

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 2022-23)

As per UGC Curriculum & Credit Framework for Undergraduate Programme (CCFUP)

(Dec 2022): GGSIP University, Delhi

COURSE CODE: BA(JMC)208

COURSE NAME: Television News: Reporting and Anchoring

LEARNING OBJECTIVES:

This course will provide the learners the following:-

1. Describe the structure and functioning of TV news channel
2. Explain the role and responsibilities of TV News Reporter and Anchor
3. Utilize knowledge gained in writing and presenting TV news

PRE-REQUISITES: None

COURSE OUTCOMES (COS):

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

| CO # | Detailed Statement of the CO | BTL | Mapping with POs |
|------|--|-------|------------------|
| CO1 | Learners would be able to define the role and responsibilities of TV as a medium of Mass Communication. | BTL-2 | PO1, PO2 |
| CO2 | Learners would be able to understand the concept of the Pre-Production process of Television Program to perform professionally. Students will be able to write scripts of television news stories, special stories, and on-the-spot reporting. | BTL-2 | PO3, PO4 |
| CO3 | Learners would be able to create programmes by following the Production process of Television Program to perform professionally. | BTL-6 | PO5, PO6 |
| CO4 | Learners would be able to interpret the Post-Production process of Television Program to perform professionally. Students will be able to do the editing both offline and online programs of television using the software. | BTL-4 | PO7, PO8 |

| Course Outcomes | Program Outcomes (Scale - 1: Low, 2: Medium, 3:High) | | | | | | | | | | | |
|-----------------|---|-----|-----|-----|-----|-----|-----|-----|-----|------|------|------|
| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PO11 | PO12 |
| CO1 | 3 | 3 | 2 | 2 | 2 | 2 | 2 | 2 | 1 | 1 | 1 | 1 |
| CO2 | 3 | 2 | 3 | 3 | 1 | 1 | 2 | 1 | 1 | 1 | 2 | 2 |
| CO3 | 2 | 2 | 3 | 3 | 1 | 1 | 1 | 1 | 1 | 1 | 2 | 2 |
| CO4 | 2 | 3 | 3 | 3 | 3 | 2 | 3 | 1 | 2 | 1 | 1 | 1 |
| AVERAGE | 2.5 | 2.5 | 2.7 | 2.7 | 1.7 | 1.5 | 2 | 1.2 | 1.2 | 1 | 1.5 | 1.5 |


HoD
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