

Department: Mass Communication and Journalism

Programme Specific Outcomes

Programme offered by the Department	Outcomes
B.A MINOR	<p>PSO1. Students will exhibit strong writing skills, crafting clear and engaging content suitable for various media formats, including print and digital.</p> <p>PSO2. Students will gain hands-on experience in media production, including video, audio, and digital content creation, employing industry-standard tools and software.</p> <p>PSO3. Students will develop the ability to critically analyze media texts, understanding the impact of different media forms on audiences and society.</p> <p>PSO4. Students will participate in the planning, design, and production of a publication (newspaper or magazine), gaining experience in editorial processes, layout design, and distribution.</p> <p>PSO5. Students will develop an understanding of ethical issues in journalism, applying principles of integrity and responsibility in their reporting and production work.</p>

Course Outcomes

B.A/B.SC MINOR			
Semester	Course Code	Course Title	Outcomes
I		Basics of Print Journalism	<ol style="list-style-type: none"> 1. Students will articulate the fundamental principles and concepts of print journalism, including the roles and responsibilities of journalists. 2. Students will apply effective interviewing techniques, developing questions that elicit informative and relevant responses from sources. 3. Students will plan and develop compelling stories, identifying angles that resonate with audiences and enhance engagement. 4. Students will recognize and apply ethical considerations in journalism, understanding issues related to plagiarism, sourcing, and bias.