#### **MA Journalism and Mass Communication**

#### **Programme Educational Objectives**

PEO1: To impart advanced knowledge with practical application pertaining to Journalism and Mass Communication.

PEO2: To empower students with professional skills to meet the needs of the national and global media industry.

PEO3: To nurture applied research skills with ethics and social responsibility.

#### **Programme Outcomes**

After successful completion of the two year MA in Journalism and Mass Communication Programme, the graduate will be able to:

PO1: Perform as competent global communicator with social consciousness and professional skills.

PO2: Demonstrate human values and safeguard freedom of press.

#### **Programme Specific Outcomes:**

After successful completion of the two year MA in Journalism and Mass Communication Programme, the graduate will be able to:

PSO1: Create high quality content for print, electronic media, film, and digital platforms and advertising to cater to national and global needs.

PSO2: Appraise global media form and content for organizational and societal benefit.

### I Semester

Course Type	Course Code	Course Title	Course Outcomes
DSCC	MJC204B11	Introduction to Communication	1. Describe the meaning and scope of communication and journalism
			2. Critique linear and non-linear models of communication
			3. Analyze the impact of globalization and liberalization on Indian media.
			4. Appraise technological and narrative trends in journalism profession.
DSCC	MJC204B12	Media Laws and Ethics	1. Describe the concepts of press freedom and censorship and its significance in the society
			2. Critique laws and provisions of Indian penal code with reference to defamation, sedition and
			obscenity and its implication on press
			3. Analyze ethical issues related to obscenity, human rights violations, inversion of privacy in media
			coverage
			4. Assess the role of the press council of India in safeguarding press freedom.
DSCC	MJC204B13	<b>Reporting and Writing</b>	1. Describe news elements and structure of a news story
			2. Construct news reports from interviews
			3. Analyze the reporting style in crime, development, science and lifestyle beat
			4. Critically analyze the writing style for news and feature stories
			5. Create hard and soft news for print and electronic media.
DSCC	MJC204B14	Advanced Editing Techniques	1. Illustrate the structure of a newspaper organization
			2. Apply editorial values of objectivity, fact checking and fairness in editing news reports
			3. Interpret editorial page
			4. Create suitable headlines for news reports
			5. Analyze the layout, typography, photographs and infographics in a newspaper design.
DSCC	MJC204B15	Photojournalism	1. Describe parts of a camera, lens and its uses
			2. Develop aesthetic principles in capturing photographs
			3. Apply key concepts of composition, exposure and lighting in photography
			4. Create newsworthy photographs and develop photo stories.
DSCL	MJC2L2A11	Lab Journal Production [Practical]	1. Develop news stories by identifying credible news source
			2. Compose news stories in hard news, features and opinion format
			3. Practice the application of editorial values of objectivity, fact checking and fairness in editing news
			reports
			4. Design a newspaper layout by applying aesthetic theories and principles
DSCL	MJC2L2A12	Photo Feature Production [Practical]	1. Demonstrate photographic skills by applying aesthetic principles in capturing photographs
			2. Integrate key concepts of composition, exposure and lighting in photography
			3. Create newsworthy photographs and develop photo stories

			4.	Design photographic content for a print magazine
SEC	MJC402B11	Introduction to Design Concepts	1.	Describe design aesthetics and its elements
			2.	Appreciate aesthetics principles in developing designs for print and online media
			3.	Analyze the use of typography in designing

Course Type	Course Code	Course Title	Course Outcomes
DSCC	MJC204A21	Media Research	<ol> <li>Describe the definition of research and elements of scientific research</li> <li>Develop research proposal, hypothesis and research questions</li> <li>Analyze qualitative and quantitative research methods in media</li> <li>Apply statistical procedure to measure central tendencies and test the significance of a study</li> <li>Design and execute research projects in media studies</li> </ol>
DSCC	MJC204B22	Theories of Communication	<ol> <li>Describe the seven traditions of mass communication theories</li> <li>Assess the role of press in an authoritarian, libertarian, socialist, democratic and developing society</li> <li>Analyze the application of media theories to understand society and culture</li> <li>Review media theories to understand its audience</li> </ol>
DSCC	MJC204B23	Radio Journalism	<ol> <li>Describe the growth and development of radio in India</li> <li>Assess the importance of radio in the society</li> <li>Develop scripts for radio news, features and podcast</li> <li>Create radio programs by operating sound recording equipment and audio editing software.</li> </ol>
DSCC	MJC204B24	Introduction to Film Studies	<ol> <li>Describe the historical development and cultural impact of films</li> <li>Review films by critically analyzing its form and content</li> <li>Assess the grammar and language of film making</li> <li>Analyse cinematic styles and narrative techniques of d. W. Griffith, vittorio de sica, charles chaplin, jean luc godard, ingmar bergman, andrei tarkovsky, sergei eisenstein, alfred hitchcock, federico fellini, akira kurosowa, yashizoro ozu, majid majidi, satyajit ray, shyam benegal, ritwik ghatak, girish kasaravalli and adoor gopalkrishnan.</li> </ol>
DSCC	MJC204B25	Advertising	<ol> <li>Define advertising and its impact in society and economy</li> <li>Analyse the functions and operations of advertising agencies</li> <li>Evaluate the psychology of consumer behaviour and its application in advertisement</li> <li>Develop advertising copy content for print and broadcast media</li> <li>Critique the ethical and moral issues in advertisement.</li> </ol>
DSCC	MJC204B26	New Media Journalism	<ol> <li>Describe the role of multimedia technologies in journalistic practices</li> <li>Analyze narrative and technical trends in journalistic practice in online platform</li> <li>Develop content for online platform</li> <li>Evaluate the ethical and legal challenges related to new media journalism.</li> </ol>
DSCL	MJC2L2B21	Radio Feature Production [Practical]	<ol> <li>Develop scripts for radio features, news bulletin and talk show programs</li> <li>Master narrative techniques used in storytelling through the medium of radio</li> <li>Demonstrate digital audio recording and editing skills</li> <li>Adapt professional work etiquette and understand editorial trends and technical developments in radio production.</li> </ol>

DSCL	MJC2L2A22	New Media Production [Practical]	<ol> <li>Create the design and layout for a blog page</li> <li>Develop web articles incorporating professional standards for style, structure and search optimization</li> </ol>
			3. Design multimedia content for the website
			4. Demonstrate skills to increase visibility of the web page.

### **III Semester**

Course T	уре	<b>Course Code</b>	Course Title	Course Outcomes
DSCC		MJC204B31	Development	1. Define development, approaches and indicators of development
			Communication	2. Analyze the role of media in bringing developmental and social changes.
				3. Critique the ethical challenges in reporting developmental reports
				4. Create news reports about developmental issues for print and broadcast media.
DSCC		MJC204B32	Television Journalism	1. Create television news script and produce television news programs
				2. Appraise the grammar and language of television production
				3. Integrate video editing and news packaging skills
				4. Develop digital graphics for television production.
DSCC		MJC204B33	Corporate Communication	1. Describe the role and significance of corporate communication
				2. Assess the strategies used in corporate communication and corporate advertising
				3. Create press releases and corporate communication materials
				4. Critique the professional ethics in corporate communication.
DSCL		MJC2L2A31	Video News Production [Practical]	1. Construct scripts for television news and features
				2. Master shots and video capturing techniques for news and features
				3. Create television news and features using audio-video editing software
				4. Design television graphics for news programmes.
	DSEC	MJCA04A31	Business Journalism	1. Define business journalism and economic data indicators
				2. Analyze international and Indian share market trends
<b>T</b> les <b>4</b> !				3. Evaluate the impact of government policies on economy
Elective Course				4. Develop stories about company earnings and financials, economic indicators
[Any one to be	DSEC	MJCB04B31	Data Journalism and	1. Describe the meaning, nature and the fundamentals of data journalism
opted]			Visualization	2. Appreciate principles and elements in designing
				3. Apply analytical tools in excel to visualize data
				4. Develop data visualization for journalistic storytelling.
SEC	1	MJC402A31	Environmental	1. Recognize environmental protection programs and strategies
			Communication	2. Review natural and man-made environmental issues
				3. Assess the environment protection laws
				4. Create reports on environmental issues for print and broadcast media
ECE	NCCC	MEX5A2A01	Extension Activity	

[Any one	NCCC	MIP5R2A01	In-house Publication
to be			
opted]			

### **IV Semester**

2. Analyze the organizational structure and ownership patterns of media organizations in India         3. Critique the prospects and challenges of media market         4. Evaluate the functions and roles of media regulatory bodies in India.         DSCL       MJC2L2A42         Advertising Production [Practical]       1. Design communication strategies for an advertising campaign in print and broadcast media         2. Create headline, body copy, slogans and script for advertisement       3. Develop a production plan for advertising production         DSCI       MJC2I4A41       Internship         1. Create media contents truly, fairly and accurately in forms and styles appropriate for the media professions, audiences and media institutions         2. Demonstrate competency in strategic planning and problem solving         3. Adapt tools and technologies appropriate for the media profession         4. Integrate communication theories in the use and presentation of images and information         5. Refine their own work and that of others for accuracy, fairness and clarity.	Course T	уре	Course Code	Course Title	Course Outcomes
SCL     MJC212A42     Advertising Production [Practical]     2. Critique the prospects and challenges of media regulatory bodies in India.       SCL     MJC212A42     Advertising Production [Practical]     1. Design communication strategies for an advertising campaign in print and broadcast media 2. Create headline, body copy, slogans and script for advertising production 4. Design illustrations using graphic design software       DSCI     MJC214A41     Internship     1. Create media contents truly, fairly and accurately in forms and styles appropriate for the media professions, audiences and media institutions       DSCP     MJC2P6A41     Dissertation     1. Create research design appropriate to the research skills encompasing construction of research tools and conducting quantitative and qualitative studies , which allow them for solving complex problems in media profession related learning studies       DSCP     MJC2P6A41     Dissertation     1. Create research design appropriate to the research question 2. Demonstrate compasing construction of research tools and conducting quantitative and qualitative studies , which allow them for solving complex problems in media research 3. Demonstrate critical research skills encompasing construction of research tools and conducting quantitative and qualitative studies and standards in their own research and scientific pursuits 5. Construct a media values and standards in their own research and scientific pursuits 5. Construct a media research shells for magazine 3. Develop visualization and editing skills for	DSCC		MJC204A41	Media Management	
MJC2L2A42         Advertising Production [Practical]         1         Design communication strategies for an advertising campaign in print and broadcast media           2         Create headline, body copy, slogans and script for advertisement         3         Develop a production         4         Evaluate the functions strategies for an advertising campaign in print and broadcast media           3         Develop a production         4         Develop a production         4         Develop ar production           3         Develop ar production         4         Develop ar production         4         Develop are production           3         Develop are production plan for advertisement         3         Develop are production         4           3         Develop are production plan for advertisement         3         Develop are production plan for advertisement           3         Develop are production plan for advertisement         3         Develop are production plan for advertisement           3         Develop are production plan for advertisement         3         Decommunication strategic planning and problem solving           3         Adapt tools and technologies appropriate for the media profession         4         Integrate communication theories in the use and presentation of images and information           3         Refine their own work and that of others for accuracy, fairness and clarity.         Create research s					
DSCL         MJC2L2A42         Advertising Production [Practical]         1.         Design communication strategies for an advertising campaign in print and broadcast media           2.         Create Medialine, body copy, slogans and script for advertisement         3.         Develop a production plan for advertising production           3.         Develop a production plan for advertising production         4.         Design illustrations using graphic design software           DSCI         MJC2I4A41         Internship         1.         Create media contents truly, fairly and accurately in forms and styles appropriate for the media professions, audiences and media institutions           2.         Demonstrate competency in strategic planning and problem solving         3.         Adapt tools and technologies appropriate for the media profession           3.         MIC2P6A41         Dissertation         1.         Create media contents truly, fairly and accurately in forms and styles appropriate for the media profession (and qualitative studies, sudiences and media institutions)           SECP         MJC2P6A41         Dissertation         1.         Create media research design appropriate to the research quantitative and qualitative studies, which allow them for solving complex problems in media research           Any on or or or present design appropriate trule and as a standards in their own research and scientific community.         1.         Analyze the content and form used in general interest magazine and trade magazine so thescientific or magazine (andequal					
SCI       MJC2I4A41       Internship       2. Create headline, body copy, slogans and script for advertisement         3. Develop a production plan for advertising production       4. Design illustrations using graphic design software         SSCI       MJC2I4A41       Internship       1. Create media contents truly, fairly and accurately in forms and styles appropriate for the media professions, audiences and media institutions         2. Demonstrate competency in strategic planning and problem solving       3. Adapt tools on technologies appropriate for the media profession         4. Integrate communication theories in the use and presentation of images and information       5. Refine their own work and that of others for accuracy, fairness and clarity.         OSCP       MJC2P6A41       Dissertation       1. Create research design appropriate to the research question         2. Demonstrate communication theories in their own work and that of others for accuracy, fairness and clarity.       2. Demonstrate research design appropriate to the research question         SCP       MJC2P6A41       Dissertation       1. Create research design appropriate to the research question of research tools and conducting quantitative and qualitative studies, which allow them for solving complex problems in media research         3. Demonstrate critical research skills in relation to career development and media profession related learning studies       4. Integrate ethical values and standards in their own research and scientific pursuits         Sc Construct a media research thesis matching the requirements of the					4. Evaluate the functions and roles of media regulatory bodies in India.
SCI       MJC214A41       Internship       1. Create media contents truly, fairly and accurately in forms and styles appropriate for the media professions, audiences and media institutions         SSCI       MJC214A41       Internship       1. Create media contents truly, fairly and accurately in forms and styles appropriate for the media professions, audiences and media institutions         OSCI       MJC214A41       Internship       1. Create media contents truly, fairly and accurately in forms and styles appropriate for the media profession         0. Berologies appropriate for the media profession       3. Adapt tools and technologies appropriate for the media profession         0. Integrate communication theories in the use and presentation of images and information       5. Refine their own work and that of others for accuracy, fairness and clarity.         DSCP       MJC2P6A41       Dissertation       1. Create research design appropriate to the research question         0. Demonstrate creater skills in relation to career development and media profession related learning studies       1. Integrate ethical values and standards in their own research and scientific pursuits         0. Describe the andulate studies in their amplitude the appropriate to the scientific community.       1. Analyze the content and form used in general interest magazine, special interest magazine and trade magazines         0. broch or broch or broch or broch or broch or angazine (Single Content and form used in general interest magazine (Single Contents)       1. Create al ayout of a magazine (Single Contents)	DSCL		MJC2L2A42		
SSCI       MJC214A41       Internship       1. Create media contents truly, fairly and accurately in forms and styles appropriate for the media professions, audiences and media institutions         SSCI       MJC214A41       Internship       1. Create media contents truly, fairly and accurately in forms and styles appropriate for the media profession, audiences and media institutions         SSCI       MJC214A41       Internship       1. Create media contents truly, fairly and accurately in forms and styles appropriate for the media profession         Adapt tools and technologies appropriate for the media profession       1. Integrate communication theories in the use and presentation of images and information         SSCP       MJC2P6A41       Dissertation       1. Create research design appropriate to the research question         SCP       MJC2P6A41       Dissertation       1. Create research design appropriate to the research question         2. Demonstrate research skills encompassing construction of research tools and conducting quantitative and qualitative studies, which allow them for solving complex problems in media profession related learning studies         4. Integrate erbical values and standards in their own research and scientific pursuits       5. Construct a media research thesis matching the requirements of the scientific community.         Secterive ourse       MJCA04A41       Magazine Journalism       1. Analyze the content and form used in general interest magazine, special interest magazine and trade magazines       2. Evaluate the language, structure, approach and for				[Practical]	
DSCI         MJC2I4A41         Internship         1. Create media contents truly, fairly and accurately in forms and styles appropriate for the media professions, audiences and media institutions.         2. Demonstrate competency in strategic planning and problem solving           3. Adapt tools and technologies appropriate for the media profession         4. Integrate communication theories in the use and presentation of images and information           5. Refine their own work and that of others for accuracy, fairness and clarity.         Dissertation           2. Create research design appropriate to the research question         2. Demonstrate research design appropriate to the research question           2. Demonstrate research design appropriate for the media profession related learning studies.         4. Integrate communication theories with allow them for solving complex problems in media research           3. Demonstrate critical research skills in relation to career development and media profession related learning studies.         4. Integrate ethical values and standards in their own research and scientific pursuits           5. Construct a media research thesis matching the requirements of the scientific community.         1. Analyze the content and form used in general interest magazine, special interest magazine and trade magazines           Cleate alyout of a magazine         2. Evaluate the language, structure, approach and format of writing for a magazine           Any one or ob be opted]         DSEC         MJCB04A41         Technical Writing           0         Demonstreat critical documents using approp					
DSCP       MJC2P6A41       Dissertation       2. Demonstrate competency in strategic planning and problem solving         OSCP       MJC2P6A41       Dissertation       2. Demonstrate competency in strategic planning and problem solving         OSCP       MJC2P6A41       Dissertation       1. Create research design appropriate for the media profession         0       Demonstrate computation of there for accuracy, fairness and clarity.         0       1. Create research design appropriate to the research question         0       Demonstrate critical research skills encompassing construction of research tools and conducting quantitative and qualitative studies , which allow them for solving complex problems in media research         0       Demonstrate critical research skills encompassing construction of research and scientific pursuits         5       Construct a media research thesis matching the requirements of the scientific community.         1       Analyze the content and form used in general interest magazine, special interest magazine and trade magazines         2       Evaluate the language, structure, approach and format of writing for a magazine         0       Develop visualization and actifits kills for magazine         0       Develop visualization and actifits kills for magazine         0       Develop visualization and coditing skills for magazine         0       Develop visualization and acting skills for magazine         0					4. Design illustrations using graphic design software
Decomposition of the second standards in the se	DSCI		MJC2I4A41	Internship	
Sec       MJCA04A41       Magazine Journalism       1. Adapt tools and technologies appropriate for the media profession         Sec       MJCA04A41       Magazine Journalism       1. Create rasearch tangage, structure, approach and format of writing for a magazine         Sec       MJCA04A41       Technical Writing       1. Analyze the content and scope of technical writing         Sec       MJCB04A41       Technical Writing       1. Analyze the nature and scope of technical writing         Sec       MJCB04A41       Technical Writing       1. Describe the nature and scope of technical writing         Sec       MJCB04A41       Technical Writing       1. Describe the nature and scope of technical writing         Sec       MJCB04A41       Technical Writing       1. Describe the nature and scope of technical writing         Sec       MJCB04A41       Technical Writing       1. Describe the nature and scope of technical writing					
DSCP       MJC2P6A41       Dissertation       4. Integrate communication theories in the use and presentation of images and information         DSCP       MJC2P6A41       Dissertation       1. Create research design appropriate to the research question         2. Demonstrate research skills encompassing construction of research tools and conducting quantitative and qualitative studies , which allow them for solving complex problems in media research       3. Demonstrate research skills in relation to career development and media profession related learning studies         4. Integrate ethical values and standards in their own research and scientific pursuits       5. Construct a media research shills in relation to career development and media profession related learning studies         4. Integrate ethical values and standards in their own research and scientific pursuits       5. Construct a media research thesis matching the requirements of the scientific community.         Elective rourse Any one o be popted]       DSEC       MJCB04A41       Magazine Journalism       1. Analyze the content and form used in general interest magazine, special interest magazine and trade magazines         2. Evaluate the language, structure, approach and format of writing for a magazine       3. Develop visualization and editing skills for magazine         3. Develop visualization and editing skills for magazine       4. Describe the nature and scope of technical writing       2. Develop technical documents using appropriate rhetorical strategies and language					
DSCP       MJC2P6A41       Dissertation       1. Create research design appropriate to the research question         2. Demonstrate research design appropriate to the research question       2. Demonstrate research skills encompassing construction of research tools and conducting quantitative and qualitative studies , which allow them for solving complex problems in media research         3. Demonstrate critical research skills in relation to career development and media profession related learning studies       4. Integrate ethical values and standards in their own research and scientific pursuits         5. Construct a media research thesis matching the requirements of the scientific community.       1. Analyze the content and form used in general interest magazine, special interest magazine and trade magazines         8. Eveluate the language, structure, approach and format of writing for a magazine       3. Develop visualization and editing skills for magazine         9. bepted]       DSEC       MJCB04A41       Technical Writing       1. Describe the nature and scope of technical writing         9. bevelop technical documents using appropriate rhetorical strategies and language       1. Describe the nature and scope of technical writing					
DSCP       MJC2P6A41       Dissertation       1. Create research design appropriate to the research question         2. Demonstrate research design appropriate to the research question       2. Demonstrate research design appropriate to the research question         3. Demonstrate research design appropriate to the research question       3. Demonstrate research skills encompassing construction of research tools and conducting quantitative and qualitative studies , which allow them for solving complex problems in media research         3. Demonstrate critical research skills in relation to career development and media profession related learning studies       4. Integrate ethical values and standards in their own research and scientific pursuits         5. Construct a media research thesis matching the requirements of the scientific community.       1. Analyze the content and form used in general interest magazine, special interest magazine and trade magazines         6 be       Disec       MJCB04A41       Technical Writing       1. Describe the nature and scope of technical writing         7. Develop technical documents using appropriate rhetorical strategies and language       1. Develop technical documents using appropriate rhetorical strategies and language					
Elective on be opted]       DSEC       MJCB04A41       Magazine Journalism       1. Analyze the content and form used in general interest magazine and trade magazines         DSEC       MJCB04A41       Technical Writing       1. Describe the nature and scope of technical writing         DSEC       MJCB04A41       Technical Writing       1. Describe the nature and scope of technical writing         DSEC       MJCB04A41       Technical Writing       1. Describe the nature and scope of technical writing         DSEC       MJCB04A41       Technical Writing       1. Describe the nature and scope of technical writing         DSEC       MJCB04A41       Technical Writing       1. Describe the nature and scope of technical writing         DSEC       MJCB04A41       Technical Writing       1. Describe the nature and scope of technical writing					
Elective overse Any one oblight       MJCR04A41       Magazine Journalism <ul> <li>Analyze the content and form used in general interest magazine, special interest magazine and trade magazines</li> <li>Evaluate the language, structure, approach and form and form and form and editing skills for magazine</li> <li>Develop visualization and editing skills for magazine</li> <li>Create a layout of a magazine by using designing elements.</li> </ul> DSEC         MJCB04A41         Technical Writing <ul> <li>Describe the nature and scope of technical writing</li> <li>Describe the nature and scope of technical writing</li> <li>Describe the nature and scope of technical writing</li> <li>Develop technical documents using appropriate rhetorical strategies and language</li> <li>Develop technical documents using appropriate rhetorical strategies and language</li> </ul>	DSCP		MJC2P6A41	Dissertation	
Big       3. Demonstrate critical research skills in relation to career development and media profession related learning studies         4. Integrate ethical values and standards in their own research and scientific pursuits         5. Construct a media research thesis matching the requirements of the scientific community.         DSEC       MJCA04A41       Magazine Journalism         1. Analyze the content and form used in general interest magazine, special interest magazine and trade magazines         2. Evaluate the language, structure, approach and format of writing for a magazine         3. Develop visualization and editing skills for magazine         4. Create a layout of a magazine by using designing elements.         DSEC       MJCB04A41         Technical Writing       1. Describe the nature and scope of technical writing         2. Develop technical documents using appropriate rhetorical strategies and language					
Elective course Any one o be opted]       MJCB04A41       Technical Writing       1. Describe the nature and scope of technical writing         DSEC       MJCB04A41       Technical Writing       1. Describe the nature and scope of technical writing         DSEC       MJCB04A41       Technical Writing       1. Describe the nature and scope of technical writing         DSEC       MJCB04A41       Technical Writing       1. Describe the nature and scope of technical writing         DSEC       MJCB04A41       Technical Writing       1. Describe the nature and scope of technical writing         DSEC       MJCB04A41       Technical Writing       1. Describe the nature and scope of technical writing         DSEC       MJCB04A41       Technical Writing       1. Describe the nature and scope of technical writing         DSEC       MJCB04A41       Technical Writing       1. Describe the nature and scope of technical writing         DSEC       MJCB04A41       Technical Writing       1. Describe the nature and scope of technical writing         DSEC       MJCB04A41       Technical Writing       1. Describe the nature and scope of technical writing         DSEC       MJCB04A41       Technical Writing       1. Describe the nature and scope of technical writing					
Elective course Any one obe opted]       DSEC       MJCB04A41       Magazine Journalism       1. Analyze the content and form used in general interest magazine, special interest magazine and trade magazines         DSEC       MJCB04A41       Magazine Journalism       1. Analyze the content and form used in general interest magazine, special interest magazine and trade magazines         DSEC       MJCB04A41       Technical Writing       1. Describe the nature and scope of technical writing         DSEC       MJCB04A41       Technical Writing       1. Describe the nature and scope of technical writing         DSEC       MJCB04A41       Technical Writing       1. Describe the nature and scope of technical writing         Develop technical documents using appropriate rhetorical strategies and language       1. Develop technical documents using appropriate rhetorical strategies and language					
Elective course Any one obe poted]       DSEC       MJCA04A41       Magazine Journalism       1. Analyze the content and form used in general interest magazine, special interest magazine and trade magazines         DSEC       MJCA04A41       Magazine Journalism       1. Analyze the content and form used in general interest magazine, special interest magazine and trade magazines         DSEC       MJCB04A41       Technical Writing       2. Evaluate the language, structure, approach and format of writing for a magazine         DSEC       MJCB04A41       Technical Writing       1. Describe the nature and scope of technical writing         DSEC       MJCB04A41       Technical Writing       1. Describe the nature and scope of technical writing         Develop technical documents using appropriate rhetorical strategies and language       1. Develop technical documents using appropriate rhetorical strategies and language					
DSEC       MJCA04A41       Magazine Journalism       1. Analyze the content and form used in general interest magazine, special interest magazine and trade magazines         Elective course       Magazine       2. Evaluate the language, structure, approach and format of writing for a magazine         Any one to be opted]       MJCB04A41       Technical Writing       1. Describe the nature and scope of technical writing         DSEC       MJCB04A41       Technical Writing       1. Describe the nature and scope of technical writing         Develop technical documents using appropriate rhetorical strategies and language					
Elective course       magazines         Any one to be opted]       DSEC         MJCB04A41       Technical Writing         1       Describe the nature and scope of technical writing         2.       Develop technical documents using appropriate rhetorical strategies and language					
Elective course Any one obe opted]       2. Evaluate the language, structure, approach and format of writing for a magazine         3. Develop visualization and editing skills for magazine         4. Create a layout of a magazine by using designing elements.         DSEC       MJCB04A41         Technical Writing       1. Describe the nature and scope of technical writing         2. Develop technical documents using appropriate rhetorical strategies and language		DSEC	MJCA04A41	Magazine Journalism	
Any one obe opted]       DSEC       MJCB04A41       Technical Writing       1. Describe the nature and scope of technical writing         2. Evaluate the language, structure, approach and format of writing for a magazine       3. Develop visualization and editing skills for magazine         3. Develop visualization and editing skills for magazine       4. Create a layout of a magazine by using designing elements.         2. Develop technical documents using appropriate rhetorical strategies and language	Flootivo				
Any one to be opted]       MJCB04A41       Technical Writing       1. Describe the nature and scope of technical writing         DSEC       MJCB04A41       Technical Writing       2. Develop technical documents using appropriate rhetorical strategies and language					
DSEC       MJCB04A41       Technical Writing       1.       Describe the nature and scope of technical writing         2.       Develop technical documents using appropriate rhetorical strategies and language					
DSEC       MJCB04A41       Technical Writing       1. Describe the nature and scope of technical writing         2.       Develop technical documents using appropriate rhetorical strategies and language					
2. Develop technical documents using appropriate rhetorical strategies and language		DSEC	MJCB04A41	Technical Writing	
3. Review writing and editing principles of technical documents	opical				
					3. Review writing and editing principles of technical documents

				4. Create a product manual using the principles of designing.
	DSEP	MJCAP2B41 MJCBP2B41	Short Film Production Documentary Production	<ol> <li>Construct scripts and screenplay for short film</li> <li>Design storyboards and shooting plans for the short film production</li> <li>Master shots and video capturing techniques for short film production</li> <li>Create short films using audio-video editing software.</li> <li>Construct scripts for documentary production</li> </ol>
Elective Project [Any one				<ol> <li>Construct scripts for documentary production</li> <li>Design production plan for documentary production</li> <li>Master shots and video capturing techniques for documentary film production</li> <li>Create documentary films using audio-video editing software.</li> </ol>
to be opted]	DSEP	MJCCP2B41	Corporate Communication Production	<ol> <li>Develop the strategies used in corporate communication and corporate advertising</li> <li>Create corporate communication materials for media</li> <li>Practice professional ethics in corporate communication</li> <li>Manage corporate communication campaign</li> </ol>
	DSEP	MJCDP2B41	Magazine Production	<ol> <li>Develop news and feature stories by identifying credible source</li> <li>Create feature story, profiles, reviews and articles for magazine</li> <li>Demonstrate knowledge in reporting and editing magazine stories</li> <li>Design magazine layout by applying aesthetic theories and principles.</li> </ol>
ECE [Any one	NCCC	MOL502A01	Online Course	1. To acquire discretional knowledge over core values.
to be opted]	NCCC	MRP5R2A01	<b>Research Paper Presentation/</b> <b>Publication</b>	1. To construct and solve a research phenomenon