

Lesson Plan 2022-2023

**Department of
Journalism and mass
communication**

ODD

<i>First Semester</i>
Paper-I: Introduction to Communication
Paper-II: Language and Media(Hindi-I)
Paper-III: Computer Applications for Mass Media
Paper-IV: General Awareness and Current Affairs-I
Paper-V: Personality Development & Communication Skills
Environment Studies
<i>Third Semester</i>
Paper-XI: Language and Media (Hindi-II)
Paper-XII: Basics of Editing
Paper-XIII: Fundamentals of Advertising and Public Relations
Paper-XIV: Introduction to Photography
Paper-XV: Introduction to Audio-Visual Media
<i>Fifth Semester</i>
Paper-XXI: Media Management
Paper-XXII: Radio Production
Paper-XXIII: Writing for Radio and Television
Paper-XXIV: Reporting Skills & Practice
Paper-XXV: Current affair & Media Issues-III

EVEN Semester

<i>Second Semester</i>
Paper-VI: Language and Media (English-I)
Paper-VII: Communication and Society
Paper-VIII: Basics of Mass Communication
Paper-IX: Introduction to Reporting
Paper-X: Media and Polity

<i>Forth Semester</i>
Paper-XVI: Language and Media (English-II)
Paper-XVII: New Media
Paper-XVIII: Media Laws and Ethics
Paper-XIX: Development Communication
Paper-XX: Current Affair & Media Issues-II

<i>Sixth Semester</i>
Paper-XXVI: Print Production
Paper-XXVII: Television Production
Paper-XXVIII: Research Methodology
Paper-XXIX: Personality Development and Presentation Skills
Paper-XXX: Current Affairs & Media Issues-IV

LESSON PLAN

Class: BAMC 1st SEMESTER

Sub **Introduction to Communication 01**

22-08-2022 to 14-12-2022

Week 1 Concept and definition of communication, functions of communication
Week 2 Process of communication, elements of communication and barriers in communication
Week 3 Concept of Communication in Indian Tradition
Week 4 Verbal,non-verbal communication.
Week 5 Forms of communication, visual communication: Characteristics and functions
Week 6 Concept of listening: developing effective listening, active listening
Week 7 listening habits & importance of feedback in communication
Week 8 Intrapersonal communication, Interpersonal communication
Week 9 Group communication, functions of group communication
Week 10 (Diwali Vacations) factors affecting group, communication and its characteristics.
Week 11 Factors affecting group performance, mass communication and its characteristics.
Week 12 Public communication, responsibility of a public speaker audience relationship
Week 13 Speech delivery, key concept and terms physical delivery
Week 14, Speech delivery, key concept and terms physical delivery
Week 15 Vocal delivery, style etc., communication skills
Week 16 Mass communication an overview
Exam Starts 15-12-2022

LESSON PLAN

Class: BAMC 1st SEMESTER

Sub Language and Media (Hindi-I) 02

22-08-2022 to 14-12-2022

Week 1 हिंदी भाषा का सामान्य परिचय : भाषा का अर्थ
Week 2 हिंदी भाषा परिभाषा एवं अवधारणा, भाषा परिवर्तन के कारण,
Week 3 हिंदी भाषा की उत्पत्ति और विकास,
Week 4 हिंदी की प्रमुख बोलियां एवं परिचय,
Week 5 देवनागरी लिपि—मानकीकरण तथा वैज्ञानिक स्वरूप
Week 6 शब्द सामर्थ्य : उपसर्ग, प्रत्यय, शब्द भेद, शब्द स्रोत
Week 7 तत्सम, तद्भव, विदेशी, विलोमार्थक शब्द, अनेकार्थक शब्द
Week 8 पर्यायवाची, शब्द शुद्धि, शब्द शक्ति
Week 9 हिंदी लेखन : लेखन का अर्थ, परिभाषा एवं अवधारणा
Week 10 (Diwali Vacations) लेखन के प्रकार , सृजनात्मक लेखन, पत्रकारिता लेखन, पटकथा लेखन
Week 11 लेखन के प्रकार , सृजनात्मक लेखन, पत्रकारिता लेखन, पटकथा लेखन
Week 12 लेखन के प्रकार नाटक लेखन, कहानी लेखन, कविता लेखन, साहित्यिक लेखन।
Week 13 प्रिंट मीडिया की भाषा : प्रिंट मीडिया का स्वरूप
Week 14, प्रिंट मीडिया लेखन के प्रकार , प्रिंट मीडिया की भाषा का विकास
Week 15 प्रिंट मीडिया लेखन के प्रकार , प्रिंट मीडिया की भाषा का विकास
Week 16 प्रिंट मीडिया की भाषा के विविध रूप, उपयोग, महत्व और सीमाएं।
Exam Starts 15-12-2022

LESSON PLAN

Class: BAMC 1st SEMESTER

Sub **Computer Applications For Mass Media 03**

22-08-2022 to 14-12-2022

Week 1 Origin and growth of computer
Week 2 Various parts and functioning of computer
Week 3 Computer hardware and software
Week 4 Computer hardware and software.
Week 5 Use of computer in human life
Week 6 Use of computer in human life
Week 7 Introduction to operating systems
Week 8 Introduction to computer software-MS Word
Week 9 MS Excel
Week 10 (Diwali Vacations) MS Power Point
Week 11 Use of MS word in copy editing formatting facilities and inserting page break,
Week 12 Use of Ms word in copy editing formatting facilities and inserting page break,
Week 13 Introduction to Ms Excel and PowerPoint
Week 14 How to design effective presentation.
Week 15 Word processing – English
Week 16 Word processing – Hindi Introduction toQuark Express/PageMaker
Exam Starts 15-12-2022

LESSON PLAN

Class: BAMC 1st SEMESTER

Sub General Awareness and Current Affairs-I 04

22-08-2022 to 14-12-2022

Week 1 Major current national, regional, local and international issues.
Week 2 Major current national, regional, local and international issues.
Week 3 Important issues covered by print/ radio / television and new media
Week 4 Important issues covered by print/ radio / television and new media
Week 5 Important people and their positions people in news.
Week 6 Follow up of major stories and editorials during the semester
Week 7 Trending stories in social media, Readings from popular magazines
Week 8 News and infotainment.
Week 9 Follows up/ discussion of popular columns write ups
Week 10 (Diwali Vacations) Articles, features middles, letter to editors and blogs
Week 11. Important talk shows, Interview, Discussion.
Week 12 Comparative study of issues covered by media
Week 13 Comparative study of issues covered by media
Week 14, Discussion on content/ footage/style/presentation
Week 15 On the issue taken up by various television channel
Week 16 On the issue taken up by radio stations/news and other platforms
Exam Starts 15-12-2022

LESSON PLAN

Class: BAMC 1st SEMESTER

Sub **Personality Development & Communication Skills General 05**

22-08-2022 to 14-12-2022

Week 1 Communication: Nature, Scope Significance, Interpersonal Skill
Week 2 Communication and Persuasion
Week 3 Introduction to Personality: Basic of Personality
Week 4 Introduction to Personality: Human growth and Behavior
Week 5 Introduction to Personality: Human growth and Behavior
Week 6 Theories in Personality, Motivation
Week 7 Communication skills and Personality Development
Week 8 Intra personal communication and Body Language
Week 9 Inter personal Communication and Relationships
Week 10 (Diwali Vacations) Leadership Skills, Team Building
Week 11 Public speaking, presentation skills Self-acceptance and Self Growth
Week 12 Public speaking, social etiquettes and mannerism
Week 13 Techniques in Personality development Concentration Techniques
Week 14 Self-confidence, Mnemonics Techniques in Personality Development: Stress Management
Week 15 Goal setting, Time Management, and effective planning, effective planning
Week 16 Self-confidence, Various personalities and their characteristics
Exam Starts 15-12-2022

LESSON PLAN

Class: BAMC 3rd SEMESTER

Sub Language and Media (Hindi-II) 11

22-08-2022 to 14-12-2022

Week 1 उच्चारण एवं वर्तनी दोष गद्यांश पाठ: प्रवाह, तारतम्यता, बलाघात एवं विराम
Week 2 उच्चारण एवं वर्तनी दोष गद्यांश पाठ: प्रवाह, तारतम्यता, बलाघात एवं विराम
Week 3 शुद्ध उच्चारण एवं वर्तनी का अभ्यास
Week 4 हिंदी की भाषिक संरचना : भाषा विज्ञान और उसके प्रकार, ध्वनि विज्ञान
Week 5 अर्थ विज्ञान, रूप विज्ञान, शब्द और अर्थ में संबंध,
Week 6 अर्थ परिवर्तन की दिशाएं, अर्थ संकोच, अर्थ विस्तार
Week 7 वाक्य सामर्थ्य : वाक्य संरचना, वाक्य के भेद, विराम चिह्न, वृत्नी, निरंतरता
Week 8 प्रवाह, वाक्य में क्रमबद्धता, वाक्य शुद्धि, मुहावरें और लोकोत्तियां
Week 9 भाषा का व्यवहारिक अभ्यास : पत्र लेखन, निबंध लेखन
Week 10 (Diwali Vacations) मीडिया में भाषा का उपयोग एवं महत्त्व, मीडिया की भाषा की प्रकृति एवं विशेषताएं
Week 11 समाचारों व विज्ञापनों में उपयोग होने वाले लोकप्रिय शब्द, मीडिया की भाषा में नये प्रचलन
Week 12 मीडिया की भाषा के विकार एवं समस्याएं, नई तकनीक एवं भाषा,
Week 13 मीडिया की भाषा के विकार एवं समस्याएं, नई तकनीक एवं भाषा
Week 14 , मीडिया लेखन : समाचार लेखन, लेख, फीचर, संपादकीय लेखन
Week 15 टीवी, रेडियो, फिल्म लेखन फिल्म समीक्षा, पुस्तक समीक्षा
Week 16 विज्ञापन लेखन, ऑन लाइन मीडिया एवं सोशल मीडिया लेखन
Exam Starts 15-12-2022

LESSON PLAN

Class: BAMC 3rd SEMESTER

Sub **Basics of Editing 12**

22-08-2022 to 14-12-2022

Week 1 Meaning, Definition and concept of editing, process of editing
Week 2 Significance of editing in journalism
Week 3 Structure of news desk, nature of work and the role of news desk people
Week 4 Difference between editing for newspaper and magazine.
Week 5 Skill of editing, Do's and Don'ts of editing
Week 6 Subbing of news and news reports, Qualities of sub editor, ability to analyse
Week 7 Synthesize, evaluate unfamiliar material critical thinking, understanding news worthy items
Week 8 Role of news editor, Chief sub editor and copy editor in a news organisation
Week 9 Headlines writing –types, Do's and Don'ts of headlines writing
Week 10 (Diwali Vacations) Concept of 5w's, 1H, inverted style of news writing and its advantages
Week 11 Brief introduction to printing technology, from letterpress to offset
Week 12 Concept of Dummy of newspaper and magazine. Page designing principles Lay out
Week 13 Use of computers in print production, DTP, Page maker
Week 14 Use of computers in print production, DTP, Page maker
Week 15 Quark Express & InDesign software and there applications
Week 16 Quark Express & InDesign software and there applications
Exam Starts 15-12-2022

LESSON PLAN

Class: BAMC 3rd SEMESTER

Sub Fundamentals of Advertising and Public Relations 13

22-08-2022 to 14-12-2022

Week 1 Definition and Concept of Advertising and its Functions
Week 2 Growth of Advertising with special reference to India
Week 3 Evaluation and Development of Advertising with special reference to India
Week 4 Advertising in Indian Society
Week 5 Media for advertising: newspaper, magazine, radio, television, outdoor, transit
Week 6 Advertising appeals, definition and types
Week 7 Advertising campaign, concept and importance point of purchase, direct mail and internet etc.
Week 8 Advertising agency, structure and functions
Week 9 Definition and Concept of Public relations.
Week 10 (Diwali Vacations) Growth and development of PR with special reference to India
Week 11 Functions of PR, Qualities and functions of a PRO
Week 12 Differences and similarities between advertising
Week 13 Differences and similarities between advertising and PR
Week 14, Public opinion, Propaganda and its techniques, Publicity
Week 15 Concept of Corporate Communication and Corporate Social Responsibility
Week 16 Concept of Corporate Communication and Corporate Social Responsibility
Exam Starts 15-12-2022

LESSON PLAN

Class: BAMC 3rd SEMESTER

Sub **Introduction to Photography 14**

22-08-2022 to 14-12-2022

Week 1 Introduction to photography, meaning, definition scope, purpose, History of Photography,
Week 2 Development of Photography with special reference to India, Invention of first camera,
Week 3 photojournalism, Similarities and differences between human eye and camera
Week 4 Concept of lighting, design or composition in photography, Basics of composition
Week 5 Concept of lighting, design or composition in photography, Basics of composition
Week 6 How to get camera angles, Language of photography, contrast, motion, depth and space
Week 7 Importance of colour
Week 8 Camera basics, camera types,
Week 9 parts of camera, lenses, types and functions of lens
Week 10 (Diwali Vacations) shutter speed, aperture, zoom, focal length
Week 11 Camera modes, white balance, Depth of field, rule of third.
Week 12 Art of caption writing
Week 13 Landscape photography, Portraits, night photography, children, animal
Week 14 Factors influencing a photograph,
Week 15 Geners of Photography,
Week 16 Photo feature, Photo Journalism
Exam Starts 15-12-2022

LESSON PLAN

Class: BAMC 3rd SEMESTER

Sub **Introduction to Audio-Visual Media 15**

22-08-2022 to 14-12-2022

Week 1 Broadcasting policy and code, Definition need of Audio Media
Week 2 Earlier History of Audio Media
Week 3 Phonograph, Gramophone, Magnetic Recording
Week 4 Electrical Recording and Digital Recording.
Week 5 Electrical Recording and Digital Recording
Week 6 History of Radio, Radio as a Mass Media
Week 7 Radio in India, Need and Scope of Radio
Week 8 Types of Radio: Public Private
Week 9 Types of Radio: Private, Community, Internet Radio
Week 10 (Diwali Vacations) Concept definition and Characteristics of Visual Media
Week 11 Earlier History of Visual Media
Week 12 Types of Visual Media
Week 13 Magnetic Recording, Electrical Recording
Week 14 Digital Recording, Popular Channels
Week 15 History of Television News, Entertainment, Sports, Films, Lifestyle, Regional, Musical
Week 16 Television in India, Doordarshan, Private Channels, Cable TV, Internet Television
Exam Starts 15-12-2022

LESSON PLAN

Class: BAMC 5th SEMESTER

Sub **Media Management 21**

22-08-2022 to 14-12-2022

Week 1 Ownership patterns in media
Week 2 Inflow of capital in Indian media
Week 3. Major heads of income
Week 4 Introduction to media houses Jagran group, Sahara group, Tribune group
Week 5 Times group, Hindustan times group
Week 6 Group, India Today group, Bhaskar group
Week 7 Pioneer group, Express group, Hindu
Week 8 Malayalam Manorama group, Enadu group
Week 9 Aanand Bazar Patrika Group
Week 10 (Diwali Vacations) Rajasthan Patrika group. Prasar Bharti,
Week 11 Zee networks, Star India, NDTV group
Week 12 Enadu Group, Sun Network, TV18 group
Week 13 Structure and functioning of radio and television channel
Week 14 Role of editorial, technical, marketing and HR sections
Week 15 Recruitment, hiring and training of staff Media marketing techniques
Week 16 Ad collection and corporate strategies Space and time selling
Exam Starts 15-12-2022

LESSON PLAN

Class: BAMC 5th SEMESTER

Sub **Radio Production 22**

22-08-2022 to 14-12-2022

Week 1 Radio Station Structure in India
Week 2 Functions and duties of Team Members
Week 3 Show producer, Radio jockey
Week 4 Copy writer, casual announcer and show composer
Week 5 Different Types of Radio Programme and Radio Scripts
Week 6 Types of Studio, Basics of Studio Setup
Week 7 Different types of Equipments
Week 8 Basics of Sound Recording, Audio Flow Chart
Week 9 Rehearsal, Techniques, Do's & Don'ts
Week 10 (Diwali Vacations) Meaning & Process of Audio Editing
Week 11 Basics Principles of Audio Editing
Week 12 Types of Audio Editing, Editing Software's
Week 13 Development of Voice Skills
Week 14 Voice Modulation Techniques, Qualities of RJ and Voice of Artist
Week 15 Practice of Indoor and Outdoor Recording
Week 16 Practice of Radio Programme Production
Exam Starts 15-12-2022

LESSON PLAN

Class: BAMC 5th SEMESTER

Sub Writings for Radio and television 23

22-08-2022 to 14-12-2022

Week 1 Objectives and principles of Radio Broadcasting
Week 2 Introduction to Radio Writing and its Process
Week 3 Basics Principles of Writing
Week 4 Radio's Characteristics and Limitations as Mass Media
Week 5 Radio Programme Production Terminology Rule and Regulation
Week 6 Various formats of Radio writing: Meaning & Importance
Week 7 Radio news Radio talks Radio features
Week 8 Radio Drama, Entertainment and Advertisements
Week 9 Current affairs Programs
Week 10 (Diwali Vacations) Objectives and principles of TV Broadcasting
Week 11 Television as a medium of mass communication
Week 12 Understanding the medium – Nature & Importance and Limitations
Week 13 Basics Principles of TV Writing
Week 14 Production Team Members
Week 15 Rule and Regulations Various Formats of Television Writing: Meaning & Scope
Week 16 News, Documentary, Advertisements Voice Over, Reality Shows, Shop Operas Etc...
Exam Starts 15-12-2022

LESSON PLAN

Class: BAMC 5th SEMESTER

Sub **Reporting Skills & Practice 24**

22-08-2022 to 14-12-2022

Week 1 News story structure, headlines, lead and body
Week 2 Various formats of news writing, inverted pyramid, chronological
Week 3 Circle style of news writing; beats, News sources
Week 4 Types of Reporting: investigative Reporting
Week 5 Interpretative reporting,
Week 6 Principles of Reporting
Week 7 Duties & Responsibilities of a reporter in a news organization
Week 8 Skills required for a reporter
Week 9 Role of Bureau chief; Special correspondent
Week 10 (Diwali Vacations) Press conference. Interview--types, purpose, technique
Week 11 News Agencies: Role and importance
Week 12 Specialized Reporting: Science
Week 13 Specialized Reporting: Sports, Political
Week 14 Specialized Reporting: Election, Seminar, workshop & Social events
Week 15 Writer. Difference between Article, Feature and News feature.
Week 16 Editorials: editorial page versus news pages Letters to the editor; qualities of Editorial
Exam Starts 15-12-2022

LESSON PLAN

Class: BAMC 5th SEMESTER

Sub Current Affair & Media Issues-II 25

22-08-2022 to 14-12-2022

Week 1 Major current international, national & regional developments and issues during the semester
Week 2 Major Political, social, cultural, Media & Economic issues.
Week 3 Important people and their positions people in news.
Week 4 Important issues covered by print/ radio/ television and web & Social media
Week 5 Follow up of major stories and editorials, during the semester.
Week 6 Follows up/ discussion of popular columns write ups,
Week 7 Revision, Class Test
Week 8 Articles, features middles
Week 9 letter to editors and blogs. Important talk shows,
Week 10 (Diwali Vacations) Interview, Discussion.
Week 11 Comparative study of issues covered by various media platforms
Week 12 Comparative study of issues covered by various media platforms
Week 13 Discussion on photo feature, photo journalism
Week 14 cartoons and other material of print media
Week 15 Discussion on content/ footage/style/presentation etc.
Week 16 Discussion on the issue taken up by various television channel radio stations/news
Exam Starts 15-12-2022

LESSON PLAN

Class: BAMC 2nd SEMESTER

Sub **Language and Media (English-I) 06**

16-01-2023 to 16-05-2023

Week 1 Growth and development of English Language in India
Week 2 Punctuation marks, Plural forms, practice of Spellings, Active and Passive Voice
Week 3 Practising Tenses
Week 4 Essentials of good writing
Week 5 Effective News Writing
Week 6 Telephonic Conversation
Week 7 Writing invitations to functions; replies to invitations
Week 8 Holi Vacations
Week 9 Forms of writing: News stories
Week 10 Forms of writing: News stories, letters, essays
Week 11 Forms of writing: news, articles, features
Week 12 Forms of writing: book/film reviews
Week 13 Writing headlines: Language and grammar components
Week 14 Writing headlines: Language and grammar components
Week 15 Report Writing, writing memoirs,
Week 16 Travelogues, Writing for the Web
Week 17 Test, Assignment, Revision
Exam Starts 17-05-2023

LESSON PLAN

Class: BAMC 2nd SEMESTER

Sub Communication and Society 07

16-01-2023 to 16-05-2023

Week 1 Meaning of family, kinship, class, caste, clan, tribe, marriage
Week 2 Characteristics of Indian culture
Week 3 India's main social institutions
Week 4 Mass media and society: Importance of media, media impact on society
Week 5 Mass media and society: social responsibility of media
Week 6 . Elements of human behaviour
Week 7 Psychology of a child, teenagers, youths and elders
Week 8 Holi Vacations
Week 9 Psychology of various social groups, Psychology of masses and crowd
Week 10 Media and democracy, Freedom of speech and expression
Week 11 Right to information, Right to privacy and media as a watchdog.
Week 12 Mass media and public interest
Week 13 Role of media in social movements: political – cultural movements, national
Week 14 Role of media in social movements: integration, communal harmony.
Week 15 Ownership of media, Internal and external threats, pressures on media
Week 16 Media regulations, Media credibility: factors affecting media credibility
Week 17 Test, Assignment, Revision
Exam Starts 17-05-2023

LESSON PLAN

Class: BAMC 2nd SEMESTER

Sub Basics of Mass Communication 08

16-01-2023 to 16-05-2023

Week 1 Concept of communication in ancient Indian texts,
Week 2 Indian perspective of communication, Narad as a communicator
Week 3 Concept of Sadharnikaran, Modern Indian thoughts of communication
Week 4 Modern Indian Communicator
Week 5 Mass Communication, Key concept, terms, definition, feature, functions
Week 6 Characteristics of audience of mass media, types of mass media, print
Week 7. Electronic and new media, their reach, advantages and limitations
Week 8 Holi Vacations
Week 9 Definition, concept, origin of communication models, difference between model and theory
Week 10 SMR, SMCR, Aristotle model, Lass well's model, Berlo model, Shannon and Waver's,
Week 11 Osgood model Communication theory and overview of the emergence and development
Week 12 Bullet theory, personal influence
Week 13 Assignment, test
Week 14 Two step flow and multi-step flow
Week 15 Individual difference theory Cultivation theory
Week 16 Agenda setting theory
Week 17 Revision
Exam Starts 17-05-2023

LESSON PLAN

Class: BAMC 2nd SEMESTER

Sub Introduction to Reporting 09

16-01-2023 to 16-05-2023

Week 1 Concept of news, definition, nature, qualities, elements of news
Week 2 News concept of 5 w's & 1H, objectivity of news
Week 3 Types of news, news versus information. Hard and soft news
Week 4 Understanding local, regional and national news
Week 5 Defining beats and different types of beats
Week 6 News sources, news gathering, types of sources, sourcing/attribution
Week 7 Verification and validation of facts, credibility and protection of sources
Week 8 Holi Vacations
Week 9 Cultivation of sources, on record sources
Week 10 Off the record sources, Report writing. Scoop and exclusive stories
Week 11 News writing style, intro types and importance, inverted pyramid
Week 12 Tools of reporting, qualities and responsibilities of reporting
Week 13 Principles of reporting- accuracy, objectivity, fairness, balance
Week 14 Hierarchy function of reporting staff in a newspaper, duties and responsibilities of a chief & reporter
Week 15 Types of Reporting: Investigative & Interpretative reporting, accident
Week 16 Types of Reporting: political, Human interest, Health reporting, reporting press conference.
Week 17 Test, Assignment, Revision
Exam Starts 17-05-2023

LESSON PLAN

Class: BAMC 2nd SEMESTER

Sub **Media and Polity 10**

16-01-2023 to 16-05-2023

Week 1 Introduction to the Indian constitution, framing of Indian constitution,
Week 2 Salient feature of Indian constitution
Week 3 Components of Indian constitution, preamble of the constitution Fundamental rights duties
Week 4 Democracy in India, Issues and challenges before Indian Democracy
Week 5 Parliamentary System, Lok Sabha, Rajya Sabha its functions and power
Week 6 System of Election of Lok Sabha & Rajya Sabha
Week 7 Organs of Indian Political System, Legislature: Power and Functions
Week 8 Holi Vacations
Week 9 Executive: Power and Function ,Judiciary: Power and Function
Week 10 Role of Press in Indian Democracy
Week 11 Role of Press in Indian Democracy
Week 12 Introduction to union Government, president, vice president
Week 13 Prime minister and council of ministry.
Week 14 Different ministries, their nature, functions and roles.
Week 15 Introduction to state Government,
Week 16 Governor Chief Minister and council of ministry,
Week 17 Panchyati Raj System in India and its key features
Exam Starts 17-05-2023

LESSON PLAN

Class: BAMC 4th SEMESTER

Sub **Language & Media – English II 16**

16-01-2023 to 16-05-2023

Week 1 Usage of dictionary and thesaurus
Week 2 Usage of dictionary and thesaurus
Week 3 Diction - words meaning and usage
Week 4 Diction - words meaning and usage
Week 5 Spelling rules, verb patterns
Week 6 Idioms and phrases
Week 7 Idioms and phrases
Week 8 Holi Vacations
Week 9 Common errors in spellings and sentences
Week 10 Human organs of articulation
Week 11 Main problems in pronunciation
Week 12, Translation of English News Story in Hindi
Week 13 Translation: Rules of Translation, Common Errors in Translation
Week 14 Voice analysis
Week 15 Pitch and tempo for effective presentation, Exercising right of difficult words
Week 16 Growth and development of English language
Week 17 Introduction to written and spoken English, Different types of spoken English
Exam Starts 17-05-2023

LESSON PLAN

Class: BAMC 4th SEMESTER

Sub New Media 17

16-01-2023 to 16-05-2023

Week 1 Internet as a medium of communication, History and Evolution of internet
Week 2 Reach and access of Internet in India
Week 3 Various applications of Internet
Week 4 Growth and development of online journalism in India
Week 5 Important news websites and their characteristics
Week 6 Characteristics of online journalism- hypertext, multimedia
Week 7 online aesthetics — content, design, colours, font, templates, navigation bars, and hyperlinks
Week 8 Holi Vacations
Week 9 online aesthetics — content, design, colours, font, templates, navigation bars, and hyperlinks
Week 10 Online Writing & Editing: do's and don'ts.
Week 11 Live writing Participatory journalism
Week 12 Portals; Blogging, podcasting
Week 13 video casting, micro blogging
Week 14 Web team members – project manager, visualizer, graphics designer, animator,
Week 15 audio-video expert, web site manager
Week 16 Web and its uses in different media
Week 17 Web as a medium of communication Social impact of Web, Various Social Media Platform
Exam Starts 17-05-2023

LESSON PLAN

Class: BAMC 4th SEMESTER

Sub Media Law and Ethics 18

16-01-2023 to 16-05-2023

Week 1 Freedom of Speech and Expression:
Week 2 Main features, Scope and Importance of Article 19
Week 3 Interpretation of Article 19: Defining the freedom of the Press and Media
Week 4 Fundamental Rights and Duties Supreme Court Judgments related to Article 19
Week 5 Official secrets act 1923 Law of defamation
Week 6 Contempt of court act 1971 Copyright act.
Week 7 Right to privacy Cable TV network regulation Act 1995
Week 8 Holi Vacations
Week 9 Information technology Act 2000
Week 10 Ethics in journalism, freedom and responsibility of press
Week 11 RTI act, 2005 with its importance and background
Week 12 Case study Related to violation of Information technology Act 2000
Week 13 Law relating to covering of election
Week 14. <i>Press commissions</i>
Week 15 Press Council of India, The Editor build of India, NBA,
Week 16 Working Journalist Act
Week 17 Information technology Act 2000
Exam Starts 17-05-2023

LESSON PLAN

Class: BAMC 4th SEMESTER

Sub Development communication 19

16-01-2023 to 16-05-2023

Week 1 Definition, meaning and process of development
Week 2 Concept of Development: Evolution, Historical perspectives and debates
Week 3 Various Models of Development
Week 4 Role of Government in Development: Evolution of Planning process and new approaches
Week 5 Rights-based Approach to Development: Education, Food, Employment and Health
Week 6 Development and Marginal communities: Women, Dalit, Adivasis, Minorities
Week 7 Economic and social indicators of development, Communication as an indicator
Week 8 Holi Vacations
Week 9 Democracy as an indicator, Human Rights as an indicator
Week 10 Communication for rural development
Week 11 Conservation of rural culture – tradition
Week 12 Strengthening of Panchayat Raj
Week 13 Advancement in farming and alternative employment
Week 14 Communication for urban development: Urban sanitation
Week 15 Consumer awareness, Slum development
Week 16 Communication for Tribal development
Week 17 Wild life and forest conservation
Exam Starts 17-05-2023

LESSON PLAN

Class: BMC 4thSemester
Subject: **Current Affair & Media Issues-II 20**
16-01-2023 to 16-05-2023

Week 1 Major current international, national & regional developments and issues during the semester
Week 2 Major Political, social, cultural, Media & Economic issues.
Week 3 Important people and their positions people in news.
Week 4 Important issues covered by print/ radio/ television and web & Social media
Week 5 Follow up of major stories and editorials, during the semester.
Week 6 Follows up/ discussion of popular columns write ups
Week 7 Articles, features middles
Week 8 Holi Vacations
Week 9 letter to editors and blogs. Important talk shows,
Week 10 Interview, Discussion.
Week 11 Radio stations/news and other platforms-1
Week 12 Comparative study of issues covered by various media platforms
Week 13 Discussion on photo feature, photo journalism
Week 14 cartoons and other material of print media,
Week 15 Discussion on content/ footage/style/presentation etc.
Week 16 Discussion on the issue taken up by various television channel
Week 17 Discussion on the issue taken up by various television channel radio stations/news
Exam Starts 17-05-2023

LESSON PLAN

Class: BAMC 6th SEMESTER

Sub Print Production 26

16-01-2023 to 16-05-2023

Week1 Design concept & importance , Basic principles of layout designing
Week 2 Tools of layout designing
Week 3 Terms in layout planning : Press layout, page layout, dummy, cover layout, make up,4 model,
Week 4 Stages in layout, Types of layout , Principles of design
Week 5 Introduction to page maker and its features
Week 6 Introduction to quark express and its applications
Week 7 Introduction to In-design and its applications
Week 8 Holi Vacations
Week 9 Introduction to photoshop and its various applications, DTP
Week 10 Visual importance and functions,
Week 11 Categories of visual Selection and placement of photos
Week 12 Categories of visual Selection and placement of photos
Week 13 Introductions to Photoshop and its various applications
Week 14 Photo cropping & caption writing. Basic principles of photo editing
Week 15 Newspaper designing, design principles, Newspaper format,
Week 16 Various design elements, page make up, front page, editorial page, section , colour pages
Week 17 Process of Producing a Lab Journal, News letter, Newspaper, Magazine
Exam Starts 17-05-2023

LESSON PLAN

Class: BAMC 6th SEMESTER

Sub Television Production 27

16-01-2023 to 16-05-2023

Week 1 Various formats of television programmes:
Week 2 Fictional programmes: soap operas, sitcoms, series, films etc.
Week 3. Non-fictional programmes: news, talk show, documentary, reality show etc.
Week 4 Television production: meaning and scope
Week 5 Video production process: pre production, production, post production
Week 6 Production personnel and their duties and responsibilities
Week 7 Production personnel and their duties and responsibilities
Week 8 Holi Vacations
Week 9 Components of video camera Components of video camera
Week 10 Basic shots and their compositiol
Week 11 Lighting equipment and control
Week 12 Introduction to make up techniques
Week 13 Editing - meaning and significance
Week 14, Grammar and aesthetics of editing
Week 15 Assignment, test
Week 16 Introduction to non-linear editing
Week 17 Introduction to non-linear editing
Exam Starts 17-05-2023

LESSON PLAN

Class: BAMC 6th SEMESTER

Sub Research Methodology 28

16-01-2023 to 16-05-2023

Week 1 Communication research: Meaning & Concept
Week 2 Scope and importance of communication research
Week 3 Development of Media Research Ethics of Media Research
Week 4 Research Process
Week 5 Research Method: Survey, Interview
Week 6 Research Design – Experimental, Descriptive, Exploratory
Week 7 Research Design – Experimental, Descriptive, Exploratory
Week 8 Holi Vacations
Week 9 Sampling Method– Probability and Non- Probability
Week 10 Primary and Secondary data
Week 11 Data Collection Tools
Week 12 Data Collection Tools
Week 13 Questionnaire Preparation, Research Questions
Week 14 Writing research report
Week 15 Analysis and interpretation of data
Week 16 Basics of Research Writing
Week 17 Role of computer in communication research
Exam Starts 17-05-2023

LESSON PLAN

Class: BAMC 6th SEMESTER

Sub Personality Development and Presentation Skills 29

16-01-2023 to 16-05-2023

Week 1 Introduction to Personality Development–Significance of personality development.
Week 2 The concept of success and failure: What is success?
Week 3 Hurdles in achieving success - Overcoming hurdles - Factors responsible for successQ
Week 4 Attitude & Motivation Attitude, Concept, Significance, Factors affecting attitudes
Week 5 Positive attitude – Advantages –Negative attitude, - Ways to develop positive attitude
Week 6 Positive attitude – Advantages –Negative attitude, - Ways to develop positive attitude
Week 7 Differences between personalities having positive and negative attitude
Week 8. Holi Vacations
Week 9 Importance of self- motivation- Factors leading to de-motivation
Week 10 Self-esteem Term self-esteem - Symptoms - Advantages
Week 11 Concept of motivation, Significance, Internal and external motives
Week 12 Personality having low self esteem - Positive and negative self esteem.
Week 13 Defining the difference between aggressive, submissive and assertive behaviours
Week 14 Development Body language, Problem-solving, Conflict and Stress Management
Week 15 Character building, Team-work, Time management, Work ethics, Good manners
Week 16 The art of participating in Group Discussion – Facing the Personal (HR & Technical)
Week 17 Interview -Frequently Asked Questions, Mock Interview Sessions. Power point Presentation
Exam Starts 17-05-2023

LESSON PLAN

Class: BAMC 6th SEMESTER

Sub Current Affairs and Media Issues-IV 30

16-01-2023 to 16-05-2023

Week 1 Major current international, national & regional development and issues during the term
Week 2 Major current international, national & regional development and issues during the term
Week 3 Major current international, national & regional development and issues during the term
Week 4 Important people and their positions people in news
Week 5 Important people and their positions people in news
Week 6. Important issues covered by print/ radio/ television and new media
Week 7 Important issues covered by print/ radio/ television and new media
Week 8 Holi Vacations
Week 9 Follow up of major stories and editorials during the term
Week 10 Follow up of major stories and editorials during the term
Week 11 Important issues covered by print/ radio/ television and new media
Week 12 Follows up/ discussion of popular columns write ups, articles
Week 13 features middles, letter to editors and blogs. Readings from popular magazines, news
Week 14 Comparative study of issues covered by media
Week 15 Discussion on photo feature, photo journalism, cartoons and other material of print media
Week 16 Discussion on content/ footage/style/presentation etc.on the issue taken up by channel.
Week 17 Discussion on content/ style/presentation etc.on the issue taken up by various platforms
Exam Starts 17-05-2023