



DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION

Program Educational Objectives

- To apprise the learners of the utility of different areas in Media Studies like Television, Radio, print and Digital media.
- To enlighten the learners about the core competencies in Media Studies.
- To familiarize the students with the diverse socio-economic and linguistic cultures.
- To inculcate the values and ethics of Journalism and Mass communication.
- To impart necessary skills to become competent reporters, anchors and program producers.
- To empower the students to become efficient managers of Public Relations and Ad agencies.
- To develop the learner into competent and efficient Media & Entertainment Industry-ready professionals.
- To impart Information Communication Technologies (ICTs) skills, including digital and media literacy and competencies.

Program Outcomes

- To inculcate concepts of communication, its role and importance in society.
- To impart the knowledge of Mass communication & Journalism covering a wide areas of studies.
- To impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.
- To apply the objectivity and critical thinking for communicating to masses through a variety of mediums such as Short Films, Documentary Films, PTC for Television, Advertising and PR Campaign, Event Management, News Paper Production for Print.
- Create awareness to become an enlightened citizen as well as a dynamic professional with commitment to deliver one's responsibilities strictly adhering to highest standard of ethics and professionalism.
- Students get a good idea about the various aspects of editing which are crucial requirements in the job market.
- Enhance the knowledge about the role of newspapers in society and understanding its critical role in various aspects



Program Specific Outcomes

- Understanding the fundamental relations between society, culture and communication.
- Introduce students to the practical arena of exploring the potential of communication tools to become an able communicator.
- Shall be competent enough to undertake professional working media, efficient Media & Entertainment Industry ready professionals.
- Shall acquire professional ethics, values of Indian and global culture.
- The programme produces socially responsible media academicians, researchers, professionals with global vision
- Defining various aspects of editing and the nuances involved in newspaper and magazine designing.
- Developing knowledge about photojournalism and Television program production as specialized areas.
- Exploring various aspects of advertising, public relations, constitution, media laws, polity and economy to have deep understanding about the subject.