



MAHATMA GANDHI UNIVERSITY, KERALA

Abstract

Bachelor of Arts (Honours) Visual Communication - Fifth Semester - Modifications to the Course Outcomes, Course Content and Mode of Assessment - Approved - Orders Issued.

ACA 16

No. 8751/ACA 16/2026/MGU

Priyadarsini Hills, Dated: 05.10.2026

Read:- 1. U.O. No. 5797/ACA 16/2024/MGU, dated. 27.06.2024 .

2. Minutes of the meeting of the Expert Committee on Multimedia (UG) held on 22.07.2026.

3. Orders of the Professor in charge of the Vice Chancellor under Section 10(17), Chapter III of the Mahatma Gandhi University Act 1985, dated 01.10.2026.

ORDER

The syllabi of various Honours Under Graduate Programmes coming under the MGU-UGP (Honours) Regulations, 2024, have been approved vide paper read as (1) above and published on the website of the University.

The Expert Committee on Multimedia (UG), at its meeting, discussed the need to modify the Course Outcomes, Course Content and CCA marks and ESE duration of DSC type courses, CCA marks and ESE duration of DSC / DSE / SEC type courses, Course Outcomes and CCA marks and ESE duration of DSE type courses, CCA marks and ESE duration of DSE type course, in the Fifth Semester syllabus of the Bachelor of Arts (Honours) Visual Communication Programme and submitted recommendations vide paper read as (2) above. (*Recommendations are attached as Annexure.*)

Considering the urgency of the matter, the Professor in charge of the Vice Chancellor, in exercise of the powers of the Academic Council vested in him under Section 10(17), Chapter III of the Mahatma Gandhi University Act 1985, vide paper read as (3), has approved the above recommendations.

Hence, the Course Outcomes, Course Content and Mode of Assessment of the said courses in the fifth semester syllabus of the Bachelor of Arts (Honours) Visual Communication Programme stand modified to this extent.

Orders are issued accordingly.

JOB I E C

ASSISTANT REGISTRAR III
(ACADEMIC)
For REGISTRAR

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Section Officer

ANNEXURE**SEMESTER V****Course Name : Basics of Media Management****Course Code : MG5DSCVCN300****COURSE OUTCOMES**

CO No.	Expected Course Outcome (Modified)	Learning Domains (Modified)	PO No. (Modified)	Page No.
1	Equips with a comprehensive understanding of media management and media organizations.	No Change	No Change	100
2	Gain expertise in developing media plans and strategic communication strategies.	A,S		
3	Equips with the skills to analyse and evaluate media campaigns, events, and broadcasting practices.	No Change	2,5,9	
4	Empowers with the knowledge and skills to identify business opportunities and develop innovative media ventures	An, E, Ap	No Change	
5	Equips with the ability to develop entrepreneurial ventures in media and communication industries.	C, Ap	10	

COURSE CONTENT**Content for Classroom Transaction (Units)**

Module	Units	Course Description	Hrs	CO No. (Modified)	Page No.
1	No Change				100- 101
	1.1	No Change	No Change	1	
	1.2			1	
	1.3			1	

2	No Change				100-101
	2.1	No Change	No Change	2	
	2.2			2	
	2.3			2	
	2.4			3	
	2.5			3	
3	No Change				
	3.1	No Change	No Change	4	
	3.2			4	
	3.3			3	
	3.4			4	
4	No Change				
	4.1	No Change	No Change	5	
	4.2			5	
	4.3			5	
	4.4			5	
5	Teacher Specific Content				

MODE OF ASSESSMENT

A. Continuous Comprehensive Assessment (CCA) Total Marks : 30 (Included)	Page No. 102
B. End Semester Evaluation (ESE) <u>Theory</u> Duration : 2 Hours (Included)	

Course Name : Social Media Communication

Course Code : MG5DSCVCN301

MODE OF ASSESSMENT

A. Continuous Comprehensive Assessment (CCA) (Modified) Total Marks : 30 • Assignments, Class works – 10 Marks • Seminars, Mini Project Presentation – 20 marks.	Page No. 106
B. End Semester Evaluation (ESE) <u>Practical</u> Total Marks: 70 (Included)	

Course Name : Advertisement and Fashion Photography

Course Code : MG5DSEVCN300

MODE OF ASSESSMENT

A. Continuous Comprehensive Assessment (CCA) Total Marks : 30 (Included)	Page No. 112
B. End Semester Evaluation (ESE) <u>Practical</u> Total Marks : 70 (Included)	

Course Name : Presentation Techniques for Media

Course Code :MG5DSEVCN301

MODE OF ASSESSMENT

A. Continuous Comprehensive Assessment (CCA) Total Marks : 30 (Included)	Page No. 116-117
B. End Semester Evaluation (ESE) <u>Practical</u> Total Marks : 70 (Included)	

Course Name : Advertisement Company Research

Course Code : MG5DSEVCN302

COURSE OUTCOMES

CO No.	Expected Course Outcome	Learning Domains (Modified)	PO No.	Page No.
1	No Change	K	No Change	119
2		No Change		
3				
4				
5		Ap		

MODE OF ASSESSMENT

A. Continuous Comprehensive Assessment (CCA) Total Marks : 30 (Included)	Page No. 121
B. End Semester Evaluation (ESE) <u>Practical</u> Total Marks : 70 (Included)	

Course Name: Visual News Gathering

Course Code: MG5DSEVCN303

MODE OF ASSESSMENT

A. Continuous Comprehensive Assessment (CCA) Total Marks : 30 (Included)	Page No. 125
B. End Semester Evaluation (ESE) <u>Practical</u> Total Marks : 70 (Included)	

Course Name: Market Analysis and Audience Research

Course Code: MG5DSEVCN304

COURSE OUTCOMES

CO No.	Expected Course Outcome	Learning Domains (Modified)	PO No.	Page No.		
1	No Change	No Change	No Change	127		
2						
3		An				
4						
5		No Change				

MODE OF ASSESSMENT

A. Continuous Comprehensive Assessment (CCA) Total Marks : 30 (Included)	Page No. 129
B. End Semester Evaluation (ESE) <u>Practical</u> Total Marks : 70 (Included)	

Course Name: Cyber Journalism

Course Code: MG5DSEVCN305

COURSE CONTENT

Content for Classroom Transaction (Units)

Module	Units	Course Description	Hrs (Modified)	CO No.	Page No.
1	No Change				132- 134
	1.1	No Change	No Change	No Change	
	1.2				
	1.3				
	1.4				
2	No Change				
	2.1	No Change	4	No Change	
	2.2		5		
	2.3		No Change		
	2.4				
3	No Change				
	3.1	No Change	No Change	No Change	
	3.2				
	3.3				
	3.4				
4	No Change				
	4.1	No Change	No Change	No Change	
	4.2				
	4.3				
	4.4				
5	Teacher Specific Content				

MODE OF ASSESSMENT

A. Continuous Comprehensive Assessment (CCA) Total Marks : 30 (Included)	Page No. 134
B. End Semester Evaluation (ESE) <u>Practical</u> Total Marks : 70 (Included)	

Course Name: Disaster Communication

Course Code: MG5SECVCN300

MODE OF ASSESSMENT

A. Continuous Comprehensive Assessment (CCA) (Modified) Total Marks : 25 • Assignments, Class works – 10 Marks • Seminars, Viva voce, Paper Presentation – 15 marks.	Page No. 139
B. End Semester Evaluation (ESE) (Modified) <u>Practical</u> Total Marks : 50 • Project evaluation – 40 Marks • Viva-Voce – 10 Marks	