



HOLY CROSS COLLEGE (AUTONOMOUS)
 Affiliated to Bharathidasan University
 Nationally Accredited (3rd Cycle) with 'A' Grade by
 NAAC College with Potential for Excellence.
 Tiruchirapalli - 620002.

PG AND RESEARCH DEPARTMENT OF VISUAL COMMUNICATION
Programme: B.Sc. Visual Communication

PO No.	Programme Outcomes <i>Upon completion of the B.Sc. Degree Programme, the graduate will be able</i>
PO-1	Obtain quality education in the areas of visual communication
PO-2	Acquire practical knowledge to gather information, create and execute new ideas to develop their own professions.
PO-3	Learn the most influential, traditional and contemporary mass communication theories and its relevance for today's impact of media on society
PO-4	Acquire the knowledge to familiarize the assumptions of research paradigms.
PO-5	Learn to follow the Professional ethics in the field of visual communication

**Use words that show the outcomes will be fulfilled following the completion of the Programme.*

PSO No.	Programme Specific Outcomes <i>Upon completion of these courses the student would</i>
PSO-1	Acquire academic excellence with an aptitude for higher studies and research
PSO-2	Become aware about the issues which are related to our society
PSO-3	Develop practical skills in the field of broadcasting and telecasting
PSO-4	Acquire to create films, documentaries, animation movies in 2d and 3d
PSO-5	Acquire knowledge for higher studies and to meet competitive exams.

**The (Intended) Programme Outcomes and the Programme Specific Outcomes should come before the first paper of the first semester only.*

Course Title	Major Core 1 – Media History in India		
Code	U15VC1MCT01		
CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	Recall and relate the folk forms and its use for communication.	PSO 1	R, U
CO-2	Describe and appreciate the role of news organizations.	PSO 2	R
CO-3	Discuss and analyze the impact of cinema in society.	PSO 2	U
CO-4	Distinguish the development of broadcast media from radio to television.	PSO 3	R
CO-5	Criticize the New Media in diffusion of information.	PSO 4	An
CO-6	Developing learning skills about media and its history	PSO 1	U

Course Title	ALLIED I –Human Communication		
Code	U15VC1ACT01		
CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	1. Recall and relate the importance of communication and its impact in the society.	PSO 1	R, U
CO-2	2. Indicate and discuss the types of communication and barriers with the Television actors.	PSO 2	R
CO-3	3. Describe and appreciate the importance of body language in human communication.	PSO 2	U
CO-4	4. Illustrate and interpret the application of the scientific models with professional situations.	PSO 3	R
CO-5	5. Analyze and evaluate the perspective of the four waves of communication in present technological scenario.	PSO 4	An
CO-6	Developing learning skills in human communication and understand the models of communication.	PSO 1	U, E

Course Title	ALLIED 2- VISUAL LITERACY DRAWING		
Code	U15VC1ACP02		
CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	1. Recall the fundamentals of Visual literacy and relate them in making meaning of an visual image.	PSO 1	R, U
CO-2	2. Discuss the types of perspectives to create the illusion of depth on a 2 dimensional surface.	PSO 2	R
CO-3	3. Apply the principles and elements of design and sketch an artwork.	PSO 2	U
CO-4	4. Classify the colours based on the colour wheel cycle.	PSO 3	R
CO-5	5. Create still life drawing through observation.	PSO 4	An
CO-6	Developing Drawing , painting, 3D drawing skills and creativity skills	PSO1	C , U

Course Title	MAJOR CORE II– RADIO PRODUCTION		
Code	U15VC2MCP02		
CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	1. Recall and relate the rationales behind choice of themes of radio programs and spots	PSO 1	R, U
CO-2	2. Design and indicate the capacity to make right decisions when reporting and writing for radio while adhering to concepts and theories of ethical principles	PSO 2	R
CO-3	3. Illustrate and explore during pre-production of programs and spots the role of each human source and institutions that have diverse backgrounds, interests and goals	PSO 2	U
CO-4	4. Outline and relate group work where each member partakes in presenting ideas for radio programs and stories and designing plans for covering and producing, while learning to appreciate team-work, criticism and free thinking	PSO 3	R
CO-5	5. Organize and plan clear and professional radio scripts and bearing in mind the target audience and program objectives.	PSO 4	An
CO-6	Develop Employability skills like Anchoring, Scriptwriting, Editing for radio programmes	PSO 4	An

Course Title	MAJOR CORE III- MASS COMMUNICATION THEORIES		
Code	U15VC2MCT03		
CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	1. Recall and relate the importance of communication theories in the communication process.	PSO 1	R, U
CO-2	2. Indicate and discuss the types of theories applied in political agenda.	PSO 2	R
CO-3	3. Describe and appreciate the importance of normative theories.	PSO 2	U
CO-4	4. Illustrate and interpret the application of the scientific models with professional situations.	PSO 3	R
CO-5	5. Analyze and evaluate the perspective of mass media in the media environment.	PSO 4	An
CO-6	Develop learning skills in communication theories	PSO 1	U

Course Title	ALLIED -3 PSYCHOLOGY		
Code	U15VC2ACT03		
CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	1. Recall various schools of psychology.	PSO 1	R, U
CO-2	2. Discuss and apply the characteristics of visual and auditory senses in perception.	PSO 2	R
CO-3	3. Distinguish between movement, depth and extrasensory perception.	PSO 2	U
CO-4	4. Classify the psychological basis of human motivation.	PSO 3	R
CO-5	5. Critically analyze the role of social psychology in visual communication.	PSO 4	An
CO-6	6. Developing skills in Introduction to media psychology and how to apply in the field of media	PSO 2	AP

Course Title	MAJOR CORE IV- BASICS OF PHOTOGRAPHY		
Code	U15VC2MCT03		
CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	1. Recall the types of cameras used in the current trend	PSO 1	R, U
CO-2	2. Discuss and apply the photo composition	PSO 2	R
CO-3	3. Compare and contrast the natural and artificial lightings	PSO 2	U
CO-4	4. Extrapolate how to manipulate digital photography	PSO 3	R
CO-5	5. Analyze and compose the photo essay and photo feature	PSO 4	An
CO-6	6. Create employability and entrepreneurship qualities among students	PSO 4	An

Course Title	MAJOR CORE V- GRAPHIC DESIGN		
Code	U15VC3MCP05		
CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	1. Recall the free hand drawing and relate it to reproduce the clone designs.	PSO 1	R, U
CO-2	2. Describe the concept of Collage and express it using geometrical shapes.	PSO 2	R
CO-3	3. Apply the principles and prepare logos of their own.	PSO 2	U
CO-4	4. Classify the different types of layout and outline the appropriate one.	PSO 3	R
CO-5	5. Create three dimensional perspective drawings.	PSO 4	An
CO-6	Developing skills like create, understand the fundamentals of 3D drawings	PSO4	An

Course Title	ALLIED- 4 MEDIA CULTURE AND SOCIETY		
Code	U15VC3AOT04		
CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	1. Recall and relate the students will learn how to use relevant „academic“ language to discuss the role of media in everyday life	PSO 1	R, U
CO-2	2. Demonstrate and explain the relationships between media representations and cultures and societies, examining how forms of media function	PSO 2	R
CO-3	3. Construct and develop the origin, structure and effects of contemporary mass media, students study the relations between how the mass media shape culture and social life, and how cultural and structural forces shape the mass media in return.	PSO 2	U
CO-4	4. Discover and distinguish major issues, key theories and perspectives related to the mass media.	PSO 3	R
CO-5	6. Indicate and discuss media literacy and its reach among rural society	PSO 4	An
CO-6	6. Indicate and discuss media literacy and its reach among rural society	PSO4	An

Course Title	MAIN CORE VI –ELEMENTS OF FILM		
Code	U15VC4MCP06		
CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	1. Recall and relate film ideologies.	PSO 1	R, U
CO-2	2. Describe the importance of mise-en-scene in a film	PSO 2	R
CO-3	3. Analyze the type of shot, angle and movement used in the cinema.	PSO 2	U
CO-4	4. Differentiate between the types of effects used in editing amovie.	PSO 3	R
CO-5	5. Formulate storyboards for various films and documentaries.	PSO 4	An
CO-6	6.Criticize a movie	PSO 1	An

Course Title	MAJOR ELECTIVE 1 – ADVERTISING		
Code	U15VC4MEP01		
CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	1. List and Recall the history of camera and what type of cameras are used in earlier period	PSO 1	R, U
CO-2	2. Compare and contrast the Advertising appeals and advertising customers	PSO 2	R
CO-3	3. Experiment and select the various media strategy to select the media in the field of advertising.	PSO 2	U
CO-4	4. Compose and create the PSA"s for various media like print, tv and Radio	PSO 3	R
CO-5	5. Prepare and create an Ad campaign	PSO 4	An
CO-6	6. Compare and relate the different types of advertising	PSO 4	AN

Course Title	ALLIED 5 – PRINTING PROCESS		
Code	U15VC4AOT05		
CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	1. List Advanced Printing Technology	PSO 1	R, U
CO-2	2. Get knowledge about News Paper Making	PSO 2	R
CO-3	3. Recall Page Maker Software	PSO 2	U
CO-4	4. Analyze with Field Experiences	PSO 3	R
CO-5	5. Prepare own News Journal	PSO 4	An
CO-6	6. Criticize news items in various media	PSO 3	An

Course Title	ALLIED 6- COMPUTER GRAPHICS 1		
Code	U15VC4AOP06		
CO No.	Course Outcomes	PSOs Addressed	Cognitive level
CO-1	1. Recognize and Relate critical and aesthetic issues within computer graphics and the mixed media.	PSO 1	R, U
CO-2	2. Estimate proficiency with industrial applications to visual communication related technologies	PSO 2	R
CO-3	3. Demonstrate professionalism through creative and intellectual independence. (Professionalism)	PSO 2	U
CO-4	4. Identify and describe the major functions of Photoshop CS4.	PSO 3	R
CO-5	5. Create Special Effects with the help of Digital design.	PSO 4	An
CO- 6	6. Create layouts for web pages, paper adverts, brochures, cd covers, package to communicate effectively in ways appropriate to the discipline, audience and purpose.	PSO 4	An

Course Title	MAJOR CORE 7 – SCRIPT WRITING		
Code	U15VC5MCT07		
CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	1. Recall and relate the importance of the techniques,formats and style of story breakdowns, outlines, treatments, and screenplays.	PSO 1	R, U
CO-2	2. Identify current trends and major practitioners of thescreenwriting craft.	PSO 2	R
CO-3	3. Describe and appreciate the importance role ofscreenwriters and others in the industry, and how to present screenplays.	PSO 2	U
CO-4	4. Illustrate and prepare full-length script for student moviewith the specific budget.	PSO 3	R
CO-5	5. Analyze and evaluate the perspective of advertisement and its feature its context, form, genre, medium, audience and purpose of script.	PSO 4	An
CO - 6	6. Evaluate the purpose writing for mass media and create theme based movie.	PSO 4	An

Course Title	MAJOR CORE 8 – VISUAL ANALYSIS TOOL		
Code	U15VC5MCT08		
CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	1. Recall and relate the signs, codes and semiotics of the television	PSO 1	R, U
CO-2	2. Analyse the stereotypes of women in advertisements	PSO 2	R
CO-3	3. Identify and apply the symbols, codes and interpretations used in the print advertisement	PSO 2	U
CO-4	4. Identify and apply the semiotic concepts in television texts	PSO 3	R
CO-5	5. Test content analysis for visual advertisements	PSO 4	An
CO- 6	6. criticize prepare the case study for given advertisements	PSO 4	An

Course Title	MAJOR CORE 9 – PUBLIC RELATIONS		
Code	U15VC5MCT09		
CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	Recall and state the public relations	PSO 1	R, U
CO-2	Review elocution of PR	PSO 2	R
CO-3	Analyze the public opinion and how it affects PR	PSO 2	U
CO-4	Discuss the importance of ethics in PR	PSO 3	R
CO-5	Co-ordinate and contribute to the planning of PR activities	PSO 4	An
CO -6	Apply basic PR theories and principles to practice	PSO2	An

Course Title	MAJOR CORE 10 – WOMEN AND MEDIA		
Code	U15VC5MCT10		
CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	1. Recall Women's Position in the Pre Independent India	PSO 1	R, U
CO-2	2. Discuss the Case Studies of domestic Violence	PSO 2	R
CO-3	3. Discuss Bharathiyar and Periyar,s Contribution in women Education	PSO 2	U
CO-4	4. Discuss Clara Zetkin and Rosa Luxemberk,s work	PSO 3	R
CO-5	5. Question women's rights	PSO 4	An
CO- 6	6. Solve women's problem in the society	PSO 4	An

Course Title	MAJOR ELECTIVE – 2 TELEVISION PRODUCTION		
Code	U15VC5MEP02		
CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	1. Recall history of television from cable to DTH	PSO 1	R, U
CO-2	2. Recall and identify the formats used in television	PSO 2	R
CO-3	3. Describe the preproduction process for a film	PSO 2	U
CO-4	4. Construct production process for a film	PSO 3	R
CO-5	5. Assemble the footage in post-production to produce film.	PSO 4	An
CO -6	6. Create a short film	PSO 4	An

Course Title	MAJOR ELECTIVE – 2 COMPUTER GRAPHICS II		
Code	U15VC5MEP03		
CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	Recall several Flash tools and tactics learned throughout the course to produce an interactive flash based website.	PSO 1	R, U
CO-2	Demonstrate the ability to effectively utilize the timeline and motion tween affects to produce animation.	PSO 2	R
CO-3	. Design layouts for web pages, Paper Adverts, Broachers, CD Covers, and Package Designing	PSO 2	U
CO-4	Invent a high quality work portfolio.	PSO 3	R
CO-5	Demonstrate proficiency with 2d and 3d a short movie for 10mits.	PSO 4	An
CO- 6	6. Demonstrate proficiency with 2d and 3d a short movie for10mits.	PSO 4	An

Course Title	SBE 4 - DESKTOP PUBLISHING		
Code	U15VC5SBP04		
CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	1. Apply the function and features of DTP	PSO 1	R, U
CO-2	2. Design layout formation in PageMaker	PSO 2	R
CO-3	3. Using advanced DTP software's business card, brochures, flyers, magazines.	PSO 2	U
CO-4	4. Format the documents using templates and create document templates.	PSO 3	R
CO-5	5. Using text boxes, pictures and graphics in Desk Top Publishing.	PSO 4	An
CO - 6	6. Creating presentation using Slide master and templates in various colour scheme	PSO 4	An

Course Title	MAIN ELECTIVE 3 – MEDIA WRITING SKILLS		
Code	U15VC6MET04		
CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	1. Formulate and improve the event and use the stated sources of information while writing a news item	PSO 1	R, U
CO-2	2. Estimate and compile the characteristics of news stories and will demonstrate an ability to revise for content and edit for grammatical and stylistic clarity	PSO 2	R
CO-3	3. Organize and plan broadcast news using broadcast writing style	PSO 2	U
CO-4	4. Reproduce and maximize lead paragraph of different news items and will recognize how writers can transgress or subvert generic expectations, as well as fulfill them. And they will develop a facility at writing inappropriate genres for a variety of purposes and audiences.	PSO 3	R
CO-5	5. Criticize and deduct headlines for various news items.	PSO 4	An

Course Title	SBE 5 – NEWS PRODUCTION		
Code	U15VC5SBT05		
CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	1. Recall Reporting and Sub-Editing Techniques	PSO 1	R, U
CO-2	2. Experiment with Visual Editing Software	PSO 2	R
CO-3	3. Criticize Current issues	PSO 2	U
CO-4	4. Collect News and Creating News Documentaries	PSO 3	R
CO-5	5. Prepare a news cast	PSO 4	An
CO- 6	6. Analyze the news content with technical skills	PSO 4	An

Course Title	SBE6 – RESEARCH METHODOLOGY		
Code	U15VC6SBT05		
CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	1. Recall the nature of social research	PSO 1	R, U
CO-2	2. Analyze the problem selection for levels of research projects	PSO 2	R
CO-3	3. Recall and apply the concept, theory and types of hypothesis	PSO 2	U
CO-4	4. Analyze and apply the major steps in formulating a research design	PSO 3	R
CO-5	5. Identify and apply the random sample selection of students own research project	PSO 4	An
CO-6	6. Apply Major steps in formulating a research design	PSO 2	U

Programme: M.Sc. Media & Communication

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PO-1	Obtain quality education in the areas of visual communication
PO-2	Acquire practical knowledge to gather information, create and execute new ideas to develop their own professions.
PO-3	Learn the most influential, traditional and contemporary mass communication theories and its relevance for today's impact of media on society
PO-4	Acquire the knowledge to familiarize the assumptions of research paradigms.
PO-5	Learn to follow the Professional ethics in the field of visual communication

****Use words that show the outcomes will be fulfilled following the completion of the Programme.***

PSO No.	Programme Specific Outcomes <i>Upon completion of these courses the student would</i>
PSO-1	Acquire academic excellence with an aptitude for higher studies and research
PSO-2	Become aware about the issues which are related to our society
PSO-3	Develop practical skills in the field of broadcasting and telecasting
PSO-4	Acquire to create films, documentaries , animation movies in 2d and 3d
PSO-5	Acquire knowledge for higher studies and to meet competitive exams.

****The (Intended) Programme Outcomes and the Programme Specific Outcomes should come before the first paper of the first semester only.***

Course Title	MAJOR CORE 1 – COMMUNICATION THEORIES		
Code	P15VC1MCT01		
CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	1. Recall the use of communication in society.	PSO 1	R, U
CO-2	2. Demonstrate the sociological theories	PSO 2	R
CO-3	3. Explain theories of persuasion	PSO 2	U
CO-4	4. Evaluate mass communication theories.	PSO 3	R
CO-5	5. Criticize sociology of communication in	PSO 4	An
CO -6	6. Criticize, apply, understand and analyze the communication models and theories	PSO-3	An

Course Title	MAJOR CORE 2 – PRACTICE JOURNAL		
Code	P15VC1MCP02		
CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	Apply Pagination techniques	PSO 1	R, U
CO-2	Plan Special Interviews	PSO 2	R
CO-3	Generate News Photography	PSO 2	U
CO-4	Write Feature Stories Field Experiences: Reporting (News collection)	PSO 3	R
CO-5	Sub-Editing techniques	PSO 4	An
CO -6	6. Field Experiences: Reporting (News collection)	PSO 4	An

Course Title	MAJOR CORE 3- CONTEMPORARY MEDIA SCENARIO		
Code	P15VC1MCT03		
CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	1. Recall and relate the print medium and magazines.	PSO 1	R, U
CO-2	2. Describe and appreciate the role of news organizations.	PSO 2	R
CO-3	3. Discuss and analyze the impact of cinema in society.	PSO 2	U
CO-4	4. Distinguish the development of broadcast media ownership and control	PSO 3	R
CO-5	5. Criticize the New Media in diffusion of information.	PSO 4	An
CO - 6	6. 6. Critically analyze the impact of new media on children	PSO 4	An

Course Title	MAJOR CORE 4 -QUALITATIVE RESEARCH METHODS		
Code	P15VC1MCT04		
CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	1. Recall and appreciate approaches to research, apply the learned methods to concrete social situations and evaluate the findings in terms of the methodology applied and taught.	PSO 1	R, U
CO-2	2. Gain knowledge of available qualitative research methods	PSO 2	R
CO-3	3. Explain in detail the different methods of major qualitative research methods, including their assumptions, dos and don'ts and rigour.	PSO 2	U
CO-4	4. Apply each major qualitative research method to specific social situations and come up with his/her own findings.	PSO 3	R
CO-5	5. Derive feasible conclusions as the most appropriate method suited to the topic of his/her research based on the assignments.	PSO 4	An
CO -6	6. Appreciate and learn that qualitative research methods help to view social reality from the point of view of the other and not impose the researcher's perspective.	PSO 4	An

Course Title	MAJOR CORE 5 – TELEVISION PRODUCTION		
Code	P15VC1MCP05		
CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	Recall and restate basic understanding of video switchers, character generators and audio mixers.	PSO 1	R, U
CO-2	2. Classify and compare basic understanding of the operations of lighting equipment and 3-point lighting.	PSO 2	R
CO-3	3. Outline and relate an elementary ability to coordinate (direct) a videoproduction which involves giving commands to a crew (which includes camera persons, VTR, technical direction, floor manager, talent, lighting, audio, etc.).	PSO 2	U
CO-4	4. Organize and plan an elementary understanding of editing.	PSO 3	R
CO-5	5. Illustrate an elementary ability to coordinate (direct) a video production.	PSO 4	An
CO-5	6. Indicate and discuss the string of basic shots into a meaningful sequence	PSO 4	An

Course Title	MAJOR CORE 6 – CORPORATE COMMUNICATION		
Code	P15VC1MCT06		
CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	1. Recall and State organization as communication	PSO 1	R, U
CO-2	2. Differentiate the types of communication in communication practices	PSO 2	R
CO-3	3. Plan and programme for public opinion through Public relations practices	PSO 2	U
CO-4	4. Organize and prepare for event management	PSO 3	R
CO-5	5. Outline the organizational problems for company reputation and brand building	PSO 4	An
CO-6	6. Plan and analyze ongoing organizational development.	PSO 4	An

Course Title	MAJOR CORE 7 – WRITING FOR MASS MEDIA		
Code	P15VC1MCT07		
CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	1. Think critically in all aspects and criticize media	PSO 1	R, U
CO-2	2. write news stories, headline, leads	PSO 2	R
CO-3	3. prepare ads	PSO 2	U
CO-4	4. Analyze How to be media alternates	PSO 3	R
CO-5	5. Prepare interview questions	PSO 4	An
CO-6	6. Able to write all types of writing	PSO 4	An

Course Title	MAJOR CORE 8 – QUANTITTIVE RESEARCH METHODS		
Code	P15VC1MCP08		
CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	SInfer and critically assess social scientific researches.	PSO 1	R, U
CO-2	Recall the different quantitative research methods.	PSO 2	R
CO-3	Investigate a specific topic in real depth	PSO 2	U
CO-4	Conduct an independent study on a topic of his/her choice	PSO 3	R
CO-5	Apply, analyse and present in a systematic way the result of his/her research	PSO 4	An

Course Title	MAJOR ELECTIVE I -COMPUTER GRAPHICS		
Code	P15VC2MEP01		
CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	1. Recall tools used in drawing in MS paint.	PSO 1	R, U
CO-2	2. Design and create an illustration in adobe illustrator.	PSO 2	R
CO-3	3. Design layouts for web pages, Paper Adverts, Broachers, CD Covers, and Package Designing	PSO 2	U
CO-4	4. Use Flash tools and tactics learned throughout the course to create an interactive flash based website.	PSO 3	R
CO-5	5. Invent a high quality work portfolio.	PSO 4	An
CO-6	6. Create 2d animation advertisement for 30seconds using the above software.	PSO 4	An

Course Title	NON MAJOR ELECTIVE- WOMEN AND MEDIA		
Code	P15VC2NMT01		
CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	1. Recall the place and positions of the women through the ages	PSO 1	R, U
CO-2	2. Identify the culture of women followed in the early period	PSO 2	R
CO-3	3. Discuss the portrayal of women in advertisement, movies and print ads	PSO 2	U
CO-4	4. Compare and contrast difference between gender gap and gender bias	PSO 3	R
CO-5	5. Summarize the difficulties faced by the women in India	PSO 4	An
CO-6	6. Criticize the women contribution towards sustainable development of India	PSO 4	An

Course Title	MAJOR CORE 9 – ADVANCED RESEARCH METHODS		
Code	P15VC3MCP09		
CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	1. List the stages involved in preparing a research report.	PSO 1	R, U
CO-2	2. Identify the types of errors and tests involved in research methods.	PSO 2	R
CO-3	3. Recall and build the structure of research report.	PSO 2	U
CO-4	4. Recall and relate the structure of research report in Reference material, bibliography and appendices.	PSO 3	R
CO-5	5. Construct a research report using above guidelines.	PSO 4	An

Course Title	MAJOR CORE 10- MEDIA LAWS AND ETHICS		
Code	P15VC3MCT10		
CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	1. Recall the constitutional laws in India.	PSO 1	R, U
CO-2	2. Compare and contrast the freedom of press before and after independence.	PSO 2	R
CO-3	3. Summarize laws related to press functioning.	PSO 2	U
CO-4	4. Evaluate the government information services to press to examine the role of central and state governments in control over press.	PSO 3	R
CO-5	5. Explain information technology act.	PSO 4	An
CO- 6	6. Criticize the role of cyber laws in the information dissemination in internet world.	PSO 3	An

Course Title	MAJOR CORE 11- COMMUNITY MEDIA FOR DEVELOPMENT		
Code	P15VC3MCT11		
CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	1. Recall and list the characteristics and geographical scope of community media	PSO 1	R, U
CO-2	2. State the freedom of information and its role and policy	PSO 2	R
CO-3	3. Explain community media reforms in India	PSO 2	U
CO-4	4. Analyze communication strategies for empowerment	PSO 3	R
CO-5	5. Identify the self development effort in community media	PSO 4	An
CO-6	6. Analyze alternative Media Forms of Production and Distribution.	PSO 4	An

Course Title	MAJOR ELECTIVE -2- FILM STUDIES		
Code	P15VC3MCT11		
CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	Explain and demonstrate key terms and concepts in film studies	PSO 1	R, U
CO-2	Assess and rephrase a range of significant films in relation to key questions in filmstudies	PSO 2	R
CO-3	Score and interpret criticism and apply it within an academic argument	PSO 2	U
CO-4	Defend and access primary and secondary sources relevant to the area of study	PSO 3	R
CO-5	Indicate and discuss logical and coherent arguments based on evidence, and engage in critical debate	PSO 4	An
CO-6	Able to review the films with the technical elements	PSO 4	An

Course Title	NON MAJOR ELECTIVE -2 – MEDIA EDUCATION		
Code	P15VC03NMT02		
CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	1. Relate and recall the importance of Media Education in the curriculum.	PSO 1	R, U
CO-2	2. Identify the principles of media education in the development of media professionals.	PSO 2	R
CO-3	3. Describe and appreciate the importance role of congresses and their outcomes.	PSO 2	U
CO-4	4. Apply and illustrate the uses of media and the role media plays in the lives as an ecological system.	PSO 3	R
CO-5	5. Analyze and evaluate the media technology and its growth through a survey.	PSO 4	An
CO-6	6. Defend and justify the importance media studies and its relevance among youth.	PSO4	An

Course Title	MAJOR ELECTIVE -3 – ADVERTISING		
Code	P15VC4MEP03		
CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	1. Prepare Print. Radio and Video Ads	PSO 1	R, U
CO-2	2. Organize Ad Campaigns	PSO 2	R
CO-3	3. Apply Marketing Techniques and use Research	PSO 2	U
CO-4	4. Analyse audience Psychology	PSO 3	R
CO-5	5. Criticize existing ads and How to promote a product	PSO 4	An
CO-6	6. Create own ads, slogans	PSO 4	<u>U</u>

Course Title	MAJOR ELECTIVE 4 – MEDIAMANAGEMENT		
Code	P15VC4MET04		
CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	1. Recall and list the characteristics for leadership	PSO 1	R, U
CO-2	2. Discuss and explain the principles in media management	PSO 2	R
CO-3	3. Identify the organizational cultures in the various media field	PSO 2	U
CO-4	4. Analyse and plan the budgeting techniques in the management	PSO 3	R
CO-5	5. Identify the legal issues in corporate companies	PSO 4	An
CO-6	6. Compare and contrast the advantages of individual ownership and partnership business	PSO 4	An

Programme: Programme: M.Phil Media & Communication

PO No.	<p align="center">Programme Outcomes <i>Upon completion of the M.Phil Degree Programme, the graduate will be able</i></p>
PO-1	Learn the most influential, traditional and critical media studies and its relevance for to impact of media & culture on society.
PO-2	Obtain quality education in the research areas of visual communication
PO-3	Acquire practical knowledge to gather information, create and execute new ideas and finding the conclusion for research and suggestions for to develop the research statement.
PO-4	Acquire the knowledge to familiarize the assumptions of research paradigms.
PO-5	Understand the operations and use of computers and common Accessories. Develop skills of ICT and apply them in teaching learning context and research.

PSO No.	<p align="center">Programme Specific Outcomes <i>Upon completion of these courses the student would</i></p>
PSO-1	Develop practical skills in the field of Teaching and Research methods. Acquire academic excellence with an aptitude for higher studies and research
PSO-2	Become aware about the issues which are related to our society
PSO-3	Acquire academic excellence with an aptitude for higher studies and research
PSO-4	Acquire to apply and understand the themes of communications in digital era.
PSO-5	Acquire knowledge for learning ICT methods in teaching skills.

Course Title	RESEARCH METHODOLOGY		
Code	MPH17MC1C01		
CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	Describe and analyze the issues and problems of our society.	PSO 1	R, U
CO-2	Describe and demonstrate the types of sampling techniques.	PSO 2	R
CO-3	Discuss and analyze the research problems with statistical tests.	PSO 2	U
CO-4	Distinguish the development of research problem and finding the results for the problem.	PSO 3	R
CO-5	Developing Research skills for conducting the study of social issues	PSO 4	An
CO -6	Criticize statistical tests and its results of the problem	PSO 1	U

Course Title	Critical Media Studies		
Code	MPH17MC1C02		
CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	Recall and Understand the media, culture and society	PSO 1	R, U
CO-2	Analyse and Describe the Marxism and Functionalism	PSO 2	An
CO-3	Discuss and analyse the economic principles of media structure	PSO 2	U
CO-4	Distinguish the multimedia media control and ownership results for the problem.	PSO 3	D, An
CO-5	Criticize the feminist perspective on media content	PSO 4	C
CO -6	Discuss and research in the area of women and media on contemporary society	PSO 1	D, R

Course Title	TEACHING AND LEARNING SKILLS		
Code	MPH18TS1C03		
CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	After completing the course, the students will: Develop skills of ICT and apply them in Teaching, Learning context and Research.	PSO 1	R, U
CO-2	Be able to use ICT for their professional development.	PSO 2	R
CO-3	Leverage OERs for their teaching and research.	PSO 2	U
CO-4	Appreciate the role of ICT in teaching, learning and Research.	PSO 3	R
CO-5	Develop communication skills with special reference to Listening, Speaking, Reading and Writing.	PSO 4	An
CO-6	Learn how to use instructional technology effectively in a classroom.	PSO 1	R

Course Title	ISSUES AND THEMES IN COMMUNICATION		
Code	MPH17MC1E04		
CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	Understanding of the concepts by modern schools of communication	PSO 1	R, U
CO-2	Analysis of crisis of communication paradigms	PSO 2	R
CO-3	Evaluation of various dimensions of women empowerment and role of media	PSO 2	U
CO-4	Creation of alternative suggestions for the better use of media	PSO 3	R
CO-5	Knowledge of new dimension of communication in the next generation	PSO 4	An
CO-6	Remember and understand the issues and themes presented by various modern schools of Communication	PSO 1	R