

SANKALCHAND PATEL UNIVERSITY VISNAGAR

Faculty of Mass Communication & Journalism



Structure, Teaching Scheme and Syllabus of Bachelor of Arts (Journalism & Mass Communication)

Program Code: JM101

with effect from: 2024-25

Sem. VI

COURSE LEARNING OUTCOME

Programme Name: -B. A. Journalism & Mass Communication

Program Outcomes (PO): -

- [PO.1] This program will provide a strong foundation in communication theories, principles, and practices.
- [PO.2] This program will develop critical thinking skills to analyze and evaluate media content.
- [PO.3] This program will ensure proficiency in writing, editing, and reporting across various journalistic formats.
- [PO.4] This program will equip students with practical skills in multimedia production (video, audio, digital content).
- [PO.5] This program will teach students to conduct thorough research and produce accurate journalistic work.
- [PO.6] This program will foster an understanding of and adherence to ethical journalism practices and legal standards.
- [PO.7] This program will develop proficiency in digital tools and platforms for content creation and audience engagement.
- [PO.8] This program will enhance effective communication in diverse cultural, social, and political contexts.
- [PO.9] This program will cultivate leadership and teamwork skills for media organizations and independent projects.
- [PO.10] This program will prepare students to adapt to the evolving media landscape and new technologies.

Program Specific Outcome (PSO): -

- [PSO.1] This program will equip students with the skills to produce high-quality multimedia content across various platforms, including digital, broadcast, and print, preparing them for a diverse range of media careers.
- [PSO.2] This program will foster strong ethical decision-making abilities in students, ensuring they adhere to professional standards while producing accurate, balanced, and responsible journalism.

Credits and Course Type Distribution (Semester wise)

Semester	MJ	MN	MDC	SEC	AEC	VA C/ IK S	IN T/ OJ T	RP / DES ERT	TOTAL CREDITS
I	8	4	4	2	2	2	-	-	22
II	8	4	4	2	2	2	-	-	22
III	12	-	4	2	2	2	-	-	22
IV	12	4	-	2	2	2	-	-	22
V	12	8	-	2	-	-	-	-	22
VI	12	4	-	-	2	-	4	-	22
VII	12	4	-	-	-	-	-	6	22
VIII	12	4	-	-	-	-	-	6	22
TOTAL	88	32	12	10	10	8	4	12	176

Branch Name:	Faculty of Mass Communication & Journalism
Program Code:	JM101
Course Name:	Basics of New Media
Course Code:	16-JMM403-3C
Pre-requisite Course:	-----

Course Objectives:

1. To understand the concepts, evolution, and characteristics of new media and digital communication technologies.
2. To analyze the impact of new media on society, culture, journalism, and communication practices.
3. To develop practical skills in digital content creation, social media communication, and multimedia storytelling.

Teaching and Examination Scheme:

Teaching Scheme (Hours per week)				Evaluation Scheme (Marks)								Total (Marks)
Lecture (L)	Tutorial (T)	Practical (P)	Credit	Theory (Marks)				Practical (Marks)				
				University Assessment		Continuous Assessment		University Assessment		Continuous Assessment		
				Min.	Max	Min	Max	Min	Max	Min	Max	
2	-	4	4	09	25	09	25	09	25	09	25	100

Subject Contents:

Sr. No.	Topic	Total Hours	Weightage (%)
1	Introduction to New Media Meaning, Nature, and Scope of New Media, Evolution of Digital and Online Media, Characteristics and Features of New Media, Traditional Media vs. New Media, Types of New Media Platforms and Applications	12	25%
2	New Media and Society Role of New Media in Communication and Democracy, Social Media and Public Opinion, Citizen Journalism and Participatory Media, Digital Culture and Online Communities, Ethical and Legal Issues in New Media	12	25%
3	Digital Content Creation and Management Basics of Digital Content Writing, Blogging, Podcasting, and Blogging, Social Media Content Strategies, Multimedia Storytelling Techniques, Introduction to SEO and Audience Engagement	12	25%
4	Practical Aspects of New Media Mobile Journalism and Digital Reporting, Use of Digital Tools and Media Applications, Social Media Campaign Planning, Fact-checking and Verification in Online Media, Practical Assignments on Content Creation and Media Production	12	25%

Reference Books:

Sr. No.	Books
1	New Media: A Critical Introduction by Martin Lister
2	Understanding New Media by Eugenia Siapera
3	Mass Communication in India by Keval J. Kumar
4	Digital Media and Society by Simon Lindgren
5	Social Media Communication by Jeremy Harris Lipschultz
6	Writing for Digital Media by Brian Carroll

Course Learning Outcomes (CLO): On completion of this course, the students will be able to:

CLO	Description	Bloom's Taxonomy Level
CLO1	Explain the concepts, characteristics, and evolution of new media and digital communication platforms.	Understand 2
CLO2	Apply digital communication and multimedia content creation skills for various new media platforms.	Analyze 4
CLO3	Analyze the social, cultural, and political impact of new media in contemporary society.	Apply 3
CLO4	Evaluate ethical, legal, and professional challenges related to new media practices.	Evaluate 4
CLO5	Create digital media content, social media campaigns, and multimedia storytelling projects using new media tools.	Create 6

Mapping of CLOs with Pos & PSOs

Course	Program Outcomes (POs)										Program Specific Outcomes (PSOs)	
Learning Outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2
CLO1	M		M		M					M		
CLO2	L	L		L		L			L		M	M
CLO3	L	L	L				L			L	L	
CLO4					L			M				M

H: High, M: Medium, L: Low

Branch Name:	Faculty of Mass Communication & Journalism
Program Code:	JM101
Course Name:	Multi Media Writing
Course Code:	16-JMM404-3C
Pre-requisite Course:	-----

Course Objectives:

1. To understand the concepts, principles, and techniques of multimedia writing for various media platforms.
2. To analyze the role of multimedia content in digital communication and audience engagement.
3. To develop practical writing, storytelling, and content production skills for print, broadcast, and online media.

Teaching and Examination Scheme:

Teaching Scheme (Hours per week)				Evaluation Scheme (Marks)								Total (Marks)
Lecture (L)	Tutorial (T)	Practical (P)	Credit	Theory (Marks)				Practical (Marks)				
				University Assessment		Continuous Assessment		University Assessment		Continuous Assessment		
				Min.	Max.	Min	Max.	Min	Max.	Min	Max.	
2	-	4	4	09	25	09	25	09	25	09	25	100

Subject Contents:

Sr. No.	Topic	Total Hours	Weight age (%)
1	Introduction to Multimedia Writing Meaning, Nature, and Scope of Multimedia Writing, Evolution of Multimedia Journalism, Principles of Writing for Print, Broadcast, and Digital Media, Characteristics of Multimedia Storytelling, Ethics and Challenges in Multimedia Communication.	12	25%
2	Writing for Print and Broadcast Media News Writing Techniques for Newspapers and Magazines, Script Writing for Radio and Television, Writing Headlines, Captions, and News Summaries, Feature Writing and Human-Interest Stories, Audience-Centered Writing Approaches.	12	25%
3	Writing for Digital and Social Media Writing for Websites, Blogs, and Online Portals, Social Media Content Writing Techniques, SEO Writing and Web Content Optimization, Multimedia Story Packaging with Text, Audio, Video, and Graphics, Fact-checking and Verification in Digital Media.	12	25%
4	Practical Aspects of Multimedia Writing Mobile Journalism and Multimedia Reporting, Podcast and Video Script Development, Content Planning and Editorial Workflow, Case Studies of Multimedia Journalism Practices, Practical Assignments: Blogs, Scripts, Social Media Content, and Multimedia Stories.	12	25%

Reference Books:

Sr. No.	Books
1	Writing and Reporting News by Carole Rich
2	Multimedia Journalism by Andy Bull
3	Convergent Journalism by Stephen Quinn
4	Mass Communication in India by Keval J. Kumar
5	Broadcast Journalism by M. V. Kamath

Course Learning Outcomes (CLO): On completion of this course, the students will be able to:

CLO	Description	Bloom's Taxonomy Level
CLO1	Explain the concepts, principles, and techniques of multimedia writing and digital storytelling.	Understanding- 2
CLO2	Apply writing and content creation skills for print, broadcast, and digital media platforms.	Creating- 3
CLO3	Analyze multimedia content strategies, audience engagement, and media presentation techniques.	Analyzing-4
CLO4	Evaluate ethical issues, digital communication practices, and multimedia storytelling standards.	Applying- 5
CLO5	Create multimedia stories, scripts, blogs, and digital media content using appropriate communication tools and techniques.	Create-6

Mapping of CLOs with Pos & PSOs

Course	Program Outcomes (POs)										Program Specific Outcomes (PSOs)	
Learning Outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2
CLO1	M		M		M					M		
CLO2	L	L		L		L			L		M	M
CLO3	L	L	L				L			L	L	
CLO4					L			M				L

H: High, M: Medium, L: Low

Branch Name:	Faculty of Mass Communication & Journalism
Program Code:	JM101
Course Name:	Corporate & Business Communication
Course Code:	16-JMM312-3C
Pre-requisite Course:	-----

Course Objectives:

1. To understand the concepts, principles, and importance of corporate and business communication in professional organizations.
2. To analyze communication strategies, corporate culture, and media relations in business environments.
3. To develop practical skills in professional writing, presentation, public relations, and organizational communication.

Teaching and Examination Scheme:

Teaching Scheme (Hours per week)				Evaluation Scheme (Marks)								Total (Marks)
Lecture (L)	Tutorial (T)	Practical (P)	Credit	Theory (Marks)				Practical (Marks)				
				University Assessment		Continuous Assessment		University Assessment		Continuous Assessment		
				Min.	Max.	Min	Max.	Min	Max.	Min	Max.	
4	--	--	4	18	50	18	50	--	--	--	--	100

Subject Contents:

Sr. No.	Topic	Total Hours	Weight age (%)
1	Introduction to Corporate & Business Communication Meaning, Nature, and Scope of Corporate Communication, Principles and Process of Business Communication, Types of Organizational Communication, Corporate Culture and Professional Ethics, Barriers to Effective Communication	12	25%
2	Business Communication Practices Business Correspondence: Letters, Emails, and Reports, Presentation and Public Speaking Skills, Meeting, Interview, and Group Discussion Techniques, Internal and External Communication in Organizations, Communication Skills for Leadership and Teamwork	12	25%
3	Corporate Media and Public Relations Corporate Communication Strategies, Media Relations and Corporate Image Building, Public Relations and Crisis Communication, Corporate Social Responsibility (CSR) Communication, Digital and Social Media Communication in Business	12	25%
4	Practical Aspects of Corporate Communication Content Writing for Corporate Media, Preparation of Press Releases, Newsletters, and Reports, Corporate Event Communication and Branding, Case Studies of Corporate Communication Practices, Practical Assignments: Presentation, PR Campaign, and Business Writing	12	25%

Reference Books:

Sr. No.	Books
1	Business Communication Today by Courtland L. Bovee and John V. Thill
2	Effective Business Communication by Asha Kaul
3	Corporate Communication by Paul A. Argenti
4	Business Communication by Meenakshi Raman and Prakash Singh
5	Mass Communication in India by Keval J. Kumar
6	Business Communication Today by Courtland L. Bovee and John V. Thill

Course Learning Outcomes (CLO): On completion of this course, the students will be able to:

CLO	Description	Bloom's Taxonomy Level
CLO1	Explain the concepts, principles, and significance of corporate and business communication.	Analyzing 2
CLO2	Apply professional communication, presentation, and business writing skills in organizational settings.	Applying 3
CLO3	Analyze communication strategies, corporate culture, and media relations in business organizations.	Creating 4
CLO4	Evaluate corporate communication practices, ethical issues, and public relations strategies.	Evaluating 5
CLO5	Create effective corporate communication content, PR materials, and business presentations for diverse audiences.	Create 6

Mapping of CLOs with Pos & PSOs

Course	Program Outcomes (POs)										Program Specific Outcomes (PSOs)	
Learning Outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2
CLO1	M		M		M					M		
CLO2	L	L		L		L			L		M	M
CLO3	L	L	L				L			L	L	
CLO4					L			M				L

H: High, M: Medium, L: Low

Branch Name:	Faculty of Mass Communication & Journalism
Program Code:	JM101
Course Name:	Film Production
Course Code:	16-JME313-3C
Pre-requisite Course:	-----

Course Objectives:

1. To understand the concepts, principles, and processes of film production and visual storytelling.
2. To analyze the creative, technical, and cultural dimensions of film as a medium of communication.
3. To develop practical skills in script writing, cinematography, editing, and film production techniques.

Teaching and Examination Scheme:

Teaching Scheme (Hours per week)				Evaluation Scheme (Marks)								Total (Marks)
Lecture (L)	Tutorial (T)	Practical (P)	Credit	Theory (Marks)				Practical (Marks)				
				University Assessment		Continuous Assessment		University Assessment		Continuous Assessment		
				Min.	Max.	Min	Max.	Min	Max	Min	Max.	
2	-	4	4	09	25	09	25	09	25	09	25	100

Subject Contents:

Sr. No.	Topic	Total Hours	Weight age (%)
1	Introduction to Film Production Meaning, Nature, and Scope of Film Production, History and Development of Indian and World Cinema, Film as a Medium of Mass Communication, Types and Genres of Films, Stages of Film Production: Pre-production, Production, and Post-production.	12	25%
2	Pre-Production Techniques Idea Development and Storyboarding, Script Writing and Screenplay Techniques, Casting, Location Selection, and Production Planning, Budgeting and Scheduling for Film Production, Roles and Responsibilities of Production Team Members	12	25%
3	Production and Post Production Basics of Camera and Cinematography, Lighting, Sound Recording, and Direction Techniques, Editing Principles and Software Basics, Visual Effects and Background Music, Film Promotion and Distribution Strategies	12	25%
4	Practical Aspects of Film Production Short Film and Documentary Production, Mobile Filmmaking and Digital Film Production, Film Review and Critical Appreciation, Case Studies of Indian and International Films, Practical Assignments: Script Writing, Shooting, Editing, and Film Presentation.	12	25%

Reference Books:

Sr. No.	Books
1	Film Art: An Introduction by David Bordwell and Kristin Thompson
2	The Technique of Film Editing by Karel Reisz
3	Screenplay by Syd Field
4	Digital Filmmaking by Peter Shaner
5	Mass Communication in India by Keval J. Kumar

Course Learning Outcomes (CLO): On completion of this course, the students will be able to:

CLO	Description	Bloom's Taxonomy Level
CLO1	Explain the concepts, principles, and stages of film production and visual storytelling.	Understand 2
CLO2	Apply script writing, camera handling, sound recording, and editing techniques in film production.	Applying 3
CLO3	Analyze cinematic elements, film genres, and production processes in Indian and global cinema.	Analyze 4
CLO4	Evaluate the creative, technical, and ethical dimensions of film production and media representation.	Evaluating 5
CLO5	Create short films, documentaries, and multimedia projects using professional film production techniques.	Creating 6

Mapping of CLOs with Pos & PSOs

Course	Program Outcomes (POs)										Program Specific Outcomes (PSOs)	
Learning Outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2
CLO1	M		M		M					M		
CLO2	L	L		L		L			L		M	M
CLO3	L	L	L				L			L	L	
CLO4					L			M				L

H: High, M: Medium, L: Low

Branch Name:	Faculty of Mass Communication & Journalism
Program Code:	JM101
Course Name:	Media Management and Planning
Course Code:	16-JME314-3C
Pre-requisite Course:	-----

Course Objectives:

1. To understand the origin, growth, and development of Bhartiya journalism from historical perspectives.
2. To analyze the role of Indian press and journalists in social reform, freedom struggle, and nation-building.
3. To develop critical understanding of the evolution of print, electronic, and digital journalism in India.

Teaching and Examination Scheme:

Teaching Scheme (Hours per week)				Evaluation Scheme (Marks)								Total (Marks)
Lecture (L)	Tutorial (T)	Practical (P)	Credit	Theory (Marks)				Practical (Marks)				
				University Assessment		Continuous Assessment		University Assessment		Continuous Assessment		
				Min.	Max.	Min.	Max	Min	Max.	Min	Max.	
2	-	4	4	09	25	09	25	09	25	09	25	100

Subject Contents:

Sr. No.	Topic	Total Hours	Weight age (%)
1	Introduction to Media Management Meaning, Nature, and Scope of Media Management, Principles and Functions of Management, Structure and Organization of Media Industries, Media Ownership Patterns in India, Role and Responsibilities of Media Managers.	12	25%
2	Media Planning and Organizational Communication Concepts and Process of Media Planning, Strategic Communication and Media Policies, Human Resource Management in Media Organizations, Leadership and Team Management in Media, Communication Flow and Decision-Making Process.	12	25%
3	Financial and Marketing Aspects of Media Media Economics and Revenue Models, Budgeting and Financial Management in Media, Advertising, Marketing, and Brand Management, Audience Research and Media Analytics, Media Laws, Ethics, and Regulatory Framework.	12	25%
4	Practical Aspects of Media Management and Planning Event and Media Campaign Planning, Digital Media Management and Entrepreneurship, Crisis Management and Corporate Communication, Case Studies of Media Organizations, Practical Assignments: Media Plan, Budget Preparation, and Campaign Design.	12	25%

Reference Books:

Sr. No.	Books
1	Media Management: A Casebook Approach by George Sylvie and Jan Wicks
2	Media Management and Economics by Alan B. Albarran
3	Mass Communication in India by Keval J. Kumar
4	Principles of Management by P. C. Tripathi and P. N. Reddy
5	Advertising and Promotion by George E. Belch and Michael A. Belch

Course Learning Outcomes (CLO): On completion of this course, the students will be able to:

CLO	Description	Bloom's Taxonomy Level
CLO1	Explain the concepts, principles, and functions of media management and planning.	Understanding 2
CLO2	Apply managerial and planning skills in media organizations and communication campaigns.	Apply 3
CLO3	Analyze organizational structures, financial systems, and strategic planning processes in media industries.	Analyze 4
CLO4	Evaluate media policies, ethical practices, and management strategies in contemporary media organizations.	Evaluate 5
CLO5	Create media plans, communication campaigns, and management strategies for print, broadcast, and digital media platforms.	Create 6

Mapping of CLOs with Pos & PSOs

Course	Program Outcomes (POs)										Program Specific Outcomes (PSOs)	
Learning Outcomes	PO1	PO2	PO3	PO4	PO 5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2
CLO1	M		M		M					M		
CLO2	L	L		L		L			L		M	M
CLO3	L	L	L				L			L	L	
CLO4					L			M				L

H: High, M: Medium, L: Low

Branch Name:	Faculty of Mass Communication & Journalism
Program Code:	JM101
Course Name:	Internship of Electronic Media (60 hrs./ 30 days)
Course Code:	16-AEC111-3C
Pre-requisite Course:	-----

Course Objectives:

1. To provide practical exposure to the working environment of electronic media organizations.
2. To develop reporting, production, presentation, and technical skills through hands-on training in radio, television, and digital broadcast media.
3. To enhance professional ethics, communication abilities, and understanding of electronic media operations and management.

Teaching and Examination Scheme:

Teaching Scheme (Hours per week)				Evaluation Scheme (Marks)								Total (Marks)
Lecture (L)	Tutorial (T)	Practical (P)	Credit	Theory (Marks)				Practical (Marks)				
				University Assessment		Continuous Assessment		University Assessment		Continuous Assessment		
				Min.	Max.	Min	Max.	Min	Max.	Min	Max	
--	-	4	2	--	--	--	--	09	25	09	25	50

Subject Contents:

Sr. No.	Topic	Total Hours	Weight age (%)
1	Introduction to Electronic Media Internship Structure and Functions of Electronic Media Organizations, Role and Responsibilities of Interns in Electronic Media, Newsroom and Studio Operations, Professional Ethics and Media Conduct, Orientation to Radio, Television, and Digital Broadcasting.	12	25%
2	Reporting and Production Practices News Gathering and Script Writing for Electronic Media, Voice Modulation and Presentation Skills, Audio and Video Recording Techniques, Interviewing and Anchoring Practices, Field Reporting and Assignment-Based Learning.	12	25%
3	Editing and Technical Operations Basics of Audio and Video Editing, Camera Handling and Lighting Techniques, Studio Production and Control Room Functions, Use of Digital Tools and Broadcasting Software, Coordination with Production and Editorial Teams.	12	25%
4	Internship Report and Practical Learning Documentation of Internship Activities and Tasks, Preparation of Internship Report and Portfolio, Case Studies of Electronic Media Organizations, Presentation and Viva Voce, Reflection on Professional Skills and Learning Outcomes.	12	25%

Reference Books:

Sr. No.	Books
1	Broadcast Journalism by M. V. Kamath
2	Television Production by Gerald Millerson
3	Writing and Reporting News by Carole Rich
4	Mass Communication in India by Keval J. Kumar
5	Basic Radio Journalism by Paul Chantler and Peter Stewart

Course Learning Outcomes (CLO): On completion of this course, the students will be able to:

CLO	Description	Bloom's Taxonomy Level
CLO1	Explain the structure, functions, and professional practices of electronic media organizations.	Understanding 2
CLO2	Apply reporting, scripting, presentation, and production skills in electronic media environments.	Apply 3
CLO3	Analyze newsroom workflow, studio operations, and broadcasting techniques used in electronic media.	Analyzing 4
CLO4	Evaluate ethical standards, technical practices, and professional responsibilities in electronic media industries.	Evaluate 5
CLO5	Create professional internship reports, broadcast content, and media portfolios based on practical learning experiences.	Creating 6

Mapping of CLOs with Pos & PSOs

Course	Program Outcomes (POs)										Program Specific Outcomes (PSOs)	
Learning Outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2
CLO1	M		M		M					M		
CLO2	L	L		L		L			L		M	M
CLO3	L	L	L				L			L	L	
CLO4					L			M				L

H: High, M: Medium, L: Low

Branch Name:	Faculty of Mass Communication & Journalism
Program Code:	JM101
Course Name:	Language Skills
Course Code:	16-JMM405-3C
Pre-requisite Course:	-----

Course Objectives:

1. To understand the principles and importance of language skills in journalism and mass communication.
2. To analyze the role of language in effective communication across print, electronic, and digital media.
3. To develop proficiency in listening, speaking, reading, writing, and professional communication skills.

Teaching and Examination Scheme:

Teaching Scheme (Hours per week)				Evaluation Scheme (Marks)								Total (Marks)
Lecture (L)	Tutorial (T)	Practical (P)	Credit	Theory (Marks)				Practical (Marks)				
				University Assessment		Continuous Assessment		University Assessment		Continuous Assessment		
				Min.	Max.	Min	Max.	Min	Max.	Min	Max.	
-	-	8	4	-	-	-	-	18	50	18	50	100

Subject Contents:

Sr. No.	Topic	Total Hours	Weight age (%)
1	Introduction to Language and Communication Skills Meaning, Nature, and Scope of Language Skills, Importance of Language in Media and Communication, Elements of Effective Communication, Verbal and Non-Verbal Communication, Barriers to Communication and Language Errors.	12	25%
2	Listening, Speaking, and Reading Skills Listening Skills and Active Listening Techniques, Public Speaking and Presentation Skills, Pronunciation, Voice Modulation, and Fluency, Reading Comprehension and Interpretation, Group Discussion and Interview Skills.	12	25%
3	Writing Skills for Media Fundamentals of Grammar and Vocabulary, Sentence Construction and Paragraph Writing, News Writing and Feature Writing Basics, Creative and Professional Writing Techniques Editing, Proofreading, and Translation Basics	12	25%
4	Practical Aspects of Language Skills Writing for Print, Broadcast, and Digital Media, Email, Report, and Content Writing, Social Media and Digital Communication Skills, Case Studies of Media Language Practices, Practical Assignments: Speech, Presentation, Writing, and Editing Exercises.	12	25%

Reference Books:

Sr. No.	Books
1	Communicative English by E. Suresh Kumar and P. Sreehari
2	Business Communication by Meenakshi Raman and Prakash Singh
3	Effective Communication Skills by Kul Bhushan Kumar
4	Mass Communication in India by Keval J. Kumar
5	Basic Journalism by Rangaswami Parthasarathy

Course Learning Outcomes (CLO): On completion of this course, the students will be able to:

CLO	Description	Bloom's Taxonomy Level
CLO1	Explain the principles and significance of language skills in journalism and communication.	Understanding 2
CLO2	Apply listening, speaking, reading, and writing skills in professional and media communication contexts.	Apply 3
CLO3	Analyze language usage, communication barriers, and media writing techniques for effective communication.	Analyze 4
CLO4	Evaluate communication practices, language styles, and professional ethics in media communication.	Evaluate 5
CLO5	Create effective media content, presentations, reports, and professional communication materials using appropriate language skills.	Create 6

Mapping of CLOs with Pos & PSOs

Course	Program Outcomes (POs)										Program Specific Outcomes (PSOs)	
Learning Outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2
CLO1	M		M		M					M		
CLO2	L	L		L		L			L		M	M
CLO3	L	L	L				L			L	L	

H: High, M: Medium, L: Low