

B.A HONOURS IN JOURNALISM AND MASS COMMUNICATION . PSOs

The Department of Journalism and Mass Communication began its journey in the year 1989 with the subject in General Course and the Honours Programme was introduced in the year 1995. Since then the Programme and the syllabus has passed through different changes as per the demand of the period and has been modified to cater the need of the day. Currently it is taught under CBCS Mode as 3-years 6-semester Honours Programme in Journalism and Mass Communication along with a Generic Elective subject in Journalism and Mass Communication.

The Aspiration of the Department is to become provider of the education of Journalism and Mass Communication in order to prepare the market – ready students as well as provide knowledge in research to join the academics. With the value based and quality education we try to enlighten the girl-students and empower them. The department aspires to prepare students so that they can achieve skills and qualities to work in any field of communication and serve the society with care and responsibility.

The Journalism and Mass Communication Programme emphasizes on all the areas of Communication and Media. The major emphasis is given in Journalism in Print, Electronic and New Media, Programme and technical aspects of Radio and Television, Film, Culture and Communication hardcore Communication, Global Media, International Communication, Development Communication, Folk and Regional Media and Research Methodology with Dissertation. All these subjects can widen the horizon of knowledge and help in the development for the practical field.

In this program emphasis is given on outcome oriented system of teaching – learning with a learner centric approach. Department prepares the Program-Specific Outcomes and Course Outcomes on the basis of the curriculum provided by the University, in accordance with the Mission and Vision of the College.

B A HONOURS IN JOURNALISM AND MASS COMMUNICATION – PROGRAMME SPECIFIC OUTCOMES (PSOs)

After successful completion of 3 years : 6 semesters Honours Program in Journalism and Mass Communication a student should be able to achieve the following.

PSO1 Knowledge of Journalism and basic Communication – this enables the students to understand the history of Journalism and the working features of the Print Media along with the basic concepts of Communication and its application in the Society.

PSO2 Knowledge of Working in Media and application of Communication – These two aspects help the students to understand the major functions of media and the practice of reporting and writing. The application of communication gives them the thorough knowledge of the practical side of Communication.

PSO3 Understanding Communication in Society, Cultural Studies and Radio as a Medium – enables the students to gather a thorough knowledge in the application of communication in different societal pattern along with different cultures in the society. Since Radio is an important medium, the form and content and the working features of the Radio help the students to understand the medium which in future help them in the professional field.

PSO4 Knowledge of Television and Film as Media and Media Management – enables the students to understand the Television medium and its working pattern .This will again help the students in their future life in the professional field. Film being a major Media industry in India, the thorough knowledge of it helps the students in academics as well as in the professional field. Media Management is an area where the students can excel in their career.

PSO5 Concept of New Media, Development Communication and Global Media – New Media and Development Communication are quite new ideas in the field of Communication. Knowledge in these two fields will help the students in developing the concept and will enable them to use the new media in detail. The

knowledge of Global Media will help them work in the area of International Communication.

PSO6 Concept of Advertising, Public Relations and Communication Research –

This program has both the opportunities in academics and professional fields. The concept in Advertising and Public Relations will help the students directly to go for the profession whereas the knowledge in Communication Research will help them in their Higher Studies.
