

Lesson Plan 2023-2024

**Department of
Journalism and mass
communication**

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| <i>First Semester</i> |
| Paper-I: Introduction to Communication |
| Paper-II: Introduction to Journalism |
| Paper-III: History of media |
| Paper-IV: Computer Applications |
| Paper-V: Public Speaking Anchoring |
| 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

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| <i>Second Semester</i> |
| Paper-VI: Writing of Media |
| Paper-VII: Basics of Reporting and Editing |
| Paper-VIII: Introduction to Radio and Tv Journalism |
| Paper-IX: Introduction to Graphic Design |
| Paper-X: Media Literacy skills |

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| <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 |

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| <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 |

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LESSON PLAN

BAMC 1st SEMESTER

Class:

Sub

INTRODUCTION TO COMMUNICATION

01

27-07-2023 to 25-11-2023

Week 1 Communication: definition and concept Evolution of Communication

Week 2 Indian Concept of Communication

Week 3 Elements and Process of Communication

Week 4. Need and scope of Communication

Week 5 Principles of communication, Functions of communication

Week 6 Barriers of communication

Week 7 Forms of communication: verbal and non-verbal

Week 8 Traditional forms of Communication

Week 9 Levels of communication- intra-personal, inter-personal, group,

Week 10 public and mass communication

Week 11 Socialization and communication

Week 12 Models of communication

Week 13 Sadharanikaran, Aristotle

Week 14 SMR, SMCR, Berlo, Lasswell

Week 15 Shannon and Weaver

Week 16 Osgood, Schramm

Week 17 Dance, New Comb

Week 18 (Diwali Vacations)

Week 19 Revision test Assignments

Exam Starts 25-11-2023

LESSON PLAN

BAMC 1st SEMESTE

Class:

Sub

INTRODUCTION TO JOURNALISIM

02

27-07-2023 to 25-11-2023

Week 1 Journalism: Concept, definition, elements, nature and scope

Week 2 Indian concept of Journalism: Ancient Perspective

Week 3 Functions and Skills of Journalism

Week 4. Role of Journalism in Democracy

Week 5 Journalistic values-Truth, objectivity, fairness, balance, diversity

Week 6 Contemporary Issues and Debates in Journalism

Week 7 Media Literacy: concept and definition

Week 8 Relevance of media literacy in society

Week 9 Investigative Journalism Advocacy Journalism

Week 10 Convergence – meaning and concep

Week 11 Journalism; Yellow Journalism

Week 12 New trends in journalism, Cyber journalism

Week 13 Journalism through social media

Week 14 MoJo (Mobile Journalism)

Week 15 Citizen Journalism, plurality

Week 16 Terminologies of journalism

Week 17 Data Journalism

Week 18 (Diwali Vacations)

Revisiopn test Assignments

Exam Starts 25-11-2023



LESSON PLAN

BAMC 1st SEMESTER

HISTORY OF MEDIA

03

Class:

Sub

27-07-2023 to 25-11-2023

- | | |
|---------|--|
| Week 1 | Invention of press |
| Week 2 | History and growth of Print Media in India |
| Week 3 | Role of Press in freedom movement. |
| Week 4. | Growth and Development of print media in Haryana |
| Week 5 | Invention of Radio |
| Week 6 | History and Development of Radio in India |
| Week 7 | Growth of FM Radio in India |
| Week 8 | History of Community Radio in India |
| Week 9 | History and Development of TV in India |
| Week 10 | Invention of Television |
| Week 11 | Emergence and development of Private Channels in India |
| Week 12 | Invention of Cinema |
| Week 13 | History and Development of Indian Cinema |
| Week 14 | Development of Haryanavi Cinema |
| Week 15 | History of Traditional media |
| Week 16 | Types of Traditional Media: Folk Theatre, Folk Dance, Folk Music |
| Week 17 | Popular folk media of Haryana |
| Week 18 | (Diwali Vacations) |
| Week 19 | Revision test Assignments |

Exam Starts 25-11-2023

LESSON PLAN

BAMC 1st SEMESTER

Class:

COMPUTER APPLICATIONS

04

Sub

27-07-2023 to 25-11-2023

Week 1 Computer- Origin, Evolution and Generation of Computer

Week 2 Characteristics of Computer

Week 3 Types of Computer

Week 4. Block Diagram of Computer

Week 5 Basic Components of a Computer:-

Week 6 Input Devices Output Devices

Week 7 Storage organization: Primary & Secondary Memory

Week 8 Introduction to Software

Week 9 Types of Software - System software, Application software

Week 10 Operating system and its functions

Week 11 Introduction to MS Word and its uses

Week 12 Various Menus, Toolbars & Buttons

Week 13 Paragraph and Page Formatting

Week 14 Creation & Working with Tables, Mail Merge

Week 15 Introduction to MS PowerPoint and its uses

Week 16 Creating a New Presentation

Week 17 Introduction to Excel and its uses

Week 18 (Diwali Vacations)

Week 19 Revision test Assignments

Exam Starts 25-11-2023



LESSON PLAN

Class:

BAMC 1st SEMESTER

Sub

Public Speaking Anchoring 05

27-07-2023 to 25-11-2023

Week 1 Public Speaking, Speech

Week 2 Overcoming Fear of Public Speaking

Week 3 3P's of Public Speaking (Preparation, Practice, Performance)

Week 4. Art of Informative & Persuasive speaking

Week 5 Types of Public Speaking; Physical, Online, Political,

Week 6 Ted Talks, Public Speaking in Media.

Week 7 Voice Over for TV in commercials/ Corporate videos/ radio commercials/
TV Documentaries

Week 8 Studio and Camera facing techniques

Week 9 Overcoming fright, Warm-up techniques.

Week 10 On camera movements, holding props, Scripts, cue cards etc.

Week 11 Teleprompter and its function

Week 12 Anchor: qualities

Week 13 Organizational, Educational, Motivational.

Week 14 Role, skills and responsibilities.

Week 15 Professional ethics- dress sense

Week 16 Anchoring with and without prompter.

Week 17 Studio and outdoor anchoring.

Week 18 (Diwali Vacations)

Week 19 Revision test Assignments

Exam Starts 25-11-2023



LESSON PLAN

BAMC 3rd SEMESTER

Language and Media (Hindi-II) 11

Class:

Sub

27-07-2023 to 25-11-2023

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, वृत्ती, निरंतरता

Week 8 प्रवाह, वाक्य में कमबद्धता, वाक्य शुद्धि, मुहावरें और लोकोत्तियां

Week 9 भाषा का व्यावहारिक अभ्यास : पत्र लेखन, निबंध लेखन

Week 10 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

Week 17 विज्ञापन लेखन, ऑन लाइन मीडिया एवं सोशल मीडिया लेखन

Week 18 (Diwali Vacations)

Week 19 Revisiopl test Assignments

Exam Starts 25-11-2023

LESSON PLAN

BAMC 3rd SEMESTER

Class:

Basics of Editing 12

Sub

27-07-2023 to 25-11-2023

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 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

Week 17 Quark Express & InDesign software and there applications

Week 18 (Diwali Vacations)

Revisiopn test Assignments

Exam Starts 25-11-2023

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LESSON PLAN

BAMC 3rd SEMESTER

Class:

Fundamentals of Advertising and Public Relations 13

Sub

27-07-2023 to 25-11-2023

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

Week 17 Differences and similarities between advertising and PR

Week 18 (Diwali Vacations)

Revisiopn test Assignments

Exam Starts 25-11-2023

LESSON PLAN

BAMC 3rd SEMESTER

Class:

Introduction to Photography 14

Sub

27-07-2023 to 25-11-2023

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

Week 17 Portraits, night photography, children, animal

Week 18 (Diwali Vacations)

Week 19 Revisiøpn test Assignments

Exam Starts 25-11-2023



LESSON PLAN

BAMC 3rd SEMESTER

Class:

Introduction to Audio-Visual Media 15

Sub

27-07-2023 to 25-11-2023

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|------------------------|--|
| 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, |
| Week 17 | Private Channels, Cable TV, Internet Television |
| Week 18 | (Diwali Vacations) |
| Week 19 | Revisiopn test Assignments |
| Exam Starts 25-11-2023 | |

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LESSON PLAN

BAMC 5th SEMESTER

Media Management 21

Class:

Sub

27-07-2023 to 25-11-2023

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 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

Week 17 Ad collection and corporate strategies Space and time selling

Week 18 (Diwali Vacations)

Week 19 Revisiopn test Assignments

Exam Starts 25-11-2023



LESSON PLAN

BAMC 5th SEMESTER

Class:

Radio Production 22

Sub

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 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

Week 17 Practice of Radio Programme Production

Week 18 (Diwali Vacations)

Week 19 Revisiopn test Assignments

Exam Starts 25-11-2023

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LESSON PLAN

BAMC 5th SEMESTER

Class:

Writings for Radio and television 23

Sub

27-07-2023 to 25-11-2023

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|---------|---|
| 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 | 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... |
| Week 17 | Rule and Regulations Various Formats of Television Writing: Meaning & Scope |
| Week 18 | (Diwali Vacations) |
| Week 19 | Revisiopn test Assignments |

Exam Starts 25-11-2023

LESSON PLAN

BAMC 5th SEMESTER

Reporting Skills & Practice 24

Class:

Sub

27-07-2023 to 25-11-2023

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 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

Week 17 Writer. Difference between Article, Feature and News feature.

Week 18 (Diwali Vacations)

Week 19 Revisiopn test Assignments

Exam Starts 25-11-2023

LESSON PLAN

BAMC 5th SEMESTER

Current Affair & Media Issues-II 25

27-07-2023 to 25-11-2023

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|---------|--|
| 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 | 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 |
| Week 17 | Discussion on photo feature, photo journalism |
| Week 18 | DEEWALI VACATION |
| Week 19 | Comparative study of issues, Revision Test |

Exam Starts 25-11-2023

LESSON PLAN

BAMC 2nd SEMESTER

06

Class:
WRITING FOR MEDIA

14-02-2024 to 20-05-2024

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| Week 1 | Difference between creative and journalistic writing |
| Week 2 | News Story structure and introduction to various styles of news writing |
| Week 3 | Writing features, articles, editorials, columns, middle, letter to editor, |
| Week 4 | News analysis: backgrounder, reviews, Principles of good writing |
| Week 5 | Writing features and articles for magazines |
| Week 6 | Basics of radio writing, Elements of radio script |
| Week 7 | Holi Vacations |
| Week 8 | Radio script writing: Radio talks, features, interview, drama and other programmes |
| Week 9 | Basics of television writing, Different script formats |
| Week 10 | Television script writing : interview, documentary, special & other programmes |
| Week 11 | Copy writing for Print Advertisement, Writing for radio advertisement |
| Week 12 | Writing for television advertisement, Writing for web |
| Week 13 | Elements of television script, Writing press releases, test |

Exam Starts 20-05-2024

LESSON PLAN

BAMC 2nd SEMESTE

Class:

BASICS OF REPORTING AND EDITING

07

14-02-2024 to 20-05-2024

Week 1 Concept, definitions and elements of Reporting

Week 2 Sources of News, News gathering, Verification and Validatio facts

Week 3 Cultivation of sources, types of sources, significance of sources in news gathering

Week 4 Reporting hierarchy in a Newspaper Skills required to being a reporter

Week 5 Press conference, Press briefing, Meet the press and Conducting interviews

Week 6 Types of beat: Political, Crime, Life style, Entertainment, Sports, Health, Education

Week 7 Holi Vacations

Week 8 Editing: concept, definition and significance, Principles of Copy Editing

Week 9 Role of News Editor, Chief Sub Editor and Copy Editor

Week 10 News Editing: Copy writing, copy selection, story structure

Week 11 Design: meaning and significance Elements and principles of design

Week 12 Concept and Utility of Dummy

Week 13 Basic knowledge of designing softwares like Quark & Indesign

Exam Starts 20-05-2024

LESSON PLAN

BAMC 2nd SEMESTE

Class:

INTRODUCTION TO RADIO AND TV JOURNALISM

08

14-02-2024 to 20-05-2024

Week 1 Introduction to Radio Journalism

Week 2 Radio Stations based on their transmission and Community radio, military radio

Week 3 New trends in radio broadcasting- Satellite radio, digital radio, online radio stations

Week 4 Radio Newsroom- employee and working process, Qualities of News Editor

Week 5 Radio news bulletin: News-gathering, Elements of a radio news story, radio news

Week 6 News Reporter, elements of a radio news bulletin

Week 7 Holi Vacations

Week 8 Types of TV studios, Set up and functioning of a TV studio

Week 9 Introduction to Videocameras: EFP, ENG, Steady Cameras, Crane, Camera,

Week 10 Structure and functioning of TV newsroom

Week 11 TV news script, elements of a TV news bulletin

Week 12 News anchor, presenter and reporter's roles and responsibilities

Week 13 TV debates, interviews and types of interviews test

Exam Starts 20-05-2024



LESSON PLAN

BAMC 2nd SEMESTE

Class:

09

INTRODUCTION TO GRAPHICS DESIGN

14-02-2024 to 20-05-2024

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|---------|--|
| Week 1 | Graphic Design: concept and scope, Types of Graphics: raster & vector |
| Week 2 | Info-Graphics: concept and scope, Visual Perception |
| Week 3 | Elements of Graphic Design, Colour: Concept and Uses |
| Week 4 | Colour Wheel: Concept & Uses, Colour Psychology |
| Week 5 | Design Process |
| Week 6 | Principles of Design: Contrast, Balance, Emphasis, Proportion, Repetition, Rhythm, |
| Week 7 | Holi Vacations |
| Week 8 | Interface of Photoshop |
| Week 9 | Editing Tools: Cropping, Resizing and Page-setup |
| Week 10 | Selection Tools: Types and Concept |
| Week 11 | Image Enhancement: Types and Concept |
| Week 12 | Retouching: Concept and use |
| Week 13 | Retouching: Concept and use Test Assignments |

Exam Starts 20-05-2024

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LESSON PLAN

BAMC 2nd SEMESTE

10

Class:

MEDIA LITERACY SKILLS

14-02-2024 to 20-05-2024

Week 1 Literacy: meaning, concept and importance

Week 2 Media Literacy: meaning concept and importance

Week 3 Historical background and development of the concept of media and information literacy (MIL)

Week 4 Difference between media literacy and basic literacy(ability to read and write

Week 5 Difference between Media & Information Literacy & Media Literacy

Week 6 Critical thinking meaning, concept and importance

Week 7 Holi Vacations

Week 8 Importance of critical thinking in message interpretation

Week 9 Challenge of widespread lies in digital age

Week 10 Concept of truth, objectivity and personal bias

Week 11 Parameters of an appropriate message

Week 12 Skills to identify media bias & prejudices Parameters of an appropriate response to message Fact-checking & verification and media literacy in digital era

Week 13 Media literacy and well being of society, Impact of irresponsible social media usage, social media userMedia literacy skill usage during crisis

Exam Starts 20-05-2024

LESSON PLAN

BAMC 4th SEMESTER

Language & Media – English II 16

Class:

Sub

15-01-2024 to 30-04-2024

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 Human organs of articulation

Week 9 Common errors in spellings and sentences

Week 10 Holi Vacations

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 Pitch and tempo for effective presentation, Exercising right of difficult words

Week 15 Voice analysis **Test, Assignment, Revision**

Exam Starts 01-05-2024

LESSON PLAN

BAMC 4th SEMESTER

New Media 17

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Sub

15-01-2024 to 30-04-2024

- 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 Online Writing & Editing: do's and don'ts
- Week 9 online aesthetics — content, design, colours, font, templates, navigation bars, and hyperlinks
- Week 10 Holi Vacations.
- 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 **Test, Assignment, Revision**

Exam Starts 01-05-2024

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LESSON PLAN

BAMC 4th SEMESTER

Media Law and Ethics 18

Class:

Sub

15-01-2024 to 30-04-2024

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 Ethics in journalism, freedom and responsibility of press

Week 9 Information technology Act 2000

Week 10 Holi Vacations

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. Press commissions

Week 15 Press Council of India, The Editor build of India, NBA, Test, Assignment, Revision

Exam Starts 01-05-2024



LESSON PLAN

BAMC 4th SEMESTER

Class:

Development communication 19

Sub

15-01-2024 to 30-04-2024

| | |
|---------|---|
| 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 | Communication for rural development |
| Week 9 | Democracy as an indicator, Human Rights as an indicator |
| Week 10 | Holi Vacations |
| 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 Test, Assignment, Revision |

Exam Starts 01-05-2024

LESSON PLAN

BMC 4thSemester

Class:

Current Affair & Media Issues-II 20

Subject:

15-01-2024 to 30-04-2024

| | |
|-------------------------------|--|
| 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 | Comparative study of issues covered by various media platforms |
| Week 9 | letter to editors and blogs. Important talk shows, |
| Week 10 | Holi Vacations . |
| Week 11 | Radio stations/news and other platforms-1 |
| Week 12 | Interview, Discussion |
| Week 13 | Discussion on photo feature, photo journalism |
| Week 14 | cartoons and other material of print media, |
| Week 15 | various television channel radio stations/news Test, Assignment, Revision |
| Exam Starts 01-05-2024 | |

LESSON PLAN

BAMC 6th SEMESTER

Print Production 26

Class:

Sub

01-01-2024 to 30-04-2024

| | |
|---------|--|
| Week 1 | 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 | Introduction to photoshop and its various applications, DTP |
| Week 9 | Visual importance and functions, |
| Week 10 | Categories of visual Selection and placement of photos |
| Week 11 | Categories of visual Selection and placement of photos |
| Week 12 | Holi Vacations |
| 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 |
| Week 18 | Journal, News letter, Newspaper, Magazine, Test, Assignment, Revision |

Exam Starts 01-05-2024

LESSON PLAN

BAMC 6th SEMESTER

Television Production 27

Class:

Sub

01-01-2024 to 30-04-2024

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 Introduction to make up techniques

Week 9 Components of video camera Components of video camera

Week 10 Basic shots and their composition

Week 11 Lighting equipment and control

Week 12 Holi Vacations

Week 13 Editing - meaning and significance

Week 14, Grammar and aesthetics of editing

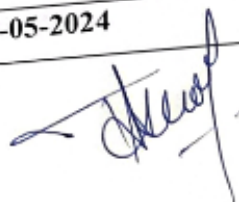
Week 15 Assignment, test

Week 16 Introduction to non-linear editing

Week 17 Introduction to non-linear editing

Week 18 Introduction to non-linear editing, Test, Assignment, Revision

Exam Starts 01-05-2024



LESSON PLAN

BAMC 6th SEMESTER

Research Methodology 28

Class:

Sub

01-01-2024 to 30-04-2024

| | |
|-------------------------------|---|
| 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 | Sampling Method– Probability and Non- Probability |
| Week 9 | Primary and Secondary data |
| Week 10 | Data Collection Tools |
| Week 11 | Data Collection Tools |
| Week 12 | Holi Vacations |
| 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 |
| Week 18 | Role of computer in communication research, Test, Assignment, Revision |
| Exam Starts 01-05-2024 | |

LESSON PLAN

BAMC 6th SEMESTER

Personality Development and Presentation Skills 29

Class:

Sub
01-01-2024 to 30-04-2024

| | |
|---------|--|
| 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. | Personality having low self esteem - Positive and negative self esteem. |
| 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 | Holi Vacations |
| 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 |
| Week 18 | Mock Interview Sessions. Power point Presentation, Test, Assignment, Revision |

Exam Starts 01-05-2024

LESSON PLAN

BAMC 6th SEMESTER

Current Affairs and Media Issues-IV 30

Class:

Sub
01-01-2024 to 30-04-2024

- | | |
|---------|---|
| 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 | Follow up of major stories and editorials during the term |
| Week 9 | Follow up of major stories and editorials during the term |
| Week 10 | Important issues covered by print/ radio/ television and new media |
| Week 11 | Follows up/ discussion of popular columns write ups, articles |
| Week 12 | Holi Vacations |
| 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 |
| Week 18 | Readings from popular magazines, news , Test, Assignment, Revision |

Exam Starts 01-05-
2024

LESSON PLAN

Class: BAMC 1st SEMESTER

Sub Hindi Bhasha aur lipi AEC I

27-07-2023 to 25-11-2023

Week 1 हिन्दी भाषा विकास, विविध बोलियां।

Week 2 हिन्दी भाषा विकास, विविध बोलियां।

Week 3 हिन्दी शब्द समि : समि (हिन्दी की शब्द समिदि)- तत्सम, तदभव, देशज शब्दावली

Week 4. हिन्दी शब्द समि : समि (हिन्दी की शब्द समिदि)- तत्सम, तदभव, देशज शब्दावली

Week 5 हिन्दी शब्द समि : समि (हिन्दी की शब्द समिदि)- तत्सम, तदभव, देशज शब्दावली

Week 6 हिन्दी शब्द समि : समि (हिन्दी की शब्द समिदि)- तत्सम, तदभव, देशज

Week 7 हिन्दी व्याकिणणक : संज्ञा, सर्वनाम, विशषण, किया, किया विशेषण,प्रत्यय, लिग,चिन।

Week 8 हिन्दी व्याकिणणक : संज्ञा, सर्वनाम, विशषण, किया, किया विशेषण,प्रत्यय, लिग,चिन।

Week 9 हिन्दी व्याकिणणक : संज्ञा, सर्वनाम, विशषण, किया, किया विशेषण,प्रत्यय, लिग,चिन।

Week 10 देवनागरी लिपि उदभव और विकास

Week 11 देवनागरी लिपि उदभव और विकास

Week 12 देवनागरी लिपि उदभव और विकास

Week 13 देवनागरी लिपि की वैधानिकता

Week 14 देवनागरी लिपि की विशेषताएं

Week 15 देवनागरी लिपि की त्रुटियां

Week 16 देवनागरी लिपि की सुधार

Week 17 देवनागरी लिपि का मानकीकरण

Week 18 (Diwali Vacations)

Week 19 Revision test Assignments

Exam Starts 25-11-2023

LESSON PLAN

BAMC 2nd SEMESTER

Class:

Sub English Language and Communication Skills: Level 2

AEC 2

01-01-2024 to 30-04-2024

Week 1 Sounds in English Language

Week 2 Sounds in English Language

Week 3 Phonetic symbols and their understanding through a dictionary

Week 4 Phonetic symbols and their understanding through a dictionary

Week 5 Transcribing one and two syllable words in English

Week 6 Transcribing one and two syllable words in English

Week 7 : Developing Fluency in Speaking Skills

Week 8 : Developing Fluency in Speaking Skills

Week 9, Speech Making: Expository Speech, Argumentative Speech

Week 10 Speech Making: Expository Speech, Argumentative Speech

Week 11 Dialogues, Role Plays and Group Discussions

Week 12 Holi Vacations

Week 13 Dialogues, Role Plays and Group Discussions

Week 14 Proper use of Punctuation and Capitalization

Week 15 Proper use of Punctuation and Capitalization

Week 17 Introduction to Tenses

Week 18 Test, Assignment, Revision

Exam Starts 01-05-2024

LESSON PLAN

BAMC 2nd SEMESTER

Class:

Sub हिंदी भाषा व मौखिक संप्रेक्षण AEC 2

01-01-2024 to 30-04-2024

Week 1 संप्रेषण का अर्थ, प्रकृति एवं महत्व और उद्देश्य

Week 2 संप्रेषण का अर्थ, प्रकृति एवं महत्व और उद्देश्य

Week 3 संप्रेषण के तत्व व प्रकार और विशेषताएं

Week 4 संप्रेषण के तत्व व प्रकार और विशेषताएं

Week 5 संप्रेषण की प्रक्रिया अंतरराष्ट्रीय और सांस्कृतिक भिन्ता

Week 6 संप्रेषण की प्रक्रिया अंतरराष्ट्रीय और सांस्कृतिक भिन्ता

Week 7 औद्योगिक आधारित संप्रेषण उपकरण

Week 8 औद्योगिक आधारित संप्रेषण उपकरण मौखिक व गैर मौखिक

Week 9 संप्रेषण श्रवण प्रक्रिया

Week 10 संप्रेषण श्रवण प्रक्रिया में बाधाएं और प्रकार

Week 11. शब्दकोश के अनुसार शब्दों में पर्याप्त उच्चारण

Week 12 Holi Vacations

Week 13 शब्दकोश के अनुसार शब्दों में पर्याप्त उच्चारण

Week 14 प्रस्तुति कौशल, साक्षात्कार कौशल

Week 15 प्रस्तुति कौशल, साक्षात्कार कौशल की तकनीक व तैयारी

Week 16 साक्षात्कार के प्रकार

Week 17 साक्षात्कार और भाषण का आयोजन

Week 18 Test, Assignment, Revision

Exam Starts 01-05-2024

LESSON PLAN
BAMC 2nd SEMESTER

Class:

Sub **Business Communication**

01-01-2024 to 30-04-2024

- | |
|---|
| Week 1 Introduction – Concept of Marketing Communication |
| Week 2 Introduction – Concept of Marketing Communication |
| Week 3 Marketing communication mix, Factor affecting marketing communication mix |
| Week 4 Marketing communication mix, Factor affecting marketing communication mix |
| Week 5 Drivers of integrated marketing mix |
| Week 6 Drivers of integrated marketing mix |
| Week 7 Managing the Marketing Communication Process |
| Week 8 Managing the Marketing Communication Process |
| Week 9 Analysis of promotional opportunities, Concepts of segmentation and target marketing |
| Week 10 Analysis of promotional opportunities, Concepts of segmentation and target marketing |
| Week 11 Promotional strategy of formulation and competitive positioning. |
| Week 12 Holi Vacations |
| Week 13 Advertising and Media Planning – Advertising plan |
| Week 14 Stages of creative strategy – Idea generation, copy writing, layout |
| Week 15 Publicity and corporate advertising, |
| Week 16 Unconventional promotional media. |
| Week 17 Direct marketing, Public relations, |
| Week 18 Test, Assignment, Revision |

Exam Starts 01-05-2024

LESSON PLAN

BAMC 1st SEMESTER

Class:

Sub English Language and Communication Skills: Level 1 AEC 1

27-07-2023 to 25-11-2023

Week 1 The students will learn various types of verbal and non-verbal communication

Week 2 Theory and Types of Communication

Week 3 Verbal and Non-Verbal Communication

Week 4. Introducing Oneself, Introducing Others, Making Requests

Week 5 Workplace and Interpersonal Communication

Week 6 Offering Help, Congratulating, Making Enquiries and Seeking

Permission

Week 7 Offering Help, Congratulating, Making Enquiries and Seeking

Permission

Week 8 Importance of Listening Skills and their types

Week 9 Importance of Listening Skills and their types

Week 10 Barriers to Effective Listening and how to overcome them

Week 11 Barriers to Effective Listening and how to overcome them

Week 12 Note-taking Techniques to capture the main ideas

Week 13 Parts of Speech

Week 14 Parts of Speech

Week 15 Parts of Speech

Week 16 Parts of Speech

Week 17 Dance, New Comb

Week 18 (Diwali Vacations)

Week 19 Revision test Assignments

Exam Starts 25-11-2023