

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)207

COURSE NAME: Radio Jockeying and News Reading

LEARNING OBJECTIVES:

This course will provide the learners the following:-

- Describe the structure and functioning of radio FM channel
- Describe the presentation techniques used by Radio Jockey/ News Reader
- Utilize knowledge gained in presentation of a radio programme for transmission

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	Learners would be able to understand the concept structure and functioning of Radio Station.	BTL-2	PO1, PO2
CO2	Learners would be able to create packages of Radio Infotainment programs enclosed with the basic writing skills of Radio programs.	BTL-6	PO3, PO4
CO3	Learners would be able to demonstrate the technicalities related to Voice personality and Presentation.	BTL-3	PO5, PO6
CO4	Learners would be appraised with the Production process and On-Air Programming of the Radio industry along with the emerging industrial trends.	BTL-4	PO7, PO8

Course Outcomes	Program Outcomes (Scale - 1: Low, 2: Medium, 3:High)											
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	2	1	3	3	1	1	3	2	1	2	2	2
CO2	2	1	3	3	1	-	2	2	2	2	2	2
CO3	2	2	3	2	1	-	2	1	2	-	-	2
CO4	2	1	3	3	1	-	3	1	1	1	2	1
AVERAGE	2	1.25	3	2.75	1	1	2.5	1.5	1.5	1.67	2	1.75


HOD
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