

Central University of Himachal Pradesh, Dharamshala

Department Journalism & Mass Communication (JMC)

M.A. (Journalism & Mass Communication)

Programme Specific Outcome

The overriding purpose of the Post-Graduate Programme in Journalism & Mass Communication is to create communication professionals, academicians and researchers who have the capability to think objectively, analytically and humanely. The curriculum comprises theoretical and practical courses designed to develop a wholistic understanding of the field of mass communication. It also includes co-curricular and extra-curricular along with extension activities aimed at giving the students an experience of the real world and develop in them a sense of commitment towards the community.

The programme aims to:

1. Apprise the students about nature and scope of communication, mass communication and journalism.
2. Train the students in carrying out practical journalistic tasks such as reporting, editing and designing.
3. Introduce the learners to advanced forms of journalism, and impart them necessary journalistic skills.
4. Illuminate the students regarding the ways in which media shape our society, nation and the world.
5. Enable the learners to appreciate the value of communication and journalism in our society, and impart them critical media literacy skills in order to understand the social, cultural, economic, political and moral implications of journalism and mass communication.
6. Equip the students with skills and critical thinking abilities required to deal with the challenges continually put forward by rapidly evolving communication landscape across the globe, and a conducive environment to hone their skills in their chosen area of specialization.
7. Encourage the learners to innovatively employ the skills gained during the programme to promote the constitutional objectives of justice, equality and liberty for everyone.

Course Outcome

On successful completion of the Post Graduate Programme in Journalism & Mass Communication, students are expected to become trained media professionals, researchers and practitioners ready to explore the field of journalism and mass communication. Other possible career paths for the postgraduate students can be in the following areas:

1. Journalism
2. Photography
3. Photojournalism
4. Media Management and Newspaper Production
5. Development Communication
6. Advertising
7. Corporate Communication
8. Brand Management
9. Data Journalism
10. Web Journalism
11. Science and Environment Journalism
12. Political Journalism
13. Legislature Journalism
14. Event Management
15. Research & Academics
16. Business Journalism
17. Social Media Management