



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&EP]

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Program Outcomes (POs) for the Master of Journalism & Media Studies (MJMS) program.
These outcomes articulate the advanced knowledge, skills, and attitudes students are expected to develop through the course:

Program Outcomes (POs)

Master of Journalism & Media Studies (MJMS)

- 1. Advanced Understanding of Communication and Media Theories**
Students will develop in-depth knowledge of classical and contemporary communication theories and their application in analyzing media systems and practices globally and locally.
- 2. Excellence in News Reporting, Editing, and Media Writing**
Graduates will demonstrate mastery in advanced journalistic skills including investigative reporting, interpretative writing, editorial analysis, and content development across platforms.
- 3. Expertise in Media Research and Analysis**
Students will acquire the ability to design and conduct independent media research using qualitative, quantitative, and mixed methods, and critically analyze data to produce meaningful insights.
- 4. Awareness of Media Law, Ethics, and Policy**
Graduates will have a thorough understanding of media laws, journalistic ethics, media governance, freedom of expression, and their implications in democratic societies.
- 5. Competence in Digital Media Technologies**
Students will be proficient in using digital tools, software, and platforms for multimedia journalism, data journalism, web publishing, video/audio editing, and social media content creation.
- 6. Understanding of Global and Intercultural Communication**
Graduates will appreciate the dynamics of intercultural communication and the global flow of information, including international journalism, media diplomacy, and cultural sensitivity.
- 7. Media Management and Entrepreneurial Skills**
Students will gain insights into media business models, media marketing, audience analytics, and will be encouraged to pursue media entrepreneurship and leadership roles.
- 8. Strategic Communication Proficiency**
Graduates will be trained in public relations, advertising, corporate communication, and campaign planning to meet strategic communication objectives.

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9. **Socio-Political Awareness and Media Advocacy**

Students will understand the role of media in shaping public opinion, advocating for social justice, and participating in democratic and developmental processes.

10. **Academic and Professional Preparedness**

Graduates will be well-prepared for careers in academia, research, media industries, policy-making, and higher education, with the ability to contribute to media discourse and innovation.

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