

# 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)301**

**COURSE NAME: Basics of New Media**

### LEARNING OBJECTIVES:

This course will provide the learners the following:-

- Describe New Media technology for mass communication
- Explain the use of online discussion forums keeping in mind cyber law and ethics
- Understand the applications of New Media
- Utilize knowledge gained to design and manage a website

**PRE-REQUISITES: None**

### COURSEOUTCOMES (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 define the concept and approach of New Media and Online Communication.	BTL-2	PO1, PO2
CO2	Students would have the understanding about Online Journalism, Cyber Law, and Ethics to imbibe professionalism.	BTL-2	PO3, PO4
CO3	Students would be able to develop etiquettes of social media appearance.	BTL-3	PO5, PO6
CO4	Students would be able to learn the application part of Media Convergence by understanding New Media Issues.	BTL-3	PO7, PO8
CO5	Learners would be able to create Web Content along with Website Audience Measurement.	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	-	2	3	3	2	2	2	2
CO2	3	3	3	3	2	3	3	3	2	2	2	2
CO3	2	2	3	3	2	2	2	2	2	1	2	2
CO4	2	3	2	1	-	3	3	2	2	1	2	2
CO5	1	3	3	2	-	1	2	2	-	2	-	1
<b>AVERAGE</b>	2.2	2.8	2.8	2.4	2	2.2	2.6	2.4	2	1.6	2	1.8

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