

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/2021-22/106

Dated: 14.08.2021

SUBJECT: BA (JMC) TEACHING LEARNING METHODOLOGY (TLM)

- *Pedagogy*

The learning Outcomes -based Approach requires that the Teaching Learning Methodologies should be instrumental in attaining the following well defined learning outcomes relating to undergraduate programme in Mass communication & Journalism :-

1. The outcome-based approach, especially in the context of BA(JMC) requires a significant shift from teacher-centric to learner-centric pedagogies and from one-way passive to two-way participatory approach.
2. Both teaching and learning should be based on critical thinking.
3. Every programme of BA(JMC) should lend itself to well-structured and sequenced acquisition of knowledge and skills.
4. Practical knowledge including an appreciation of the link between theory and practical should constitute an important aspect of the Teaching Learning Methodologies.
5. Teaching Learning Methodologies guided by such a framework, should include:
 - a) Lectures supported by group tutorial work, practical and field-based learning.
 - b) The use of prescribed text-books, e-learning resources and other indispensable study materials.
 - c) Relevant, useful and applicable project work in which some of them may be team-based.
 - d) Activities be designed to develop generic/transferable and subject-specific skills.
 - e) Internship of media or communication-related fields.
 - f) Regular and frequent visits to field sites and industries.
 - g) Availability of primary research facilities.

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