



IMS NOIDA

PROGRAM OUTCOMES B.A. JOURNALISM & MASS COMMUNICATION

PO1: Effective Communication Skills:

- Graduates will **demonstrate** proficiency in written, oral, and visual communication, **conveying** information and ideas effectively through various media platforms. They will **apply** journalistic techniques to **produce** clear, accurate, and engaging content for diverse audiences.

PO2: Critical Analysis and Ethical Judgment:

- Graduates will **develop** critical thinking and analytical skills to **evaluate** media content, **understanding** its impact on society and culture. They will **possess** a strong ethical foundation, **adhering** to the principles of honesty, integrity, and responsibility in their professional practices.

PO3: Cultural and Social Awareness:

- Graduates will **develop** a deep understanding of cultural and social dynamics, **enabling** them to **report** on and **analyze** social issues with sensitivity and insight. They will **appreciate** the role of media in shaping societal values and will **produce** content that **reflects** and **respects** diverse perspectives.

PO4: Technical Proficiency:

- Graduates will **attain** technical proficiency in using various media tools and technologies. They will be **skilled** in multimedia production, including print, broadcast, and digital media, **adapting** to the evolving technological landscape of the media industry.