

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-111

COURSE NAME: Current Affairs and Media Issues

LEARNING OBJECTIVES:

This course will provide the learners the following:-

1. To explore the historical development and evolution of media in covering current affairs.
2. To analyse the role of cultural and political factors in shaping international news coverage.
3. To develop a conceptual understanding of human, mass and organizational communications and their social, economic and political dimensions.

PRE-REQUISITES:

1. Students must have the basic knowledge of national and international affairs.
2. Students should be willing to explore various perspectives and understand the impact of cultural contexts on media representation.

COURSE OUTCOMES (COS):

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

CO #	Detailed Statement of the CO
CO1	Explore the historical development and evolution of media in covering current affairs
CO2	Explore the potential future developments and challenges facing the media landscape.
CO3	Investigate how international media cover global events and issues
CO4	Evaluate the impact of media on public opinion and political discourse.

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	2	1	1	1
CO2	2	3	2	1	1	2	1	2	1
CO3	3	2	3	1	1	2	1	1	1
CO4	3	3	2	1	2	3	1	1	2
Average	2.75	2.5	2.25	1	1.25	2.25	1	1.25	1.25