

M.A .Mass Communication

Name of Program	Master of Arts in Mass Communication
Abbreviation	M.A
Duration	2 Years
Program Specific Outcomes	<p>PSO1 : Providing an in depth understanding of the mass media (Print, television, radio, film and online media) in India.</p> <p>PSO2 : Developing a critical understanding of mass media: theory, functions, principles, history, ethics and legal aspects.</p> <p>PSO3. Developing a deep insight into the current events and India's polity, economy, society, culture, sports, science and lifestyle issues.</p> <p>PSO4. Facilitating understanding of advertising and public relations.</p> <p>PSO5: Helping students develop writing skills: news reports, features, editorials, content for radio, television and digital media and translation skills.</p> <p>PSO6 : Honing the verbal communication skills of students.</p> <p>PSO7 : Developing enhanced production skills of students in radio and television programmes and knowledge of advanced dubbing and editing software.</p> <p>PSO8 : Developing ability to independently make short films.</p> <p>PSO9 : Creating a strong base for giving NET and JRF exam and for PhD Studies</p>