

BMM PROGRAM OUTCOME

The program considers media industries and their relationship to culture and society, and the understanding of how communication works. The program emphasizes the development of critical thinking, professional writing skills and effective oral communication. The Communication and Media Studies major prepares students for a wide variety of careers in business and industry, advertising, public relations and journalism, or advanced study. This program will equip the learners with professional skills essential for making career in Entertainment industry, Cinema, Television, OTT Platforms, social media platforms etc. Students would demonstrate the ability to apply rhetorical principles in a variety of creative, cinematic, organizational, professional and journalistic venues. Knowledge, skills, and values that prepare them for future careers in our interconnected society, whether in mass media or advanced study. Learners would develop a global awareness of political, social and corporate issues influenced by communication sensitivity and skills. Learners will understand mass media as a system of interrelated forces, including historical foundations, technological advances, economic dynamics, regulatory constraints, and ethical concerns. This programme will also give them an improved sense of self-confidence and self-efficacy and an awareness of their responsibilities as professionals in their field. Learners will be able to create and design emerging media products, including blogs, digital audio, digital video, social media, digital photography, and multimedia. They will be better equipped to grasp the complex relationship between communication/media theories and a diverse set of individual, social, and professional practices. Learners will understand the underlying philosophical assumptions of, and be able to apply, communication research methods to address a range of media texts and audiences, production and technological practices, and relevant social issues. Learners will comprehend the foundations, process, and practices of writing for and about the media, and demonstrate proficiency in writing across platforms. Learners will be able to conceptualize, design, and produce one or more works in media based on effective principles and practices of media aesthetics for a target audience. Learners will acquire the knowledge and skills required to pursue a career in the specialization of their choice.