

### Programme Outcome

- Provide an all-round perspective and clarity of understanding in the discriminative and effective use and design of print, audio - visual, film and journalistic media for communication
- Providing students a well-grounded education in Communication Studies
- Providing programmes that allows the students to choose from a wide range of communication streams;
- Providing the students for employment and further study as communication scholars

### Programme specific Outcome

- The program aims at the understanding in the discriminative and effective use and design of print, audio - visual, film and journalistic media for communication

### Course Outcome of the programme

## COMMON COURSE – ENGLISH

Name of the Programme	Course Code	Course Title	Course Outcome	
	Semester I			
BA BSc BCom	EN1CC01	Fine-tune Your English	CO1	To introduce the students to the basics of grammar, usage and effective communication.
BA BSc	EN1CC02	Pearls from the Deep	CO1	To introduce students to the different genres of literature and to the niceties of literary Expression
	Semester II			
BA BSc BCom	EN2CC03	Issues that Matter	CO1	To enable the students to identify the major issues of contemporary significance and respond rationally and

				positively to the issues raised
BA	EN2CCT04	Savouring the Classics	CO1	The course is designed to introduce the students to the taste of time tested world classics. On completion of the course, the student should become familiar with the classics from various lands and should understand the features that go into the making of a classic.
<b>Semester III</b>				
BA BSc	EN3CC05	Literature and/ as Identity	CO1	To make the student aware of the subtle negotiations of Indigenous and Diasporic identities with-in Literature, the fissures, the tensions and the interstices present in South Asian regional identities and the emergence of Life Writing and alternate/alternative/marginal identities.
<b>Semester IV</b>				
BA BSc Bcom	EN4CC06	Illuminations	CO1	To enable the students to maintain a positive attitude to life by acquainting them with inspiring literature.

## SECOND LANGUAGES

Name of the Programme	Course Code	Course Title	Course Outcome	
	Semester I			
	MALAYALAM			
BA BSc	ML1CCT 01	Katha Sahithyam	CO1	Recognize general awareness in literature
			CO2	Appreciate importance of literature and life To sensitize aspects in Malayalam
HINDI				
BA BSc	HN1 CCT 01	Prose and One Act Play	CO1	To develop students competence with reference to Hindi language and literature.
			CO2	To give an authentic knowledge about the development of literature.
SEMESTER II				
MALAYALAM				
BA BSc	ML2CC T02	Kavitha	CO1	General awareness in poetry
			CO2	To identify new trends in poetry
			CO3	Appreciate importance of poetry and life To sensitize aspects in Malayalam.
HINDI				
BA BSc	HN2 CCT 02	Novel and Stories	CO1	To develop students competence with reference to Hindi language and literature.
			CO2	To make students familiar with novel and stories.

**SEMESTER III****MALAYALAM**

BA/ BSc	ML3CCT03	Drishya kala sahithyam	CO1	General awareness about visual arts
			CO2	Introducing new common trends in Malayalam visual art writing.

**HINDI**

BA/ BSc	HN3 CCT 03	Poetry Grammar and Translation	CO1	To make the students familiar with ancient and Modern Culture.
			CO2	To understand the principles and assumptions governing modern linguistic.

**SEMESTER IV****MALAYALAM**

BA/ BSc	ML4CCT04	Malayala gadhya rachanakal	CO1	Introducing basics of prose
			CO2	Familiarizing new trends in writing

**HINDI**

BA/ BSc	HN4 CCT 04	Drama and Long Poem.	CO1	To make the students familiar with Drama and other forms of arts.
			CO2	to make the students familiar with Drama and other forms of arts.

Core and Complementary Papers			
Course Code	Course Title	Course Outcome	
Semester I			
MC1CRT04	Methodology and Perspectives of Media studies	CO1	Providing students an outlook on the perspectives of Mass Communication
MC1CRT05	Foundations of Mass communication	CO1	Providing understanding of basic elements and models of mass communication
Semester II			
MC2CRT09	Reporting and Feature Writing	CO1	Understanding , ‘what is news and how to approach different stories’
MC2CRT10	History and Growth of Media in India	CO1	Understanding social, political, economic and technological history of different mass media in India
Semester III			
MC3CRT13	Editing, Design and Pagination for print	CO1	Understanding the art of editing, page layout, design and headlining.
MC3CRT14	Photojournalism	CO1	Understanding the use of photography for journalistic purposes both in print and electronic media
MC3CRT15	Introduction to Online Journalism	CO1	Understanding common trends in new media journalism, computer technology and applications
Semester IV			
MC4CRT18	Advertising	CO1	Understanding key areas of advertising and branches.

MC4CRT19	Radio Production	CO1	Understanding the aesthetics and technology of sound and its application in various radio programme formats.
MC4CRT20	Language and Translation Studies	CO1	Understanding the theories and problems of translation.
<b>Semester V</b>			
MC5CRT21	Television Production	CO1	Understanding the basic knowledge of television production,
MC5CRT22	Specialized Journalism	CO1	Understanding the basic knowledge on various specialised journalism
MC5CRT23	Development Communication	CO1	Understanding the issues and role of media in development support communication
MC5CRT24	Environmental Studies and Human Rights	CO1	Providing students with the basic knowledge about environment and the social norms
<b>Semester VI</b>			
MC6CRT26	Media Management, Law & Ethics	CO1	Understanding the basic legal concepts and press laws.
M6CRT27	Film Studies	CO1	Understanding theoretical background of film
MC6CRT28	P.R. & Corporate Communication	CO1	Understanding the world of corporate communications, public relations
MC6CRT29	Media, Culture &	CO1	Understanding the role of media in cultural and cross-cultural discourses

	Society		
MC6CRT29 	Documentary film production	C01	Providing the students to the nuances of documentary film production.