

# 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) –MDC-109**

**COURSE NAME: CULTURE AND COMMUNICATION**

### LEARNING OBJECTIVES:

This course will provide the learners the following:-

1. To focus on traditional values disseminated from Indian Cultural Heritage.
2. To understand the interconnections between the legacy of our past and needs of our contemporary society.
3. To learn to adapt, interact and celebrate our diversity and pluralistic culture.
4. To integrate ethical values and life skills.

### PRE-REQUISITES: None

1. Student must have the knowledge of cultural awareness and sensitivity and basic understanding of journalism.

### COURSE OUTCOMES (COS):

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

CO #	Detailed Statement of the CO
CO1	Define cultural diversity and its implications.
CO2	Demonstrate inter-cultural communication skills.
CO3	Apply cultural sensitivity and ethical decision making
CO4	Explore the Media influence on cultural

Course Outcomes	Program Outcomes (Scale - 1: Low, 2: Medium, 3:High)								
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	2	2	1	1	1	3	1	1	1
CO2	3	3	2	1	2	3	1	1	1
CO3	2	2	1	2	1	3	2	1	1
CO4	2	2	2	1	1	2	1	2	1
Average	2.25	2.25	1.25	1.25	1.25	2.75	1.25	1.25	1