

Name of the Assistant Professor: Suresh kumar

Class & Semester: 1st Sem

Subject: introduction to Mass communication

Lesson Plan for the month of July 2025 to November 2025

Credits :3

July & August 2025	Definition of Mass Communication • Nature and Scope of Mass Communication • Characteristic Features of Mass Communication • Importance of Mass Communication
September 2025	Elements of Mass Communication • Process of Mass Communication • Functions of Mass Communication • Mass Communication- Sociological, Psychological Perspectives
October 2025	Tools of Mass Communication- newspapers, magazines, Radio, TV, Films, Internet, etc. • Role of Mass Communication in Society • Traditional/ Folk Media • Digital Platforms of Mass Communication
November 2025	Print Media as a medium of Mass Communication • Radio as a medium of Mass Communication • Television as a medium of Mass Communication • Cinema as a medium of Mass Communication

Name of the Assistant Professor: Suresh kumar

Class: BAJMC 3rd Sem

Subject: News Writing

Lesson Plan for the month of July 2025 to November 2025

Credits:4

July & August 2025	• Definition and elements of news: 5Ws & 1H. • News values: Timeliness, proximity, prominence, consequence, human interest. • Types of news: Hard news, soft news, spot news, follow-ups • Principles of news writing: Clarity, brevity, accuracy, objectivity
September 2025	• Structure of News: Inverted pyramid, Chronological • News sources: Types and credibility • Techniques of information gathering: Observation, interviews, documents. Challenges in reporting: Verification, bias, deadlines
October 2025	• Writing leads: Types and functions • Writing headlines, subheads, and captions • Writing body of the news: paragraphing, transitions, coherence Writing news on various beats, ground reporting news
November 2025	• Writing personality profile based news, writing interview based news • Writing news backgrounder and news analysis • Writing reviews (movies, books, theatre, music performance, etc.) • News Editing process: proof reading, fact-checking, correcting errors, etc.

Name of the Assistant Professor: Suresh kumar

Class & Semester: Reporting

Subject: Media Laws and Ethics

Lesson Plan for the month of July 2025 to November 2025

Credits:4

July & August 2025	• Introduction to Reporting • Principles of Reporting • Functions and Responsibilities
September 2025	• Reporting Techniques, News gathering techniques • News elements vis-a-vis reporting \ • Qualities of Reporter • Duties and Responsibilities of Reporter
October 2025	Reporting- Types of News Reports • Reporting- Accident, Courts, Society, Culture, Politics, Sports, Education, etc. • Reporting- Conferences/ Seminars/ Workshops, etc.
November 2025	Basics- Reporting for Radio • Basics- Reporting for T.V. • Conducting Interviews

Name of the Assistant Professor: Suresh kumar

Class & Semester: MAJMC 1st Sem

Subject: Advertisement

sson Plan for the month of July 2025 to November 2025

Credits:4

July & August 2025	1.1 Advertising: Meaning and Concept 1.2 Historical perspective of advertising in India 1.3 Advertising: Nature and Types, popular advertisements 1.4 Role of Advertising: Social, Cultural, Economic
September 2025	2.1 Objectives of Advertising: General & Specific 2.2 Legal, Ethical and Moral aspects of Advertising 2.3 Creativity in Advertising 2.4 Social Advertising, Public Interest Advertisements
October 2025	3.1 Advertising Media: Print, Radio, TV and Digital 3.2 Outdoor Media, Alternative Media tools for advertising 3.3 Advertising campaign, planning & managing
November 2025	4.1 Copy writing: Different process, Copy language 4.2 Different types Of copy 4.3 Creative Brief and writing for different media, Copy testing 4.4 Graphic designing, Art and Layout, Use of Multimedia in Advertising

Name of the Assistant Professor: Suresh kumar

Class & Semester: MAJMC 3rd Sem

Subject: print journalism

sson Plan for the month of July 2025 to November 2025

Credits:4

July & August 2025	News: Definition, Meaning and Concept, fairness, clarity, brevity, verification, truthfulness, news slants 1.2 Duties and responsibilities of journalist 1.3 News structure, Introduction, Types of News 1.4 Journalistic interview
September 2025	News source, News coverage, news conferences, meetings, gatherings etc. 2.2 News beats, covering court, legislature and parliament, govt. organizations 2.3 Covering crime, accident, disaster, law & order 2.4 Reporting: social, rural, art and culture, sports, education and development, etc.
October 2025	3.1 Investigative approach, interpretation approach, in-depth approach in news 3.2 Analysing news from marginalized groups and gender point of view, conflicts and communal riots 3.3 News for peace and reconciliation 3.4 News for social justice and human rights
November 2025	4.1 News Editing: Copyeditor, responsibilities and tools, selection of news for publishing 4.2 Headlines-concept and types 4.3 Editing different copies, managing online desk, photo-editing. 4.4 Essentials of page makeup, proof reading, photographic coverage of news