Analyse the aspect ratio, 2D and 3D depth used in animation.	A
	CO4: Identify the impact of time and space in Animation.	A
	CO5: Examine the development of Character animation in animation Aesthetics.	A
PSSEQ - Internship	CO1: Construct indepth knowledge as a hands on experience.	P
	CO2: Develop creative ideas and knowledge required to the Industry standard.	P
	CO3: Understand Organizational behaviour with professional ethics.	U

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PSSEC - Life and Managerial Skills	CO1: Relate to stress triggers and manage stress in various aspects of life.	U
	CO2: Understand the role of goals in conflict management.	U
	CO3: Extend understanding of interpersonal skills and leadership qualities.	U
	CO4: Explain time management strategies.	U
	CO5: Explain managerial empowerment strategies.	U
II Year - IV Semester		
HAI41 - Television Journalism Practical	CO1: Identify the techniques in producing the news interview.	P
	CO2: Make use of the techniques in producing television talk show.	P
	CO3: Utilize the different ways in writing the leads for television news.	P
	CO4: Apply the journalist techniques in television news writing.	P
	CO5: Make use of the techniques of the print news to television news.	P
HAI4A - Cross Cultural Communication	CO1: Understand the characteristics of cross cultural communication in South India/ Tamil Nadu.	U
	CO2: Analyze the different cultural meaning behind cultural artefacts and their relationship in every life context in South India/ Tamil Nadu.	A
	CO3: Understand the theories and concepts of Edward T Hall.	U
	CO4: Analyze the cultural history of cross cultural communication of Tamil Nadu in context with popular culture and public spaces.	A
	CO5: Understand the ancient literature in Tamil Nadu.	U
HAI4B - Critical Communication Studies	CO1: Understand the basic concept of Critical theories.	U
	CO2: Remember the concepts involved in Tamil and Indian theories related to Communication and philosophies.	R
	CO3: Analyse the Media Text in the context of cultural and feminist theories.	A
HAI4Q - Dissertation	CO1: Identify and investigate a research problem.	U
	CO2: Apply an appropriate research design and associated methods rigorously.	P
	CO3: Apply appropriate conclusions and findings.	P
	CO4: Create a research report accordingly.	C

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HAI42 - Practice Journal	CO1: Classify and focus on News events.	U
	CO2: Identify the Civic Issues of the neighbourhood people.	P
	CO3: Identify the news bites of the neighbour hood in and around the college.	P
	CO4: Construct a 8 Page News paper in Tabloid format.	P
	CO5: Summarize the original Content produced by the student.	U
PSSD - Computing Skills	CO1: Apply the formatting features and create tables & charts using Word, Excel and Power point.	P
	CO2: Apply the mail merge feature in MS Word.	P
	CO3: Create database using MS Access.	A
	CO4: Create power point presentation with clipart and animation.	A