

BAJMC LESSON PLAN

Semester: First	Subject: Basics of Communication
Session:2024-25	Teacher: Savita Nagar

Month	Topic
July 2024	Introduction to Communication. Concept and definition of Communication. The process of Communication. Elements and functions of Communication.
August 2024	Human Communication. Essentiality of Communication in Social Groups. Communication and Socialization. Communication and Culture Test and assignment
September 2024	Intrapersonal Communication. Interpersonal Communication. Oral, Written and Visual Communication. Test and Assignment
October 2024	Verbal and Non-Verbal Communication. Group Communication. Mass Communication - Introduction, Concept and Definition. Test and assignment
November 2024	Elements of Mass Communication. Differences between Personal, Group and Mass Communication. Test and assignment Revision

BAJMC LESSON PLAN

Semester:First	Subject: Journalism : An Introduction
Session:2024-25	Teacher: Savita Nagar

Month	Topic
July 2024	Journalism: Definition, nature and scope Functions of Journalism Relevance and impact of Journalism on society Journalism as a profession
August 2024	Types of Journalism Green Journalism, Yellow Journalism Economic/ Business Journalism, Sports Journalism Citizen Journalism, Advocacy Journalism
September 2024	What is News? Definition and Concept Basic Elements of News The Process of News- From News Gathering to Publication Test and Assignment
October 2024	Types of News: Soft News, Hard News, etc. Journalist- Role, duties and responsibilities Essential Qualities of Journalist Test and assignment
November 2024	Ethics and Conduct of Journalists Contemporary Issues in Journalism Test and assignment Revision

BAJMC LESSON PLAN

Semester: Third	Subject: Print Production
Session:2024-25	Teacher: Savita Nagar

Month	Topic
July 2024	Introduction to Printing Process Typography and Graphic Art
August 2024	Type of Composition- Manual, Mechanical, Lino, Mono, Hadlow, Photo Basic Principals of Layout Designing Test and assignment
September 2024	Tools of Layout Designing Desk Top Publishing (D.T.P.) Newspaper Make Up Test and Assignment
October 2024	Magazine Lay-out Basic Elements and Principles- Design Lay Out, Graphics Visual Communication and Colours Test and assignment
November 2024	Use of Multi-Media Creativity and Visualisation Test and assignment Revision

BAJMC LESSON PLAN

Semester: Third	Subject: Political Science
Session:2024	Teacher: Savita Nagar

Month	Topic
July 2024	Concept, Definition of Political Science Relations of Political Science with other Social Sciences
August 2024	Importance of Political Science for the Media Students Introduction to Political Thought Nature and Significance of Political Thought Test and assignment
September 2024	Nation, State, Government, Power and Authority Concepts- Rights and Liberty, Equality and Justice Concepts- Democracy Test and Assignment
October 2024	Concepts- Rights and Liberty, Equality and Justice Concepts- Democracy Governance, People Participation in Democratic process Test and assignment
November 2024	Basic Features of Indian Constitution Max. State and Institutions in India: Legislature, Executive and Judiciary Indian Political System, Political Parties in India. Election Process in India. Test and assignment Revision

BAJMC LESSON PLAN

Semester: Fifth	Subject: Media Management
Session:2024	Teacher: Savita Nagar

Month	Topic
July 2024	Definition of Management Concept, Significance and Functions of Management
August 2024	Media Management- Basics Ownership Patterns in Media Organizational Structure- Newspapers Test and assignment
September 2024	News Agencies- PTI, UNI, BHASHA, VAARTA Organizational Structure- Advertising Agencies Organizational Structure- Radio, T.V. Test and Assignment
October 2024	Role of various Dept./ sections in Media Organization Govt. Agencies- Press Information Bureau (PIB), D.A.V.P., N.F.D.C. Test and assignment
November 2024	Media Marketing- Techniques/ News Trends Media and Branding Important Media Houses in India Test and assignment Revision

MAJMC LESSON PLAN

Semester: First	Information and Communication Technology
Session: 2024	Teacher: Savita Nagar

Month	Topic
July 2024	Radio and television broadcasting Satellite: history, types, frequency & functions Ku band, L band, C band. Cable TV transmission, DTH, Digital Transmission, Over the Top Platforms
August 2024	Signal generation & transmission, Video Streaming & It's formats, Signal transportation using FTP Spectrum & Spectrum Management, Microwave links, Terrestrial transmission, Optical fiber, wireless & advanced telephony, AM, FM & PM transmission Computers, LAN, WAN & MAN, Internet & Intranet, E-mail, Development Journey of Internet Test and assignment
September 2024	Role of computers in various mass media, Application of ICT in Mass Communication Facsimile, videotext, Tele text, Multimedia Printing Process, Letterpress Offset printing, Test and Assignment
October 2024	Screen printing and other printing methods, Printing Design related softwares Land line telephone, Mobile telephone, Use and applications of mobile in mass communication Test and assignment
November 2024	Internet Technology for Journalism & Mass Communication Media Convergence Media Convergence for Mass Communication Test and assignment, Revision