

Name of the Assistant Professor: Shalini Khurana

Class & Semester: 1st Sem

Subject: Media in our life (Multidisciplinary)

Lesson Plan for the month of July 2024 to November 2024

Credits :3

July & August 2024	<ul style="list-style-type: none">• What is Media? Definition and Concept• Characteristic Features of Media• Types of Media• Role and Functions of Media in our life, Impact of media on society• Assignment
September 2024	<ul style="list-style-type: none">• Traditional, Folk Media- Characteristic features• Print Media- Definition, Characteristic features• Brief History & Development Journey of Print Media in India• Role & functions of Print Media, Print Media and Society• Presentation
October 2024	<ul style="list-style-type: none">• Brief History and Development Journey of Radio in India• Role & functions of Radio in society and nation, present scenario• Brief History and Development Journey of Television in India• Role and functions of Television in our life, present scenario• Test
November 2024	<ul style="list-style-type: none">• Cinema as a medium of mass communication• Cinema and society; role and functions of cinema• Digital Media- Definition, nature and scope• Digital Media and Society, Digital Media in our life• Revision and Test

Name of the Assistant Professor: Shalini Khurana

Class: BAJMC 3rd Sem

Subject: Introduction to Mass Communication

Lesson Plan for the month of July 2024 to November 2024

Credits:4

July & August 2024	<ul style="list-style-type: none">• Nature, Definition and Scope of Mass Communication• Process of Mass Communication• Characteristic Features of Mass Communication• Revision, Test & Assignment
September 2024	<ul style="list-style-type: none">• Elements of Mass Communication• Functions of Mass Communication• Process of Mass Communication• Revision, Test & Assignment
October 2024	<ul style="list-style-type: none">• Tools of Mass Communication- newspapers, magazines, Radio, TV, Films, Internet, etc.• Role of Mass Communication• Traditional/ Folk Media• Revision, Test & Assignment
November 2024	<ul style="list-style-type: none">• Mass Media and Society• Mass Media and Democracy• Mass Media and Culture• Major Theories of Mass Communication- Authoritarian, Libertarian, Social Responsibility, Democratic participant and Development Media Theory.• Revision & Test• Assignments• Presentation

Name of the Assistant Professor: Shalini Khurana

Class & Semester: BAJMC 5th Sem

Subject: Media Laws and Ethics

Lesson Plan for the month of July 2024 to November 2024

Credits:4

July & August 2024	<ul style="list-style-type: none">• Indian Constitution and Freedom of Speech and Expression• Defamation• Contempt of Legislature, Privilege (s), etc.• Revision, & Assignment
September 2024	<ul style="list-style-type: none">• Right to Information• Contempt of Court• Press and Registration of Books Act 1967• Censorship, Media Freedom- Issues• Revision, Test & Assignment
October 2024	<ul style="list-style-type: none">• Copy Right Act 1957• Press Council Act 1978• Press Council of India- Functions, etc.• Prasar Bharati Act 1990, Cable T.V., Networks (\Regulations) Act• 1995, Information Technology Act 2000• Revision,Test & Assignment
November 2024	<ul style="list-style-type: none">• Issues of Media Ethics• Invasion of Privacy, Obscenity, etc.• Code of Ethics, Ethics in Advertising• Press Ombudsman.• Revision & Test• Assignments• Presentation

Name of the Assistant Professor: Shalini Khurana

Class & Semester: BAJMC 5thSem

Subject: Public Relations

Lesson Plan for the month of July 2024 to November 2024

Credits:4

July & August 2024	<ul style="list-style-type: none">• Introduction- Public Relations (PR)• Concept of PR• PR as a Communication Function• Revision, & Assignment
September 2024	<ul style="list-style-type: none">• History of PR, PR in India• PR- Publicity, Propaganda, Public Opinion• PR as a Management Function• Revision, Test & Assignment
October 2024	<ul style="list-style-type: none">• Stages of PR- Planning, Implementation, Research, Evaluation• PR and Media Relations• PR Publics- External and Internal• Revision, Test & Assignment
November 2024	<ul style="list-style-type: none">• PR Tools• Press Conference, Press Releases• House Journal• PR Campaign Revision & Test• Assignments• Presentation

Name of the Assistant Professor: Shalini Khurana

Class & Semester: MAJMC 1st Sem

Subject: Writing For Media

Lesson Plan for the month of July 2024 to November 2024

Credits:4

July & August 2024	<ul style="list-style-type: none">• Writing-An introduction, purpose, scope and relevance• Basic Elements of writing• Skills required for writing, Tools for Writing• Essential for good writing• Revision Test
September 2024	<ul style="list-style-type: none">• Journalistic writing, Genres of Journalistic Writing• News Writing -Basics• Writing for Print Media, Electronic Media, New Media ; Characteristic Features for Writing for Media• Writing Articles, Opinion Pieces, Editorial, Letter to Editor• Presentation
October 2024	<ul style="list-style-type: none">• Creative writing -Basic, Various Genres of Creative Writing• Personal creative expression –Poetry & Prose , fiction writing• Features, Writing features• Writing Travel Reports, Writing on Arts & Culture• Assignments & Revision Test

November 2024

- Writing Book Reviews, Film Reviews
- Writing on Food, Fashion, Lifestyle
- Writing on Social issues ,Human Interest, Community issues
- Writing on Science, Environment and Health issues.
- presentation

Name of the Assistant Professor: Shalini Khurana

Class & Semester: MAJMC 1st Sem

Subject: Writing For Media

Lesson Plan for the month of July 2024 to November 2024

Credits:4

July & August 2024	<ul style="list-style-type: none">• Photography: Meaning and Scope• Historical Development of Photography• Types of Cameras• Different Parts of Camera, Camera Lenses• Assignment
September 2024	<ul style="list-style-type: none">• Exposure Triangle: Aperture, ISO and Shutter Speed• Photographic Composition• Camera Angles and Shots• Concept of Focus and Depth of Field• Assignment
October 2024	<ul style="list-style-type: none">• Understanding Light• Photography Instruments• Lighting Sources and Lighting Technique• Understanding Photographic Filters• Assignments
November 2024	<ul style="list-style-type: none">• Different types of Photography: Portrait, Landscape, Sports,• Wild-life Photography, Nature Photography, Candid Photography.• Street Photography Studio and Outdoor Photography Basics of Photoshop• Assignments