

Programme Outcomes (PO)

[PO 1]. **Domain Knowledge:** Acquire domain knowledge of different divisions of Journalism and Mass Communication to be a professional in the areas of media and communication. Create and design works of high-quality media products, including blogs, digital audio-video and social media content.

[PO 2]. **Critical Thinking:** Exhibit critical thinking skills to examine ideas and decisions from different perspectives.

[PO 3]. **Creativity:** Adopt creative and artistic techniques for creating and demonstrating print, electronic and web products in specialised fields of journalism and communication.

[PO 4]. **Analytical Thinking:** Examine and analyse media issues on environment, gender, rural and cultural to make meaning out of the prevailing issues.

[PO 5]. **Digital and technological skills:** Use ICT in a variety of learning and work situations. Become adept at the use of appropriate software in media and communication.

[PO 6]. **Research:** Apply communication theories and models in academic research and professional context.

[PO 7]. **Autonomy, responsibility, and accountability:** Exercise responsibility and demonstrate accountability in applying knowledge and skills in work and learning contexts appropriate for the level of the qualification, including ensuring safety and security at workplaces.

[PO 8]. **Ethics:** Acknowledge different value systems and become competent in dealing with cross-cutting issues of human values and professional ethics.

[PO 9]. **Leadership Qualities:** Hone the leadership qualities for the smooth execution of projects in interdisciplinary and multidisciplinary set ups.

Program Specific Outcomes

PSO 1. Understand the vital role played by media in society.

PSO 2. Analyse the significance of media & Communication Sector.

PSO 3. Evaluate the content presented by the Media Industry.

PSO 4. Create content as per the need of society and Media & Communication Sector.