

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

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

Name of the Assistant Professor: Suresh kumar

Class & Semester: 1st Sem

Subject: introduction to communication

Lesson Plan for the month of July 2024 to November 2024

Credits :3

July & August 2024	<p>Introduction to Communication.</p> <ul style="list-style-type: none">* Concept and definition of Communication.* The process of Communication.* Elements and functions of Communication
September 2024	<ul style="list-style-type: none">* Human Communication.* Essentiality of Communication in Social Groups.* Communication and Socialization.* Communication and Culture.
October 2024	<ul style="list-style-type: none">* Intrapersonal Communication.* Interpersonal Communication.* Oral, Written and Visual Communication.* Verbal and Non-Verbal Communication.
November 2024	<ul style="list-style-type: none">* Group Communication.* Mass Communication - Introduction, Concept and Definition.* Elements of Mass Communication.* Differences between Personal, Group and Mass Communication

Name of the Assistant Professor: Suresh kumar

Class: BAJMC 3rd Sem

Subject: News Writing

Lesson Plan for the month of July 2024 to November 2024

Credits:4

July & August 2024	<ul style="list-style-type: none">• Concept, Definition and Constituent elements of News• News Values, Dynamics of News Values• Truth, Objectivity, Diversity and Plurality in News
September 2024	News : Structure and Content <ul style="list-style-type: none">• News Style- Inverted Pyramid, Chronological• Source of News, Verification of News
October 2024	Headlines- Types, Functions, Importance <ul style="list-style-type: none">• Techniques of Writing Headlines• Writing News for Newspapers
November 2024	Types of News- Hard News, Soft News <ul style="list-style-type: none">• Writing News Stories, News Features, Interview• News Analysis, Back Grounders

Name of the Assistant Professor: Suresh kumar

Class & Semester: Reporting

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">• Introduction to Reporting• Principles of Reporting• Functions and Responsibilities
September 2024	<ul style="list-style-type: none">• Reporting Techniques, News gathering techniques• News elements vis-a-vis reporting \• Qualities of Reporter• Duties and Responsibilities of Reporter
October 2024	Reporting- Types of News Reports <ul style="list-style-type: none">• Reporting- Accident, Courts, Society, Culture, Politics, Sports, Education, etc.• Reporting- Conferences/ Seminars/ Workshops, etc.
November 2024	Basics- Reporting for Radio <ul style="list-style-type: none">• Basics- Reporting for T.V.• Conducting Interviews

Name of the Assistant Professor: Suresh kumar

Class & Semester: MAJMC 1st Sem

Subject: Advertisement

Lesson Plan for the month of July 2024 to November 2024

Credits:4

July & August 2024	<ul style="list-style-type: none">1.1 Advertising: Meaning and Concept1.2 Historical perspective of advertising in India1.3 Advertising: Nature and Types, popular advertisements1.4 Role of Advertising: Social, Cultural, Economic
September 2024	<ul style="list-style-type: none">2.1 Objectives of Advertising: General & Specific2.2 Legal, Ethical and Moral aspects of Advertising2.3 Creativity in Advertising2.4 Social Advertising, Public Interest Advertisements
October 2024	<ul style="list-style-type: none">3.1 Advertising Media: Print, Radio, TV and Digital3.2 Outdoor Media, Alternative Media tools for advertising3.3 Advertising campaign, planning & managing
November 2024	<ul style="list-style-type: none">4.1 Copy writing: Different process, Copy language4.2 Different types Of copy4.3 Creative Brief and writing for different media, Copy testing4.4 Graphic designing, Art and Layout, Use of Multimedia in Advertising

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