

Department of Communicative English and Media Studies (CEMS)

PROGRAMME OUTCOMES (PO)

After the completion of the programme, the student will attain the ability to:

PO1: Enhance functional proficiency in the English language

PO2: Understand of the overall media ecosystem and its imperatives

PO3: Equipped to customize the use of the English language to suit the media platform she works on/for

PO4: Understand about the roles and relative significance of the mass and the applied media

PO5: Create opportunities for being a responsible media professional

PROGRAMME-SPECIFIC OUTCOMES (PSO)

After the completion of the programme, the student will be able to:

PSO1: Developed required communication skills to market herself in the media job market

PSO2: Acquired knowledge to develop creative and correct media content for her employer

PSO3: Handle skills to with the various media tools so as to work as a freelancer, a blogger, or start own publication

PSO4: Have an understanding of the ethical code and laws within which she has to render her service

PSO5: Has seen and is aware about the way newspaper, TV and radio productions take place

PSO6: Is well equipped to adapt to the fast-changing tech-driven media landscape and work on multiple platforms

Semester I

COURSE OUTCOMES

CC101: Communication and Social Media

After the completion of the course, the student will attain the ability to:

CO1: Understand the philosophy and structure of language through an exposure to Derrida, Bakhtin and Stuart Hall

CO2: Analysis the significance and types of non-verbal communication to become an effective communicator

CO3: Practiced the art of the various modes of verbal communication, both spoken and written

CO4: Create the role of the social media in managing information, business and providing entertainment

Semester I

COURSE OUTCOMES

CC102: Remedial Grammar

After the completion of the course, the student will attain the ability to:

CO1: Apply the correct grammatical rules for writing and speaking better English.

CO2: Exercise effective communication in the spoken and written area of communication.

CO3: Produces appropriate vocabulary and correct word forms.

CO4: Uses targeted grammatical structures meaningfully and appropriately in oral and written production.

Semester II

COURSE OUTCOMES

CC203: Language Skills and Linguistics

After the completion of the course, the student will attain the ability to:

CO1: Grasps the complexity of language as a communication system shaped by cognitive, social and cultural factors.

CO2: Demonstrates knowledge of language structure.

CO3: Distinguish between varieties of English and improves her communication skills.

CO4: Effectively communicate findings of linguistic analysis in writing and speaking

Semester II

CC204: Creative Writing in English

After the completion of the course, the student will attain the ability to:

CO1: Differentiates between scientific and academic writing on one hand and creative writing on the other

CO2: Understand the tropes of language and their use for an effective story-telling

CO3: Understand drama, its plot, structure, atmosphere, characters, narration and dialogue writing

CO4: Critically appreciates poetry in terms of imagery, symbolism, rhyme scheme, etc.

Semester III

CC305: Print Journalism

After the completion of the course, the student will attain the ability to:

CO1: Understands how newspapers evolved and the role they played in pre- and Post-independent India

CO2: Analysis the reportage of landmark events which shaped and defined the Indian democracy

CO3: Understands news sourcing, news selection, editing, page-making, proof-reading and printing processes

CO4: Grasps the rigour of reporting on beats like politics, economy, crime, courts, health, conflict zones

Semester III

CC306: Radio Broadcast

Course Outcomes:

After the completion of the course, the student will attain the ability to:

CO1: Has traced the history of AIR and FM revolution

CO2: Understands the role of radio as a tool of communication, education and social development

CO3: Is capable of producing scripts for news bulletin, documentary, plays, talk shows and advertising

CO4: Has learnt to handle audio editing software

Semester III

CC307: Television

Course Outcomes:

After the completion of the course, the student will attain the ability to:

CO1: Handle camera, angle shots and has basic knowledge of production process and technique

CO2: Plan and execute TV projects, news feed, interviews and short documentary talk

CO3: Apply knowledge to do audio and video editing

CO4: Create TV scripts for news, stories and interviews and has the skill to host a programme

Semester IV

CC408: Advertising

Course Outcomes:

After the completion of the course, the student will attain the ability to:

- CO1:** Understands the objectives and functions of advertising as a mode of applied media
- CO2:** Grasps the role and Position of advertising as a component of Integrated Marketing Communication
- CO3:** Introduced to the intricacies of copy writing and design aspects of print and AV ads
- CO4:** Understands ad budget planning and factors which have a bearing on the budget size

Semester IV

CC409: Indian Polity and Economy

Course Outcomes:

After the completion of the course, the student will attain the ability to:

- CO1:** Understand constitutional framework within which the polity and the economy function
- CO2:** Identify national and regional political parties and understands their ideologies and electorates
- CO3:** Analysis the powers and functions of key constitutional bodies like the Election Commission, CAG, etc
- CO4:** Differentiate between fiscal and monetary policies and identifies MoF and RBI work areas
- CO5:** Comprehend the functioning of stock exchanges, their indices like Sensex and Nifty and the role of SEBI

Semester IV

CC410: Film Studies

Course Outcomes:

After the completion of the course, the student will attain the ability to:

CO1: Demonstrate broad knowledge of the history of national and international cinema

CO2: Understand the jargon, the construction, the meaning and the ideology of film language

CO3: Analyze the cinematic visual styles, the narrative convention and generic trends

CO4: Create short films, conduct film research and compose persuasive essays about cinema

Semester V

DSE501 & 502: On-the-job training/internship

Course Outcomes:

After the completion of the course, the student will attain the ability to:

CO1: Conduct oneself to the daily office schedule and timings

CO2: Experience the daily work flow in a professional set-up

CO3: Work according to daily assignment with a result-oriented approach

CO4: Inculcate inter-personal skills and team spirit

Semester V

CC511: Media Ethics and Law

Course Outcomes:

After the completion of the course, the student will attain the ability to:

CO1: Understand the various laws relevant for an empowered media professional

CO2: Analysis constitutional laws and media-specific laws like defamation, broadcasting code, cyber laws

CO3: Conduct work according to media ethics and laws

CO4: Adapt to the emerging challenges and paradigm of media work ethics

Semester V

CC512: PR & Corporate Communication

Course Outcomes:

After the completion of the course, the student will attain the ability to:

CO1: Understands the evolution of PR in India and its expanding role as a management tool

CO2: Understands the significance of PR vis-à-vis Advertising in the Integrated Marketing Communication

CO3: Analysis the different type of case studies and nature of modern crises

CO4: Understands the importance of media relationship and how to develop one as a PR professional

CO5: Create media contents like press releases, house journals, newsletters, influencer's piece, etc.

Semester VI

CC613: Human Rights and Media

Course Outcomes:

After the completion of the course, the student will attain the ability to:

CO1: Understand the historical origin of human rights through the Magna Carta and the Universal Declaration of Human Rights

CO2: Recognize the agencies working in the field of human rights and the latter's emerging dimensions

CO3: Identify human rights issues in India in the context of minorities and the multi-cultural milieu

CO4: Assess UN Convention on child rights and the global gender agenda

Semester VI

CC614: Communication and Development

Course Outcomes:

After the completion of the course, the student will attain the ability to:

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CO1: Has an understanding of what development means and how it is measured through life indices

CO2: Understands the participatory role of the mass media in governance in developing economies

CO3: Grasps how communication can play a role in behavior change through case studies

CO4: Is capable of designing and developing communication messages and materials for desirable changes

Semester VI

DSE603: Photo Journalism Workshop

Course Outcomes:

After the completion of the course, the student will attain the ability to:

CO1: Remember different tools and technologies of the camera medium and list the aspects of light

CO2: Describes basic elements of visual composition and undertakes photo composition assignments

CO3: Examines the journalism impacts on society and how photography can be applied to make more effective

CO4: Practices photo journalism with responsibility sticking to the ethics of the profession

Semester VI

DSE604: Project/Dissertation

Course Outcomes:

After the completion of the course, the student will attain the ability to:

CO1: Identify an issue and does such research-related tasks as hypothesis testing and data review

CO2: Develop skills of data gathering and analysis and presenting their findings with clarity

CO3: Learn to organize different chapters of a project work and present them in a cogent report

CO4: Cultivate the art of interviewing governments staff, NGO functionaries and experts