

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/2021-22/103

Dated: 14.08.2021

BA(JMC) GRADUATE ATTRIBUTES (GAs)

The Tecnia Institute of Advanced Studies' most sought after under graduate programme BA(JMC) graduates reflects qualities and abilities in learner which includes knowledge, knowledge applications , professional and life skills, attitudes and human values that are required in Mass Communication & Journalism graduates. The BA(JMC) graduate attributes also includes capabilities of one's professional abilities on current knowledge and industry-ready skills, future studies for global and local applications, creativity and professionalism, in a chosen career and playing a role of socially responsible global citizen. The BA(JMC) Graduate define the best characteristics of learners and exhibit the competencies that are beyond studies. Mass Communication & Journalism graduate exemplifies required professional acumen. The media graduates are literate with the understanding of the core concepts of communication, the knowledge of new communication technologies and responsibility towards the society.

The BA(JMC) Graduate Attributes include :-

- GA1 **Disciplinary Knowledge:** Knowledge of communication concept and theories. Acquiring knowledge of different dimensions of communication, historical perspectives and other related areas of studies.
- GA2 **Understanding the Role of Press:** The press in democratic society, importance of freedom of press and impact of media in general.
- GA3 **Skilled and Industry-ready Professionals:** Strengthening the abilities of a learner by skills, gaining knowledge of the present scenario of M & E industry including advertising, public relations, corporate communication, digital communication, media management.
- GA4 **Influential and effective communication:** Influential and effective communication ability to share thoughts, ideas and applied skills of communication in its various perspectives like written communication, speech communication etc.
- GA5 **Leadership readiness/ Qualities:** To make learners fluent in multiple facets of leadership. Creating the ability & enhancing the qualities to be an efficient leader. Cultivating key characteristics in learners, to be visionary leaders who can inspire the team to greatness.

- GA6 **Critical/ Reflective thinking & language efficiency:** Critical/ Reflective thinking ability to employ critical and reflective thinking along with the ability to create the sense of awareness of one self and society.
- GA7 **Technologically Efficient Professional:** Capability to use various communication technologies and ability to use various software for content creation, content editing for various forms of publishing platforms.
- GA8 **Ethical Awareness:** As a communication learner, one has to understand the importance of ethical values and its application in professional life.
- GA9 **Lifelong Learning:** Every graduate to be converted into lifelong learner and consistently update himself or herself with current knowledge, skills and technologies. Acquiring Knowledge and creating the understanding in learners that learning will continue throughout life.
- GA10 **Research-related Skills:** A sense of inquiry and investigation for raising relevant and contemporary questions, synthesizing and articulating.
- GA11 **Cooperation/ Team work:** Building a team, motivating and inspiring the team members to work up with cooperation to their utmost efficiency.

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