

Programme Outcomes, Programme Specific Outcomes For PhD Programmes

Programme Name: PhD in Mass Communication



Name of the Department
University of North Bengal
West Bengal, INDIA

Programme Outcomes

- Students would be able to gain conceptual and theoretical knowledge of Mass Communication, and learn to think critically about issues and topics of the subject and their intricate relations with the society.
- Students would be able to identify research scopes, formulate research questions, review of literature, and analyze research problems related to the subject.
- Students would be able to communicate effectively both verbally and in writing about the research conducted, write effective report, make effective presentation, and be an effective media communicator.
- Students would be able to gather research- based knowledge and research methods including research design, survey analysis and interpretation of data, and synthesize the information collected to provide valid and rational conclusions.
- Students would be able to engage in higher studies and research, and be a life-long learner in context of media studies.

Programme Specific Outcomes

- Students would be able to pursue research in the discipline, or areas of interdisciplinary nature under the guidance of research supervisor.
- Students would gain insight about the research area and would be able to understand and design the conceptual framework of the research topic.
- Students would be able to clearly identify the research problem(s), formulate hypothesis, review literature on the research topic, and make an effective analysis of the research topic.
- Students would be able to use necessary research techniques, use statistical tools, work on proper research methodology, and able to do research in a systematic manner to suit logical conclusion.