

# 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-152**

**COURSE NAME: PRINT JOURNALISM LAB**

### LEARNING OBJECTIVES:

This course will provide the learners the following:-

1. Identify news values and comprehend the news process.
2. Write different leads, the body text and tail.
3. Demonstrate interviewing and news gathering skills.
4. Display editing skills including proof reading and headline writing.

### PRE-REQUISITES:

Basic knowledge of various writing styles used in Print Media.

### COURSE OUTCOMES (COS):

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

CO #	Detailed Statement of the CO
CO1	Make use of appropriate writing style to write leads and stories for different beats.
CO2	Inspect, review and write soft stories. Compose effective news stories.
CO3	Design a copy by using editing and proof-reading symbols.
CO4	Elaborate, analyse and rewrite photo captions and cutline.

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