

## MAJMC

### Master of Arts in Journalism and Mass Communication

#### Learning Outcomes Document

Expected Programme Learning Outcomes (PLOs) in terms of :	<p><b>Knowledge:</b> The learner after obtaining this Master's Degree, should be able to demonstrate the acquisition of knowledge to:</p> <ol style="list-style-type: none"><li>1. Discuss the theoretical underpinnings of the communication process</li><li>2. Critique different types of reporting techniques</li><li>3. Assess the different characteristics and formats of radio, television and online journalism</li><li>4. Evaluate the complex interplay between media and society</li><li>5. Review the concept, need and importance of media literacy and policy</li><li>6. Reflect upon the concepts and principles of media ethics</li><li>7. Interpret the media laws and constitutional and regulatory frameworks</li><li>8. Understand development journalism in terms of governance issues, agriculture reporting, science and technology</li><li>9. Appreciate the evolution of Advertising and Public Relations, as they exist today</li><li>10. Gain acclimatization to the environment of an ad agency and its departments</li><li>11. Synthesize the concept, nature and principles of media and communication research</li><li>12. Investigate different research approaches and methods of data collection</li></ol>
	<p><b>Skills:</b> The learner after obtaining this Master's Degree, should be able to demonstrate the acquisition of skills required to:</p> <ol style="list-style-type: none"><li>1. Analyze media ownership and organizational structures of various media including government media organizations and feature and news agencies</li><li>2. Construct the media marketing tools and trends and strategic use of media in accomplishing organizational goals</li><li>3. Develop writing and presentation skills for broadcast and online media</li><li>4. Critique the role of media in various contemporary issues such as health, education, gender, environment and human rights</li><li>5. Examine the emergent issues of intercultural communication, technology, globalization and the role of alternative media in society</li><li>6. Apply the knowledge and skills to real time Journalism</li><li>7. Acquire skills in specialized writing for print media</li><li>8. Be adept in writing for ads and the press</li><li>9. Be skilled in planning and executing strategic brand management</li><li>10. Review the psychological and sociological theories to examine how communication works</li><li>11. Investigate the critical, cultural and gender studies theories to the political thought and media</li><li>12. Plan research studies based upon the relative strengths and limitations of</li></ol>

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research methods, tools and techniques

**Application of Knowledge & Skills:** The learner after obtaining this Master's Degree, should be able to demonstrate the ability to:

1. Apply the concepts learnt to specific media situations and everyday life
2. Undertake civic, crime, sports, and legal reporting and report social issues, health, education and lifestyle
3. Analyse the importance of ethics and laws in journalism, advertising and PR
4. Judge work situations based upon the best alternatives available
5. Develop writing skills for audiovisual programmes, print, advertisements and online media
6. Design and manage advertising and public relations communication for a brand
7. Construct persuasive campaigns for an organisation/ brand or service using different media platforms
8. Calibrate learnt concepts and skills to undertake research project work
9. Critique the corporate social responsibility and crisis communication strategies employed by companies
10. Formulate developmental research campaigns using different research approaches and methods of data collection
11. Execute digital photography based upon composition rules and other important tools and techniques of digital photography
12. Build developmental journalistic campaigns appropriately using media to cover and impact various section of the society

**Generic Learning Outcomes:** The learner after obtaining this Master's Degree, should be able to demonstrate the ability to:

- Identify the problems of the community that need to be discussed in the public domain and plan and implement development and communication campaigns.
- Cover news of public interest and make it presentable while reporting it for different media houses.
- Make audio and audio-visual programmes
- Plan and organise events
- Create advertisements for products and services
- Comprehend the marketing needs for products and services
- Understand the importance and use of media for society, polity and economy

**Constitutional, Humanistic, Ethical, and Moral Values:** The learner after obtaining this Master's Degree, should be able to demonstrate the willingness to:

- Develop an inclusive approach towards all learners of varying abilities and backgrounds.
- Develop empathy towards the learners reflecting in the teaching- learning practices..
- Practice team work and mutual respect towards learners and colleagues.
- Follow ethical practices in conducting research and project work.

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	<ul style="list-style-type: none"><li>● Imbibe values of good citizenry, equality, and justice..</li></ul>
	<p><b>Employability &amp; Entrepreneurship skills:</b> The learner after obtaining this Master's Degree, should be able to:</p> <ul style="list-style-type: none"><li>● Get jobs in the Newspaper industry</li><li>● Be employable in Advertising and Public Relations industry</li><li>● Take up research based assignments</li><li>● Work in the developmental media sector</li><li>● Get employed in news channels, event management companies and production houses.</li><li>● Get jobs in the digital media industry</li></ul>



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