



# बिरसा मुंडा ट्रायबल युनिवर्सिटी Birsamunda Tribal University

राजपिपला, जि. नर्मदा Rajpipla, Dist. Narmada

Established by Tribal Development Department, Govt. of Gujarat

School of Arts

B.A. (English) Programme

Subject Code & Name: BA04AEENG2 JOURNALISTIC WRITTING

## Teaching and Evaluation Scheme:

Teaching Scheme				Examination Scheme			
Credits				Component Weightage (%)			
				CCE		SEE	
L	T	P	Total	TH	PWE	TH	PWE
2	-	-	2	50	00	50	00

Programme Name	B.A.
Semester	IV
Course Code	BA04AEENG2
Course Title	JOURNALISTIC WRITTING
Course Content Type (Th./Pr.)	Theory
Course Credit	2
Sessions+ Lab. Per Week	2
Total Teaching/Lab. Hours	30 Hours
* 2 Laboratory = 1 Session	

## Learning Objectives

1. To understand the concept of mass communication
2. Analyze the characteristics and functions
3. Explore different tools and channels
4. Recognize the role of media in society
5. Assess media ethics and responsibilities

## Prerequisites (if any)

## Learning Outcomes

On the completion of this course, students will able to:

1. Define mass communication and identify characteristics of mass communication
2. Explain the functions of mass communication
3. Differentiate among media types
4. Analyze the role of mass media in society
5. Apply media knowledge practically
6. Reflect on ethical practices







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## School of Arts B.A. (English) Programme

Detailed Contents		
UNIT	TOPIC/SUB-TOPIC	TEACHING HOURS
I	<b>Introduction to Mass Communication</b> A. Introduction to Mass Communication B. Characteristics of Mass Communication C. Functions of Mass Communication	15
II	<b>Tools of Mass Communication</b> A. Print Media B. Electronic Media C. Advertising Media D. Folk and Traditional Media	15
<b>Text Book(s)</b>		
NA		
<b>Reference Books</b>		
1. Merrill, John Calhoun, et al. <i>Modern Mass Media</i> . Pearson College Division, 1994. 2. Kumar, Keval J. <i>Mass Communication in India</i> , Fifth Edition. Jaico Publishing House, 2020. 3. <i>Hindi Patrakarita aur Jansanchar Madhyam</i> by Dr. Jitendra Vats. 4. संचार पररचय एवंवस्ता – by Dr. Anil K. Ray.		
<b>Web Resources</b>		
Online Resources		
<b>Required Software(s) (if any)</b>		
<b>Practical(s) (if any)</b>		

L:: Lecture, T:: Tutorial, P::Practical

CCE::Continuous and Comprehensive Evaluation

(CCE Theory includes Mid Semester Examination, Assignment, MCQ quizzes, Seminar, Reflective notes, class participation, case analysis and presentation, slip tests (announced/surprised), attendance etc. or any combination of these)

PWE::Practical Work Examination

(PWE includes Laboratory practical work, project work, viva simulation exercise work etc.)

SEE::Semester End Evaluation

