

## **PROGRAM OUTCOMES**

One-Year PG Diploma in Journalism and Mass Communication

&

Two-Years MA in Journalism and Mass Communication



DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION

UNIVERSITY OF PATANJALI, HARIDWAR UTTARAKHAND-249405

[www.universityofpatanjali.com](http://www.universityofpatanjali.com)

UNIVERSITY OF PATANJALI, HARIDWAR

## About the Department

The **Department of Journalism and Mass Communication** at the **University of Patanjali, Haridwar**, has been founded with a visionary goal—to create a new generation of media professionals who are not only skilled in modern journalism and communication practices but also deeply rooted in **Indian culture, ethics, and values**. In a time when media plays a powerful role in shaping public opinion and societal narratives, this department seeks to become a beacon of truth, balance, and responsible storytelling.

Established in 2024, the department represents the university's expansion into the domain of media and communication, aligning with its larger mission of promoting holistic and value-based education. It offers One year(Two Semester) **PG Diploma** and Two years(4 Semester) **Master Program** in Journalism and Mass Communication with practical exposure through workshops, studio training, and internships, equipping students with both theoretical knowledge and hands-on skills.

## Vision

To emerge as a centre of excellence in Journalism and Mass Communication by nurturing ethically-driven, culturally-rooted, and socially responsible media professionals who contribute to nation-building and global harmony through truthful and transformative storytelling.

## Mission

1. To impart holistic media education that integrates modern journalistic practices with the timeless wisdom and ethical values of Indian culture.
2. To develop students' critical thinking, creativity, and communication skills through a balanced curriculum of theory, hands-on training, and experiential learning.
3. To foster a spirit of truth, responsibility, and social commitment in media discourse, enabling students to positively influence public opinion and democratic values.
4. To provide practical exposure through workshops, studio training, and internships, preparing students for diverse roles in print, broadcast, digital, and emerging media platforms.
5. To contribute to the academic and professional landscape of media through research, innovation, and community engagement aligned with the broader mission of the University of Patanjali.

## **P.G. DIPLOMA IN JOURNALISM AND MASS COMMUNICATION**

### **About the Programme:**

The **Postgraduate Diploma in Journalism and Mass Communication** is a **one-year (two-semester)** programme offered by the **Department of Journalism and Mass Communication**, University of Patanjali. Designed for aspiring media professionals, the programme provides **foundational training** in media theory and practice with a unique blend of **modern journalism skills and Indian cultural-ethical values**.

### **Programme Objectives:**

- To impart holistic education in the field of Journalism and Mass Communication by integrating the modern approaches with the age old Indian Knowledge System.
- To create media leaders who follow and nurture value based journalism and communication practices.
- To provide media education that sustains and preserves Indian culture and ethos.
- To develop both oral and written communication skills of the learner.
- To strengthen communication skills of the learners through practical assignments, workshops, group discussions and field activities.
- To enhance cognitive abilities of creative thinking, logic, analysis and reasoning.
- To cultivate objectivity, unbiasedness and equitability in approach and actions.
- To focus on holistic and versatile personality development of the learners.
- To promote among the learners the spirit of global wellbeing, rooted in nationalistic fervour.
- To instill among the learners the pride in being Indian – in thought, spirit, intellect and deeds.
- To make the learner a partner in the national growth.

### **Programme Outcomes:**

**At the end of the course, the learner is expected to:**

- have knowledge of the history of human communication, evolution of media and various theoretical approaches to communication.
- gain sound understanding of different types of media platforms.
- be proficient in communicative abilities – both written and oral.
- develop journalistic skills for print, electronic and digital media.
- be able to design and implement communication campaigns.
- be able to develop communication designs for specialised areas such as health & wellness, development, disaster, culture, yoga, sports, science.
- have sound understanding of public relations, government and corporate communication.
- acquire basic knowledge of communication technologies.
- imbibe different aspects of Indian Knowledge System, Indian values and ethos and promote them through actions and deeds.
- formulate a research problem and apply appropriate methodology to find a solution.
- be able to make career choices as a journalist, communication professional or academician as per his/ her aptitude.

## **M.A. IN JOURNALISM AND MASS COMMUNICATION**

### **About the Programme**

The **Master of Arts (MA) in Journalism and Mass Communication** at the University of Patanjali is a **rigorous two-year (four-semester)** postgraduate programme designed to provide **comprehensive knowledge of mass media** along with **deep cultural grounding in Indian values and the Indian Knowledge System (IKS)**. It aims to prepare confident, skilled, and responsible media professionals for the dynamic and evolving media industry.

### **Programme Objectives:**

- To impart holistic education in the field of Journalism and Mass Communication by integrating the modern approaches with the age old Indian Knowledge System.
- To create media leaders who follow and nurture value based journalism and communication practices.
- To provide media education that sustains and preserves Indian culture and ethos.
- To develop both oral and written communication skills of the learner.
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### **Programme Outcomes:**

**At the end of the course, the learner is expected to:**

- have knowledge of the history of human communication, evolution of media and various theoretical approaches to communication.
- gain sound understanding of different types of media platforms.
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