

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-116

COURSE NAME: TRANSLATION FOR MEDIA

LEARNING OBJECTIVES:

This course will provide the learners the following:-

1. Develop a deep understanding of the language and style used in various media formats, such as news articles, scripts and advertisements.
2. Describe the process of translation.
3. Utilize knowledge gained in writing accurately and creatively for mass media.

PRE-REQUISITES:

- Students must have the basic knowledge of translation skills and understanding of media industry.

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 of translation in the Indian context.
CO2	Analyse and understand translation theories proposed by scholars such as Nida, Newmark, and Catford.
CO3	Demonstrate an understanding of the challenges and techniques involved in translating literary texts..

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	3	2	2	1	1	1	1	1
CO3	3	2	3	2	1	1	1	1	1
Average	2.67	2.33	2.33	1.33	1	1	1	1	1