

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)303

COURSE NAME: Media Research

LEARNING OBJECTIVES:

This course will provide the learners the following:-

- Define Media Research
- Explain the process of Media Research
- Describe the Research methodology for Media
- Describe the steps involved in report writing

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 conceptual knowledge of media research.	BTL-2	PO1, PO2
CO2	Students would be able to understand Communication research and its effective use.	BTL-2	PO3, PO4
CO3	Students would be able to apply the research methodology.	BTL-3	PO5, PO6
CO4	Students will be able to apply the theoretical knowledge of research.	BTL-3	PO7, PO8
CO5	Students will be able to appraise the ethics in research.	BTL-4	PO2, PO5
CO6	Students would be able to create research papers.	BTL-6	PO6, 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	3	2	2	1	2	1	2	2	3	1	2
CO2	2	1	2	2	-	2	-	-	2	3	2	2
CO3	2	1	1	2	-	-	1	-	2	3	2	2
CO4	3	2	3	2	2	3	3	2	2	3	2	2
CO5	2	1	1	1	1	2	1	1	1	3	-	2
CO6	3	2	3	3	1	2	2	2	2	3	2	2
AVERAGE	2.33	1.67	2	2	1.25	2.2	1.6	1.75	1.83	3	1.8	2


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