

# **TECNIA INSTITUTE OF ADVANCED STUDIES**

**NAAC Accredited Grade 'A' Institute**

**Department of Journalism and Mass Communication  
BA(JMC)**

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

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## **B.A. (MASS COMMUNICATION & JOURNALISM ) INTRODUCTION**

The Tecnia Institute of Advanced Studies' most sought after and prestigious under graduate programme BA(JMC). The Syllabi and Curriculum Framework for B.A (Journalism & Mass Communication) degree programme effective from session 2016-17 onwards by Guru Gobind Singh Indraprastha University intended to design a broad learning framework to provide the human capital needs of the ever changing Media and Entertainment Industry (M & E Industry). It also aims to inculcate and empower learners to innovation, incubation and acquire entrepreneurship abilities along with professional and employable skills. It is also designed to imbibe primary research culture among learners to encourage Research and Development (R & D) potentials. It has also been structured to prepare the undergraduates to achieve skills for digital and cyber world of the present and future era.

The programme incorporates current and futuristic trends in the Media and Entertainment Industry with Graduate Attributes (GAs) such as disciplinary knowledge and skills, influential and effective communication, self-directed learning, critical thinking, problem solving abilities, digital empowerment, ability to apply knowledge, lifelong learning, analytical reasoning, research-related skills, cooperation/team work, scientific reasoning, reflective thinking, multicultural competencies, leadership readiness/qualities, ethical reasoning, global vision, professional commitment and sensitizing with Sustainable Development Goals (SDGs) of United Nations. It also aims to build future ready professionals and socially responsible global citizens working under multi-cultural environment contributing to the attainment of global peace.

## **NATURE AND EXTENT OF BA(JMC)**

The fundamental nature and the learning outcomes-based approach to the award of B.A (Journalism & Mass Communication) has the basis of demonstrated achievement of outcomes in terms of knowledge, understanding skills, attitudes and values and academic qualities expected from a graduate. The learning outcomes specify what exactly graduates after successfully completing Mass communication & Journalism degree programme of study are expected to know, understand and able to practice on the professional level.

The expected learning outcomes are relevant in present day context, as the Mass communication & Journalism graduates are employable in M & E Industry. Therefore, the Graduate Attributes (GAs), qualification descriptors, learning outcomes and course learning outcomes helps in planning, design and development of delivery mechanism in this professional degree programme, which must equip learner to have competencies to provide deliverables to the human capital hungry industry.

## **PROGRAMME EDUCATIONAL OBJECTIVES (PEOs):**

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

- ❖ To impart the basic knowledge of Mass communication & Journalism and related areas of studies.
- ❖ To develop the learner into competent and efficient Media & Entertainment Industry-ready professionals.
- ❖ To empower learners by communication, professional and life skills.
- ❖ To impart Information Communication Technologies (ICTs) skills, including digital and media literacy and competencies.
- ❖ To imbibe the culture of research, innovation, entrepreneurship and incubation.
- ❖ To inculcate professional ethics, values of Indian and global culture.
- ❖ To prepare socially responsible media academicians, researchers, professionals with global vision.