



MARIAN COLLEGE KUTTIKKANAM
(AUTONOMOUS)

MCMS

POs, PSOs & COs



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Criterion II - Teaching-Learning and Evaluation

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MASTER OF COMMUNICATION AND MEDIA STUDIES

PROGRAMME SPECIFIC OUTCOMES (PSO)

PSO1: Gather and disseminate news through various media like print, radio, television and internet;

PSO2: Create, edit and design content for digital media in a professional environment;

PSO3: Conceive an idea, shoot and edit video-based fictional and non-fictional content, including radio and television commercials for broadcast;

PSO4: Coordinate and manage brand image through effective application of Public Relations and Corporate Communication; and

PSO5: Identify and respond to the various legal and ethical issues that concern the field of communication and media studies.





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COURSE OUTCOMES (CO)

PMS2001: introduction To Communication

CO1: Differentiate the phases of evolution of human communication

CO2: Evaluate the process as well as barriers to effective communication

CO3: demonstrate the crucial role of nonverbal communication in all communication situations

CO4: Categorise the different levels of communication

CO5: Specify the divergent issues in effective communication

PMS2002: introduction To Journalism

CO1: Evaluate the historical and contemporary journalistic practices

CO2: Evaluate the functions of media

CO3: Write content for the print media

CO4: Produce content for the broadcast media

CO5: Create content for the new media





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PMS2003: Print Media Journalism

CO1: Demonstrate comprehensive understanding of the different news factors

CO2: Apply news gathering techniques for print media

CO3: Attain knowledge to use the technical terms of print media

CO4: Interpret the print media content

CO5: Create news content for print media

PMS2004: Media and Aesthetics

CO1: Interpret different media designs

CO2: Apply designing principles in media

CO3: Evaluate print media designs

CO4: Evaluate visual media designs

CO5: Create media designs





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PMS2005A: Creative Writing For Media

CO1: Create unique content related to different media platforms

CO2: Create powerful headlines and captions

CO3: Create content for different forms of fiction and poetry

CO4: Create and maintain a blog

CO5: Create and develop research and editing skills

PMS2005B: Sports Journalism

CO1: Evaluate different sports and games

CO2: Create content based on sports data

CO3: Write sports content for print media

CO4: Produce sports content for broadcast media

CO5: Prepare sports content for the new media





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PMS2005C: Science and Environmental Journalism

CO1: Evaluate and create content based on science and environmental journalism

CO2: Evaluate the different trends in science and environmental journalism

CO3: Write scientific and environmental content for the print media

CO4: Produce scientific and environmental content for the broadcast media

CO5: Create scientific and environmental content for the new media

PMS2006: Print Media Productions

CO1: Apply the computer software for editing text and headlining

CO2: Apply software for computer assisted editing and proofreading

CO3: Create textual and visual content for news and features

CO4: Apply software for layout and design

CO5: Create portfolio of photo editing and designing

PMS2007: Photography





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CO1: Interpret the basics of photography

CO2: Apply the exposure triangle in photography

CO3: Apply framing and composition

CO4: Apply the techniques of lighting in photography

CO5: Create and design a portfolio of work

PMS2008: Technical Writing

CO1: Demonstrate the proficiency in technical writing

CO2: Apply different types of technical documentation

CO3: Apply writing skills in different stages of technical writing

CO4: Apply the principles of technical writing

CO5: Create content using popular styles and standards

PMS2009: Television Journalism

CO1: Analyse ethical issues in television programmes

CO2: Evaluate television programmes

CO3: Create programme ideas for television





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CO4: create scripts for television programmes

CO5: Produce news programmes for visual media

PMS2010: Communication Research

CO1: Apply different concepts of research

CO2: Apply different techniques used for research

CO3: Analyse different research methodology designs

CO4: Evaluate research problems

CO5: Analyse ethical issues of research

PMS2011: Advertising Concepts and Practices

CO1: Differentiate advertising as a professional marketing tool from publicity

CO2: Evaluate the role of an advertising agency in the advertising business

CO3: Critically analyse different TV commercials

CO4: Evaluate the contribution of Indian advertising

CO5: Create advertisements based on unique selling proposition



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PMS2012A: intimate Journalism

CO1: Evaluate intimate journalistic practices for specialisation

CO2: Evaluate content using intimate journalistic principles

CO3: Write intimate journalistic content for print media

CO4: Produce intimate journalistic content for broadcast media

CO5: Create intimate journalistic content for new media

PMS2012B: Magazine Journalism

CO1: Apply text, images and design to reflect industry standards

CO2: Apply the principles of design and layout in magazine production

CO3: Apply interview and research skills for content creation

CO4: Create content for general and special interest magazines

CO5: Create magazines and e-zines



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PMS2012C: Educational Communication

CO1: Analyse educational content in print and visual media

CO2: Evaluate visual content for e-learning

CO3: Create programme ideas for educational content in visual media

CO4: Create script for e-learning through visual media

CO5: Create content for educational programmes in new media

PMS2013: Television News Production

CO1: Create quality story concepts using their analytical skills

CO2: Create a prepared script into a coherent television production working in a team

CO3: Evaluate a variety of approaches to video production to develop critical thinking and self-awareness

CO4: Apply proficiency in recording and editing for audio-visual productions

CO5: Apply new techniques in anchoring and compering



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PMS2014: Videography and Video Editing

CO1: Apply different production practices in broadcast media, television and multi-camera production

CO2: Create and develop project ideas, and other pre-production materials, and produce an idea as a high-quality finished video product

CO3: Create professional video using lighting and audio recording equipment

CO4: Create and design broadcast packages by incorporating elements of sound, light and voice over

CO5: Produce videos with the help of video editing software

PMS2015: internship Practice I

CO1: Analyse the work atmosphere in a media organization

CO2: Apply theoretical knowledge to work in a media organisation

CO3: Evaluate the different departments in a media organisation

CO4: Create content for a media organisation

CO5: Create a portfolio of work completed



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PMS2016: News Reading and Compering

CO1: Apply the skills necessary for research, develop and write news

CO2: Apply and develop analytical and critical thinking skills for preparing news reading

CO3: Demonstrate appropriate and credible sources for news stories

CO4: Apply psychological determinants of effective communication

CO5: Produce programmes for different TV formats

PMS2017: Radio Journalism

CO1: Apply the production skills in the preparation and distribution of content

CO2: Create and present different types of radio programmes

CO3: Create scripts for different types of radio programmes

CO4: Create content for general and special interest audiences

CO5: Create portfolio of radio programmes



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PMS2018: Public Relations and Corporate Communication

CO1: Evaluate the management of perceptions of a reputed national company

CO2: Explain the concept and application of integrated communication in a corporate entity

CO3: Illustrate a performance as the basis of professional public relations practice

CO4: Apply crisis management in different situations

CO5: Analyse the trends and issues in managing change

PMS2019: Development Communication

CO1: Analyse different perspectives of development

CO2: Analyse the role of the media as a catalyst to development

CO3: Demonstrate ability to understand development issues in different countries

CO4: Analyse case studies of developmental communication campaigns

CO5: Evaluate different perspectives of sustainable development



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PMS2020A: international Communication

CO1: Evaluate the diverse aspects of cross cultural communication

CO2: Evaluate the role of dominant news agencies

CO3: Analyse the contribution of ICTs in sustaining media imperialism

CO4: Explain media convergence and its impact

CO5: Evaluate the 'CNN effect' and the 'operation restore hope'

PMS2020B: Event Management

CO1: Classify the different events that need to be managed

CO2: Apply the principles of successful event management

CO3: Evaluate the procedures involved in the effective conduct of an event

CO4: Develop a set of policies for the better performance of an event

CO5: Specify the key decision makers of an event



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PMS2021: Multimedia Production

CO1: Apply the basic principles of multimedia production

CO2: Create multimedia content by applying basic designing principles

CO3: Create images using sophisticated graphical tools

CO4: Apply specialised individual multimedia design and production skills

CO5: Design multimedia content by utilizing current technologies

PMS2022: Health, Food and Travel Blogs

CO1: Analyse health, food and travel blogs

CO2: Evaluate reliable sources for creating contents

CO3: Write content for blogs

CO4: Write scripts and produce vlogs

CO5: Create blogs in specialised areas

PMS2023: Sound Designing

CO1: Analyse sound design as both an artistic and technical process

CO2: Create an original sound design for a short film

CO3: Record original sound effects, background and voice recordings





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CO4: Analyse the responsibilities of a sound designer

CO5: Apply basic editing and mixing functions in a digital audio workstation

PMS2024: introduction To Film Appreciation

CO1: Apply the principles of film appreciation for analysing films

CO2: Analyse the aesthetic elements in a cinema for research purposes

CO3: Analyse and review films based on theories and principles

CO4: Write content for print and new media

CO5: Produce audio-visual programmes for broadcast media

PMS2025: introduction To Film Studies

CO1: Analyse the film theories and movements

CO2: Evaluate the popular, parallel and regional films

CO3: Analyse cinema as a text



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CO4: Evaluate current developments of popular cinema in India

CO5: Evaluate the technological developments of cinema

PMS2026: Media Laws and Ethics

CO1: Analyse and apply principles of media ethics

CO2: Analyse and apply the rights and liberties of media

CO3: Evaluate the ethical issues in the field of journalism

CO4: Write for print media based on media laws and ethics

CO5: Produce content for broadcast and online media based on media

laws and ethics

PMS2027: Film Theories

CO1: Evaluate different film theories

CO2: Analyse the conceptualisation of film theories

CO3: Demonstrate ability to relate contemporary realities with evolving theories of cinema

CO4: Evaluate the work of film scholars and theorists

CO5: Evaluate the visual elements of international and national cinema



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PMS2028: Short Film and Documentary Production

CO1: Apply the principle modes of documentary and short film making

CO2: Evaluate documentaries and short films

CO3: Evaluate the different stages in documentary and short film production

CO4: Apply filmmaking ethics and aesthetics

CO5: Create a documentary or short film integrating all the elements of production

PMS2029: Dissertation

CO1: Develop solid academic base in the topic of research

CO2: Apply scientific techniques and draw logical conclusions

CO3: Analyse and synthesise research findings

CO4: Apply theoretical frameworks to the chosen area of study

CO5: Critically appraise and interpret existing literature



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PMS2030: Comprehensive Viva Voce

CO1: Apply the integrated knowledge gathered from different s

CO2: Apply current knowledge about the industry

CO3: Apply professional standards and ethics

CO4: Demonstrate professional communication skills

CO5: Evaluate the progress of oneself

PMS2031: internship Practice II

CO1: Analyse the work atmosphere in a media organisation

CO2: Apply theoretical knowledge to work in a media organisation

CO3: Evaluate the different departments in a media organisation

CO4: Create content for a media organisation

CO5: Create a portfolio of work completed

PMS2032: Massive Online Open Course Course

CO1: Apply necessary skills to implement acquired professional knowledge



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CO2: Create and deliver MOOC contents

CO3: Create progressive skills that respond to the dynamic world

CO4: Create new space for experimentation

CO5: Evaluate the area of specialisation

PMS2033: Value Added

CO1: Evaluate the different performing arts

CO2: Evaluate the aesthetic elements of performing arts

CO3: Create and produce different art programmes

CO4: Create/perform different art forms

CO5: Create and develop artistic aptitude

