

TECNIA INSTITUTE OF ADVANCED STUDIES

Grade 'A' Institute

Department of Journalism and Mass Communication

Bachelor of Arts (Journalism and Mass Communication)

Scheme and Syllabus (w.e.f. Academic Session 2022-23)

As per UGC Curriculum & Credit Framework for Undergraduate Programme (CCFUP)

(Dec 2022): GGSIP University, Delhi

COURSE CODE: BA(JMC) -102

COURSE NAME: Print Journalism

LEARNING OBJECTIVES: This course will provide the learners the following:-

1. Understand the fundamentals of print journalism
2. Develop skills in news writing, reporting, and editing
3. Learn about the ethical and legal aspects of journalism
4. Explore the role of print media in society

PRE-REQUISITES:

- To have a basic understanding of journalism principles.

COURSE OUTCOMES (COs): After completion of this course, the learners will be able to:-

CO #	Detailed Statement of the CO	BTL	Mapping with POs
CO1	Understand the fundamentals of print journalism	BTL-2	PO1, PO4
CO2	Develop skills in news writing, reporting, and editing	BTL-3	PO2, PO5
CO3	Learn about the ethical and legal aspects of journalism	BTL-4	PO3, PO6
CO4	Explore the role of print media in society	BTL-5	PO4, PO7

Mapping of Course Outcomes to Program Outcomes: (Scale - 1: Low, 2: Medium, 3: High)

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	3	3	2	2	1	1	2	1	1
CO2	3	3	2	3	2	2	2	2	1
CO3	3	2	2	2	1	1	2	1	1
CO4	2	2	2	3	2	3	1	2	2
Average	2.75	2.5	2	2.5	1.5	1.75	1.75	1.5	1.25


HoD
BA(JMC)-TIAS
HOD- Dept. of J&MC