

Lesson Plan 2024-25 (Odd Semester)

(July to Dec 2024) BAJMC(Single Major)

Subject- SEC(Computer Applications for Communication)

Faculty: - Dr Rachna Saini Department: -Journalism & Mass Communication

Month	July-August	August	September	October- November
BAJMC 1st semester	<ul style="list-style-type: none">• Introduction to Computers- History and Generations of Computers• Origin and Growth of Computers• Use of Computer in Human Life• Computer Applications in Communication functions	<ul style="list-style-type: none">• Types of Computers• Various Parts and Function of Computers.• Computer-Hardware and Software.• Internet-Origin and developmental journey, use of Internet for Communication function	<ul style="list-style-type: none">• Types of Computers• Various Parts and Function of Computers.• Computer-Hardware and Software.• Internet-Origin and developmental journey, use of Internet for Communication function	<ul style="list-style-type: none">• MS-Word, MS-Office-Applications.• MS-Excel Applications• MS-PowerPoint, Corel Draw• Introduction to Basics Computer design softwares

Lesson Plan 2024-25 (Odd Semester)

(July to Dec 2024, Odd Semester) MAJMC

Subject- DSC (Introduction to Communication)

Faculty: - Dr Rachna Saini Department: -Journalism & Mass Communication

Month	August	August	September	October- November
MAJMC 1st semester Total credit- 04	<ul style="list-style-type: none"> ○ Concept, Nature and Process of Human Communication. ○ Forms of Communication. ○ Functions of Communication. ○ Types of Communication: Interpersonal, Intrapersonal, group and mass communication 	<ul style="list-style-type: none"> ○ Communication Process and Elements of Communication. ○ Seven Cs of Effective Communication ○ Barriers to Communication ○ Noise in Communication 	<ul style="list-style-type: none"> ○ Language and Communication, Importance of Language. ○ Communication & Socialization. ○ Communication system in Indian context. ○ Mass Communication-the process and characteristics, Mass Society, Emergence of Mass Media. 	<ul style="list-style-type: none"> ○ Journalism- Definition, Nature, Scope ○ History of Journalism- Origin, Evolution as Profession. ○ Journalist- Definition, Duties & Responsibilities. ○ Journalistic Terminology. ○ Current issues & Emerging trends.

Lesson Plan 2024-25 (Odd Semester)

(July to Dec 2024) MAJMC

Subject-DSC(Development of Media)

Faculty: - Dr Rachna Saini Department: -Journalism & Mass Communication

Month	July-August	August	September	October- November
MAJMC 1st semester	<ul style="list-style-type: none">○ Development of Print Media: Historical Journey○ Indian Press; Post Independence○ Origin of Indian News Agencies and their role○ Management and ownership Pattern of Press	<ul style="list-style-type: none">○ Development of Radio: Historical Journey○ Development of Radio in India○ Public and Private Radio Systems, FM, AM etc.○ Organizational structure of the Radio, Present Status, New Trends	<ul style="list-style-type: none">○ Development of Television: Historical Journey○ Development of Television in India○ Public and Private T.V. Channels○ Organizational structure of the Television Industry, Present Status, New Trends	<ul style="list-style-type: none">○ Cinema: Historical perspective○ Development of Cinema in India○ Characteristics of Hindi Cinema○ Cinema as a medium of Mass Communication, Current Status, Emerging Trends

Lesson Plan 2024-25 (Odd Semester)

(July to Dec 2024) BAJMC

Subject- Sociology

Faculty: - Dr Rachna Saini Department: -Journalism & Mass Communication

Month	July-August	August	September	October- November
BAJMC 3rd semester	<ul style="list-style-type: none">• Nature, Scope and Importance of Sociology• Relation of Sociology with other Social Sciences• Significance of Studying Sociology for media Students	<ul style="list-style-type: none">• Group, Community, Institution, Society• Social Inter Dependence• Family, Kinship, Caste, Class, Clan, Tribe, Marriage	<ul style="list-style-type: none">• Social Change- Concept, Process• Types of Social Change• Agents of Social Change• Concept of Socialization. Role of Media in Socialization	<ul style="list-style-type: none">• Characteristics of India Society• Major Social Problems in India• Important Social Issues in Indi

Lesson Plan 2024-25 (Odd Semester)

(July to Dec 2024) BAJMC

Subject- Electronic Media

Faculty: - Dr Rachna Saini Department: -Journalism & Mass Communication

Month	July-August	August	September	October- November
BAJMC 5th semester	<ul style="list-style-type: none">• Radio as a medium of Communication• Characteristics of Radio• History of Radio in India especially All India Radio (AIR)	<ul style="list-style-type: none">• Role of Radio in Societal and National Development• Various Radio Programmes• AM/FM, Radio Equipment's• Community Radio, Educational Radio	<ul style="list-style-type: none">• Television as a Medium of Mass Communication• Doordarshan, various T.V. Channels• Various T.V. Serials• Recent Trends in T.V. Broadcasting	<ul style="list-style-type: none">• A brief introduction of Indian Cinema• Films- Types of Films• Cinema and Society- Effects, etc <p>Emerging Trends of Indian Cinema</p>

Lesson Plan 2024-25 (Odd Semester)

(July to Dec 2024) For other department students

Subject-Media in our life

Faculty: - Dr Rachna Saini Department: -Journalism & Mass Communication

Month	July-August	August	September	October- November
For other department students 1st semester	Unit 4: Cinema as a medium of mass communication	<ul style="list-style-type: none">• Cinema and society; role and functions of cinema	<ul style="list-style-type: none">• Digital Media- Definition, nature and scope	<ul style="list-style-type: none">• Digital Media and Society, Digital Media in our life

Lesson Plan 2024-25 (Odd Semester)

(July to Dec 2024) For other department students(1st semester)

Subject- Minor(Journalism: An Introduction)

Faculty: - Dr Rachna Saini Department: -Journalism & Mass Communication

Month	July-August	August	September	October- November
For other department students 1st semester	<ul style="list-style-type: none">• Journalist- Role, duties and responsibilities	<ul style="list-style-type: none">• Essential Qualities of Journalist	<ul style="list-style-type: none">• Ethics and Conduct of Journalists	<ul style="list-style-type: none">• Contemporary Issues in Journalism