

## Program Educational Objectives:

**The graduates after the successful completion of BA (Hons.) Journalism & Mass Communication will be able:**

**PEO1:** To demonstrate adept interpersonal & intercultural skills, fostering effective collaboration within teams and professional environments, thereby facilitating successful communication and collaboration.

**PEO2:** To have a heightened awareness of societal issues and their ramifications. Equipped with this understanding, they will be capable of implementing proactive measures to address social challenges and contribute positively to societal progress.

**PEO3:** To acquire comprehensive technical expertise in various domains of media, mass communication, and related fields. Their honed technical and creative competencies will empower them to execute tasks with a commitment to excellence, ensuring quality, timeliness, and a drive for continual enhancement.

**PEO4:** To understand the essence of professionalism, ethics, and sustainable practices and uphold principles of integrity and quality performance in their roles. They will emerge as ethical leaders and valuable contributors to society, embodying proactive and constructive approaches in their work.

**PEO5:** To exhibit a keen enthusiasm for lifelong learning. This commitment extends to pursuing further studies, obtaining professional licensure, and engaging in continuous development to nurture their technical prowess and creative abilities throughout their careers.

## Program Outcomes:

**After completion of the BA (Hons.) Journalism and Mass Communication degree, the student will have:**

**PO1: Comprehensive Domain Knowledge & Skills:** Possessing an encompassing understanding of all domains within Journalism and Mass Communication, including their interconnections with related fields. Proficiency in executing complex tasks within media and communication realms through practical application of learned knowledge to solve real-world challenges.

**PO2: Proficient Complex Problem-solving:** Demonstrating adeptness in resolving intricate issues across News, Entertainment, Public Relations, and Films domains, and adeptly transferring learned principles into practical scenarios.

**PO3: Enhanced Critical Thinking & Creativity:** Making well-informed decisions by recognizing underlying assumptions, critically evaluating policies and practices, and drawing evidence-supported conclusions. Innovating and approaching complex tasks from various angles with imaginative, out-of-the-box thinking, supported by interpersonal skills and emotional intelligence.

**PO4: Effective Communication Proficiency:** Mastering communication skills across Print, Electronic, and Digital Media, while ensuring respectful and sensitive presentation, particularly concerning gender and minority groups.

**PO5: Learning Adaptability:** Cultivating a proactive attitude towards lifelong learning to meet evolving demands of the Media Industry and societal changes, including embracing technological advancements.

**PO6: Ethical Value Integration:** Embracing constitutional, humanistic, and moral values, fostering integrity, and upholding ethical practices, including intellectual property rights and truthfulness, to contribute to a harmonious and sustainable society.

**PO7: Digital and Technological Proficiency:** Leveraging Information and Communication Technology (ICT) adeptly to access, evaluate, and utilize Mass Communication-related information, alongside employing suitable software for data analysis.

**PO8: Proficiency in Research-related Skills:** Developing keen observational abilities, employing effective research tools and techniques, and adhering to ethical standards in Mass Communication research endeavours.

**PO9: Multicultural Competence and Inclusivity:** Effectively engaging in multicultural contexts with gender sensitivity, empathy for diverse groups, and a commitment to inclusivity, including those with learning disabilities.

**PO10: Environmental Awareness and Action:** Addressing environmental concerns through responsible reporting, advocating for environmental conservation, and promoting sustainable living practices.

**PO11: Community Engagement and Service:** Actively participating in community-oriented initiatives to enhance societal well-being.

**PO12: Collaborative Project Management Skills:** Efficiently collaborating within diverse teams towards common objectives, leveraging collective strengths for effective outcomes. Show proficiency in various media sectors and grasp management principles when working as team members and leaders and exhibit management skills.

## **Program Specific Outcomes:**

**PSO1: Creative Content Generation and Versatile Writing:** Generate impactful communication content across multiple platforms including print, digital, and audio-visual mediums. Harness reporting, editing, and design skills to craft engaging articles, features, reports, and other creative pieces for diverse transmedia outlets.

**PSO2: Proficiency in Data Visualization and Narrative Crafting:** Utilize interdisciplinary knowledge in Journalism and Mass Communication to conduct thorough research, analyse, visualize, and interpret data, culminating in compelling narratives addressing a spectrum of issues.

**PSO3: Innovative Project Conceptualization and Management:** Proficiently conceptualize projects spanning various mediums such as TV, Radio, Print, or Digital media and films. Employ diverse methodologies to gather necessary information and adeptly design, execute, and oversee media projects.