

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 2024-25)
 As per UGC Curriculum & Credit Framework for Undergraduate Programme (CCFUP)
 (Dec 2022): GGSIP University, Delhi

COURSE CODE: BA(JMC) –DSC-101

COURSE NAME: FUNDAMENTALS OF MASS COMMUNICATION

LEARNING OBJECTIVES:

This course will provide the learners the following: -

1. Define Mass Communication
2. Describe the functions of Mass Communication
3. Explain the various Theories of Mass Communication
4. Elaborate the tools of Mass Communication

PRE-REQUISITES: None

- To have the basic knowledge of Communication.

COURSE OUTCOMES (COS):

After completion of this course, the learners will be able to:-

CO #	Detailed Statement of the CO
CO1	Explain the concepts and elements of Mass Communication
CO2	Apply the concept of Mass Communication to media Activism
CO3	Appraise the varied theories of Mass Communication
CO4	Elaborate the effective tools of Mass Communication

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