

### **PROGRAMME OUTCOME FOR BA(JMC)**

1. Bachelor of Art (Journalism & Mass Communication) (BA-JMC) provides equal grounding in print journalism, broadcast media, photography, advertising, public relations, corporate communication, event management and new media.
2. Mass Communication is the study of mass media that includes all types of mediums that are used to convey the information to the audience.
3. The graduates of Mass Communication program work in various fields including digital media, event management, advertising and public relations, Broadcast media, Radio, Cinematography and research institutes, to name a few.
4. Mass communication and Journalism is used to explain the academic study of various indicators through which individuals and society relay information.
5. A career in Mass Communication surely beckons those who are creative, analytical and outspoken. Mass communication and Journalism is not just limited to the newspaper and television, but in the present scenario it also includes advertising and public relations, event management, video editing, graphic designing, cinematography, and new-age media.