

Programme Objectives (POs) of Advance Diploma in Journalism and Mass Communication (ADJMC)

1. **Developing Core Journalism Skills** – To equip learners with fundamental journalistic skills such as news writing, editing, reporting, and interviewing, ensuring they meet industry standards.
2. **Understanding Media Ethics & Laws** – To familiarize learners with ethical considerations, media laws, and regulations governing journalism and mass communication.
3. **Enhancing Broadcast Journalism Competencies** – To train learners in television and radio broadcasting, and storytelling techniques.
4. **Encouraging Research and Analytical Thinking** – To promote critical thinking, research methodologies, and analytical approaches to media studies and communication.
5. **Preparing for Professional Roles in the Media Industry** – To provide hands-on experience through workshops, and practical assignments, enabling learners to enter professional roles in print, electronic, and digital media.

Programme Outcomes (POEs):

1. **Proficiency in News Production** –Learners will be able to write, edit, and produce news content for various media platforms with accuracy and clarity.
2. **Ethical and Legal Awareness** – Learners will demonstrate a clear understanding of journalistic ethics and legal responsibilities in media practice.
3. **Adaptability to Broadcast Media** – Learners will acquire skills in broadcast media production.
4. **Critical Thinking and Research Skills** – learners will be able to critically analyze media content and conduct independent research on communication trends and issues.
5. **Industry-Ready Competence** – Learners will develop hands-on expertise through industry exposure, enabling them to work as reporters, editors, content creators, and communication specialists.