

## **PROGRAM OUTCOMES – MA MASS COMMUNICATION**

- PO 1. **Critical Thinking:** Gain conceptual and theoretical knowledge and learn to critically think and analyze the dynamics and contemporary phenomenon of mass communication.
- PO 2. **Scientific Temper:**–Develop logical and creative thinking for the solutions in Print media, Electronic media and Communication for development.
- PO 3. **Effective Communication:** Develop the communication skills, theoretical and practical knowledge among the students in print, digital and development communication.
- PO 4. **Social Interaction:** Elicit views of others, mediate disagreements and help reach conclusions in group settings.
- PO 5. **Ethics:** Recognize different value systems including your own, understand the moral dimensions of your decisions, and accept responsibility for them.
- PO 6. **Effective Citizenship:** Demonstrate empathetic social concern and equity centred national development, and the ability to act with an informed awareness of issues and participate in civic life through service learning and social commitment.
- PO 7. **Environment and Sustainability:** Understand the environment issues and promote sustainable development goals.
- PO 8. **Self-directed and Life-long Learning:** Engage in higher studies, research and professional work and be a life- long learner in context of media studies.

## **PROGRAMME SPECIFIC OUTCOME: MA MASS COMMUNICATION**

- PSO 1 **Understanding Communication and its concepts:** An ability to define the meaning, purpose of communication and demonstrate the theoretical knowledge in the field of mass communication.
- PSO 2 **Application of Knowledge:** Apply communication skills and practices in context of social and cultural milieu of the North-eastern region.
- PSO 3 **Developing Critical Aptitude:** An ability to test and analyse research findings by demonstrating critical thinking and problem-solving skills.

**PSO 4: Enhancing Professional Skills:** An ability to develop professional skills and use in the field of print media, electronic media and development communication.

**Mapping of Courses to PO/PSO – MA Mass Communication**

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	Name of Paper
1.1	L				L	M		L	M	L	L		History and Development of Communication (3)
1.2	H	M	L	M	H	H		H	H	L	M	L	Philosophy of Communication (3)
1.3	H	H	H	M				H	H	L	M		Theoretical Perspectives of Communication (4)
1.4	H	H	H	H	M	M	L	H	H	H	M	H	Principles and Practices of Journalism (4)
1.5	H	H	H	H	M	H		H	M	L	L	L	Media Literacy (3)
1.6	H		H	M				L	L		H	L	Journaling (2)
1.7			M		M			H				H	Techniques of Photography and Image Editing (Practicum) (2)
2.1	H	H	H	H	M	H	L	H	H	H	M	H	Investigative and Data Journalism (3)
2.2	H	H	M	M	L	L			H	H	L	L	Theories of Development Communication and Social Change (4)
2.3	H	H	H	L	M	L		M	H	H	H	H	Communication Research Methodology (4)
2.4	H	L	L	L	M	L		M	M	L		M	Digital Media/Graphic Design (3)
2.5	H	H	H	H	L	N	L	L	H	H	L	L	Rural Communication (3)
2.6	H	H	H	M	H	L		M	H	M	H	M	Dissertation Phase – I (2)
2.7	M	M	H	M	L	L		H	H	M		H	Audio-video Production (2)
2.8	H	H	H	H	H	H	M	H	H	H		M	Participatory Communication – Service Learning (2)