

BA (Hons.) (Journalism and Mass Communication)

Program Educational Objectives (PEOs):

The graduate will be able

PEO1: To perform exceptionally in careers related to journalism, mass communication, information sciences, media technologies apart from civil services, entrepreneurship, leadership roles or work with NGOs.

PEO2: To cultivate a broad array of interdisciplinary knowledge and skills integrating concepts from humanities, social sciences, arts and apply critical thinking, creative versatility, literary intellect and cultural sensitivity for effective communication and decision making in their professional environment.

PEO3: To instill the approach of life-long learning necessary to ensure learning throughout life in a self-directed manner.

PEO4: To develop criticality, to be applied to a vast body of knowledge, from policies to practices, beliefs to arguments in order to promote participation in national and local level processes.

PEO5: To demonstrate accountability in applying knowledge and skills in work and / or ensuring proper conduct of professional endeavours at real or virtual workplaces.

PEO6: To continuously strive for justice, ethics, equality, honesty, and integrity through effective use of journalism and mass communication tools for societal upliftment.

Program Outcomes (POs)

After completion of this programme, the learners will be able to:

PO1: Understand Social Connect: Decipher complex social issues and place it before the public and authorities to make society better in terms of quality and harmonious living.

PO2: Think critically: Critically analyze geographic, ethnic, political, racial, gender-based, cultural, historical perspectives and evaluate them to opine and present ideas.

PO3: Apply theoretical knowledge to real-life Situations: Solve problems of the individual/society and develop an ability to apply classroom learning to real-life situations.

PO4: Effectively Communicate: Conceptualize and articulate complex issues into a coherent and understandable written statement and presentations at the right time and place.

PO5: Develop Interpersonal skills: Promote effective teamwork to encourage diverse perspectives and work respectfully with diverse teams as part of a coordinated group.

PO6: Utilize Technology Skills: Utilize information technology skills for success in fast moving journalism and mass communication career opportunities. Also, augmenting necessary AI skills for its smooth deployment in Industry.

PO7: Address to Environment-Societal Sustainability-Governance issues: Contribute to ethical solutions that create sustainable social and economic value for all stakeholders of the society and industry domain.

PO8: Be Life Long Learner: Develop abilities and skills in engaging in independent and lifelong learning in the domain thereby contributing to its impact

PO9: Enhance Multidisciplinary Learning: Think from different perspectives to have real assessments of the issues pertaining to our society at large and make the persons utilize such skills to solve societal problems using media.

PO10: Develop Competence in Research : Develop research acumen by going through the works of globally acclaimed authors and also finding out local and regional issues that need research-based solutions.

PO11: Cognitive, emotive and social intelligence: Demonstrate cognitive, emotive, and social intelligence achieved by inculcating multifaceted ideas to get an integrated view of the problem in question.

PO12: Ethical and moral sensitivity: Demonstrate ethical and moral sensitivity through in-depth thinking for understanding how to generate value propositions for each stakeholders' expectations.

Programme Specific Outcomes (PSOs)

PSO1: Promote competitive as well as cooperative spirit at the national and international level, engaging students in group activities, presentations and class discussions, involving the domains of mass media and journalism.

PSO2: To Identify and activate problems, frame relevant disciplinary specific research questions, understand appropriate selection of methodology, interpret and infer available or collected data. Also, to apply AI or any other available technological intervention to find out crucial specific or generic solutions through research.

PSO3: To learn to extrapolate and translate concepts and theories to real-life situations.

PSO4: To develop ability to think from different theoretical perspectives and inculcate intellectual ability to think in scientific, interpretative and critical ways to address issues of attention. Simultaneously generating new knowledge and distributing it to all pertinent stakeholders.