

# 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) -108 **COURSE NAME:** Health Communication

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

1. Understand the principles of health communication
2. Develop skills in creating effective health messages
3. Learn about the role of media in health promotion and education
4. Explore the ethical considerations in health communication

**PRE-REQUISITES:** None

- To have a basic understanding of communication 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 principles of health communication               | BTL-2 | PO1, PO4         |
| CO2  | Develop skills in creating effective health messages            | BTL-3 | PO2, PO5         |
| CO3  | Learn about the role of media in health promotion and education | BTL-4 | PO3, PO6         |
| CO4  | Explore the ethical considerations in health communication      | 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           |
| <b>Average</b> | <b>2.75</b> | <b>2.5</b> | <b>2</b> | <b>2.5</b> | <b>1.5</b> | <b>1.75</b> | <b>1.75</b> | <b>1.5</b> | <b>1.25</b> |

  
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