

PROGRAMME OUTCOME (PO)

UNDER GRADUATE PROGRAMMES OF KANNUR UNIVERSITY

PO 1.Critical Thinking:

1.1. Acquire the ability to apply the basic tenets of logic and science to thoughts, actions and interventions.

1.2. Develop the ability to chart out a progressive direction for actions and interventions by learning to recognize the presence of hegemonic ideology within certain dominant notions.

1.3 Develop self-critical abilities and also the ability to view positions, problems and social issues from plural perspectives.

PO 2.Effective Citizenship:

2.1. Learn to participate in nation building by adhering to the principles of sovereignty of the nation, socialism, secularism, democracy and the values that guide a republic.

2.2. Develop and practice gender sensitive attitudes, environmental awareness, empathetic social awareness about various kinds of marginalisation and the ability to understand and resist various kinds of discriminations.

2.3. Internalise certain highlights of the nation's and region's history. Especially of the freedom movement, the renaissance within native societies and the project of modernisation of the postcolonial society.

PO 3.Effective Communication:

3.1. Acquire the ability to speak, write, read and listen clearly in person and through electronic media in both English and in one Modern Indian Language

3.2. Learn to articulate, analyse, synthesise, and evaluate ideas and situations in a well-informed manner.

3.3. Generate hypotheses and articulate assent or dissent by employing both reason and creative thinking.

PO 4. Interdisciplinarity:

4.1. Perceive knowledge as an organic, comprehensive, interrelated and integrated faculty of the human mind.

4.2. Understand the issues of environmental contexts and sustainable development as a basic interdisciplinary concern of all disciplines.

4.3. Develop aesthetic, social, humanistic and artistic sensibilities for problem solving and evolving a comprehensive perspective.

PROGRAMME SPECIFIC OUTCOME (PSOs)

BACHELOR OF MULTI MEDIA & COMMUNICATION (BMMC)

PSO1: Develop the skills of art and communication

PSO2: Equip with the art and craft of visual communication

PSO3: Emerge as media professionals matching the human resources required in the media and entertainment industries

PSO4: Provide immense theoretical knowledge in communication and multimedia **PSO5:** Provide practical exposure in media industry

PSO6: Cater the need of media and entertainment sectors

PSO7: Develop creative writing, critical reviewing and Journalistic skills.