

Learning Outcomes of MJMC Program

1. **Critical Understanding of Media Theories**
Demonstrate a comprehensive understanding of key communication theories, media ethics, and the social, political, and cultural roles of media in society.
2. **Advanced Reporting and Writing Skills**
Exhibit proficiency in journalistic writing, investigative reporting, and storytelling across various media platforms (print, broadcast, and digital).
3. **Digital Media Competence**
Apply tools and techniques of digital journalism, multimedia production, and social media management for effective communication.
4. **Media Research and Analysis**
Design and conduct media research using appropriate methodologies, and critically analyze media content, trends, and audience behaviour.
5. **Strategic Communication and Public Relations**
Plan, execute, and evaluate strategic communication campaigns, including advertising, branding, and public relations.
6. **Legal and Ethical Media Practice**
Interpret and apply legal regulations and ethical principles governing journalism and mass communication.
7. **Visual and Audio Storytelling**
Produce compelling visual and audio content using modern tools and techniques for television, radio, and online platforms.
8. **Global and Cultural Awareness**
Analyze global media systems and demonstrate sensitivity to cultural diversity in content creation and media messaging.
9. **Professional Communication and Leadership**
Communicate effectively in professional settings, collaborate in diverse teams, and exhibit leadership and entrepreneurial abilities.
10. **Lifelong Learning and Adaptability**
Engage in continuous learning to keep up with emerging trends and technologies in journalism and mass communication.