



TECNIA INSTITUTE OF ADVANCED STUDIES

NAAC GRADE "A" INSTITUTE (CYCLE-1)

Approved by AICTE, Ministry of Education Govt. of India, Recognized Under Sec. 2(f) of UGC Act 1956. &

Affiliated to Guru Gobind Singh Indraprastha University, New Delhi

INSTITUTIONAL AREA, MADHUBAN CHOWK, ROHINI, DELHI-110085

Department of Journalism & Mass Communication

BA(Journ. & Mass Comm.) 3/4 Yr. (H with R) Scheme and Syllabus (w.e.f. Academic Session 2024-25)

<div>POs</div> <div>COs</div>		PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9
		The ability to use knowledge, facts, and data to critically analyze and develop a well thought out solution within a reasonable time frame.	The ability to effectively communicate with the professional community and with the society at large and being able to write effective reports, design documentation, make effective presentations with the capability of giving and taking clear instructions.	The ability to explore, select, adapt and apply appropriate technologies and tools to a wide range of activities.	The ability to perform professional practices in an ethical way, keeping in the mind cyber regulations & laws, responsibilities and norms of professional practices.	The ability to work in multi-disciplinary team collaboration both as a member and leader, as per need.	The ability to recognize and assess societal, environmental, health, safety, legal and cultural issues within local and global contexts and the consequential responsibilities applicable to professional practices.	The ability to engage in independent learning for continuous self-development as a professional.	The ability to apply innovation to track a suitable opportunity to create value and wealth for the betterment of the individual and society at large.	The ability to apply knowledge to manage projects in multidisciplinary environments.
BA(JMC) –DSC-101 -Fundamentals of Mass Communication										
CO1	Explain the concepts and elements of Mass Communication	3	3	2	2	1	1	2	1	1
CO2	Apply the concept of Mass Communication to media Activism	3	3	2	3	2	2	2	2	1
CO3	Appraise the varied theories of Mass Communication	3	2	2	2	1	1	2	1	1
CO4	Elaborate the effective tools of Mass Communication	2	2	2	3	2	3	1	2	2
Average		2.75	2.5	2	2.5	1.5	1.75	1.75	1.5	1.25
BA(JMC) –DSC-103 -Photo Journalism										
CO1	Explain the concept and genres of photography.	3	2	2	1	1	1	2	1	1
CO2	Analyse and demonstrate the techniques of Still Camera operations.	3	2	3	1	2	1	2	1	1
CO3	Appraise types of photographic lenses.	2	2	3	1	1	1	2	1	1
CO4	Prepare a detailed floor plan in context of lighting techniques.	2	2	2	3	1	1	2	1	1
CO5	Elaborate the role and importance of ethics-based photojournalism	3	3	2	3	2	2	2	1	1
Average		2.6	2.2	2.2	1.8	1.4	1.2	1.8	1	1


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BA(JMC) –DSC-105 - Design and Graphics										
CO1	Explain the basics of Design & Graphics	3	1	1	1	1	1	1	1	1
CO2	Analyse various desktop publishing layout & their related designs.	3	2	3	1	1	1	1	1	1
CO3	Elaborate various visual designs.	3	2	2	1	1	1	1	1	1
CO4	Appraise contemporary printing methods in the context of emerging trends.	1	1	2	1	1	3	1	2	1
CO5	Elaborate the current trends in media through effective communication strategies.	2	3	2	1	1	2	1	1	1
Average		2.4	1.8	1.8	1	1	1.6	1	1.2	1
BA(JMC) –MDC-107 - Communication Skills										
CO1	Explain the concept and elements of Communication	3	3	1	1	1	1	1	1	1
CO2	Analyse the varied theories of Communication	3	2	1	1	1	1	1	1	1
CO3	Appraise the meaning of self-communication	2	1	1	1	1	1	1	1	1
CO4	Elaborate the techniques of effective communication	3	3	2	1	1	2	1	1	1
Average		2.75	2.25	1.25	1	1	1.25	1	1	1
BA(JMC) –MDC-109 - Culture and Communication										
CO1	Define cultural diversity and its implications.	2	2	1	1	1	3	1	1	1
CO2	demonstrate inter-cultural communication skills.	3	3	2	1	2	3	1	1	1
CO3	Apply cultural sensitivity and ethical decision making	2	2	1	2	1	3	2	1	1
CO4	Explore the Media influence on cultural	2	2	2	1	1	2	1	2	1
Average		2.25	2.25	1.25	1.25	1.25	2.75	1.25	1.25	1
BA(JMC) –MDC-111 - Current Affairs and Media Issues										
CO1	Explore the historical development and evolution of media in covering current affairs	3	2	2	1	1	2	1	1	1
CO2	Explore the potential future developments and challenges facing the media landscape.	2	3	2	1	1	2	1	2	1
CO3	Investigate how international media cover global events and issues	3	2	3	1	1	2	1	1	1
CO4	Evaluate the impact of media on public opinion and political discourse.	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
BA(JMC) –MDC-113 -Computer Applications for Media										
CO1	Understand and explain fundamental concept of computers.	3	1	2	1	1	1	1	1	1
CO2	Analyze and demonstrate computer proficiency in both print and electronic journalism	3	3	2	1	2	1	1	1	1
CO3	Explore and utilize the Internet for interactive communication	2	2	3	1	1	2	1	1	1
CO4	Specify applications of computer in various forms of media	3	2	2	1	1	3	1	1	1
Average		2.75	2	2	1	1.25	1.75	1	1	1

BA(JMC) –SEC-115 -Writing Skills										
CO1	Illustrate the concepts and elements of Media Writing	3	3	2	1	1	1	1	1	1
CO2	Demonstrate the process of writing varied items	3	3	2	1	1	1	1	1	1
CO3	Analyse online writing skills for varied media forms.	2	2	3	1	1	2	1	1	1
CO4	Appraise the intricacies and significance of translation process in media writing	2	2	1	2	1	1	1	1	1
CO5	Create write-ups and the complete writing plan for different media	3	3	2	1	1	1	1	1	1
Average		2.6	2.6	2	1.2	1	1.2	1	1	1
BA(JMC) –DSC-151 -Photo Journalism Lab.										
CO1	Apply still camera exposure techniques to capture photographs.	3	1	2	1	1	1	1	1	1
CO2	Create photos based on the ideas of varied composition	3	2	2	1	1	1	1	1	1
CO3	Incorporate lighting techniques for various photoshoots.	2	1	3	1	1	1	1	1	1
CO4	Develop a coffee table book based on photo stories in teams.	2	3	2	2	2	2	1	1	1
CO5	Compose effective, clear and informative captions.	3	2	1	1	1	1	1	1	1
Average		2.6	1.8	2	1.2	1.2	1.2	1	1	1
BA(JMC) –DSC-153 -Design and Graphics Lab										
CO1	Apply photo editing skills for quality enhancement.	3	2	2	1	1	1	1	1	1
CO2	Apply photo editing skills for quality enhancement.	3	2	2	1	1	1	1	1	1
CO3	Make use of appropriate DTP software tools to create various layouts for several media platforms.	2	3	3	1	1	1	1	1	1
CO4	Design an e-newspaper, in a team, to demonstrate the design and graphics concepts.	3	3	2	2	2	2	1	1	1
CO5	Design a poster for any specified scenario.	2	2	2	1	1	1	1	1	1
Average		2.6	2.4	2.4	1.2	1.2	1.2	1	1	1
BA(JMC) –DSC-155 -Lab based on Elective –I										
CO1	Apply active listening, and note-taking skills during meetings.	2	2	1	1	1	2	1	1	1
CO2	Develop multimedia presentations that effectively convey information and engage the audience.	3	3	2	1	1	1	1	1	1
CO3	Develop and deliver a script or role play demonstrating effective negotiation techniques.	2	2	3	1	1	1	1	1	1
CO4	Design a visually appealing business report on a relevant topic (e.g., market analysis, project proposal).	2	3	2	2	2	1	1	1	1
CO5	Outline specific platforms suitable for the organization's goals and target audience.	2	2	1	1	1	2	1	1	1
Average		2.2	2.4	1.8	1.2	1.2	1.4	1	1	1
BA(JMC) –DSC-157- Writing Skills Lab										
CO1	Apply fundamentals of writing for reporting a specific case.	3	2	2	1	1	1	1	1	1
CO2	Interpret and implement the translation of relevant cases.	2	2	3	1	1	1	1	1	1
CO3	Examine transliteration and trans-creation for different media.	2	2	2	1	1	1	1	1	1
CO4	Appraise appropriate translation practices for academic purposes.	2	2	2	2	1	1	1	1	1
CO5	Create appropriate content for online media.	3	3	2	1	1	1	1	1	1
Average		2.4	2.2	2	1.2	1	1	1	1	1

BA(JMC) –DSC-102- Print Journalism										
CO1	Explain the concept of journalism and news.	3	2	2	1	1	1	1	1	1
CO2	Analyse and explain the structure of news room, roles of editor and relevance of stylesheet.	3	3	2	1	1	1	1	1	1
CO3	Elaborate the process of editing and its principles.	2	2	3	1	1	1	1	1	1
CO4	Apply the concept of reporting and writing to create a news	2	2	2	2	1	1	1	1	1
CO5	Collaborate in teams to develop the design and layout of print material.	2	3	2	2	2	2	1	1	1
Average		2.4	2.4	2	1.4	1.2	1.2	1	1	1
BA(JMC) –DSC-104 Development Communication										
CO1	Develop distinct understanding of economic indicators with respect to Development Communication.	3	2	2	1	1	1	1	1	1
CO2	Identify the importance of social change campaign and CSR.	2	3	2	2	1	2	1	1	1
CO3	Analyze the previous models & theory with contemporary trends of development.	2	2	3	1	1	1	1	1	1
CO4	Discuss the initiatives supporting Development Support Communication.	2	2	2	2	1	1	1	1	1
CO5	Follow the development techniques and principles in real life.	3	2	2	1	1	1	1	1	1
Average		2.4	2.2	2	1.4	1	1.2	1	1	1
BA(JMC) –IDC-106 -Media Law and Ethics										
CO1	Explain Freedom of Press with reference to Indian Constitution.	3	2	2	1	1	1	1	1	1
CO2	Describe the bodies of Press and Parliamentary Privileges.	2	2	2	2	1	1	1	1	1
CO3	Apply the various Media Acts and Laws.	3	3	2	2	1	1	1	1	1
CO4	Function as Responsible, Accountable and Ethical Media Professional for Nation building.	3	2	2	3	2	1	1	1	1
Average		2.75	2.25	2	1.75	1.25	1	1	1	1
BA(JMC) –MDC-108 Public Speaking										
CO1	Articulate the significance and foundational elements of public speaking.	3	2	2	2	1	1	1	1	1
CO2	Demonstrate effective delivery techniques, including vocal variety and visual aids.	2	3	2	1	1	1	1	1	1
CO3	Adapt communication to diverse situations, mastering impromptu and persuasive speaking.	2	2	3	1	1	1	1	1	1
CO4	Apply advanced skills such as storytelling, Q&A handling, and ethical considerations for impactful public speaking.	3	3	2	2	2	2	1	1	1
Average		2.5	2.5	2.3	1.3	1	1	1	1	1
BA(JMC) –MDC-110 Socio –Economic and Political Ecosystem										
CO1	Explain various aspects of Indian culture and heritage.	3	2	1	1	1	1	1	1	1
CO2	Identify and discuss the various issues and concerns of contemporary Indian socio-economic and political system.	2	3	2	2	1	2	1	1	1
CO3	Appraise Presidential and Parliamentary Governments in the context of changing ecosystem.	2	2	3	1	1	1	1	1	1
CO4	Evaluate the impact of various Regional political parties in Indian Political System.	2	2	2	2	2	2	1	1	1
Average		2.25	2.25	2	1.25	1.25	1.25	1	1	1

BA(JMC) –MDC-112 Beat Communication										
CO1	Articulate the significance and role of Beat Communication in various Journalistic contexts.	3	2	2	1	1	1	1	1	1
CO2	Demonstrate effective Research, Interviewing and Reporting Techniques specific to Political, Sports, Health, Entertainment, Education, and Crime Beats.	3	3	2	1	1	2	1	1	1
CO3	Analyze and Report on complex issues within each Beat, mastering the skills of Investigative Journalism.	2	2	3	2	1	1	1	1	1
CO4	Apply ethical considerations and navigate challenges inherent in Beat Reporting, contributing responsibly to Public discourse.	3	3	2	2	2	2	1	1	1
Average		2.75	2.5	2.25	1.25	1	1.25	1	1	1
BA(JMC) –MDC-114 Animation										
CO1	Demonstrate a thorough understanding of animation principles and their application.	3	2	2	1	1	1	1	1	1
CO2	Design and rig characters effectively for various animation projects.	3	2	3	1	1	2	1	1	1
CO3	Create animation projects through well-executed storyboards.	2	3	2	1	1	1	1	1	1
CO4	Develop quality animation projects in collaboration with a team	3	3	2	2	2	2	1	1	1
Average		2.75	2.5	2.25	1.25	1	1.25	1	1	1
BA(JMC) –MDC-116 - Translation for Media										
CO1	Explore the historical development of translation in the Indian context.	3	2	2	1	1	1	1	1	1
CO2	Analyse and understand translation theories proposed by scholars such as Nida, Newmark, and Catford.	2	3	2	2	1	1	1	1	1
CO3	Demonstrate an understanding of the challenges and techniques involved in translating literary texts..	3	2	3	2	1	1	1	1	1
Average		2.67	2.33	2.33	1.33	1	1	1	1	1
BA(JMC) –DSC-152- Print Journalism Lab										
CO1	Make use of appropriate writing style to write leads and stories for different beats.	3	2	2	1	1	1	1	1	1
CO2	Inspect, review and write soft stories. Compose effective news stories.	3	3	2	2	1	1	1	1	1
CO3	Design a copy by using editing and proof-reading symbols.	2	2	3	1	1	1	1	1	1
CO4	Elaborate, analyse and rewrite photo captions and cutlines.	2	2	2	2	1	1	1	1	1
Average		2.5	2.25	2.25	1.25	1	1	1	1	1

BA(JMC) –IDC-154 - Media Law and Ethics Lab.										
CO1	Understand and explain legal terminology and historical evolution of press laws.	3	2	2	1	1	1	1	1	1
CO2	Analyse and explain the legislative process and its impact on freedom of the press.	2	3	2	2	1	1	1	1	1
CO3	Describe the constitutional provisions related to freedom of the press and its restrictions.	3	2	3	1	1	1	1	1	1
CO4	Analyse and evaluate defamation cases, considering legal and ethical dimensions.	3	2	2	2	2	1	1	1	1
CO5	Critical Analysis of Press Commissions, Committees, and Legal Frameworks.	2	2	2	2	1	1	1	1	1
Average		2.6	2.2	2.2	1.4	1	1	1	1	1
BA(JMC) –MDC-156 -Public Speaking Lab (Lab. based on Elective –III)										
CO1	Demonstrate Proficiency in Verbal and Non-verbal Communication Skills.	3	2	2	1	2	1	1	1	1
CO2	Apply Theoretical Knowledge to Plan, Design, and Present Engaging Multimedia Presentations.	3	3	3	1	2	1	1	1	1
CO3	Effectively Adapt Communication Strategies in Various Situations, Mastering Impromptu and Persuasive Speaking.	3	2	2	2	2	1	1	1	1
CO4	Apply Advanced Public Speaking Skills, including Storytelling, Q&A Handling, and Ethical Considerations.	3	2	3	2	2	1	1	1	1
Average		3	2.25	2.5	1.25	2	1	1	1	1
BA(JMC) –SEC-158 -Translation for Media Lab.										
CO1	Understand the differences between translations for different media and practice it.	3	2	2	1	1	1	1	1	1
CO2	Explore the different stories to translate in different languages.	3	3	2	2	1	1	1	1	1
CO3	Develop practical skills by using different techniques of translation.	3	2	3	2	2	1	1	1	1
Average		3	2.33	2.33	1.67	1	1	1	1	1
BA(JMC) –RP-160 -Mini Project - I										
CO1	Demonstrate advanced skills in conducting Literature Reviews, accessing relevant databases, and synthesizing scholarly articles to build a comprehensive understanding of the chosen topic.	3	2	3	1	1	1	2	1	1
CO2	Formulate precise and focused Research Questions related to the chosen topic.	3	2	2	1	1	1	2	1	1
CO3	Design and implement appropriate research methodologies, demonstrating a sound understanding of both quantitative and qualitative approaches in media studies.	3	3	3	2	1	1	2	1	1
Average		3	2.33	2.67	1.33	1	1	2	1	1