

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)203

COURSE NAME: BASICS OF RADIO PROGRAMMING AND PRODUCTION

LEARNING OBJECTIVES:

This course will provide the learners the following:-

1. Describe radio as a medium of mass communication
2. Describe various formats of radio programme
3. Describe the process of radio programme production & evaluation.

PRE-REQUISITES: None

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	Students would be able to define the fundamentals and role of radio as a tool of mass communication.	BTL-2	PO1, PO2
CO2	Students would be able to understand the functions and programme formats of commercial radio stations.	BTL-2	PO3, PO4
CO3	Students would interpret with the real world of radio production and transmission process.	BTL-4	PO5, PO6
CO4	Students would be able to operate various radio equipment and mixers for the post-production process. Students would know different programmes and policies of the development.	BTL-3	PO7, PO8
CO5	Students would be able to create & apply an appropriate radio program in different formats i.e. Talk Show/ Feature/ News/ Entertainment program etc. Students will be able to apply radio production techniques.	BTL-6	PO2, PO5

Course Outcomes	Program Outcomes (Scale - 1: Low, 2: Medium, 3:High)											
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	3	3	3	3	3	2	2	3	2	1	2	2
CO2	3	3	3	2	2	2	1	3	3	-	1	2
CO3	3	2	3	3	2	2	-	-	3	2	3	3
CO4	3	3	3	3	2	-	2	-	2	1	3	2
CO5	3	3	3	2	1	-	-	2	2	-	2	3
AVERAGE	3	2.8	3	2.6	2	2	1.67	2.67	2.4	1.33	2.2	2.4


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