

TECNIA INSTITUTE OF ADVANCED STUDIES

NAAC Accredited Grade 'A' Institute

DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION

Bachelor of Arts (Journalism & Mass Communication) BA(JMC)

Ref. No. TIAS/BAJMC/2021-22/101

Dated: 14.08.2021

BA(JMC) PROGRAMME EDUCATIONAL OBJECTIVES (PEOs):

The overall Programme Educational Objectives for Journalism & Mass Communication UG degree are:

- PEO 1:** To impart and inculcate the conceptual the basic knowledge of organizational structure and functionaries of Journalism & Mass Communication of India and global media needs in related areas of studies.
- PEO 2:** To develop the learner into competent and efficient Media & Entertainment Industry- ready professionals with understanding of requisite skill sets and techniques for multicultural requirement of an event management company along with, knowledge of print media creative contents working pattern of news agency.
- PEO 3:** To empower learners by communication, professional and life skills and develop the learners into competent and efficient Journalist & Mass Communicators and to make the learners understand and acquire skill sets of techniques of a creative electronic media formats, and knowledge of online journalism; harnessing the skills to produce creative of various formats of television and radio media production using mobile phones, video cameras; radio production and also new media literacy.
- PEO 4:** To impart Information Communication Technologies (ICTs) knowledge and skills, including digital and media literacy and competencies, media law, professional ethics & values, empower students with requisite technical, skills sets.
- PEO 5:** To imbibe the culture of research, innovation, professionalism, incubation, entrepreneurship and to become Industry ready by using our in-house platform of Youngster (Newspaper) and Tecnia TV.
- PEO 6:** To inculcate professional ethics, values of Indian and global culture.
- PEO 7:** To prepare socially responsible media academicians, researchers, and professionals with global vision.

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