

M.A. Mass Communication and Journalism (M90) _PO CO Mapping Analysis

Program Outcomes (POs)

Code	Description
PO1	Analyze fundamental concepts of communication, journalism, and print media, and evaluate their applications across media platforms.
PO2	Apply professional skills to design and produce media content in print, audio-visual, and digital formats.
PO3	Conduct independent research to investigate societal issues and interpret findings using critical inquiry.
PO4	Integrate interdisciplinary knowledge to develop effective media and communication strategies.
PO5	Create original scholarship and innovative contributions in emerging media and technology fields.

Course 1: Fundamentals of Mass Communication and

PO	Avg	Level
PO1	2.2	Moderate
PO2	2.0	Moderate
PO3	2.7	High
PO4	2.6	High
PO5	2.0	Moderate

Interpretation

- Strong alignment with PO3 (Research & Critical Inquiry) and PO4 (Interdisciplinary Knowledge).
- Builds foundational understanding of print media, language, and ethics.
- Moderate skill application (PO2) — theoretical focus dominates.

Course 2: Journalism Principles, Process & Practice / Audio & Video Journalism (MCJ502)

PO	Avg	Level
PO1	2.0	Moderate
PO2	2.2	Moderate
PO3	2.2	Moderate
PO4	2.4	High
PO5	2.2	Moderate

Interpretation:

- Strong in PO4 (Interdisciplinary Strategy) — students apply legal, ethical, and convergent media frameworks.
- Moderate emphasis on PO2 (Production Skills) and PO3 (Critical Thinking) through field practice and newsroom analysis.

Course 3: Understanding Society (I) and Digital Journalism (MCJ503)

PO	Avg	Level
PO1	2.6	High
PO2	2.0	Moderate
PO3	2.0	Moderate
PO4	1.4	Low
PO5	2.2	Moderate

Interpretation:

- Emphasizes PO1 (Conceptual Knowledge) and analysis of journalism's role in society.
- Moderate attainment in research (PO3) and innovation (PO5).
- Improvement needed in interdisciplinary linkage (PO4).

Course 4: Media Technology and Research Methodology (MCJ504)

PO	Avg	Level
PO1	2.0	Moderate
PO2	2.4	High
PO3	2.2	Moderate
PO4	2.0	Moderate
PO5	2.2	Moderate

Interpretation:

- Balanced focus on technology (PO2) and research (PO3).
- Promotes integration of digital tools in journalism projects, enhancing technical competency.

Course 5: Understanding Society (II) & Communication Theory (MCJ604)

PO	Avg	Level
PO1	2.2	Moderate
PO2	1.4	Low

PO	Avg	Level
PO3	2.4	High
PO4	2.2	Moderate
PO5	1.4	Low

Interpretation:

- Strong theoretical foundation (PO1, PO3).
- Lower attainment in PO2 (practical skills) and PO5 (innovation) — more applied content could enhance integration.

Course 6: Advertising, Development Communication & Public Relations (MCJ605)

PO	Avg	Level
PO1	2.0	Moderate
PO2	2.0	Moderate
PO3	2.2	Moderate
PO4	2.2	Moderate
PO5	2.0	Moderate

Interpretation:

- Uniform mapping across all POs — broad-based course.
- Encourages creative strategy development but moderate in innovation (PO5).
- Practical and ethical alignment evident.

Course 7: Journalism: Types and Applications (MCJ606)

PO	Avg	Level
PO1	2.3	Moderate
PO2	2.0	Moderate
PO3	1.7	Low
PO4	2.5	High
PO5	1.5	Low

Interpretation:

- High relevance for PO4 (Applied Strategy) — focuses on diverse journalism forms.
- Needs stronger linkage to research and technological innovation (PO3, PO5).

Course 8: Internship / Study Visits (MCJ607)

PO	Avg	Level
PO1	1.5	Low
PO2	2.5	High
PO3	2.5	High
PO4	2.2	Moderate

PO	Avg	Level
PO5	2.0	Moderate

Interpretation:

- High experiential learning value — reinforces PO2 (Professional Skills) and PO3 (Critical Application).
- Low conceptual (PO1) emphasis, as expected in field-based learning.

Course 9: Individual Project (MCJ608)

PO	Avg	Level
PO1	2.0	Moderate
PO2	2.5	High
PO3	2.3	Moderate
PO4	2.2	Moderate
PO5	2.5	High

Interpretation:

- Integrative project connects PO2 (Media Practice) with PO5 (Innovation).
- Students apply learning independently in real-world research and creative projects.

Program-Level Summary

Program Outcome	Average Attainment	Level	Primary Supporting Courses
PO1	2.2	Moderate	MCJ501, MCJ503, MCJ604
PO2	2.3	Moderate–High	MCJ504, MCJ605, MCJ607, MCJ608
PO3	2.3	Moderate–High	MCJ501, MCJ504, MCJ604
PO4	2.3	Moderate–High	MCJ502, MCJ606
PO5	2.0	Moderate	MCJ503, MCJ605, MCJ608

Summary Interpretation

The M.A. Mass Communication & Journalism (M90) program maintains moderate-to-high consistency (2.0–2.5) across all Program Outcomes.

- Strongest Areas:
 - PO2 (Professional Media Skills) – reinforced through production, internship, and project courses.
 - PO3 (Critical Inquiry) – supported through research and theory courses.
 - PO4 (Interdisciplinary Strategy) – integrated through applied journalism and communication theory.
- Areas for Improvement:

- PO5 (Innovation and Media Technology): Moderate attainment — can be improved by adding more digital content creation and multimedia design modules.
- PO1 (Conceptual Analysis): Strengthen theoretical rigor and reflective practice across applied subjects.

Summary Interpretation (Program Outcome Analysis – M.A. Mass Communication & Journalism)

The M.A. Mass Communication and Journalism (M90) program demonstrates a moderate-to-high level of consistency in the attainment of Program Outcomes (POs), with average values ranging between 2.0 and 2.5 across all outcomes. The analysis indicates that the program effectively integrates theoretical understanding with practical application, thereby aligning well with its intended learning objectives.

Strength Areas

- PO2 – Professional Media Skills:

The program exhibits strong alignment with this outcome through intensive practical training in media production, internships, and individual project work, which collectively enhance students' hands-on competencies in diverse media environments.

- PO3 – Critical Inquiry:

High attainment is observed in this domain as students develop critical and analytical thinking skills through research methodology and communication theory courses, encouraging independent inquiry and scholarly interpretation.

- PO4 – Interdisciplinary Strategy:

The integration of interdisciplinary knowledge is evident in applied journalism, advertising, and public relations courses, enabling students to connect media practices with social, cultural, and ethical perspectives.

- PO5 – Innovation and Media Technology:

While moderately attained, this outcome can be further strengthened by introducing more modules focused on digital content creation, multimedia storytelling, and emerging communication technologies to foster innovation and adaptability in evolving media landscapes.

- PO1 – Conceptual Analysis:

To reinforce this outcome, greater emphasis should be placed on enhancing theoretical rigor and reflective practice across applied subjects, ensuring that students develop a deeper conceptual understanding alongside practical skills.

Overall Conclusion

The program achieves balanced attainment across all Program Outcomes, reflecting its success in producing graduates who possess both theoretical insight and practical expertise.

With targeted improvements in technological innovation and conceptual depth, the program can achieve an even higher level of outcome alignment and academic excellence.