

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-102

COURSE NAME: PRINT JOURNALISM

LEARNING OBJECTIVES:

This course will provide the learners the following:-

1. Define Journalism and News.
2. Describe techniques of writing & reporting beats.
3. Explain the structure and functions of a newsroom.
4. Utilize knowledge gained in editing & designing of a print layout of newspaper, magazine and journal.

PRE-REQUISITES:

Knowledge of English Grammar and Writing Skills.

COURSE OUTCOMES (COS):

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

CO #	Detailed Statement of the CO
CO1	Explain the concept of journalism and news.
CO2	Analyse and explain the structure of news room, roles of editor and relevance of stylesheet.
CO3	Elaborate the process of editing and its principles.
CO4	Apply the concept of reporting and writing to create a news
CO5	Collaborate in teams to develop the design and layout of print material.

Course Outcomes	Program Outcomes (Scale - 1: Low, 2: Medium, 3:High)								
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	3	2	2	1	1	1	1	1	1
CO2	3	3	2	1	1	1	1	1	1
CO3	2	2	3	1	1	1	1	1	1
CO4	2	2	2	2	1	1	1	1	1
CO5	2	3	2	2	2	2	1	1	1
Average	2.4	2.4	2	1.4	1.2	1.2	1	1	1