

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)257

COURSE NAME: Radio Jockeying and News Reading Lab

LEARNING OBJECTIVES:

This course will provide the learners the following:-

- Write and present a script for radio news
- Prepare news package
- Demonstrate proficiency of skills in managing radio programmes transmission as a radio jockey

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 formulate a script for radio news, acquire proper voice culture and communication skills.	BTL-3	PO1, PO2
CO2	Learners would be able to prepare and present the news bulletin package for radio containing live reporting and phone-in sequences.	BTL-3	PO3, PO4
CO3	Learners would be able to host both live and recorded programs for radio.	BTL-3	PO5, PO6
CO4	Learners would be able to produce entertainment-based radio shows.	BTL-6	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	2	3	2	1	2	3	2	2	2	2	2
CO2	3	2	2	3	2	2	3	2	2	2	2	3
CO3	3	3	3	3	2	3	3	3	3	3	2	2
CO4	3	3	3	3	3	3	3	3	3	2	3	3
AVERAGE	2.7	2.5	2.7	2.7	2	2.5	3	2.5	2.5	2.2	2.2	2.5


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