

## M.A MASS COMMUNICATION

| PROGRAMME OUTCOMES (POs) |   |
|--------------------------|---|
| <b>PO 1:</b>             | Enhance the knowledge about the role of newspapers in society and understanding its critical role in various aspects. Understanding the principles and practice of journalism |
| <b>PO 2:</b>             | Capability to use various communication technologies and ability to use various software for content creation, content editing for various forms of publishing platforms.     |
| <b>PO 3:</b>             | Develop creative temperament and mindset needed in the content production segment of media industry.  |
| <b>PO 4:</b>             | Building a team, motivating and inspiring the team members to work up with cooperation to their utmost efficiency.  |
| <b>PO 5:</b>             | Core knowledge about media law, economy and polity which helps the students to understand crucial aspects related to working on the field as journalists.                     |
| <b>PO 6:</b>             | To imbibe the culture of research, innovation, entrepreneurship and incubation  |
| <b>PO 7:</b>             | To prepare socially responsible media academicians, researchers, and professionals with global vision   |

| PROGRAMME SPECIFIC OUTCOMES |   |
|-----------------------------|---|
| <b>PSO1</b>                 | think critically, creatively and independently  |
| <b>PSO2</b>                 | write a variety of mass media products, including news stories, press releases, and advertising copy, following accepted journalistic standards                       |
| <b>PSO3</b>                 | Students will be able to create and design emerging media products, including blogs, digital audio, digital video, social media, digital photography, and multimedia. |

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| <b>PSO4</b> | the ability to meet deadlines and Employing personal as well as professional ethics, they are prepared to make thoughtful decisions from among alternatives |
| <b>PSO5</b> | the ability to competently use technology appropriate to the medium   |