

**ST JOSEPH'S COLLEGE FOR WOMEN (AUTONOMOUS)**

**VISAKHAPATNAM**

**DEPARTMENT OF JOURNALISM & MASS COMMUNICATION**

The Department of Journalism, St. Joseph's College for Women (A) offers BA degree in Journalism combination with different subjects such as English Literature, Psychology and Journalism. In order to cater to the diverse interests of students and employers, theory and practical courses are offered as part of journalism domain in all the three combinations.

**Vision**

The Department of Journalism and mass communication to provide an academic environment that motivates search for new knowledge and ideas in a dynamic technological world, through its 'learn-by-doing' approach for creating competent professionals and managers.

**Mission**

The Mission of the Department of Journalism and mass communication is to enhance the students' knowledge and skills through an insightful curriculum, interactive instruction and vibrant learning opportunities to handle global challenges placed in local situations, while evolving into resourceful and responsible citizens of India.

Thus the Program and Course Learning Outcomes were targeted towards this very end. Therefore, it is easy to measure the PEO fulfillment or Outcomes Attainment rate among the students.

**Program Educational Objectives (PEO's) of the BA Program:**

*The BA Program will:*

**PEO 1:** Expose students to both general and specialized curriculum content through Foundation Courses, Core courses, Electives and Specializations (CBCS) and Add on

Courses besides College sponsored Certificate and Diploma Courses for acquiring in depth knowledge and understanding for future career options (Job and Future studies)

**PEO 2:** Motivate the students to apply the multidisciplinary knowledge through innovative assignments, research projects and internship training and create for themselves a sustainable competitive edge over others.

**PEO 3:** Train students with a broad range of holistic competencies - the capacity for critical thinking, research aptitude, communication and problem-solving skills, technical/ digital skills, social responsiveness, adaptability and entrepreneurial initiatives.

**PEO 4:** Prepare graduates for diverse careers in teaching, global management, administration and entrepreneurship through career awareness and preparatory programs.

**Program Outcomes for a Bachelor of Arts Graduate:** A Bachelor of Arts graduate in St. Joseph's College for Women (Autonomous) will have the following Graduate Attributes after graduation, (though it may differ in the fulfilment degree based on different combinations).

1. ***Subject and Domain Knowledge (SDK)***: Graduates are able to improve their awareness and knowledge about functioning of local and global environment and society. This helps in acquiring the knowledge base in all subject areas, understanding concepts, theories and linked aspects, applying them in respective domains and exploring the future career and entrepreneurial opportunities in specific and allied fields.

2. ***Effective Communication Competence (ECC)***: Usage of various forms of business communication, supported by effective use of appropriate modern technology techniques, logical reasoning, articulation of ideas and presentation. Graduates are expected to develop effective oral and written communication with the use of appropriate technology to succeed in career presentations and interviews.

3. ***Critical Thinking and Research (CTR)***: Graduates should be able to conceptualize, organize and resolve contemporary problems or issues with a research aptitude gather the relevant data and document the findings. They should be able to evaluate literary works and also do journal reporting. They can apply the perspective of their chosen specialized area of study to develop fully-reasoned opinions on such contemporary issues.

4. ***Problem solving and Innovation (PI)***: Competencies in quantitative and qualitative techniques. Graduates are expected to develop skills on analysing specific data or problems, apply the relevant analysis, generate alternatives and engage in problem solving in functional or practical areas

5. ***Social Responsiveness (SR)***: Developing responsiveness to contextual social issues/problems and exploring solutions... Graduates are expected to identify the contemporary social problems, explore the opportunities for social entrepreneurship, involve themselves in social outreach (NSS, NCC and other platforms and NGO's) and demonstrate ethical standards in all situations.

6. ***Leadership Development and Teamwork (LDT)***: Understanding leadership roles at various levels of the institution and leading teams across the Institution. Graduates are expected to collaborate and lead teams across Departmental boundaries and demonstrate leadership qualities, (Leadership positions in the Student Council, Departmental Associations and Clubs) maximize the usage of diverse skills of team members in the related context, thus catering to harmony within diversity

7. ***Global Competence (GC)***: The graduates are to demonstrate a global outlook (in consonance with the Vision and Mission Statement of the College) with the ability to identify aspects of the world at large. They are expected to be familiar with the knowledge, skills and attributes needed to live and work in a diverse world.

8. ***Career and Employability Competencies (CEC)***: Training students and making them 'future course ready' 'job ready' and 'employable' through the 'employability component' in all courses. Graduates are prepared to handle jobs in all sectors like Teaching, Industry, NGO, Service Sector, Hospitality, and ITS etc. through varied initiatives.

9. ***Ethical Outlook and Value Development (EOVD)***: Inculcating values for good living in a challenging world through the course in Human Values and Professional Ethics,

understanding personal ethics and resolving ethical dilemmas and consequentially through diverse initiatives and platforms practice them for their own good.

10. *Self-Directed & Lifelong learning (SDLL)*: Inspiring the students for lifelong learning to equip them to the changing environment and be prepared to take up Master programmes, PG Diplomas, Certificate Courses as well as MOOCs, Online Courses and Self Learning Courses for a better future.

### **Programme Specific Outcomes of BA Programme with Journalism**

**PSOs:** Students after graduating with Journalism as one of the core subjects will:

**PSO 1:** Gain enormous knowledge by studying various Papers about concepts, theories and principles. The content present in various papers are Introduction to Mass Communication, Introduction to Mass Media and society, Print Journalism, Electronic Journalism, Theories of mass communication, Multi Media Communication and advertising.

**PSO 2:** Understand the communication, analysis and technical skills needed to analyse a situation and apply conceptual journalism to solve the long term problems of public and society. To Inculcate among the students about past and present scenario of “Freedom of Speech and expressions” (Art 19.1A)

**PSO 3:** Engage in academic or industry internship or service learning experience to demonstrate relevancy of fundamental and theoretical knowledge of their academic major and to gain career related experiences or community development exposure.

### **Assessment Methodology**

**PSO 1:** Gain enormous knowledge by studying various Papers about concepts, theories and principles. The content present in various papers are Introduction to Mass Communication, Introduction to Mass Media and society, Print Journalism, Electronic Journalism, Theories of mass communication, Multi Media and application, Advertising.

Direct method of computing PSO 1 attainment is based on the student performance in all assessment instruments namely online and offline - subjective and objective tests for all the courses offered (JMC 1801(4), JMC 3801(4), JMC 5801(3), JMC 2801(4), JMC 4801(4), JMC 6801(4).

These exams test students' learning at knowledge, understanding and application levels in the respective courses. Indirect method of computing PSOs is done through students' course exit survey wherein a structured questionnaire is administered to the students and their response is solicited on a 5-point scale. Responses are consolidated and students' satisfaction level with reference to course transaction is computed.

### **Overall level of attainment in PSO 1 is**

Level of attainment in all the Components offered by the department: 90.65%.

**PSO 2:** Understand the communication, analysis and technical skills needed to analyse a situation and apply conceptual journalism to solve the long term problems of public and society. To Inculcate among the students about past and present scenario of "Freedom of Speech and expressions" (Art 19.1A)

PSO 2 attainment level is ascertained based on continuous assessment (throughout) and summative assessment (at the end of) in every semester. This direct assessment involves testing students' knowledge on standardised procedures, their skill in executing them and their compliance with Good writing style and presentations by students and they learnt what is mass media, print journalism, electronic media usage, ads layout making, presentation skill etc. (JMC 1801(4), JMC 3801(4), JMC 5801(3), JMC 2801(4), JMC 4801(4), JMC 6801(4), 5802(3), 5851(2).

Overall level of attainment in PSO 2 is

Level of attainment in all the Components offered by the department: 89.69 %.

**PSO 3:** Engage in academic or industry internship or service learning experience to demonstrate relevancy of fundamental and theoretical knowledge of their academic major and to gain career related experiences or community development exposure.

Attainment of PSO 3 is through the One Month Summer Internship which the students must complete before their Final Year as it has very clear learning outcomes like providing 'hands on' experience of working in the organization and improves their chances of getting a job more easily later. This vocational component of the Course enhances their self-confidence, improved career skills and professionalism to be successful in life.

The students apply for the Internship 4 to 5 months ahead of the Summer Vacation between their Second and Third Year. A number of them are engaged in Internships with brand organizations, familiar Media organization and even Corporate Institutions. After completion of the training the students will have to submit a Training Documentation Report along with a Work Performance Diary.

The Internship/project report and the Work Performance Diary comprises 50 marks. The Internship Report is Part of Semester V. It is evaluated on the basis of Work Performance Diary authenticated by the Organization Head and a Documentation Report in the prescribed format. Many a time, the students are inducted into the Organization where they did their Internship, thus adding to direct & indirect attainment of the Learning Outcomes. Most of the Students are placed well and easily go up the hierarchical ladder due to 'enhanced employability'.

**Overall level of attainment in PSO 3 is**

**Level of attainment in all the Components offered by the department: 84.44 %.**

**Assessment of all the theory courses** is done in two parts, namely by formative assessment (40%) which is internal and summative assessment (60%) which is external. The evaluation of 100% of the assessment in each semester is distributed as follows:

Mid Semester Examination 1	15% (which is offline)
Mid Semester Examination 2	15% (which is online)
Accessory Assessment	5% (News articles, seminars, presentation, mock Interviews, assignment etc.)
Attendance	5% (above 75% attendance will be rewarded)
End semester examination	60% (which is descriptive)

**Assessment of Project work:** Project work is assessed as one of the experiments in the practical course JMC 5851(2) by the concerned faculty member through direct and indirect guidance and monitoring (Content in the report, Presentation).

Code	Title of the paper	Outcomes
JMC 1801 (4)	INTRODUCTION TO MASS COMMUNICATION	<p><b>CO1:</b> The student will learn insight about what are the qualities of journalist.</p> <p><b>CO2:</b> Get the insight into various types of communication, and what is newspaper.</p> <p><b>CO3:</b> Be able to apply the communication process between persons and organizations in the social society.</p> <p><b>CO4:</b> The student will learn how many types of communications and understand the process of communication.</p> <p><b>CO5:</b> Acquire knowledge on the basis of classification of Groups and trends in general communication system and get the knowledge about advantages and disadvantages of Group communication.</p> <p><b>CO6:</b> Know the various media and advantages and disadvantages of visual aids.</p> <p><b>CO7:</b> Understand the Impact of mass media and how Impact the media on public opinion.</p> <p><b>CO8:</b> Acquire knowledge about impact of television, impact of films on the people's attitude and psychological behaviour.</p> <p><b>CO9:</b> Understand the organizations and committees regarding to mass communication.</p> <p><b>CO10:</b> The student will get the overview of reforms in media. Understand the recommendations and suggestions of different committees and press council.</p>
<b>Level of attainment of CO1 to CO10: ----- 84.3%</b>		
JMC 2801(4)	INTRODUCTION TO MEDIA AND SOCIETY	<b>CO1:</b> Journalism students will know what is the nature of media and they will learn Definitions, nature, scope

		<p>of mass media.</p> <p><b>CO2:</b> Students can get the over view of mass, segmentation, etc. They will know what are the effects of media on individual and society.</p> <p><b>CO3:</b> Students will learn approaches to media analysis.</p> <p><b>CO4:</b> The students will know about approaches to media analysis.</p> <p><b>CO5:</b> The students will gain the knowledge of freedom and responsibilities of media practitioners.</p> <p><b>CO6:</b> pupil will get the knowledge about public relations, advertising and difference between public relations and advertising.</p> <p><b>CO7:</b> The students will learn about freedom of the speech and expressions through study the media laws.</p> <p><b>CO8:</b> The students will gain the knowledge and aware of different Acts such like IPC, Contempt of courts Act and constitutional rights of the press.</p> <p><b>CO9:</b> The students can get the knowledge about women role in journalism.</p> <p><b>CO10:</b> The students will learn about what is the importance of women and they will know how women play the role in present media field.</p>
	<b>Level of attainment of CO1 to CO10: ----- 83.09%</b>	
JMC 3801(4)	PRINT JOURNALISM	<p><b>CO1:</b> The student will learn about functions of various departments in newspaper organization such as editorial, production, advertisements and etc.</p> <p><b>Co2:</b> Pupil will know the duties and responsibilities of sub-editor, reporter in process of reporting and editing.</p> <p><b>CO3:</b> The students can get the insight of print journalism and know what is newspaper and what are the difference between newspaper and magazines.</p> <p><b>CO4:</b> The student can understand the news concepts, news values and news story structure.</p>



		<p><b>CO5:</b> The journalism students will gain the knowledge of how to form a news story and know how to write news items.</p> <p><b>CO6:</b> They can able to know the difference between hard news and soft news.</p> <p><b>CO7:</b> They can get the idea about editorial policy and editorial writing style.</p> <p><b>CO8:</b> The press conference main component and purpose can understand. They will know interviewing techniques.</p> <p><b>CO9:</b> They will learn about magazine writing style, feature writing style and know the difference between regular journalist and freelance journalist.</p> <p><b>CO10:</b> The students will know what is house journal and role of house journal in the process of build-up the company image.</p>
	<b>Level of attainment of CO1 to CO10: ----- 81.71%</b>	
JMC 4801(4)	ELECTRONIC JOURNALISM	<p><b>CO1:</b> The student will get the knowledge of broadcast journalism and what is difference between print and electronic media.</p> <p><b>CO2:</b> The students get gain the knowledge about script writing for radio and TV. They will know reporting style of radio and television.</p> <p><b>CO3:</b> Be able to how to handle the broadcast media in the process of news presentation.</p> <p><b>CO4:</b> They will get the over view of development of Radio and TV.</p> <p><b>CO5:</b> Student will know the radio and TV role in the process of forming of public opinion, propaganda and persuasion.</p> <p><b>CO6:</b> The students will learn about how to conduct the surveys and opinion polls during some controversial issues.</p>

		<p><b>CO7:</b> Student will get the knowledge of Television reporting skills.</p> <p><b>CO8:</b> The student will know the role of cameraman in the process of gathering photographs regarding to news stories.</p> <p><b>CO9:</b> The student will get the knowledge about TV shooting techniques and know how to give the news presentation.</p> <p><b>CO10:</b> They can understand the scenario of foreign media entry in India and can get the over view of commercialisation of television.</p>
	<p><b>Level of attainment of CO1 to CO10: ----- 75.89%</b></p>	
<p>JMC 5801(3)</p>	<p>THEORIES OF MASS COMMUNICATION</p>	<p><b>CO1:</b> To enable the students to understand the traditional models of communication which lead to the growth of the modern mass media.</p> <p><b>CO2:</b> Students will understand the theories of mass communication what are help to understand the communication process.</p> <p><b>CO3:</b> They will get the knowledge of development journalism and they can understand the process of development journalism.</p> <p><b>CO4:</b> The students can get the over view of development communication process. And they will get the knowledge of relation between journalism and mass communication.</p> <p><b>CO5:</b> They can enable to understand the influence of international communication on development and social change.</p> <p><b>CO6:</b> They can understand about news flow and imbalance between western and third world countries.</p> <p><b>CO7:</b> The student will gain the knowledge of different approaches of development communication.</p> <p><b>CO8:</b> The journalism students must be known about politics and election system in India. This unit will help</p>

		<p>to students to understand the scene of politics and can gain the knowledge of election procedure.</p> <p><b>CO9:</b> To enable the students to understand of leading speakers' speeches impact on social life and individual life.</p> <p><b>CO10:</b> The students will understand the impact of leading speakers' speeches on our political, social, legal and religious life.</p>
	<b>Level of attainment of CO1 to CO10: ----- 89.34%</b>	
JMC-E1-6801(4)	ADVERTISING	<p><b>CO1:</b> To enable to the students to gain the knowledge of advertising and they will know what is advertising and role of advertising.</p> <p><b>CO2:</b> Understand the role of advertisers and marketing along with mass media in influencing the audience.</p> <p><b>CO3:</b> They will understand about segmentation and target group of advertisement trend.</p> <p><b>CO4:</b> They will learn about advertising scenario in the present marketing society.</p> <p><b>CO5:</b> The student gains the knowledge about advertising language and style of advertising.</p> <p><b>CO6:</b> The students enable to give the effective advertisements to the public.</p> <p><b>CO7:</b> To understand the different group of consumers tastes and aspirations towards the market.</p> <p><b>CO8:</b> The students will learn how to give the effective ads to the marketing society.</p> <p><b>CO9:</b> Students can understand the concept of ethical issues in advertising.</p> <p><b>CO10:</b> To enable the students to understand the plan, design and formulate advertising campaigns for the different mass media.</p>

	<b>Level of attainment of CO1 to CO10: ----- 82.31%</b>	
JMC 5802(3)	MULTIMEDIA APPLICATIONS	<p><b>CO1:</b> Understand multimedia and different components of multimedia.</p> <p><b>CO2:</b> Demonstrate various methodologies used in Online learning in Distance Education.</p> <p><b>CO3:</b> Demonstrate Adobe PageMaker7 application for Desktop Publishing.</p> <p><b>CO4:</b> Understand text formatting and graphics objects in PageMaker.</p> <p><b>CO5:</b> Demonstrate Adobe Photoshop7 application for image editing.</p> <p><b>CO6:</b> Understand image retouching and special effect tools in Photoshop.</p> <p><b>CO7:</b> Demonstrate Adobe Flash application for creating animations.</p> <p><b>CO8:</b> Create and edit symbols, add and manage tweens in Adobe Flash.</p> <p><b>CO9:</b> Demonstrate action script using Adobe Flash.</p> <p><b>CO10:</b> Publish Flash content to the web using Adobe Flash.</p>
	<b>Level of attainment of CO1 to CO10: ----- 82.61%</b>	
JMC 5851(2)	INTERNSHIP TRAINING AND REPORTING	<p>In this course you will develop the following program learning outcomes:</p> <p><b>CO1:</b> Undertake self-directed research and critical appraisal to ensure ethical, balanced reporting.</p> <p><b>CO2:</b> Identify and act within the relevant laws, policies and regulations governing the news media.</p> <p><b>CO3:</b> Acquire and apply knowledge of local and international perspectives and issues about</p>

		<p>contemporary journalism.</p> <p><b>CO4:</b> Employ appropriate technical skills and theoretical knowledge to solve problems associated with journalism practice</p> <p><b>CO5:</b> Effectively and professionally communicate your ideas to specialist and non-specialist audiences.</p> <p><b>CO6:</b> Work collaboratively to plan and produce journalism projects appropriate to the needs of industry,</p> <p><b>CO7:</b> Critically reflect on your own work to demonstrate autonomy, good judgement and ethical responsibility.</p> <p><b>CO8:</b> Undertake research into contemporary journalism theory and practice to explore possible industry and career directions</p> <p>Upon successful completion of this course you will be able to:</p> <p><b>CO9:</b> investigate the demands of the professional workplace and what employers expect in professional journalistic practice.</p> <p><b>CO10:</b> Identify and apply correct newsroom etiquette.</p> <ul style="list-style-type: none"><li>* Evaluate the significance of professional identity and presence in the workplace.</li><li>* Critically discuss the significance of rapidly changing patterns of news production and consumption across media platforms.</li><li>* Critically analyse and reflect on how to develop your professional career within a rapidly changing news</li></ul>
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		environment.
	<b>Level of attainment of CO1 to CO10: ----- 84.44%</b>	

**JMC 1801 (4) Introduction to mass communication – Input Mapping**

Course Outcome	PSO I	PSO 2	PSO 3
CO 1	2	1	1
CO 2	3	2	
CO 3	2	3	
CO 4	3	2	3
CO 5	1	3	3
CO 6	2	3	3
CO 7	2	2	1
CO 8	2	2	
CO 9	1	3	
CO 10	1		2
Average			

Low level of alignment (mapping) - 1

Medium level of alignment (mapping)- 2

High level of alignment (mapping)- 3

**JMC 2801 (4) Introduction to media and society – Input Mapping**

Course Outcome	PSO I	PSO 2	PSO 3
CO 1	2	1	3
CO 2	3	3	
CO 3	2	3	
CO 4	3	2	3
CO 5	1	2	3

CO 6	2	1	3
CO 7	2	2	
CO 8	2	2	
CO 9	1	3	
CO 10	1		2
Average			

Low level of alignment (mapping) 1

Medium level of alignment (mapping) 2

High level of alignment (mapping) 3

JMC 3801 (4) **Print Journalism** – Input Mapping

Course Outcome	PSO I	PSO 2	PSO 3
CO 1	2	1	2
CO 2	3	3	1
CO 3	2	3	
CO 4	3	2	3
CO 5	1	3	3
CO 6	2	3	3
CO 7	2	2	
CO 8	2	2	
CO 9	1	3	
CO 10	1		2
Average			

Low level of alignment (mapping) 1

Medium level of alignment (mapping) 2

High level of alignment (mapping) 3

JMC 4801 (4) **Electronic Journalism** – Input Mapping

Course Outcome	PSO I	PSO 2	PSO 3
CO 1	2	1	2
CO 2	2	3	1
CO 3	2	2	1
CO 4	3	2	
CO 5	1	3	1
CO 6	2	3	3
CO 7	2	2	
CO 8	2	2	
CO 9	1	3	
CO 10	1	2	2
Average			

Low level of alignment (mapping) 1

Medium level of alignment (mapping) 2

High level of alignment (mapping) 3

JMC 5801 (4) **Advertising** – Input Mapping

Course Outcome	PSO I	PSO 2	PSO 3
CO 1	2	1	3
CO 2	1	3	
CO 3	3	1	2
CO 4	3	2	3
CO 5	1	3	2
CO 6	2	3	1
CO 7	2	2	
CO 8	2	2	1
CO 9	1	3	
CO 10	3	1	



Average			

Low level of alignment (mapping) 1

Medium level of alignment (mapping) 2

High level of alignment (mapping) 3

**JMC 5802 (3) Multimedia and Applications – Input Mapping**

Course Outcome	PSO I	PSO 2	PSO 3
CO 1	3	1	2
CO 2		3	1
CO 3	2	3	1
CO 4	1	2	3
CO 5	1	2	3
CO 6	2	3	3
CO 7	2	2	
CO 8	2	2	1
CO 9	1	3	
CO 10	2	3	
Average			

Low level of alignment (mapping) 1

Medium level of alignment (mapping) 2

High level of alignment (mapping) 3

JMC 5851 (4) **Internship Training and Reporting** – Input Mapping

Course Outcome	PSO 1	PSO 2	PSO 3
CO 1	1	1	2
CO 2	2	3	
CO 3	2		3
CO 4	3	2	
CO 5	1	3	1
CO 6	2	1	
CO 7	2	2	
CO 8	2	2	
CO 9		3	2
CO 10	1	2	
Average			

Low level of alignment (mapping) 1

Medium level of alignment (mapping) 2

High level of alignment (mapping) 3

JMC 6801 (4) **Theories of mass communication** – Input Mapping

Course Outcome	PSO I	PSO 2	PSO 3
CO 1		1	2
CO 2	2	3	
CO 3	1	3	
CO 4	2	2	3
CO 5	1	3	2
CO 6	2	3	3
CO 7	2	2	1
CO 8	2		1
CO 9	1	3	
CO 10	1	2	
Average			

Low level of alignment (mapping) 1

Medium level of alignment (mapping) 2

High level of alignment (mapping) 3

