

Smt. Maniben M. P. Shah Women's College of Arts & Commerce
Matunga-400019

Bachelor of Arts in Mass Media-(BAMM)

Objectives:

1. To help students understand scope, need and role of mass communication in society and examine the relationship of media and society
2. To develop in the students, clear idea of the role of the media in creating and influencing Public Opinion.
3. To encourage students explore ideologies shaping the contemporary world and realize the need and importance of environmental concerns.
4. To explain interrelationship between Indian Political System and Indian Economy and their influence on media and society at large.
5. To acquaint students with the fundamentals of Management and develop base for a professional approach.
6. To inculcate in students Event Management Skills.
7. To help students understand the concept of digital technology with its role in new age communication and empower them in use of Technology.
8. To empower students to critically analyze the Social media with theoretical bearing along with understanding its importance and constraints.
9. To develop understanding of foundation and contemporary theoretical literature in the field of gender studies and to analyze the portrayal and role of gender in media.

Program Outcomes:

At the end of the 3 years Degree programme

1. Students gain in-depth knowledge and understanding of the mass media so that they get easy employment with job satisfaction.
2. Students develop good communication and creative skills.
3. Students are selected for good career in news media, advertising or public relations agencies, publishing houses and research institutes.
4. The course also will enable them to work as content writers for various online portals.


5/3/2024

Officer on Special Duty
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