

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-157

COURSE NAME: WRITING SKILLS LAB

LEARNING OBJECTIVES:

This course will provide the learners the following:-

1. Practice effective sentences and paragraph structure.
2. Understand and apply writing styles specific to Print, Online, Broadcast, and Social Media.
3. Develop the ability to construct compelling headlines and lead paragraphs.

PRE-REQUISITES:

Basic knowledge of grammar.

COURSE OUTCOMES (COS):

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

CO #	Detailed Statement of the CO
CO1	Apply fundamentals of writing for reporting a specific case.
CO2	Interpret and implement the translation of relevant cases.
CO3	Examine transliteration and trans-creation for different media.
CO4	Appraise appropriate translation practices for academic purposes.
CO5	Create appropriate content for online media.

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	2	2	3	1	1	1	1	1	1
CO3	2	2	2	1	1	1	1	1	1
CO4	2	2	2	2	1	1	1	1	1
CO5	3	3	2	1	1	1	1	1	1
Average	2.4	2.2	2	1.2	1	1	1	1	1