



## MAHATMA GANDHI UNIVERSITY, KERALA

### Abstract

Bachelor of Arts (Honours) Journalism and Mass Communication - 3rd and 4th Semesters - Modifications to the Learning Approach in the Course Details, Expected Course Outcome and Learning Domains in the Course Outcomes and Course Outcome number mapping in the Course Content - Recommendations of the Expert Committee on Journalism and Mass Communication (UG) - Academic Council Resolution - Orders issued.

---

### **ACA 16**

No. 7429/ACA 16/2025/MGU

Priyadarsini Hills, Dated: 08.08.2025

---

*Read:-* 1. U.O. No. 5797/AC A16/2024/MGU, dated. 27.06.2024

2. Item No: 44/29815/ACA 16 -2/2025, of the minutes of the meeting of the Academic Council held on 04.07.2025.

### ORDER

The syllabi of various 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 Journalism and Mass Communication (UG), at its meeting, discussed the need to modify the Learning Approach in the Course Details, Expected Course Outcome and Learning Domains in the Course Outcomes and Course Outcome number mapping in the Course Content of DSC / DSE / MDC type courses in the Third Semester and Learning Approach in the Course Details & Course Outcome number mapping in the Course Content of DSC / VAC / SEC type course in the Fourth Semester, syllabus of the Bachelor of Arts (Honours) Journalism and Mass Communication programme and has submitted recommendations for the same. (Recommendations are attached as Annexure.)

The said recommendations were placed before the Academic Council for consideration as per the orders of the Vice Chancellor on 23.04.2025.

The Academic Council meeting, vide paper read as (2) above, has resolved to approve the recommendations of the Expert Committee on Journalism and Mass Communication (UG).

Hence, the Learning Approach in the Course Details, Expected Course Outcome and Learning Domains in the Course Outcomes and Course Outcome number mapping in the Course Content of the said courses in the Third and Fourth Semester syllabus of Bachelor of Arts (Honours) Journalism and Mass Communication programme stands modified to this extent.

Orders are issued accordingly.

SUDHA MENON J

ASSISTANT REGISTRAR III  
(ACADEMIC)  
For REGISTRAR

Copy To

1. PS to VC
2. PA to Registrar/CE
3. JR 2 (Admin)/DR 2, AR 3 (Academic)
4. JR/DR/AR (Exam)
5. Convenor, Expert Committee, Journalism and Mass Communication (UG)
6. Tabulation, Academic Sections Concerned
7. AC C1/ AC C2 Sections
8. IT Cell 3/OQPM1 Sections
9. PRO/IQAC/Records Sections
10. ACTION TAKEN REPORT
11. Stock File/ File Copy

File No: 29815/AC A16-2/2025/ACA 16.

Forwarded / By Order

Section Officer

## **Annexure**

### **Semester 3**

**Course Name: Advertising: Theory and Practice**

**Course Code : MG3DSCJMC200**

#### **COURSE OUTCOMES (CO)**

<b>CO No.</b>	<b>Expected Course Outcome (Modified)</b>	<b>Learning Domains</b>	<b>PO No.</b>	<b>Page Number</b>
4	Examine the process of creating an advertisement.	No Change	No Change	47

#### **COURSE CONTENT**

##### **Content for Classroom Transaction (Units)**

<b>Module</b>	<b>Course Description</b>	<b>Hours</b>	<b>CO No. (Modified)</b>	<b>Page Number</b>
4.1	No Change	No Change	3,5	49
4.2	No Change	No Change	3,5	
4.3	No Change	No Change	1,3,5	

## Course Name: Television Production

**Course Code : MG3DSCJMC201**

### COURSE OUTCOMES (CO)

CO No.	Expected Course Outcome (Modified)	Learning Domains (Modified)	PO No.	Page Number
2	Classify the TV programmes into different categories	No Change	No Change	52
3	Examine the various styles of writing that are used for TV production	No Change	No Change	
6	Implement the principles of TV production to produce a programme belonging to a specific genre, with a definite structure	A	No Change	

### COURSE CONTENT

#### Content for Classroom Transaction (Units)

Module		Course Description	Hours	CO No. (Modified)	Page Number
3.1		No Change	No Change	3,4,5	53
Existing	Modified	No Change	No Change	3,6	
3.3 (second one)	3.4				
3.4	3.5	No Change	No Change	No Change	
3.5	3.6	No Change	No Change	5,6	54
4.1		No Change	No Change	3,5,6	

**Course Name: Videography and Editing****Course Code : MG3DSEJMC200****COURSE CONTENT****Content for Classroom Transaction (Units)**

<b>Module</b>	<b>Course Description</b>	<b>Hours</b>	<b>CO No. (Modified)</b>	<b>Page Number</b>
4	No Change	No Change	2,3,4,5	59

**Course Name: Intellectual Property Rights and Media****Course Code : MG3DSCJMC202**

<b>Course Details</b>	<b>Learning Approach (Modified)</b>		<b>Page Number</b>
	Existing	Modified	
	Practical	Practicum	66

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

<b>Module</b>	<b>Course Description</b>	<b>Hours</b>	<b>CO No. (Modified)</b>	<b>Page Number</b>
2.5	No Change	No Change	2, 5	67
3.5	No Change	No Change	3, 5	
4.3	No Change	No Change	4, 5	68
4.4	No Change	No Change	4, 5	
4.5	No Change	No Change	4, 5	

## Course Name: Translation and Journalistic Writing

Course Code : MG3DSCJMC203

Course Details	Learning Approach (Modified)		Page Number
	Existing	Modified	
	Practical	Practicum	70

### COURSE CONTENT

#### Content for Classroom Transaction (Units)

Module	Course Description	Hours	CO No. (Modified)	Page Number
1.1	No Change	No Change	1, 2	71
1.2	No Change	No Change	1, 2	
1.3	No Change	No Change	1, 2	
2.1	No Change	No Change	2, 3	
2.2	No Change	No Change	2, 3	
2.3	No Change	No Change	2, 3	
3.1	No Change	No Change	4	
3.2	No Change	No Change	4	
3.3	No Change	No Change	4	72
4	No Change	No Change	5	

**Course Name: Social Media Influencer Marketing**

**Course Code : MG3MDCJMC200**

**COURSE OUTCOMES (CO)**

<b>CO No.</b>	<b>Expected Course Outcome</b>	<b>Learning Domains (Modified)</b>	<b>PO No.</b>	<b>Page Number</b>
2	No Change	AN	No Change	75
4	No Change	A	No Change	

## Semester 4

**Course Name: Intellectual Property Rights and Media**

**Course Code : MG4DSCJMC202**

Course Details	Learning Approach (Modified)		Page Number
	Existing	Modified	
	Practical	Practicum	107

### **COURSE CONTENT**

#### **Content for Classroom Transaction (Units)**

Module	Course Description	Hours	CO No. (Modified)	Page Number
2.5	No Change	No Change	2, 5	108
3.5	No Change	No Change	3, 5	
4.3	No Change	No Change	4, 5	109
4.4	No Change	No Change	4, 5	
4.5	No Change	No Change	4, 5	



**Course Name: Media and Modernity in Kerala**

**Course Code : MG4DSCJMC203**

Course Details	Learning Approach (Modified)		Page Number
	Existing	Modified	
	Practical	Practicum	111

### **COURSE CONTENT**

#### **Content for Classroom Transaction (Units)**

Module	Course Description	Hours	CO No. (Modified)	Page Number
3.2	No Change	No Change	3, 6	112
3.3	No Change	No Change	3, 5	
4.1	No Change	No Change	4, 5, 6	113

**Course Name: Media and Human Rights**

**Course Code : MG4VACJMC200**

### **COURSE CONTENT**

#### **Content for Classroom Transaction (Units)**

Module	Course Description	Hours	CO No. (Modified)	Page Number
2.1	No Change	No Change	2, 4	117
3.3	No Change	No Change	3, 4	

**Course Name: Social Media Content Development**

**Course Code : MG4SECJMC200**

**COURSE CONTENT**

**Content for Classroom Transaction (Units)**

<b>Module</b>	<b>Course Description</b>	<b>Hours</b>	<b>CO No. (Modified)</b>	<b>Page Number</b>
3.3	No Change	No Change	4, 5	121