

PROGRAM OUTCOMES – BA MASS COMMUNICATION

- PO 1. **Critical Thinking:** Take informed actions after identifying the assumptions that frame our thinking and actions, checking out the degree to which these assumptions are accurate and valid, and looking at our ideas and decisions (intellectual, organizational, and personal) from different perspectives.
- PO 2. **Effective Communication:** Speak, read, write and listen clearly in person and through electronic media in English and in one Indian language, and make meaning of the world by connecting people, ideas, books, media and technology.
- PO 3. **Social Interaction:** Elicit views of others, mediate disagreements and help reach conclusions in group settings.
- PO 4. **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 volunteering.
- PO 5. **Ethics:** Recognize different value systems including your own, understand the moral dimensions of your decisions, and accept responsibility for them.
- PO 6. **Environment and Sustainability:** Understand the issues of environmental contexts and sustainable development.
- PO 7. **Self-directed and Life-long Learning:** Acquire the ability to engage in independent and life-long learning in the broadest context socio-technological changes

PROGRAMME SPECIFIC OUTCOMES – BA MASS COMMUNICATION

- PSO 1 **Knowledge of Communication:** An ability to define and identify the various fields of mass communication.
- PSO 2 **Developing Critical Understanding:** An ability to understand the theories and practices of communication that prepares learners for future careers in mass media or for further studies.
- PSO 3 **Developing Technical Skills:** An ability to apply media technology skills as well hone written and spoken communication skills essential for various media platforms.
- PSO 4 **Enhancing Professional Skills:** An ability to analyse and assess responsibilities as professionals in the field of media.
- PSO 5 **Creating Multimedia Content:** An ability to create media programmes for varied media audience needs.

Mapping of Courses to PO/PSO – BA Mass Communication (1 – 6 Semesters)

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4	PSO5	Name of Paper	
1.1	H	L	L					H	H				Introduction to Media and Communication (5+1)	Core Course
1.2	H	H	H	M	H	L	M	M	M	H	H	H	Introduction to Journalism (5+1)	Core Course
1.3	L	H	H		M		H	L	L	H	M		Professional Communication (5+1)	GE
2.1				M	L		L	M					History of Media (5+1)	Core Course
2.2	H	H	M		M		H		M	H	M	H	Visual Communication (4)	Core Course
2.3	M	H			M		H			H	M	H	Graphic Design – Practicum (2)	Core Course
2.4	H	H	H	H	M	M	H	M	M	M	M	H	Community Media – Service Learning (2)	
3.1		H	L		L		M		L	H	M	M	Introduction to Broadcast Media (4)	Core Course
3.2	M	H	L		M		H			H	M	H	Television Production – Practicum (2)	Core Course
3.3	M	H	H	L	H		M	H	M	H	M	H	Introduction to New Media (5+1)	Core Course
3.4	H	M	M	M	M	L	M	H	M				Media Culture and Society (5+1)	Core Course
3.5	M	H	H	H	M	L	L			H	H	H	Radio Production (2)	SEC
4.1	H	H	H	M	M	L	L				M	M	Advertising and Public Relation (5+1)	Core Course
4.2	H	H	H	H	M	M	M	M	M	L	L		Development Communication (5+1)	Core Course
4.3	M	M	M	H	H		H		L		H		Media Laws and Ethics (5+1)	Core Course
4.4		H	H	L	L		H				M	H	News Reading and Anchoring (2)	SEC
5.1	M	L	L		L		H		L	H			Communication Research Method (5+1)	Core
5.2		H	L		L		H		L	H	H	H	Advanced Broadcast Media (5+1)	Core Course
5.3	M	M	M	L		M	H			H	H	L	Media Management and Entrepreneurship (5+1)	Core Course
5.4	M	H	M		L		H			H	H	H	Photography (4)	DSE
5.5	H	L	M				H			H	H	H	Photography – Practicum (2)	DSE
5.6	M	H	H	H	H	H	M	L	L	H	H	M	Communication and Disaster Management (5+1)	DSE
5.7	H				L		H			H	H	H	Animation and VFX (4)	DSE
5.8	H				L		L			H	H	H	Animation and VFX – Practicum (2)	
6.1	H	L		H	H	L	L			L	M		Global Media and Politics (5+1)	Core Course

6.2	M		L		M		H			L	L		Introduction to Film Studies (4)	Core Course
6.3													Documentary Production – Practicum (2)	Core Course
6.4	H	H	H	H	H	H	H			H	H	H	Media in North East India (5+1)	DSE
6.5	M	H	H	H	H		M	L					Human Rights and Conflict Reporting (5+1)	DSE
6.6	H	H	H	H	H	H	H	L	L	H	H	H	Media Project (6)	DSE
6.7	H	L	L	M	H		H	H		H	L	L	Dissertation (6)	DSE