

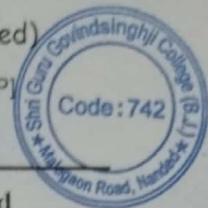


# Shri Guru Govindsinghji College (B.J.), Malegaon Road, Nanded.

(Affiliated to Swami Ramanand Teerth Marathwada University, Nanded)

Principal: Dr. Vikas Limbaji Kadam [ Ph. D. MA(MCJ), NET, PGDEM&FP ]

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**Program Outcome (PO) for the Bachelor of Arts (B.A.) in Mass Communication and Journalism program.** These outcomes reflect what students are expected to achieve by the end of the degree:

## Program Outcomes (POs)

### Bachelor of Arts in Mass Communication and Journalism

- 1. Understanding of Communication Theories and Practices**  
Students will gain foundational knowledge of communication models, media theories, and their application in mass communication practices.
- 2. Proficiency in Media Writing and Reporting**  
Graduates will develop strong writing, reporting, and editing skills across various media formats including print, broadcast, and digital platforms.
- 3. Critical Thinking and Analytical Skills**  
Students will be able to analyze media messages, evaluate sources, and critically assess the impact of media on society, politics, and culture.
- 4. Ethical and Legal Awareness**  
Students will demonstrate an understanding of journalistic ethics, media laws, and regulatory frameworks governing communication and journalism.
- 5. Research and Data Analysis Skills**  
Students will be equipped with the ability to conduct media research using qualitative and quantitative methods to interpret audience behavior and media trends.
- 6. Technical Skills and Digital Competence**  
Students will learn to use modern media tools and technologies for content creation, photography, video production, layout design, and online journalism.
- 7. Effective Communication Skills**  
Graduates will communicate effectively in written, oral, and visual formats suitable for different audiences and contexts.
- 8. Understanding of Media's Role in Society**  
Students will explore the role of media in promoting democracy, development, and social change at local, national, and global levels.
- 9. Teamwork and Leadership**  
Students will be able to work collaboratively in diverse teams and demonstrate leadership in managing media projects and events.
- 10. Employability and Entrepreneurial Skills**  
The program prepares students for careers in journalism, public relations, advertising, media production, and encourages entrepreneurship in media start-ups.

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