

Master of Arts in Journalism and Mass Communication (PGJM)

A. Programme Mission and Objective:

This programme has been thoroughly prepared in accordance with the UGC regulations on Open and Distance Learning, 2020. Syllabus of this programme has been finalized after a series of deliberations and discussions with academic experts in the respective field from universities of repute, viz., University of Calcutta, Burdwan University, Rabindra Bharati University, and West Bengal State University. The quality of Curriculum and Syllabus of this programme has been so designed to accommodate the recent developments in the field of higher education in general and the subject in particular.

This programme ushers a learner into the discipline of Mass Communication and gives him a concise and appreciable understanding of the concept of mass communication and its position and role in the society. The programme is packaged on a global scale with a view to positioning the students on a pedestal that would make them at par with any entrant into the field of mass communication anywhere in the world. This programme is prepared for the stakeholder who need to learn basic concept in the discipline of Journalism and Mass Communication. The programme equally empowers him/her to join intellectual discourse on the nature, functions and effects of mass communication in the society. By this programme, learners will gain the basic understanding of mass communication as a form of human communication and the functions and components of its various media.

This programme will be of interest to academicians, practitioners, researchers, learners, and general readers who are interested in understanding the dynamics of mass communication. The major highlight of the programme is to show the relevance and significance of dynamics of communication in every walk of human life.

B. Expected Learning Outcome:

After pursuing this programme, learners will gain the basic understanding of mass communication as a form of human communication and the functions and components of its various media.

After successful completion of the programme learner can acquire professional expertise in various domains of Mass Communication, which will make them suitably competent for relevant job market. The learners can expose themselves to various aspects of professional development during the program in terms of workshops, presentations, discussions, class assignments and evaluations. The Programme will enable one to find the route to success at the intersection of theory and practice, discover and implement innovative solutions to real world problems. Making each and every learner industry ready would be the major outcome of the programme.