

ST.PIOUS X DEGREE AND PG COLLEGE FOR WOMEN (Autonomous)

AFFILIATED TO OSMANIA UNIVERSITY

CO's Of Mass Communication & Journalism**Semester: 1,2,3,4,5,6 - 2025-2026****SEMESTER I**

Title of the Course: Introduction to Communication & Journalism				
Sem-I	Credits: 5	Course Code MCJ-101	Year/Group: 1st Year BA MPML	HPW: 5
Course Outcomes				Blooms Level
CO1	Defining various terms and concepts and practices in communication			R
CO2	Describing various models of communication proposed by theoreticians.			U
CO3	Showing the various theories applicable to communication and information.			Ap
CO4	Listing and explaining the scope, role and nature of journalism.			Az
CO5	Identifying different strands of Journalism and their impact on society			AZ

Remember, Understand, Apply, Analyze, Evaluate, Create :R, U, Ap, Az, Az**SEMESTER II**

Title of the Course: Mass Media in India				
Sem-II	Credits: 5	Course Code: BA MCJ - 201	Year/Group: I BA MPML	HPW: 5
Course Outcomes				
CO1	Trace the evolution of the press from its inception during the colonial period to the latest developments in terms of technology and readership.			U
CO2	Explain the role played by pioneering film makers in the evolution of Indian cinema			AZ
CO3	Classify different types and services rendered through radio broadcasting, and identify the role of Doordarshan, Private Channels and Cable Television			E
CO4	Recall the history of Art and Commercial cinema in India.			AZ
CO5	Interpret the effect of Media technology, Internet, Social Media on one hand and Society on the other			AZ

Remember, Understand, Apply, Analyze, Evaluate, Create-R ,U, Ap, Az, E

SEMESTER III

Title of the Course: Reporting and Editing in Print Media				
Sem-III	Credits: 5	Course Code: BA MCJ- 301	Year/Group: II BA MPML	HPW: 5
Course Outcomes				
CO1	Identify different dimensions and elements of the News			R
CO2	Understand the role of Reporter in a Society			U
CO3	Learn News writing skills and techniques			AP
CO4	Familiarize with News Editing Process			AZ
CO5	Identify the Laws related to Media in India			E

Remember, Understand, Apply, Analyze, Evaluate, Create-R, U, Ap, Az, E

SEMESTER IV

Title of the Course: Broadcast Media and New Media Journalism				
Sem-I V	Credits: 5	Course Code: BA MCJ- 401	Year/Group: II BA MPML	HPW: 5
Course Outcomes				
CO1	Understand the nature of Broadcast Media including its impact and the role in Indian Society			U
CO2	Explain the ways in which different types of radio content and shows are put together and broadcasted.			E
CO3	Learn Radio Production techniques and appreciate the role and responsibilities of a radio Journalist as well as the techniques and tools used for radio news, features and documentaries			AP
CO4	Learn Video and audio editing Techniques			AZ
CO5	Understand radio, television and web Journalism			E

Remember, Understand, Apply, Analyze, Evaluate, Create-R, U, Ap, Az, E

SEMESTER V

Title of the Course: Media & Development				
Sem -V	Credits: 5	Course Code: BA MCJ 501	Year/Group: III BA MPML	HPW: 5
Course Outcomes				
CO1	Understand the nature of Development and Sustainability			U
CO2	Understand the role of Media in Development Communication			E
CO3	To identify various Rural Development measures			AP
CO4	To review the Development in Family welfare, Health and Environment			AZ
CO5	Write and Document reports,articles related to Development			E

Remember, Understand, Apply, Analyze, Evaluate, Create-R, U, Ap, Az,E

SEMESTER V

Title of the Course: Generic Elective Fundamentals of Academic Writing				
Sem -V	Credits: 4	Course Code: BA GE MCJ	Year/Group: III BA MPML	HPW: 5
Course Outcomes				
CO1	Understand the Process of Academic Writing.			U
CO2	Develop Critical Thinking for Writing			AZ
CO3	Understanding the different Genres of Writing			R
CO4	Develop understanding with citation styles			AZ

Remember, Understand, Apply, Analyze, Evaluate, Create-R, U, Ap, Az,E

SEMESTER VI

Title of the Course: Advertising			
Sem -VI	Credits: 5	Course Code: BA MCJ- 601	Year/Group: III BA MPML HPW: 5
Course Outcomes			
CO1	To Understand and Familiarize with the nature and importance of Advertising		U
CO2	To Understand the types of Advertisements.		R
CO3	Understand the structure of an Advertising Agency.		U
CO4	To familiarize with the Process of creating Advertisements.		AZ
CO5	To understand the Laws related to Advertisements.		E

Remember, Understand, Apply, Analyze, Evaluate, Create-R, U, Ap, Az,E