Program and Course Outcomes

Master of Arts in Mass Communication and Journalism (M90)

Program Learning Outcome	After successful completion of the MA-MCJ program, students will be able to demonstrate a strong understanding of fundamental concepts in communication and print media, along with professional skills across mass media platforms, including audio-visual formats. They will be capable of conducting research-driven projects that address critical societal issues and apply interdisciplinary strategies to integrate existing and specialized knowledge. Graduates will also be equipped to produce original scholarship contributing to emerging fields in media and media technology.

MA-MCJ Year-I

Course Name	Course Code	Course Outcome
Fundamentals of Mass Communication and Print Journalism	MCJ501	Upon successful completion of this course, learners will gain advanced skills in language use and communication, with an understanding of technological impacts on media language. They will be able to apply various journalistic writing formats ethically and structurally, use verbal and non-verbal communication effectively in professional settings, and critically evaluate the evolution and practices of print journalism in both Indian and global contexts.
Journalism: Principles, Process and Practice and Audio and Video Journalism	MCJ502	Upon successful completion of this course, students will be able to critically understand the principles, evolution, and functions of journalism across historical and modern contexts. They will acquire the skills to gather, produce, and present news across print, radio, and television platforms, while navigating newsroom dynamics, ethical norms, legal frameworks, and policy challenges in a convergent media landscape.
Understanding Society (I) and Digital Journalism	MCJ503	Upon successful completion of this course, students will be able to critically analyze the role of journalism in shaping and reflecting society through multidisciplinary perspectives. They will develop professional skills in producing content across traditional and digital platforms, understand emerging trends like data and mobile journalism, and evaluate the economic, political, and social impacts of digital media technologies in a convergent communication landscape.
Media Technology and Research Methodology	MCJ504	Upon successful completion of this course, students will be able to proficiently create and manage media content using industry-standard tools and apply key media technologies within digital journalism workflows. They will also be equipped to design and execute media research using both qualitative and quantitative methods, and produce structured academic reports with strong analytical and documentation skills.

		MA-MCJ Year-II	
Course Name	**Course Code**	**Course Outcome**
Understanding Society (II) and Communication Theory and Practice	MCJ604	Upon successful completion of this course, learners will be able to analyze the interplay between media and socio-political structures, and interpret contemporary issues using communication frameworks. They will be able to apply major Western and Indian communication theories in context and evaluate media's role in shaping political discourse and public perception. Learners will also be equipped to create theoretically informed media content reflecting critical insights into developmental and political communication.
Advertising, Development Communication & Public Relations	MCJ605	Upon successful completion of this course, learners will be able to demonstrate an understanding of the core concepts, types, and creative processes involved in advertising along with its ethical and social implications; analyze various development models and apply communication theories and media strategies to real-world development challenges; evaluate the functions, tools, and practices of public relations in different organizational contexts with an understanding of media relations and crisis communication; and create effective and targeted communication campaigns by integrating knowledge from advertising, development communication, and public relations using both conventional and digital platforms.
Journalism: Types and Applications	MCJ606	Upon successful completion of this course, learners will be able to identify and differentiate various forms of journalism such as rural, agricultural, crime, cultural, and sports reporting; demonstrate awareness of rural society and media's role in development communication; apply ethical standards while covering crime and court-related stories; and analyze cultural and sports narratives using appropriate journalistic formats and platforms.
Internship OR Study Visits	MCJ607	Upon successful completion of this course, learners will be able to apply theoretical knowledge to real-world media settings through hands-on internship experience or field-based study visits, develop a practical understanding of journalism, advertising, and communication industries, critically document and reflect on professional practices, and engage meaningfully with media professionals, institutions, and socio-political stakeholders.
Individual Project	MCJ608	Upon successful completion of this course, learners will be able to conduct field-based exploration across diverse sectors such as media, governance, and development; engage in meaningful interactions with professionals and thought leaders; document their experiential learning through structured reports and reflections; and develop a deeper understanding of real-world practices and challenges in journalism, communication, and public life.