

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) –SEC-115

COURSE NAME: WRITING SKILLS

LEARNING OBJECTIVES:

This course will provide the learners the following:-

1. Describe the writing process for various media.
2. Describe the process of translation.
3. Utilize knowledge gained in writing accurately and creatively for mass media

PRE-REQUISITES:

- Basic knowledge of English Grammar.

COURSE OUTCOMES (COS):

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

CO #	Detailed Statement of the CO
CO1	Illustrate the concepts and elements of Media Writing
CO2	Demonstrate the process of writing varied items
CO3	Analyse online writing skills for varied media forms.
CO4	Appraise the intricacies and significance of translation process in media writing
CO5	Create write-ups and the complete writing plan for different media

Course Outcomes	Program Outcomes (Scale - 1: Low, 2: Medium, 3:High)								
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	3	3	2	1	1	1	1	1	1
CO2	3	3	2	1	1	1	1	1	1
CO3	2	2	3	1	1	2	1	1	1
CO4	2	2	1	2	1	1	1	1	1
CO5	3	3	2	1	1	1	1	1	1
Average	2.6	2.6	2	1.2	1	1.2	1	1	1