

PROGRAM OVERVIEW –

The programme of BA (Mass Communication and Journalism) has been well updated as per NEP 2020 in the Institute of Mass Communication and Journalism. The Programme is unique as it offers a rich blend of theoretical and practical applications of Media and Communication as part of the classroom learning experience and field - based experiential learning. The Programme experience is designed for amateur Journalist who are looking for a full-fledged career in the area of Media and other allied subjects and enjoy working in an intellectually stimulating environment. A number of career opportunities are open for Graduate students of Communication and Journalism in research, consultancy, international and national projects, government departments, corporates, banking and non-profit organizations, Advertising Agencies, PR Farms, Film Making and other fields. After completing their Graduation in Mass Communication and Journalism from the Department of Bhaskar Institute of Mass Communication and Journalism; students are well prepared and groomed for their onward journey towards Ph.D. Programme. The B.A. (Mass Communication and Journalism) Programme is spread over three academic years and divided into six semesters. Every semester comprises of experiential learning component. The Programme aims to impart advanced knowledge in the various core and applied areas of Communication and Media like Newspaper, Radio, Television, Social Media Management, Film Production, Advertising, Public Relations and others. The pedagogy is designed to put equal emphasis on the application of communication and media principles and the emergence of new trends in the present world. The Programme focuses on enriching the research and analytical aptitude of students. At the same time, there is scope to nurture Communication and political thoughts to develop leadership and vision to serve citizens of India and the World. Papers in Research and Production are designed to develop analytical and quantitative attitude. Papers like Reporting and News Writing are aimed at strengthening the core theoretical strength of students. Papers like Advertising and Public Relations aims to capture market-based understanding of the discipline. Research ethics, use of referencing software and plagiarism avoiding practices also find their place in the syllabus of compulsory paper of Research Methodology. The department regularly organizes theme-based seminars, workshops and symposiums to impart add-on skills and knowledge to the graduate students. Reputed scholars and experts from both national and international communities are often invited speakers at the seminars.

PROGRAM OUTCOMES (POS):

It represents the knowledge, skills and attitudes the students should have at the end of BA (Mass Communication and Journalism) program.

PO1	Disciplinary knowledge	Capable of demonstrating comprehensive knowledge and understanding of one or more disciplines that form a part of a postgraduate programme of study.
PO2	Communication Skills	Ability to express thoughts and ideas effectively in writing and orally; Communicate with others using appropriate media; confidently share ones views and express herself/himself; demonstrate the ability to listen carefully, read and write analytically, and present complex information in a clear and concise manner to different groups.
PO3	Critical thinking	Capability to apply analytic thought to a body of knowledge; analyze and evaluate evidence, arguments, claims, beliefs on the basis of empirical evidence; identify relevant assumptions or implications; formulate coherent arguments; critically evaluate practices, policies and theories by following scientific approach to knowledge development.
PO4	Problem solving	Capacity to extrapolate from what one has learned and apply their competencies to solve different kinds of non-familiar problems, rather than replicate curriculum content knowledge; and apply ones learning to real life situations.
PO5	Analytical reasoning	Ability to evaluate the reliability and relevance of evidence; identify logical flaws and holes in the arguments of others; analyse and synthesize data from a variety of sources; draw valid conclusions and support them with evidence and examples, and addressing opposing viewpoints.
PO6	Research-related skills	A sense of inquiry and capability for asking relevant/appropriate questions, problematising, synthesising and articulating; Ability to recognise cause-and- effect relationships, define problems, formulate hypotheses, test hypotheses, analyse, interpret and draw conclusions from data, establish hypotheses, predict cause-and-effect relationships; ability to plan, execute and report the results of an experiment or investigation.

PO7	Cooperation/Team work	Ability to work effectively and respectfully with diverse teams; facilitate cooperative or coordinated effort on the part of a group and act together as a group or a team in the interests of a common cause and work efficiently as a member of a team.
PO8	Scientific reasoning	Ability to analyze, interpret and draw conclusions from quantitative/ qualitative data; and critically evaluate ideas, evidence and experiences from an open- minded and reasoned perspective.
PO9	Reflective thinking	Critical sensibility to lived experiences, with self awareness and reflexivity of both self and society.
PO10	Information/digital literacy	Capability to use ICT in a variety of learning situations, demonstrate ability to access, evaluate, and use a variety of relevant information sources; and use appropriate software for analysis of data.
PO11	Self-directed learning	Ability to work independently, identify appropriate resources required for a project, and manage project through to completion.
PO12	Multicultural competence	Possess knowledge of the values and beliefs of multiple cultures and a global perspective; and capability to effectively engage in a multicultural society and interact respectfully with diverse groups.
PO13	Moral and ethical awareness/reasoning	Ability to embrace moral/ethical values in conducting ones life, formulate a position/argument about an ethical issue from multiple perspectives, and use ethical practices in all work. Capable of demonstrating the ability to identify ethical issues related to ones work, avoid unethical behavior such as fabrication, falsification or misrepresentation of data or committing plagiarism, not adhering to intellectual property rights; appreciating environmental and sustainability issues; and adopting objective, unbiased and truthful actions in all aspects of work.
PO14	Leadership readiness/qualities	Capability for mapping out the tasks of a team or an organization, and setting direction, formulating an inspiring vision, building a team who can help achieve the vision,

		motivating and inspiring team members to engage with that vision, and using management skills to guide people to the right destination, in a smooth and efficient way.
PO15	Lifelong learning	Ability to acquire knowledge and skills, including learning how to learn, that are necessary for participating in learning activities throughout life, through self-paced and self-directed learning aimed at personal development, meeting economic, social and cultural objectives, and adapting to changing trades and demands of work place through knowledge/skill development/reskilling.

PROGRAM SPECIFIC OUTCOMES (PSOs):

PSOs are statements that describe what the students of BA (Mass Communication and Journalism) should be able to do.

- PSO-1:** Ability to demonstrate a systematic, extensive and coherent knowledge and understanding of an academic field of study and a critical understanding of the established theories, principles and concepts and emerging issues in the field of mass communication.
- PSO-2:** Demonstrate the ability to listen carefully, read and write analytically, and present complex information in a clear and concise manner to the mass.
- PSO-3:** Ability to identify, analyse and apply the thought and critically evaluate the theories of communication
- PSO-4:** Ability to acquire and apply knowledge of communication fundamentals in problem solving. Ability to undertake problem identification, formulation and providing optimum solution.
- PSO-5:** Ability to evaluate the reliability and relevance of sources of information.
- PSO-6:** Ability to identify the areas of research in society and also be able to plan, execute and report the results of research.
- PSO-7:** Understanding the significance of cooperation and ability to work in a team.
- PSO-8:** Able to critically evaluate ideas, evidence and experiences from an open-minded and reasoned perspective.
- PSO-9:** Understanding of the social, cultural, global and environmental responsibilities as a media professional.
- PSO-10:** Acquire in-depth technical competence in mass communication discipline.

PSO-11: Address one's own learning needs relating to current and emerging areas of media industry. Acquire skills to commence new ventures in media industry and be able to work independently.

PSO-12: Understanding of the principles and values of multiple cultures.

PSO-13: Understanding of professional & ethical responsibilities and commitment to them.

PSO-14: Ability to work effectively as an individual and in a group with the capacity to be a team leader.

PSO-15: Recognizing the need to undertake life-long learning, and possess/acquire the capacity to do so.

PROGRAMME EDUCATIONAL OBJECTIVES (PEOS):

The overall objectives of the Learning Outcomes-based Curriculum Framework (LOCF) for Mass communication & Journalism degree are:

1. To impart the basic knowledge of Mass communication & Journalism and related areas of studies.
2. To develop the learner into competent and efficient Media & Entertainment Industry ready professionals.
3. To empower learners by communication, professional and life skills.
4. To impart Information Communication Technologies (ICTs) skills, including digital and media literacy and competencies.
5. To imbibe the culture of research, innovation, entrepreneurship and incubation.
6. To inculcate professional ethics, values of Indian and global culture.
7. To prepare socially responsible media academicians, researchers, professionals with global vision.