

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)304

COURSE NAME: Global Media: An Overview

LEARNING OBJECTIVES:

This course will provide the learners the following:-

1. Describe the global communication system post World War II
2. Explain the changing trends in global information flow
3. Utilize knowledge gained to analyse major media concerns for India

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 define the concept and significance of global communication in historical and contemporary contexts.	BTL-2	PO1, PO2
CO2	Learners would be acquainted with the Global Communication Giants along with TV and Cultural Imperialism.	BTL-2	PO3, PO4
CO3	Learners would be able to interpret the functioning of international practices and visual regulation of media exchange.	BTL-4	PO5, PO6
CO4	Learners would be able to examine the structure and functioning of Indian Media and Media Regulatory bodies.	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	3	3	1	1	-	3	1	3	1	-	-	2
CO2	3	2	1	1	2	2	2	1	1	-	-	1
CO3	2	3	3	2	2	3	3	3	2	1	2	3
CO4	3	3	3	3	2	2	2	3	2	2	3	2
AVERAGE	2.75	2.75	2	1.75	2	2.5	2	2.5	1.5	1.5	2.5	2


HOD
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