

Himachal Pradesh University, Shimla – 5

Department of Journalism and Mass Communication

Master of Arts in Journalism and Mass Communication MA (JMC)

Program Outcomes

1. Developing a critical perception of Communication and Mass Communication: Identify the pivotal aspects of the process of Communication and Mass Communication in a myriad of synaptic interactions to assess the communication issues and choose appropriate solutions for problem solving in different communication paradigms.
2. Communication Models and Theories: A critical comprehension of Communication and Mass Communication processes and dynamics. Expertise in various communication models, theories and apply their role in the process of interactivity and exchange of information between various entities in a communication ecosystem.
3. Analytical and cogent problem solving skills in Professional Journalism: The ability to sift through the data and information to analytically arrive upon the solutions for complex problems based on solid groundwork and scientific temperament using the knowledge base acquired in the program.
4. Multimedia Savvy: Technological competence to operate the various tools of Multimedia Production and Digital Image acquisition of the latest standard as being used by the professional Media organizations.
5. Understanding Conceptual frameworks: Comprehension of finer nuances of Cultural and Intercultural Communication, Semiotics, Globalization and Identity for developing an informed outlook on various Communication paradigms.
6. Advertising, Public Relations and promotion expertise: To acquire knowledge about the various tools of Advertising, Public Relations, their various functions and develop acumen for becoming an expert in the various classified vocations as practiced in the professional sectors.
7. Media Laws and Ethics: Acquire and apply critical information about the use of Mass Communication keeping in mind all the legal frameworks in which the communication processes operate. Commit and adhere to professional ethical values while disseminating crucial information for the overall benefit, protection and welfare of the public in which information is being disseminated. The students will have also adequate knowledge of Human Rights and Values.
8. Development Communication: Develop the working environment, participate and support the endeavours of creating a robust information flow and communication channels for the benefit of the grassroots section of society and empower them with knowledge and their rights by building resolute mass communication frameworks for

their emancipation. A comprehensive understanding of Community based communication processes and Media.

9. Communication and Media Research: Commit to understand the value of research and investigation for dissecting the communication and information propagation, consumption and also interpret tangible outcomes regarding the media effects, efficacy of messages and information for providing valuable feedback and suggestions for the media entities. Enriching and providing value to the theoretical and practical knowledge pool of the existing media research.
10. Broadcast Technology and Digital expertise: Become fully capable in operating in a technology intensive broadcast environment involving Television and Radio besides having expertise in their online existence. Develop and make use of practical skills along with theoretical knowledge to arrive upon real world solutions in a world dominated by information and digital technology. Build upon a skill set of a professional Visual Media expert, making use of digital technology, acquisition and post- production to construct successful and influential media messages. Technologically sound knowledge about Mobile and Social Media.
11. Visual Communication and Digital Graphics: Comprehension of the aesthetic roots of Visual grammar, Expertise in Graphic design and professional digital typography. Using the in-depth concepts of Visual Rhetoric, Visual Semiotics, Visual Cognitive and Visual Literacy for producing evocative and creative Communication Productions.
12. Life-long and Experiential learning: Exposure to professional media houses practice and tools through industry visits and interaction. Acquire expertise by participating in practical and hands on exercises. Understanding the importance of Life-long learning and maximize their perspective by constantly adapt to provide workable solutions by making use of newer solutions.

Program Specific Outcomes

PSO 1: To equip and enable the learner to face the challenges of the ever-changing landscape of media and communication industry with capacity and confidence, and with courage to face challenging situations.

PSO 2: To sensitize and guide personal goals and professional ambitions to achieve a harmony between personal wellbeing, social responsibility and national interest.

PSO 3: To impart a well-rounded philosophical and theoretical grounding in the varied concerns of mass communication encompassing social, ethical and technological domains.

PSO 4: To foster an enriching environment of creative thinking and technical dexterity where the student emerges as a creator unbound by resources and excited with possibilities.

Course Outcomes

Communication Theory

After Completion of Course, the students will be able to:

CO 1: Explain communication, its meaning, forms and functions.

CO 2: Describe media and society theory, the mass society, Marxism and political economy.

CO 3: Explain Mass communication theory, dominant vs. alternative paradigm.

CO 4: Describe mass communication models and theories.

CO 5: Describe attitude change, its structure and major findings of attitude change research.

CO 6: Explain social cognition from mass media content

CO 7: Understand active audience theories, media functions vs. media uses, uses and gratifications approach.

CO 8: Explain development of reception studies, Hall's encoding/decoding, Sensemaking; Agenda-setting; Spiral of silence.

Modern Journalism

After Completion of Course, the students will be able to:

CO 1: Explain journalism, concept, roles and responsibilities in democracy, freedom of speech and expression (Article 19[1] [a] and Article 19[2]).

CO 2: Describe public sphere and public interest, journalism as creative non-fiction, Joseph Pulitzer's New Journalism.

CO 3: Describe traditional and modern journalism roles, various news gathering roles, functions and qualities.

CO 5: Explain news processing in a news paper, editorial department and principles of editing.

CO 6: Distinguish between creative non-fiction and features.

Introduction to Multimedia Production

After Completion of Course, the students will be able to:

CO 1: Understand digital cameras and its types (consumer, prosumer, SLR, mirror-less camera).

CO 2: Understand the use of mobile and smart devices for content creation and sharing, and wearable technologies.

CO 3: Explain desktop production along with file formats for documents, video, audio, photograph and image and Pros and cons of file formats for processing, sharing, and net-uploading.

CO 4: Understand production using mobile devices; image processing, video editing, audio editing, presentation, graphic designing; and content sharing using mobile apps.

CO 5: Understand multimedia media production, word processing, newspaper style-sheets, along with photography basics, composition and editing.

CO 6: Understand production, camera shots, movements, composition, perspective and language of vision mixing (transitions).

CO 7: Understand lighting and audio basics, different types of light and sound and their characteristics.

CO 8: Understand graphics, typefaces, fonts and usage.

Convergence Media

After Completion of Course, the students will be able to:

CO 1: Explain the evolution of digital ICTs, social and mobile media and artificial intelligence.

CO 2: Describe SEO, analytics, cross-platform promotion, click baits, crowd funding, crowd sourcing, geotagging, angel investors and start-ups, 3-D printing

CO 3: Describe Internet of Things, cleverbots and natural language processing, metaverse, Web 3.0 – The semantic web, Singularitarianism, Techno-progressivism, Technological utopianism, Posthuman, Posthumanism and Transhumanism.

CO 4: Describe various types of virtual reality – virtual, immersive, extended, mixed and augmented reality and augmented virtuality.

CO 5: Explain gamification, media violence theories and videogame violence – catharsis, reinforcement and cultivation.

CO 5: Describe Social Information Processing (SIP) Theory and Social Identity Model of Deindividuation Effects.

CO 6: Describe content culture, information overload vs. filter bubble and echo chambers; big data, data mining and reality mining.

CO 7: Understand various concepts of Internet cultures – activism, slacktivism, hackactivism; homogenization, hybridization, mobilization, pluralism, fragmentation, polarity; Internet addiction; truth-by-consensus, truthiness, wikiality and post-truth.

Introduction to Media and Cultural Studies

After Completion of Course, the students will be able to:

CO 1: Understand Culture, its meaning and definition, characteristics, classification (macro and micro, and material and non-material culture), concepts of mass culture, pop culture, subculture, counterculture.

CO 2: Explain identity and related concepts – self-concept, personal vs. social identity, constituents of identity, Identity change, identity negotiation.

CO 3: Describe semiotic ideology and meaning making, Saussure's signifier, signified and signification.

CO 4: Explain Ideology and its meaning, interaction of ideology, signs and meaning.

CO 5: Understand symbolic interactionism, social constructionism, framing and frame analysis, cultivation analysis and the media literacy movement.

CO 6: Describe Globalization and its concept, meaning, driving forces, Global trade in media culture, global media culture, capitalism and the rise of consumer culture.

CO 7: Understand multinational media ownership and control, varieties of global mass media International news flow, and NWICO.

CO 8: Understand Hofstede's cultural dimensions theory, communication accommodation and inter-culture networks, cultural change and cultural convergence.

Practical -I

CO 1: Prepare a Group Project on Media assignment as directed.

CO 2: Make a project on Blog and Content writing.

CO 3: Attend a mock interview for job.

CO 4: Display your Typing Skills

CO 5: Give a presentation on yourself.

CO 6: Prepare a Lab Journal and Current Affair File.

Advertising and Online Promotion

After Completion of Course, the students will be able to:

CO 1: Define advertising, its objectives and perspectives on consumer behavior, Integrated Marketing Communication along with advertising in marketing mix

CO 2: Understand the concepts of marketing, branding, brand image and positioning along with campaign, campaign planning and strategy.

CO 3: Understand advertising creatives, copy writing and visualization.

CO 4: Understand media strategy, media characteristics, media planning and its process along with developing and implementing media strategies.

CO 5: Understand the types of ad agencies and their role, and evaluating advertising agencies.

CO 6: Understand advertising research, pre-testing (copy testing) and post-testing (tracking studies) and use various research tools

CO 7: Understand online platforms in Advertising, their types such as display types, static/dynamic ads, email ad, button ads, interstitial ads, native ads, etc.

CO 8: Understand mobile and rich-media mobile ads, their advantages and types.

Public Relations and Public Opinion in Digital Age

After Completion of Course, the students will be able to:

CO 1: Understand public relations and Stakeholders PR namely Media relations, internal communications, corporate community involvement, financial public relations and public sector PR.

CO 2: Understand Strategic PR including corporate communication, corporate identity, public affairs and issues management, csr, crisis communication, event management and image management.

CO 3: Understand public relations theory and PR Approaches including Systems theory; Situational theory; Rhetoric Theories in PR, PR as relationship management; PR as social exchange along with PR Research and PR audits

CO 4: Explain online PR, online influencers, online tools and platforms and online engagement.

CO 5: Explain public opinion concept and process, its components and approaches to public opinion.

CO 6: Describe propaganda with an understanding of Lippmann's propaganda theory, Laswell's model, Bernay's Public Opinion Crystallization, and Chomsky and Herman Propaganda Model.

CO 6: Understand Public Relations and Attitude formation with the help of Hovland's Yale Model of Persuasion, Bandura's Social Learning Theory, Elaboration Likelihood Model, Symbolic Interactionism, McGuire's Inoculation Theory and Cognitive Dissonance Theory.

Broadcast Journalism and Production

After Completion of Course, the students will be able to:

CO 1: Understand Radio/TV eco-system along with TV formats, radio types, distribution platforms, Program genres, programming and scheduling.

CO 2: Explain TV Production Stages including preproduction, production and post-production.

CO 3: Understand broadcast scripting, its tools techniques and strategies, and writing for radio, along with TV news story writing.

CO 4: Describe audio production and sound design, acoustics and insulation, recording with microphones of different polar patterns.

CO 5: Understand digital non-linear editing, along with digital audio workstations, sound mixing boards, compression, mixing and EQ.

CO 6: Understand broadcast announcing and voice acting, vocal breathing and diaphragmatic performance along with announcing styles for Radio, TV and Web TV, voice acting and recording VOs.

Cross-Media Laws, Ethics and Development

After Completion of Course, the students will be able to:

CO 1: Explain the concepts of public sphere, public interest and citizen rights.

C) 2: Describe media regulatory framework in India including Press Council of India, NBA's News Broadcasting, Standards Authority, IBF's BCCC, Central Board of Film Certification along with Press Council's Norms for Journalistic Conduct.

CO 3: Understand, Internet Corporation for Assigned Names and Numbers, UN Internet Governance Forum, INTELSAT, COMSAT and TRAI.

CO 3: Understand laws pertaining to contempt, parliamentary privileges, industry regulation, censorship, cinematography, defamation and obscenity.

CO 4: Understand Intellectual Property Rights and its types, Trial by media, Sting Operation (use and misuse) paid news, fake news, Post-truth, "leaks" and market-driven journalism.

CO 5: Know the history of Indian media including pioneers of Indian journalism and restrictions up to 1835, the Indian press after 1857 revolt, the emergence of the Nationalist press and the Indian press between the first and second world war.

CO 6: Understand the development of post-independence media in India including the press, radio and television.

Development Communication

After Completion of Course, the students will be able to:

CO 1: Explain the meaning of development including classical and neo-liberal development theories, structuralism, neo-Marxism and socialism, grassroots development, and social and cultural dimensions of development.

CO 2: Understand various development theories, post-development, globalization, Dependency paradigm and World Systems Theory.

CO 3: Explain developmental and rural extension agencies including governmental, semi-government, and non-governmental organizations along with Panchayati Raj Institutions.

CO 3: Explain Development planning at national, state, regional, district, block and village levels along with major development initiatives at state and national level.

CO 4: Understand the working of United Nations and its bodies along with the concepts of Human Rights, Right to education, Right to work and Right to services.

CO 4: Understand the role of communication in development including the concepts of magic multipliers, development support communication; diffusion of innovations; information and communication technologies for development (ICT4D) participatory development communication.

CO 5: Understand the role of media in national development along with the historical perspective on use of print, radio, TV, video, traditional and folk media, community media for development.

CO 6: Critical appraisal of development journalism in India along and the use of new technologies for development along with designing messages for development.

Practical-2

CO 1: Prepare an Advertising and Public Relations Project (using knowledge of Development Communication).

CO 2: Prepare a Group Project in Development Communication (using Broadcast Journalism skills)

CO 3: Attend a practical Media Workshop.

CO 4: Prepare Current Affair file and Lab Journal.

CO 5: Participate in a Group Discussion.

CO 6: Undertake a Mini-Project or Internship.

Communication Research

After Completion of Course, the students will be able to:

CO 1: Define research, its meaning, objectives, motivation, and significance along with types of research, and difference between research methods and methodology.

CO 2: Explain research process, its procedure along with criteria of good research, selecting and defining the research problem and report writing.

CO 3: Explain Independent and dependent variables, Discrete and continuous variables along with Sampling, Research questions and Hypotheses

CO 4: Understand different research approaches, namely, quantitative and qualitative.

CO 4: Understand research designs including exploratory, descriptive and experimental, along with types of experimental designs and sources of data.

CO 5: Describe primary data collection methods, projective techniques, depth interviews, content analysis, secondary data and case study method.

CO 6: Understand data analysis and data processing including coding, classification and tabulation of data.

CO 7: Understand meaning and purpose of hypothesis and tests of hypotheses.

CO 8: Understand the process and steps of report writing, oral presentation, and precautions.

Visual Communication and Design

After Completion of Course, the students will be able to:

CO 1: Explain aesthetic theory including philosophical, artistic and scientific perspective along with visual rhetoric.

CO 2: Understand visual theories such as visual cognitive theory, cognition as intuitive and rational, visual cognition models, omniphaseism, and visual semiotics theory.

CO 3: Understand visual literacy and attain visual literacy skills and critical viewing.

CO 4: Understand graphic design along with graphic design movements leading to computer graphics and interactivity.

CO 5: Explain design perception including seeing and believing, figure/ground and shapes.

CO 6: Understand graphic design process, elements of design, principles of design and typography.

CO 7: Understand typeface and decisions in selection of typefaces along with colour in design, the relativity and psychology of colour.

CO 8: Understand layout, photography along with printing and production.

Mobile and Social Media Journalism

After Completion of Course, the students will be able to:

CO 1: Explain the interaction of technology and journalism, journalism as a conversation and the audience as gatekeepers.

CO 2: Understand change in content producers and news consumption along with its impact on journalists, newsgathering, distribution of news, and audience engagement.

CO 3: Understand mobile-first newsroom, mobile-first mindset, and adapting to mobile audience along with evolving business models; newspaper, television, radio and digital-only newsroom.

CO 4: Understand social media branding and journalism, digital skeletons, social media and mobile apps for reporting, and and social media optimization.

CO 6: Describe social media ethics and guidelines along with mobile and social media strategy analysis.

New and Old Media Management and Research

After Completion of Course, the students will be able to:

CO 1: Explain Management as a process along with Management approaches including Classical school, Human Relations School and Modern approach

CO 2: Understand media as an industry along with indian media and entertainment sector.

CO 3: Explain normative media theories and media ownership patterns.

CO 4: Understand the role and importance of various bodies related to functioning of media in India along with various news agencies, internet giants, and media research units

CO 5: explain media ownership issues such as media pluralism, media integrity, net neutrality.

CO 6: Understand Concepts related to online media usage such as click baits, page views, unique page views, audience engagement, Google Analytics, Google Adsense, Facebook Insights and Twitter Analytics.

Community and Community Media

After Completion of Course, the students will be able to:

CO 1: Explain the meaning of Community and Concepts of Gemeinschaft and Gesellschaft.

CO 2: Understand Jürgen Habermas' Public Sphere Hermeneutic Communities, Liquid Modern Communities, Postmodern Communities

CO 3: Explain Community as a place, cosmopolitanism, worldliness and the cultural intermediaries, liminality, communitas and anti-structure.

CO 4: Explain Action Research, Community Profiling, Community Studies, Ethnography and Social Network Analysis.

CO 5: Explain Community and Identity and the Symbolic Construction of Community.

CO 6: Describe Community media and its origins, types and examples.

Practical- 3

CO 1: Conduct a mock media interview.

CO 2: Participate in a group discussion and or debate.

CO 3: Write a Blog entry and Social Media post on social issues.

CO 4: Prepare a Lab Journal and a current affair file.

CO 5: Give a display of personal interview skills.

CO 6: Give a display of Computer application skills.

Industry Internship

After Completion of Course, the students will be able to:

CO 1: Join an organization of repute working either in the area of mass communication or the communication department of an organization of repute,

CO 2: For Internship undertake the following work profiles: writing, copy editing, production or designing in television, radio, print publications, internet publications, etc.

CO 3: Undertake the training in Editorial or Field Reporting.

CO 4: For Students working in Advertising, PR and Media Industry have to take any Designation available.

CO 5: Give a display of personal interview skills.

CO 6: Give a display of Computer application skills.

Constitution, Human Rights and Journalism

After Completion of Course, the students will be able to:

CO 1: Describe the concept of Human Rights.

CO 2: Describe the Universal Declaration of Human Rights.

CO 3: Explain the Fundamental Rights as the Constitutional Context of Human Rights.

CO 4: For Students working in Advertising, PR and Media Industry have to take any Designation available.

CO 5: Describe the Working of National Human Rights Commission International Organizations.

CO 6: Explain the Human Rights of vulnerable groups.

CO 7: Explain the Human Rights Journalism condition in India.