

## **Marathwada Mitra Mandal College of Commerce**

### **MAJMC 2024 NEP Pattern**

#### **Program Outcomes (PO)**

##### **MAJMC Program Outcome:**

1. To impart basic knowledge of mass communication processes to students from diverse backgrounds.
2. To imbibe skills required to work effectively in various fields of mass communication.
3. To train well rounded journalists and mass media professionals with requisite technical and content-generation skills.
4. To develop an analytical approach among students for critical evaluation of the mass communication media.
5. To develop interest in research and encourage students to undertake meaningful research about contemporary developments in the media.

#### **Course Outcomes (CO)**

##### **Subject : Journalism: Principles, Process and Practice (JMC 501 MJ)**

Students will get a comprehensive understanding of the media ecology. They will develop an understanding of media legacy, its development and the responsibility it is entrusted with. Students will also understand the laws and ethics of the media, and will develop a healthy attitude towards media practices.

##### **Subject : Understanding Society (1) (JMC 502 MJ)**

Journalists working for multiple media platforms need to cover and comment on various issues/topics in different fields. They may possess certain knowledge about domain subjects; but understanding of basic concepts and principles of many different disciplines will be helpful to them. Understanding Society as a subject spread over two semesters will provide them fundamental knowledge of many socio/political/economic issues. It will provide certain insight and ability to learn complex contemporary issues on their own. Thus it will be helpful to enhance the width and quality of journalistic coverage.

##### **Subject: Basic Language Skills (JMC 503 MJ)**

Students will be able to assess their linguistic strengths and weaknesses. They will also understand the requirements of the media vis-à-vis language usage. They will be able to enhance their writing and oral presentation skills.

**Subject : Media Technology (JMC 504 MJ)**

Students will be able to get detailed instructions and practice to use all media technologies. This will make them employment-ready, and they will be able to learn any new technology swiftly.

**Subject :Research Methodology (CJ 505RM)**

Students will realise the importance of research in an academic discipline, as well as be able to use systematic research practices in journalism. They will also realise the importance of looking into the impact that mass media content has on society. They will also be able to look at contemporary media practices with a critical eye. They will be ready to conduct research independently.

**Subject: Writing Skills for Media (JMC 506 MJ)**

Students will learn the importance of employing different writing techniques for different media, and for different purposes. They will be able to engage in multimedia content creation that will easily allow them to transform a script for one media into one suitable for another media.

**Subject : Translation Skills for Media (JMC 507 MJ)**

India is proud of its rich diversity and multiple languages. It also carries the message of unity, integrity and harmony across all the communities. This is reflected in media and journalism in India. Hindi and regional language journalism is vibrant, widespread and deep-rooted in India. Creation and curation of content in different languages across media platforms becomes necessary in such an environment. Hence, translation is a fundamental and much needed skill in India. This subject will equip the students to understand the process of translation and provide them enough practice to acquire this skill.

**Subject: Fundamentals of Communication (JMC 508 MJ)**

After studying this subject students will understand the finer nuances of how communication developed, and how both verbal and non-verbal communication is important for media persons. This course will also help students become good presenters and interviewers.

**Subject: Fundamentals of Critical Thinking (JMC 509 MJ)**

Media professionals and journalists play an important role in the spread of information and opinions in society. The need to analyse contemporary issues and challenges. Developing critical thinking is essential in this process. This course will help the students to understand nature and practices of critical thinking and enhance their mental capacities to communicate effectively to the society.

**Subject: Print Journalism (JMC 551 MJ)**

Newspapers, magazines and other publications form part of the print media. Journalism and its practices have evolved with the growing number of newspapers world over. Understanding news, news gathering, editing, feature writing, functions of the newsroom is core of the journalistic profession. Learning and practicing the skills are also helpful in working on other media platforms.

**Subject : Audio and Audio-Visual Journalism (JMC 552 MJ)**

Students will develop the skills to create compelling narratives using audio and audio-visual elements, mastering the art of effective storytelling in journalism. They will gain proficiency in the use of audio and video equipment, editing software, and other tools essential for producing high-quality journalism in various media formats.

**Subject: Digital Journalism (JMC 553 MJ)**

Students will understand how digital technologies have transformed journalism practices, distribution methods, and audience engagement. They will critically assess social media's impact on journalism, explore citizen journalism, fake news, filter bubbles, and analyze the role of algorithms in shaping news consumption.

**Subject: News Production (Practical) (JMC 554 MJP)**

Students should learn and acquire basic skills for news gathering, news writing, news editing and feature writing. They are expected to produce print media products on their own.

**Subject: Development Communication (JMC556 MJ)**

Students will understand the role of communication in fostering social change, community development, and addressing societal challenges. They will develop practical skills to design and implement communication interventions, campaigns, and projects aimed at promoting sustainable development in diverse cultural and socio-economic contexts.

**Subject : Photo Journalism (JMC 557 MJ)**

Photo Journalism has become an essential part of media functioning. With increasing use of high definition smartphone cameras visual content in social media space is rising. In this competitive environment gaining knowledge about basics of photography and Photo Journalism would be helpful.

**Subject: Business Journalism (JMC 558 MJ)**

Students will acquire proficiency in business journalism techniques, including effective interviewing, data analysis, and the ability to write clear and engaging business stories for diverse audiences. Also they will learn critical understanding of various business related concepts.

**Subject: Culture Journalism (JMC 559 MJ)**

Students will gain skills in crafting engaging narratives that capture the essence of cultural stories, fostering an appreciation for cultural diversity while catering to a broad audience. They will develop a keen understanding of diverse cultures, their expressions, and the ability to critically analyze cultural phenomena, events, and trends.

**Subject: Understanding Society (2) (JMC 601 MJ)**

Students will gain a broad understanding of sociological theories and their applications. They will be able to critically analyze social structures and processes. Students will also develop insights

into the cultural, economic, and political dimensions of society and their impact on individuals and groups.

**Subject: Media and Communication Theory (JMC 602 MJ)**

Students will understand major media and communication theories and their development. They will be able to apply theoretical frameworks to analyze media content and its societal impact. Students will develop the ability to critically assess media practices and their implications.

**Subject: Digital Media Management (JMC 603 MJ)**

Students will acquire skills in managing digital media projects and platforms. They will learn to develop strategic plans for digital content distribution and monetization. Students will also understand the ethical and economic challenges of digital media management.

**Subject: Multimedia Production (JMC 604 MJP)**

Students will be proficient in creating multimedia content using various tools and technologies. They will understand the principles of effective multimedia storytelling. Students will also be able to integrate different media forms to produce cohesive and engaging content.

**Subject : Research Project (JMC 605 RP)**

Students will complete a comprehensive research project, demonstrating their ability to design and conduct independent studies. They will develop skills in various research methods. Students will also learn to present their research findings effectively.

**Subject : Political Communication ( JMC 606 MJ)**

Students will understand the dynamics of political communication and its effects on society. They will be able to critically analyze political messages and media coverage of political events. Students will also develop insights into the role of media in shaping political discourse.

**Subject : Social Media Communication (JMC 607 MJ)**

Students will understand the key concepts and strategies of social media communication. They will learn to effectively create and manage content for social media platforms. Students will also be able to analyze the impact of social media on various aspects of communication and society.

**Subject: Crime Journalism (JMC 608 MJ)**

Students will gain knowledge about the techniques and challenges of crime journalism. They will understand the ethical and legal responsibilities of reporting on crime. Students will also develop skills in investigative reporting and producing in-depth crime stories.

**Subject: Science and Environment Journalism (JMC 609 MJ)**

Students will understand the key concepts and challenges of science and environment journalism. They will learn to effectively communicate scientific and environmental issues to the public.

Students will also develop skills in researching and reporting on scientific topics accurately and engagingly.

**Subject: Advertising (JMC 651 MJ)**

Students will gain a comprehensive understanding of advertising concepts. They will be able to develop effective advertising campaigns targeting specific audiences. Students will also learn to critically evaluate advertising messages and their impact on society.

**Subject: Public Relations (JMC 652 MJ)**

Students will understand the key concepts and theories of public relations. They will learn to develop strategic communication plans and manage media relations. Students will also gain practical experience in crisis communication and stakeholder engagement.

**Subject: Media Management (JMC 653 MJ)**

Students will understand the structure and functions of media organizations. They will learn to analyze industry trends and develop strategies for sustainable media businesses. Students will also gain practical experience in media planning, budgeting, and resource management.

**Subject: Media Ethics and Laws (JMC 654 MJ)**

Students will understand the ethical principles and codes of conduct applicable to media professionals. They will be able to identify and analyze ethical dilemmas in media content and practices. Students will also develop the ability to apply ethical frameworks to real-world media situations.

**Subject: Advertising and PR Campaign (JMC 655 MJP)**

Students will gain hands-on experience in developing integrated advertising and PR campaigns. They will learn to identify target audiences, set campaign objectives, and select appropriate communication channels. Students will also be able to evaluate the effectiveness of advertising and PR campaigns through data analysis and audience feedback.

**Subject: Intercultural Communication (JMC 657 MJ)**

Students will gain a deep understanding of the complexities of intercultural communication. They will learn to recognize and respect cultural differences in communication styles and norms. Students will also develop practical skills in effectively communicating and collaborating across diverse cultural contexts.

**Subject: Book Editing (JMC 658 MJ)**

Students will gain a comprehensive understanding of the book editing process from manuscript acquisition to publication. They will develop proficiency in editing for clarity, coherence, and style. Students will also learn to work collaboratively with authors and publishing professionals to produce high-quality books.

**Subject: Film Studies (JMC 659 MJ)**

Students will gain a deep understanding of the artistic, cultural, and social significance of film. They will learn to analyze and interpret films within their historical and theoretical contexts. Students will also develop the ability to critically evaluate film narratives, aesthetics, and production techniques.

**Subject : Agriculture Journalism (JMC 6510 MJ)**

Students will gain knowledge about the agricultural industry, including farming practices, food production, and rural development. They will learn to effectively communicate agricultural news and information through various media platforms. Students will also develop the ability to critically analyze agricultural policies and their impact on society.

**Subject : Data Journalism (JMC 6511 MJ)**

Students will acquire proficiency in collecting and cleaning data from various sources. They will learn to analyze data using statistical methods and visualization tools. Students will also develop the ability to tell compelling stories using data-driven approaches, enhancing their investigative journalism skills.

**Subject: Sports Journalism (JMC 6512 MJ)**

Students will gain knowledge about the sports industry, including professional leagues, athletes, and sports events. They will learn to cover sports news and events with accuracy, fairness, and integrity. Students will also develop skills in sports commentary, feature writing, and multimedia storytelling.

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