

Name of the Assistant Professor: Shalini Khurana

Class & Semester: BAJMC 3rd Sem

Subject: Public Relations

Lesson Plan for the month of July 2025 to November 2025

Credits:4

July & August 2025	Public Relations: Definition, nature, scope Public Relations as a Communication Function, Theories of PR: Symmetrical & Asymmetrical models Evolution of Public Relations in India, History & Development Role and importance of Public Relations in society and economy Qualities, Role, Duties and Responsibilities of Public Relations professionals Revision, & Assignment
September 2025	Public Relations: Target Audience, Tools & Platforms of PR PR, publicity, public opinion, propaganda, lobbying: differences and similarities PR Departments, PR Agencies: Role and Functions, Structure, Reputed PR Agencies Public Relations in Practice: PR Campaign - Planning, Implementation, Evaluation PR Publics: Internal & External
October 2025	PR & Media relations: Press releases, briefings, press conferences, media tours, exhibitions Preparation and production of PR materials (printed, audio-visual, digital): Press Release, House Journal, News Letter, etc. PR and Crisis Communication, PR and Image Management, PR as Management Function PR and Corporate Social Responsibility, Corporate communication

Name of the Assistant Professor: Shalini Khurana

November 2025	PR Ethics and legal issues, codes of ethics Professional bodies: PRSI, PRCI, etc.; Prominent PR Professionals Revision & Test Assignments Presentation
----------------------	---

Name of the Assistant Professor: Shalini Khurana

Class & Semester: BAJMC 3rd Sem

Subject: Mass Media & Society

Lesson Plan for the month of July 2025 to November 2025

Credits:3

July & August 2025	Media- Definition Types of Media Role of Media in Society Mass Media and Information Society Revision, & Assignment
September 2025	Role of Media in Social Development Media and Community Impact of Media on Children Teens and Youth Role of Media in Gender Sensitization Media literacy Role of Media in Democracy
October 2025	Media and Civil Society Media and Rural Society Media and Environmental issues Role of Media in development of Scientific temperament in society
November 2025	Citizen Journalism, It's importance Role of Media in promoting Culture and Heritage Revision & Test Assignments Presentation

Name of the Assistant Professor: Shalini Khurana

Name of the Assistant Professor: Shalini Khurana

Class & Semester: BAJMC 5th Sem

Subject: Media Laws and Ethics

Lesson Plan for the month of July 2025 to November 2025

Credits:4

July & August 2025	• Indian Constitution and Freedom of Speech and Expression • Defamation • Contempt of Legislature, Privilege (s), etc. • Revision, & Assignment
September 2025	• Right to Information • Contempt of Court • Press and Registration of Books Act 1967 • Censorship, Media Freedom- Issues • Revision, Test & Assignment
October 2025	• 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 2025	• 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 2025 to November 2025

Credits:4

July & August 2025	• Introduction- Public Relations (PR) • Concept of PR • PR as a Communication Function • Revision, & Assignment
September 2025	• History of PR, PR in India • PR- Publicity, Propaganda, Public Opinion • PR as a Management Function • Revision, Test & Assignment
October 2025	• Stages of PR- Planning, Implementation, Research, Evaluation • PR and Media Relations • PR Publics- External and Internal • Revision, Test & Assignment
November 2025	• 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 2025 to November 2025

Credits:4

July & August 2025	• 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 2025	• 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 2025	• 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 2025

- 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: Photography

Lesson Plan for the month of July 2025 to November 2025

Credits:4

July & August 2025	• Photography: Meaning and Scope • Historical Development of Photography • Types of Cameras • Different Parts of Camera, Camera Lenses • Assignment
September 2025	• Exposure Triangle: Aperture, ISO and Shutter Speed • Photographic Composition • Camera Angles and Shots • Concept of Focus and Depth of Field • Assignment
October 2025	• Understanding Light • Photography Instruments • Lighting Sources and Lighting Technique • Understanding Photographic Filters • Assignments
November 2025	• 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: Shalini Khurana

Class & Semester: MAJMC 3rd Sem

Subject: Cinema Studies

Lesson Plan for the month of July 2025 to November 2025

Credits:4

July & August 2025	Origin of Cinema as a medium of Mass Communication 1.2 Cinema in Modern Society 1.3 Entertainment Art in 20 th Century, Cinema as a medium of entertainment Relationship of Cinema with other media- Print, Radio Television, New Media; Cinema genres Unit 2: 2.1 Important stages in development of Cinema in India Assignment
September 2025	Cinema in USA 2.3 Cinema in Western Europe, Russia and Eastern Europe 2.4 Cinema in Asia, Africa and Latin America Evolution of film language, from image to idea, Film Scripting Process Scene and shots, Camera distance Movement and angles, Visual imagery in Cinema Assignment
October 2025	Use of sound in films (Sound Effects), Animation Films Censorship of films in India 4.2 Film Journalism, Prominent Cinema Personalities (India & Abroad Assignments
November 2025	Film Society Movement in India, FTII, NFAI Impact of Cinema on Indian Society, Film Review Assignments

