

Lesson Plan 2025-26 (Odd Semester)

(July to Dec 2025) BAJMC(Single Major)

Subject- DEC(Basics of Communication)

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

Month	July-August	August	September	October- November
BAJMC 1st semester	Introduction to Communication. * Concept and definition of Communication. * The process of Communication. * Elements and functions of Communication. •	Human Communication. * Essentiality of Communication in Social Groups. * Communication and Socialization. * Communication and Culture. •	* Intrapersonal Communication. * Interpersonal Communication. * Oral, Written and Visual Communication. * Verbal and Non-Verbal Communication. •	Group Communication. * Mass Communication - Introduction, Concept and Definition. * Elements of Mass Communication. * Differences between Personal, Group and Mass Communication. •

Lesson Plan 2025-26 (Odd Semester)

(July to Dec 2025, 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	○ Concept, Nature and Process of Human Communication. ○ Forms of Communication. ○ Functions of Communication. ○ Types of Communication: Interpersonal, Intrapersonal, group and mass communication	○ Communication Process and Elements of Communication. ○ Seven Cs of Effective Communication ○ Barriers to Communication ○ Noise in Communication	○ 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.	○ Journalism- Definition, Nature, Scope ○ History of Journalism- Origin, Evolution as Profession. ○ Journalist- Definition, Duties & Responsibilities. ○ Journalistic Terminology. ○ Current issues & Emerging trends.

Lesson Plan 2025-26 (Odd Semester)

(July to Dec 2025) MAJMC

Subject-DSC(Development of Media)

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

Month	July-August	August	September	October- November
MAJMC 1st semester	○ Development of Print Media: Historical Journey ○ Indian Press; Post Independence ○ Origin of Indian News Agencies and their role ○ Management and ownership Pattern of Press	○ 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	○ 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	○ 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 2025-26 (Odd Semester)

(July to Dec 2025) BAJMC

Subject- Advertising

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

Subject- Electronic Media

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

Month	July-August	August	September	October- November
BAJMC 5th semester	• Radio as a medium of Communication • Characteristics of Radio • History of Radio in India especially All India Radio (AIR)	• Role of Radio in Societal and National Development • Various Radio Programmes • AM/FM, Radio Equipment's • Community Radio, Educational Radio	• Television as a Medium of Mass Communication • Doordarshan, various T.V. Channels • Various T.V. Serials • Recent Trends in T.V. Broadcasting	• A brief introduction of Indian Cinema • Films- Types of Films • Cinema and Society- Effects, etc Emerging Trends of Indian Cinema

Lesson Plan 2025-26 (Odd Semester)
(July to Dec 2025) 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	• 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	• 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	• 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 scenar	• 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

Lesson Plan 2025-26 (Odd Semester)

(July to Dec 2025) For other department students(MAJMC 3rd

semester) Subject- Current Issues in Media

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

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Month	July-August	September	October	November
	1.1 Characteristics of Audio and Video Media 1.2 Stages of Audio and Video Programme Production: Pre-Production, Production, Post-Production 1.3 Audio-Video Programme Formats: Fictional, Non-Fictional 1.4 Writing for different Audio and Video Media, Overview of Television Studio, Equipment used in TV Studio	Video Editing: Meaning and Importance 2.2 Process of Video Editing, Understanding the users interface of video editing software 2.3 Using Cut-in and Cut-away shots, Parallel Cut, and L-cut technique 2.4 Effects: Different Transitions and Video Filters	3.1 Process of Audio Editing 3.2 Understanding the user interface of Audio editing software 3.4 Audio Effects: Audio Transitions and Audio Filters 3.5 Overview of Audio Studio and its equipment	4.1 Roles and Responsibilities of Audio and Video Editors 4.2 Role of Director, Producer, Cameraperson, Technical Director, 4.3 Teleprompter Operator, Lightman, Sound recordist, Floor Manager, 4.4 Technical Assistant, Anchor, RJ etc. Career Opportunities in Audio and Video Production

Lesson Plan 2025-26 (Odd Semester)

(July to Dec 2025) For other department students(MAJMC 3rd

semester) Subject- Current Issues in Media

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

Month	July-August	September	October	November
	Unit 1: 1.1. Recent Trends in Media in India 1.2. Emergence of Regional Media	1.3. Emergence of Digital Media 1.4. Media and Current Social Issues	Unit 2: 2.1 Coverage of Current Rural Issues in Media 2.2 Media and Development Issues	2.3 Media and Coverage of Human Rights Issues 2.4 Media and Current Political Issues