

# 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-112**

**COURSE NAME: BEAT COMMUNICATION**

### LEARNING OBJECTIVES:

This course will provide the learners the following:-

1. Articulate the significance and role of beat communication in political, sports, health, entertainment, education, and crime reporting.
2. Demonstrate effective research, interviewing, and reporting techniques specific to each beat.
3. Analyse and report on complex issues within each beat, mastering the skills of
4. Investigative Journalism.
5. Apply ethical considerations and navigate challenges inherent in beat reporting, contributing responsibly to public discourse.

### PRE-REQUISITES:

- Basic proficiency in journalistic writing and reporting.
- Familiarity with fundamental principles of media ethics.
- Strong interest in current affairs and social issues.

### COURSE OUTCOMES (COS):

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

CO #	Detailed Statement of the CO
CO1	Articulate the significance and role of Beat Communication in various Journalistic contexts.
CO2	Demonstrate effective Research, Interviewing and Reporting Techniques specific to Political, Sports, Health, Entertainment, Education, and Crime Beats.
CO3	Analyze and Report on complex issues within each Beat, mastering the skills of Investigative Journalism.
CO4	Apply ethical considerations and navigate challenges inherent in Beat Reporting, contributing responsibly to Public 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	1	1	1	1
CO2	3	3	2	1	1	2	1	1	1
CO3	2	2	3	2	1	1	1	1	1
CO4	3	3	2	2	2	2	1	1	1
Average	2.7	2.5	2.2	1.2	1	1.2	1	1	1