PROGRAMME OUTCOMES, PROGRAMME SPECIFIC OUTCOMES AND COURSE OUTCOMES

The goal of the mass communication bachelor's and master's degree programmes is to provide students the information, abilities, and mindset needed to be successful in the business management industry. Following programme completion, students should be able to accomplish the following goals:

1. Effective Communication Skills:

- Students should be proficient in various forms of communication, including written, verbal, and non-verbal communication.
- They should be able to convey ideas clearly, concisely, and persuasively through different mediums such as speeches, presentations, articles, and reports.

2. Media Literacy:

- Students should develop a critical understanding of media institutions, processes, and effects.
- They should be able to analyze media messages critically, evaluating their content, bias, and impact on society.
- Understanding media ethics and being able to apply ethical principles in media production and consumption is crucial.

3. Technical Skills:

- Proficiency in using various media technologies such as cameras, audio recorders, video editing software, graphic design tools, and social media platforms.
- Ability to produce high-quality multimedia content across different platforms, including print, broadcast, digital, and social media.

4. Research and Analysis:

- Students should be skilled in conducting research using both qualitative and quantitative methods.
- They should be able to gather, evaluate, and interpret data relevant to media and communication studies.
- Analytical skills are essential for understanding media trends, audience behavior, and market dynamics.

5. Strategic Communication:

- Students should understand the principles of strategic communication and how to develop effective communication strategies for organizations, brands, and campaigns.

- They should be able to identify communication objectives, target audiences, and channels, and craft messages tailored to specific communication goals.

6. Cultural and Global Awareness:

- Understanding the cultural, social, and political contexts in which media operates is crucial.
- Students should be aware of global media trends, cross-cultural communication dynamics, and the impact of globalization on media industries and practices.

7. Media Production and Management:

- Proficiency in media production techniques such as writing, editing, directing, and producing content for different media platforms.
- Understanding the management and business aspects of media organizations, including budgeting, scheduling, and project management.

8. Collaboration and Teamwork:

- Students should be able to work effectively in teams, collaborating with colleagues from diverse backgrounds and disciplines.
- Developing interpersonal skills such as leadership, conflict resolution, and negotiation is essential for success in the media industry.

9. Professional Development:

- Students should be prepared for careers in various fields within mass communication, including journalism, public relations, advertising, broadcasting, digital media, and corporate communication.
- They should understand industry standards, job roles, and career pathways, and be able to develop a professional portfolio showcasing their skills and accomplishments.

BACHELOR AND MASTERS OF MASS COMMUNICATION PROGRAMME SPECIFIC OUTCOMES

PRINT MEDIA:

Journalistic Writing Proficiency:

Students should be able to demonstrate proficiency in journalistic writing styles, including news writing, feature writing, opinion pieces, and investigative journalism.

They should understand the principles of accuracy, fairness, and objectivity in news reporting and be able to apply them in their writing.

Editing and Proofreading Skills:

Students should be skilled in editing and proofreading print content for clarity, accuracy, grammar, spelling, and style consistency.

They should understand the editorial process, including fact-checking, copyediting, headline writing, and layout design considerations.

Layout and Design Principles:

Students should have a strong understanding of layout and design principles specific to print media, including typography, color theory, visual hierarchy, and page composition.

They should be able to use design software effectively to create visually appealing and reader-friendly print layouts for newspapers, magazines, brochures, and other print materials.

Newsroom Operations:

Students should be familiar with newsroom operations and workflow processes, including story pitching, assignment management, deadline management, and production scheduling.

They should understand the roles and responsibilities of different personnel in a newsroom, such as editors, reporters, photographers, and layout designers.

Audience Analysis and Engagement:

Students should understand the importance of audience analysis in print media and be able to identify target audiences for different types of print publications.

They should be able to engage with readers through compelling storytelling, relevant content, and interactive features, fostering reader loyalty and engagement.

Ethics and Legal Issues:

Students should be familiar with the ethical and legal considerations specific to print journalism, including libel, defamation, privacy rights, and copyright issues.

They should be able to navigate ethical dilemmas and make informed decisions that uphold journalistic integrity and professionalism.

Digital Integration:

While focusing on print media, students should also understand the integration of print with digital platforms.

They should be familiar with digital publishing tools and platforms for online distribution of print content, such as websites, e-books, and digital magazines.

Community Journalism:

Students should understand the role of print media in serving local communities and be able to produce hyper-local content that addresses the needs and interests of diverse communities.

They should be able to establish and maintain relationships with community stakeholders, sources, and readers to enhance community engagement and trust.

Professional Portfolio Development:

Students should compile a professional portfolio showcasing their best print media work, including articles, layouts, and other relevant materials.

The portfolio should demonstrate their writing, editing, design, and multimedia skills, as well as their ability to work effectively in a print media environment.

ELECTRONIC MEDIA

Broadcast Journalism Skills:

Students should be proficient in broadcast journalism techniques, including writing for broadcast, voiceover delivery, interviewing, and video storytelling.

They should understand the unique requirements of broadcast news production, including timing, pacing, and visual storytelling techniques.

Video Production and Editing:

Students should have strong skills in video production and editing using digital tools and software.

They should be able to conceptualize, script, shoot, and edit video content for various electronic media platforms, including television, online streaming, and social media.

Audio Production and Podcasting:

Students should be proficient in audio production techniques, including recording, editing, and mixing audio content for radio, podcasts, and other digital platforms.

They should understand the principles of sound design, voice recording, and narrative structure in audio storytelling.

Digital Content Creation:

Students should be adept at creating digital content for electronic media platforms, including websites, social media channels, and mobile apps.

They should understand digital content formats, optimization strategies, and audience engagement tactics for maximizing reach and impact.

Media Management and Operations:

Students should understand the technical and operational aspects of electronic media facilities, including studio operations, control room management, and broadcast equipment.

They should be familiar with industry-standard broadcasting technologies, including cameras, microphones, switchers, and video/audio servers.

Broadcast Regulation and Compliance:

Students should have a working knowledge of broadcast regulations and compliance standards imposed by regulatory authorities such as the Federal Communications Commission (FCC) or equivalent regulatory bodies in their respective countries.

They should understand the ethical and legal considerations involved in electronic media production and distribution, including content censorship, decency standards, and advertising regulations.

Audience Engagement and Analytics:

Students should understand audience behavior and engagement metrics specific to electronic media platforms.

They should be able to analyze audience data, such as ratings, viewership metrics, and social media analytics, to inform content strategies and audience targeting efforts.

Live Broadcasting Skills:

Students should be proficient in live broadcasting techniques, including live reporting, anchoring, and directing live broadcasts.

They should understand the challenges and opportunities of live broadcasting, including improvisation, real-time decision-making, and managing technical issues under pressure.

Multimedia Storytelling:

Students should be able to create multimedia stories that combine text, audio, video, and interactive elements for electronic media platforms.

They should understand how to adapt storytelling techniques to different media formats and platforms, optimizing content for maximum audience engagement and impact.

Professional Development and Networking:

Students should develop a professional network within the electronic media industry, including contacts with professionals, mentors, and alumni.

They should be prepared for careers in electronic media production, including roles in television, radio, online streaming platforms, podcasting, and multimedia production companies.

ADVERTISING

Advertising Strategy Development:

Students should be able to develop comprehensive advertising strategies that align with client objectives, target audience characteristics, and market trends.

They should understand the importance of market research, consumer behavior analysis, and competitive analysis in shaping effective advertising strategies.

Creative Conceptualization and Execution:

Students should demonstrate creativity and innovation in developing advertising concepts and campaigns across various media channels.

They should be able to translate strategic insights into compelling advertising messages, visuals, and storytelling formats that resonate with target audiences.

Copywriting and Visual Communication:

Students should be proficient in writing persuasive ad copy tailored to different advertising mediums, including print, digital, broadcast, and out-of-home advertising.

They should understand the principles of visual communication and graphic design, collaborating effectively with designers to create visually appealing advertising materials.

Media Planning and Buying:

Students should have a strong understanding of media planning principles and be able to develop media plans that optimize reach, frequency, and cost-effectiveness.

They should be familiar with media buying processes, negotiation strategies, and media measurement tools for evaluating advertising effectiveness.

Digital Advertising Skills:

Students should be well-versed in digital advertising platforms, including search engine marketing (SEM), social media advertising, display advertising, and programmatic advertising.

They should understand targeting options, ad formats, and performance metrics specific to digital advertising, leveraging data-driven insights to optimize campaign performance.

Brand Management and Positioning:

Students should understand the role of advertising in building and maintaining brand equity, awareness, and loyalty.

They should be able to develop brand positioning strategies, brand messaging frameworks, and brand identity guidelines that differentiate clients' brands in the marketplace.

Advertising Campaign Evaluation:

Students should be able to evaluate advertising campaigns using qualitative and quantitative research methods, including pre-testing, post-testing, and campaign tracking studies.

They should understand key performance indicators (KPIs) such as brand awareness, message recall, purchase intent, and return on investment (ROI) in assessing advertising effectiveness.

Ethics and Social Responsibility:

Students should understand ethical considerations in advertising, including truthfulness, transparency, and the avoidance of deceptive or misleading advertising practices.

They should be able to apply ethical principles and industry codes of conduct in advertising decision-making, considering the potential impact on society and vulnerable populations.

Client Communication and Presentation Skills:

Students should develop strong interpersonal and communication skills for effectively communicating with clients, presenting advertising proposals, and handling client feedback and revisions.

They should be able to collaborate with clients to understand their business objectives, target audience insights, and brand preferences, delivering advertising solutions that meet client needs and expectations.

PUBLIC RELATIONS

Strategic Communication Planning:

Students should be able to develop strategic communication plans that align with organizational objectives, stakeholder needs, and societal trends.

They should understand the role of public relations in building and maintaining positive relationships between organizations and their various stakeholders.

Media Relations Skills:

Students should be proficient in building relationships with journalists, editors, and media outlets to generate positive media coverage for their clients or organizations.

They should understand how to craft effective press releases, pitch stories to the media, and manage media inquiries and interviews.

Content Creation and Storytelling:

Students should be skilled in creating compelling and engaging content across various platforms, including press releases, articles, blog posts, social media posts, and multimedia materials.

They should understand the principles of storytelling and narrative development, using storytelling techniques to communicate key messages and enhance brand reputation.

Crisis Communication Management:

Students should be able to develop crisis communication plans and protocols to effectively manage and mitigate reputational risks during crises and emergencies.

They should understand crisis communication strategies, including crisis response messaging, media handling, and stakeholder communication.

Event Planning and Management:

Students should be proficient in planning and executing events, such as press conferences, product launches, promotional events, and corporate gatherings.

They should understand event logistics, budgeting, vendor management, and promotional strategies to ensure successful event outcomes.

Digital and Social Media Strategy:

Students should be well-versed in digital and social media platforms and strategies for building brand awareness, engaging stakeholders, and managing online reputation.

They should understand social media analytics, community management, and content moderation techniques for effective online communication.

Stakeholder Engagement and Relationship Building:

Students should understand the importance of stakeholder analysis and engagement in public relations practice.

They should be able to identify key stakeholders, assess their interests and concerns, and develop strategies to build and maintain positive relationships with stakeholders, including customers, employees, investors, and community members.

Ethics and Reputation Management:

Students should understand ethical principles and professional standards in public relations, including honesty, transparency, and integrity.

They should be able to identify ethical dilemmas in public relations practice and make ethical decisions that uphold organizational reputation and public trust.

Measurement and Evaluation:

Students should be able to measure and evaluate the effectiveness of public relations campaigns and initiatives using qualitative and quantitative research methods.

They should understand key performance indicators (KPIs) such as media impressions, sentiment analysis, brand mentions, and stakeholder engagement metrics.

Professional Networking and Development:

Students should develop strong networking skills and establish connections within the public relations industry, including professionals, mentors, and industry associations.

They should be prepared for careers in public relations agencies, corporate communication departments, nonprofit organizations, government agencies, and public affairs firms.

NEW MEDIA

1. Understanding New Media Landscape:

- Students should understand the evolution of new media technologies and platforms, including social media, mobile apps, streaming services, and emerging digital trends.
- They should be familiar with the characteristics, functionalities, and audience demographics of different new media platforms.

2. Digital Content Creation:

- Students should be proficient in creating digital content for new media platforms, including text, images, videos, and interactive multimedia.
- They should understand content optimization techniques for different digital platforms, including search engine optimization (SEO), social media algorithms, and content distribution strategies.

3. Social Media Management:

- Students should have a strong understanding of social media management principles and tools for building and managing online communities, engaging with audiences, and driving brand awareness.
- They should be able to develop social media content calendars, monitor social media analytics, and implement social media advertising campaigns.

BACHELOR AND MASTERS OF MASS COMMUNICATION COURSE OUTCOME

1. To make the students aware of functional and operational use of language in media.

2. To equip or enhance students with structural and analytical reading, writing and thinking skills.

3. To introduce key concepts of communications

4. To introduce students to the history, evolution and the development of Mass Communication in the world with special reference to India.

5. To study the evolution of Mass Media as an important social institution.

6. To understand the development of Mass Communication models.

7. To develop a critical understanding of Mass Media.

8. To understand the concept of New Media and Media Convergence and its implications

9. Learner will be able to understand Media history through key events in the cultural history

10. To enable the learner to understand the major developments in media history.

11. To understand the history and role of professionals in shaping communications.

12. To understand the values that shaped and continues to influence Indian mass media.

13. Learner will develop the ability to think and analyze about media.

14. To sharpen the reading, writing, speaking and listening skills that will help the students to understand the development of Media

15. To provide learners with overview on current developments in various fields.

16. To generate interest among the learners about burning issues covered in the media

17. To equip them with basic understanding of politics, economics, environment and technology so that students can grasp the relevance of related news.

18. Twenty minutes of newspaper reading and discussion is mandatory in every

19. To provide students with tools that would help them visualize and communicate.

20. Understanding Visual communication as part of Mass Communication

21. To acquire basic knowledge to be able to carry out a project in the field of visual communication

22. To acquire basic knowledge in theories and languages of Visual Communication

23. The ability to understand and analyze visual communication from a critical perspective

24. To provide learners with tools and techniques of editing and writing.

25. To acquaint learners with the art of narration and storytelling strictly within the contours of journalistic principles