## Ramakrishna Sarada Mission Vivekananda Vidyabhavan

### **Dept of Journalism and Mass Communication**

## **Lesson Plan 2018-19**

**Semester 1 (Duration: July-Dec)** 

### **CC1: Introduction to Journalism**

Unit	Topic	No of classes/Hour	Name of Teacher	Total (TH+TU)
I	Understanding News	2		11 TH
	Ingredients of news	2	1	
	News: meaning, definition, nature	2	AD	
	The news process: from the event to the reader (how news is carried from event to reader)	1		
	Hard news vs. Soft news, basic components of a news story	2	SC	
	Attribution, embargo, verification, balance and fairness,	1	NB	
	brevity, dateline, credit line, byline.	1	TDR	
II	Different forms of print-A historical Perspective	3		11 TH+3TU
	Yellow journalism	1	TDR	
	Penny press, tabloid press	1		
	Language of news- Robert Gunning:	2		
	Principles of clear writing Rudolf	2		
	Flesch formula- skills to write news	2		
III	Understanding the structure and construction of news	3	AD	15 TH+5TU
	Organising a news story,	2		
	5W's and 1H, Inverted pyramid	2		
	Criteria for news worthiness,	2		
	principles of news selection	3		
	Use of archives, sources of news, use of internet	3		
IV	Different mediums-a comparison	4		
	Language and principles of writing: Basic differences between the print, electronic and online journalism	5	NB	12 TH+2TU
	Citizen journalism	3		
V	Role of Media in a Democracy	3		
	Responsibility to Society	3	SC	11TH+5TU
	Press and Democracy	2		

Contemporary debates and issues relating to media Ethics in journalism	3	
Students' Activities (Project, PPT, Seminar Presentation, Debate)		15

## **Lesson Plan 2018-19 (Duration: July - Dec)**

### Semester 1

### **CC2: Introduction to Media and Communication**

Unit	Topic	No of	Name of	Total
		classes/Hour	Teacher	
I	Media and Everyday Life	2		13TH+2TU
	Mobile phones,	2	AD	
	Television,	2	-	
	Ring tones,	1	_	
	Twitter	2		
	The Internet- discussion around media and everyday life	2		
	Discussions around mediated and non mediated communication	2		
II	Communication and Mass Communication	1	SC	9TH+3TU
	Forms of Communication, Levels of Communication	2		
	Mass Communication and its Process	2		
	Normative Theories of the Press	2		
	Media and the Public Sphere	2	1	
III	Mass Communication and Effects	3	TDR	17 TH+5TU
	Paradigm Direct Effects;	3		
	Mass Society Theory,	4		
	Propaganda ,Limited Effects;	3		
	Individual Difference Theory,	2		
	Personal Influence Theory	2	=	
IV	Cultural Effects and the Emergence of an Alternative Paradigm	2	TDR	11TH
	Cultural Effects: Agenda Setting	2	AD	
	Spiral of Silence, Cultivation Analysis	4	NB	
	Critique of the effects, Paradigm and emergence of alternative paradigm	3	SC	
V	Four Models of Communication	2	NB	10 TH+5TU
	Transmission models	2	1	
	Ritual or Expressive models	2	1	
	Publicity Model	2	1	
	Reception Model	2	1	

Students' Activities			
(Project, PPT, Seminar Presentation,		15	
Debate)			

## **Lesson Plan 2018-19 (Duration: Jan- June)**

### **Semester-II**

## **CC3: Reporting and Editing for Print**

Unit	Topic	No of classes/Hour	Name of Teacher	Total (TH+TU)
	Covering news	4		19TH+4TU
1	General and Beat reporting	2	NB	
	News agency reporting	2		
	Covering, Meeting, Speeches,	4		
	Meeting and press conference	4		
	Covering of beats-crime, city	3		
	reporting, hospitals			
	Education, sports	2		
	Discussion and QA	2		
2	Interview, Types, Setting upand conducting interview	3	SC	13 TH+2TU
	News leads, types	2		
	Structure of the news story, inverted pyramid style	1		
	Feature and its types	2		
	Leads for feature	1		
	Typography and style	2		
	Class tests + revision	3		
3	The newspaper newsroom	1		11 TH + 7TU
	Organisational set up of a newspaper	3		
	Editorial department	2		
	Introduction to Editing, Principles of Editing	2	AD	
	Headlines:Importance, functions of headlines,typography and style, language, types of headlines, style sheet	3		
	Importance of pictures, selection of news pictures	1		
	Role of sub/copy editor, news editor and editor, chief of bureau, correspondents	3		
	Editorial page: structure, purpose, edits, middles, letters to the editor, special articles, light leader, opinion pieces, op-ed page	3		
4	News in supplements,	1	SC	7

	Backgrounders			
	Week-end pull-outs	1	TDR	
	Trends in sectional news	2	NB	
	Columns/Columnists	3	AD	
5	Understanding media and news	1	TDR	11 TH +2TU
	Sociology of news: factors affecting	1		
	news treatment			
	Paid news, Trial by media,	2		
	Pressures in the newsroom	1		
	agenda setting, gatekeepers	2		
	Objectivity and Politics of News	2		
	Neutrality and bias in news			
	Students' Activities			
	(Project, PPT, Seminar Presentation,			15
	Debate)			

## **Lesson Plan 2018-19 (Duration: Jan - June)**

### Semester 2 CC4: Media and Cultural Studies

Unit	Topic	No of classes/Hour	Name of Teacher	Total (TH+TU)
1	Understanding	1		10TH+3TU
	Culture			
	Mass Culture	3	AD	
	Popular Culture	3		
	Folk Culture	3		
	Media and Culture	3		
2	Frankfurt School	2	NB	10TH+2TU
	Media as cultural industries	2		
	Political Economy	2		
	Ideology	2		
	Hegemony	2		
	Discussion and QA	2		
3	Representation media as a text	2	AD	8 TH
	Signs and codes in Media Discourse Analysis Genres	2	TDR	
	Representation of	2	SC	
	caste and gender			
	issues in media			
	Representation of nation and class issues in media	2	NB	
4	Audiences and its types	3	SC	16TH+5TU

	Uses and	3		
	gratification approach			
	Reception studies	2		
	Women as audiences	2		
	Sub cultures	3		
	Music and popular fandom	1		
	Class tests + revision	2		
5	Media and technologies	3	TDR	16TH+5TU
	Folk media as a form of mass culture	2		
	Live performance; Audience in live performance	2		
	Media technologies	2		
	Medium is the Message	2		
	Technological Determinism	2		
	New Media and Cultural forms	3		
	Students'			
	Activities			
	(Project, PPT,			15
	Seminar			
	Presentation, Debate)			

## Ramakrishna Sarada Mission Vivekananda Vidyabhavan

### **Dept of Journalism and Mass Communication**

## **Lesson Plan 2019-20**

**Semester 1 (Duration: July-Dec)** 

### **CC1- Introduction to Journalism**

Unit	Торіс	No of classes/Hour	Name of Teacher	Total (TH+TU)
I	Understanding News	2		11 TH
	Ingredients of news	2	-	
	News: meaning, definition, nature	2	AD	
	The news process: from the event to the reader (how news is carried from event to reader)	1		
	Hard news vs. Soft news, basic components of a news story	2	SC	
	Attribution, embargo, verification, balance and fairness,	1	NB	
	brevity, dateline, credit line, byline.	1	TDR	
II	Different forms of print-A historical Perspective	3		11 TH+3TU
	Yellow journalism	1	TDR	
	Penny press, tabloid press	1		
	Language of news- Robert Gunning:	2		
	Principles of clear writing Rudolf	2		
	Flesch formula- skills to write news	2		
III	Understanding the structure and construction of news	3	AD	15 TH+5TU
	Organising a news story,	2		
	5W's and 1H, Inverted pyramid	2		
	Criteria for news worthiness,	2		
	principles of news selection	3		
	Use of archives, sources of news, use of	3		
IV	internet Different mediums-a comparison	4		
1 V	Language and principles of writing: Basic	5	NB	12 TH+2TU
	differences between the print, electronic and		ND	12 111 210
	online journalism			
	Citizen journalism	3	1	
V	Role of Media in a Democracy	3		
	Responsibility to Society	3	SC	11TH+5TU
	Press and Democracy	2	]	

Contemporary debates and issues relating to media Ethics in journalism	3	
Students' Activities (Project, PPT, Seminar Presentation, Debate)		15

## **Lesson Plan 2019-20 (Duration: July-December)**

### **Semester -1**

### **CC2: Introduction to Media and Communication**

Unit	Topic	No of	Name of	Total
T	Madia and Evanuday Life	classes/Hour	Teacher	12711.2711
I	Media and Everyday Life	2	AD	13TH+2TU
	Mobile phones,	2	AD	
	Television,		-	
	Ring tones,	1		
	Twitter	2		
	The Internet- discussion around media and everyday life	2		
	Discussions around mediated and non mediated communication	2		
II	Communication and Mass Communication	1	SC	9TH+3TU
	Forms of Communication, Levels of Communication	2		
	Mass Communication and its Process	2		
	Normative Theories of the Press	2		
	Media and the Public Sphere	2		
III	Mass Communication and Effects	3	TDR	17 TH+5TU
	Paradigm Direct Effects;	3		
	Mass Society Theory,	4		
	Propaganda ,Limited Effects;	3		
	Individual Difference Theory,	2		
	Personal Influence Theory	2	-	
IV	Cultural Effects and the Emergence of an Alternative Paradigm	2	TDR	11TH
	Cultural Effects: Agenda Setting	2	AD	
	Spiral of Silence, Cultivation Analysis	4	NB	
	Critique of the effects, Paradigm and emergence of alternative paradigm	3	SC	
V	Four Models of Communication	2	NB	10 TH+5TU
	Transmission models	2		
	Ritual or Expressive models	2	1	
	Publicity Model	2	1	
	Reception Model	2	]	
	_	1		

Students' Activities			
(Project, PPT, Seminar Presentation,		15	
Debate)			

## **Lesson Plan 2019-20 (Duration: Jan- June)**

### **Semester-2**

## **CC3:** Reporting and Editing for Print

Unit	Topic	No of classes/Hour	Name of Teacher	Total (TH+TU)
	Covering news	4		19TH+4TU
1	General and Beat reporting	2	NB	
	News agency reporting	2	1	
	Covering, Meeting, Speeches,	4	1	
	Meeting and press conference	4	1	
	Covering of beats-crime, city	3	1	
	reporting, hospitals			
	Education, sports	2	1	
	Discussion and QA	2	1	
2	Interview, Types, Setting Up And	3	SC	13TH+2TU
	Conducting Interview			
	News Leads, Types	2	1	
	Structure Of the News Story, Inverted	1	1	
	Pyramid Style			
	Feature And Its Types	2		
	Leads For Feature	1		
	Typography And Style	2		
	Class Tests + Revision	3		
3	The newspaper newsroom	1		11 TH + 7TU
	Organisational set up of a newspaper	3		
	Editorial department	2		
	Introduction to Editing, Principles of Editing	2	AD	
	Headlines:Importance, functions of headlines,typography and style, language, types of headlines, style sheet	3		
	Importance of pictures, selection of news pictures	1		
	Role of sub/copy editor, news editor and editor, chief of bureau, correspondents	3		
	Editorial page: structure, purpose, edits, middles, letters to the editor, special articles, light leader, opinion pieces, op-ed page	3		

4	News in supplements,	1	SC	7
	Backgrounders			
	Week-end pull-outs	1	TDR	
	Trends in sectional news	2	NB	
	Columns/Columnists	3	AD	
5	Understanding media and news	1	TDR	11 TH +2TU
	Sociology of news: factors affecting	1		
	news treatment			
	Paid news, Trial by media,	2		
	Pressures in the newsroom	1		
	agenda setting, gatekeepers	2		
	Objectivity and Politics of News	2		
	Neutrality and bias in news			
	Students' Activities			
	(Project, PPT, Seminar Presentation,			15
	Debate)			

## **Lesson Plan 2019-20 (Duration: Jan - June)**

Semester: 2

## **CC4**: Media and Cultural Studies

Unit	Topic	No of	Name of	Total (TH+TU)
	_	classes/Hour	Teacher	
1	Understanding	1		10TH+3TU
	Culture			
	Mass Culture	3	AD	
	Popular Culture	3		
	Folk Culture	3		
	Media and	3		
	Culture			
2	Frankfurt School	2	NB	10 TH+2TU
	Media as cultural	2		
	industries			
	Political	2		
	Economy			
	Ideology	2		
	Hegemony	2		
	Discussion and	2		
	QA			
3	Representation	2	AD	8 TH
	media as a text			
	Signs and codes	2	TDR	
	in Media			
	Discourse			
	Analysis Genres			
	Representation	2	SC	
	of caste and			

	gender issues			
	in media			
	Representation of	2	NB	
	nation and class			
	issues in media	_	~~	
4	Audiences and	3	SC	16TH+5TU
	its types	2		
	Uses and	3		
	gratification approach			
	Reception	2		
	studies	Δ		
	Women as	2		
	audiences	2		
	Sub cultures	3		
	Music and	1		
	popular fandom	_		
	Class tests +	2		
	revision			
5	Media and	3	TDR	16TH+5TU
	technologies			
	Folk media as a	2		
	form of mass			
	culture Live	2		
	performance;	Δ		
	Audience in live			
	performance			
	Media	2		
	technologies	_		
	Medium is the	2		
	Message			
	Technological	2		
	Determinism			
	New Media and	3		
	Cultural forms			
	Students'			
	Activities			
	(Project, PPT,			15
	Seminar Procentation			
	Presentation, Debate)			
1	Debate)			

### Semester 3

**CC5: Introduction to Broadcast Media** 

UNIT	TOPIC	NO OF CLASSES/HOURS	NAME OF THE TEACHERS	TOTAL (TH+TU)
I	Basics of Sound;	1	SC	14 TH+5 TU
	Concepts of sound - scape, sound culture;	3		
	Types of sound - Sync, Non-Sync, Natural sound, Ambience Sound;	2		
	Sound Design - Its Meaning with examples from different forms;	3		
	Sound recording techniques;	2		
	Introduction to microphones;	2		
	Characteristics of Radio as a medium.	1		
II	Basics of Visual; what is an image? Electronic image, television image,	2	AD	8 TH
	Digital image, Edited Image (politics of an image);	2	NB	
	what is a visual? (Still to moving), Visual Culture;	2	TDR	
	Changing ecology of images today; Characteristics of Television as a medium.	2	SC	
III	Writing and Editing Radio News;	2	AD	10 TH+3TU
	Elements of a Radio News Story:	1		
	Gathering, Writing/Reporting.	1		
	Elements of a Radio News Bulletins;	2		
	Working in a Radio News Room;	2		

	Introduction to Recording and Editing sound. (Editing news based capsule only).	2		
IV	Writing and Editing Television News;	2	TDR	17TH+5 TU
	Basics of a Camera - (Lens & accessories);	2		
	Electronic News Gathering (ENG) & Electronic field Production (EFP) (Concept);	3		
	Visual Grammar – Camera Movement, Types of Shots, Focusing,	2		
	Visual Perspective.	2		
	Elements of a Television News Story: Gathering, Writing/Reporting.	2		
	Elements of a Television News Bulletin;	2		
	Basics of Editing for TV - Basic Soft-wares and Techniques (for editing a news capsule).	2		
V	Broadcast News:	1	NB	11TH+2TU
	Critical Issues and Debates;	1		
	Public Service Broadcasters  – AIR and DD  News –	2		
	Voice of India? (Analysis of News on National Broadcasters);	1		
	Changing Character of Television News; 24 hrs news format,	1		
	News Production cycle, News 'Lingo', News 'Formulae'?;	2		
	News as an Event, Performance and Construction.	3		

Students' Activities		15
(Project, PPT, Seminar		
Presentation, Debate)		

### **Semester 3**

## CC6: History of the Media

UNIT	TOPIC	NO OF CLASSES/ HOURS	NAME OF THE TEACHER S	TOTAL (TH+TU)
I	History of Print Media; Media and Modernity: Print Revolution,	2	TDR	12TH+3TU
	Telegraph, Morse Code, Yellow Journalism;	2		
	Evolution of Press in United States, Great Britain and France;	2		
	History of the Press in India: Colonial Period,	1		
	National Freedom Movement: Gandhi and Ambedkar as Journalists and Communicators.	2		
	QA & Discussion	3		
II	Media in the Post Independence Era;	2	NB	18 TH+5TU
	Emergency	2		
	Post Emergency Era;	2		
	Changing ReAditi Dasership,	2		
	Print Cultures,	3		
	Language Press.	4		
	QA & Discussion	3		
III	Sound Media: Emergence of radio Technology,	1	SC	13TH+2TU
	The coming of Gramophone;	1		
	Early history of Radio in India;	1		
	History of AIR:	1	1	
	Evolution of AIR Programming,	2		
	Penetration of radio in rural India -Case studies;	2		

	Patterns of State Control; Demand for Autonomy; FM: Radio Privatization. Music: Cassettes to the Internet.	2 2 1		
IV	Visual Media: The early years of Photography,	2	AD	17 TH+5TU
	Lithography	2		
	Cinema: From Silent Era to the talkies;	2		
	Cinema in later decades;	2		
	The coming of Television and the State's Development Agenda;	2		
	Commercialization of Programming (1980s);	2		
	Invasion from the Skies: The Coming of Transnational Television (1990s);	3		
	Formation of Prasar Bharati.	2		
	Students' Activities (Project, PPT, Seminar Presentation, Debate)			15

### Semester 3

## **CC7: Advertising and Public Relations**

UNIT	TOPIC	NO OF CLASSES/HOURS	NAME OF THE TEACHERS	TOTAL (TH+TU)
I	Introduction to Advertising: Meaning and history;	1	SC	12TH+2TU
	Advertising: Importance and Functions;	1		
	Advertising as a tool of communication,	1		
	Role of Advertising in Marketing mix, PR;	2		

	Advertising Theories and Models - AIDA model, DAGMAR Model, Maslow's Hierarchy Model, communication theories applied to advertising, Types of advertising	1		
	and New trends,	1		
	Economic, cultural, Psychological and Social aspects of advertising;	1		
	Ethical & Regulatory Aspects of Advertising - Apex Bodies in Advertising - AAAI, ASCI and their codes.	1		
	QAs and Revision	1		
II	Advertising through Print, electronic and online media;	2		10TH+3TU
	Types of Media for advertising; Advertising Objectives,	1	TDR	
	Segmentation, Positioning and Targeting;	2		
	Media selection, Planning, Scheduling;	1		
	Marketing Strategy and Research and Branding;	1		
	Advertising department vs. Agency - Structure and Functions; Advertising Budget;	2		
	Campaign Planning, Creation and Production.	1		
III	Public Relations - Concepts and practices; Introduction to Public Relations: Growth and development of PR;	3	AD	14TH+5TU
	Importance, Role and Functions of PR;	2		
	Principles and Tools of Public relations;	2		
	Organization of Public relations: In house department vs. consultancy.	3		
	PR in govt. and Private Sectors;	2		

	Govt's Print, Electronic, Publicity, Film and Related Media Organizations.	2		
IV	PR - Publics and campaigns; Research for PR; Managing promotions and functions;	2	TDR	7 TH
	PR Campaign - planning, execution, evaluation;	1	SC	
	Role of PR in Crisis management;	2	AD	
	Ethical issues in PR - Apex bodies in PR - IPRA code - PRSI, PSPF and their codes.	2	NB	
V	Social Media Marketing;	2	NB	17TH+5TU
	Social Media Technologies and Management;	2		
	Integrated Marketing Communication;	2		
	Developing Social Networks;	3		
	Social Media Strategies,	2		
	Tactics and Ethics;	2		
	Social Media Tools;	1		
	Measurement Strategies and ROI.	2		
	Students' Activities (Project, PPT, Seminar Presentation, Debate)			15

### Semester: 4 CC8: Introduction to New Media

Unit	Topic	No of classes/Hour	Name of Teacher	Total (TH+TU)
1	Key concepts and Theory: Defining New media	1	TDR	10 TH+3TU
	Terminologies and their meanings-	3		

	Digital madia Navy			
	Digital media, New			
	media, Online media Information society	2	-	
	and New media	2		
	Technological Technological	1	-	
	Determinism	1		
	Computer mediated	2		
	communication	2		
	(CMC)			
	Networked Society	1		
2	Internet and it's	3	SC	18TH+6TU
	beginnings	3		101111010
	Remediation and New	2		
	media technologies	_		
	Online communities	2		
	User generated	2		
	content and web 2.0	<del>-</del>		
	Networked	2	╡	
	journalism, alternative	~		
	journalism			
	Social media in	3		
	context	_		
	Activism and New	2		
	media			
	Class test and revision	2		
3	Digitization of	2	AD	10TH+3TU
	Journalism			
	;Authorship and what			
	it means in a digital			
	age		_	
	Piracy	1		
	Copy right	2	_	
	Copy left and open	1		
	source		<u> </u>	
	Digital Archives	2	<u> </u>	
	New Media and	2		
	Ethics			
4	Linear and non Linear	2	NB	14TH+3TU
	writing		_	
	Contextualized	2		
	journalism		_	
	Writing techniques	2	_	
	Linking	2	_	
	Multimedia	3	_	
	Storytelling structure	2	_	
	Discussion and QA	1		
5	Website planning and	2	SC	8 TH
	visual design			
	Content strategy and	2	TDR	
	audience analysis			
	Brief history of	2	AD	
	Blogging			

Creating and	2	NB	
promoting a blog			
Students' Activities (Project, PPT, Seminar Presentation, Debate)			15

# **Semester: 4 CC9: Development Communication**

Unit	Topic	No of classes/Hour	Name of Teacher	Total (TH+TU)
1	Development, concept and	2	SC	12TH+2TU
	measurement			
	Development vs growth, human	1		
	development			
	Development as freedom	1		
	Basic needs model	1		
	Nehruvian model, Gandhian model	2		
	Panchayati Raj	1		
	Developing countries vs developed	1		
	countries			
	UN millennium dev. goals	1		
	Class test and revision	2		
2	Development Communication:	2	TDR	17TH+4TU
	Concept and approaches			
	Paradigms of Development:	2		
	dominant, dependency and			
	alternative paradigm			
	Development Communication	2		
	approaches- diffusion of innovation			
	Empathy, magic multiplier	2		
	Alternative Dev. Comm.	2		
	Approaches: Sustainable			
	Development			
	Participatory development	2		
	Inclusive development	2		
	Gender and development	1		
	Development Support Comm.:	2		
	Definition, genesis, area, woods			
	triangle			
3	Role of media in development	1	NB	11TH+2TU
	Mass media as a tool for dev	1		
	Creativity	1		
	Role and performance of each media	1		
	Media comparative study	1		
	NGOs of dev communication	1		

	Critical appraisal of dev comm	1		
	Cyber media	1		
	E governance,	3		
	e chaupal , national knowledge			
	network, ICT for dev.; narrow			
	casting;			
	Development support			
	communication in India in the areas			
	of: agriculture, health &			
	family welfare, population, women			
	empowerment, poverty,			
	unemployment,			
	energy and environment, literacy,			
	consumer awareness, RTI			
4	Practicing development	2	TDR	5 TH
	communication, strategies for			
	designing messages for print			
	Community radio and development,	1	SC	
	using new media for development			
	Television programmes for rural	1	AD	
	India (Krishi Darshan)			
	Development journalism and rural	1	NB	
	reporting in India			
5	Rural journalism, Information needs	2	AD	15TH+7TU
	in rural areas			
	Use of traditional media for	2		
	development in rural areas			
	Rural newspapers	2		
	Critical appraisal of mainstream	2		
	media's reportage on rural problems			
	and issues			
	Specific features of tribal society	1		
	Information needs in tribal settings	3		
	Critical appraisal of main stream	2		
	media's reportage on tribal			
	problems and issues			
	Discussion & Q/A	1		
	Students' Activities			
	(Project, PPT, Seminar Presentation,			15
	Debate)			

### Semester 4 CC10: Media Ethics and the Law

Unit	Topic	No of	Name of	Total
		classes/Hour	Teacher	(TH+TU)

1	Freedom of expression (Article 19(1)(a) and Article 19(1)(2),Issues	3	SC	10
	of Privacy and surveillance in society			
	Freedom of expression and	2	AD	
	defamation-libel and slander, Right			
	to Information			
	Idea of fair trial/trial by media,	4	TDR	
	intellectual property rights			
	Media ethics and cultural	1	NB	
	dependence			
2	Live reporting and ethics	2	NB	11TH+4TU
	Sting oparetion phone tapping	2	1	
	Ethical issues in social media	2	1	
	Discussion of important cases	1		
	Operation westend	2		
	Discussion and QA	2		
3	Advertising and women	2	AD	11TH+2TU
	Pornography	1		111111210
	Related Laws and case studies-	2	-	
	Indecent representation of Women	2		
	(Prohibition) Act, 1986 and Rules			
	1987			
	Protection of women against Sexual	2		
	Harassment Bill ,2007	2		
	Sec 67 of IT Act 2000	2		
	292 IPC etc	$\frac{2}{2}$	-	
4	Media and Regulation: Regulatory	2	TDR	11 TH+4TU
4	bodies	2	IDK	11 1117410
	Codes and Ethical guidelines	2	-	
	Self-Regulation of media	$\frac{2}{2}$	-	
	Media Content: Debates on morality	3	-	
	and Accountability: Taste, Culture	3		
	and Accountability: Taste, Culture			
	Censorship and media debates	2	-	
5	Media and social responsibility,	2	SC	17TH+5TU
]	economic pressures	<u> </u>	SC	1/111+310
	Media reportage on marginalized	4	-	
	sections - children, Dalits, tribals,	4		
	gender			
	Media coverage of violence and	2	-	
	related laws	2		
	Inflammatory writing ( IPC 353)	2	+	
	Sedition - incitement to violence,	2	-	
		2		
	hate speech Relevant case studies - Muzaffarpur	2	-	
	riots	۷		
	Attacks on civil liberties of	3	+	
		3		
	individuals and social activists  Students' Activities			
	(Project, PPT, Seminar Presentation,			15
	Debate)			13
L	Devaie)			

## Ramakrishna Sarada Mission Vivekananda Vidyabhavan

### **Dept of Journalism and Mass Communication**

## Lesson Plan 2020-21

**Semester 1 (Duration: July-Dec)** 

### **CC1:** Introduction to Journalism

Unit	Торіс	No of classes/Hour	Name of Teacher	Total (TH+TU)
I	Understanding News	2		11 TH
	Ingredients of news	2	-	
	News: meaning, definition, nature	2	AD	
	The news process: from the event to the reader (how news is carried from event to reader)	1		
	Hard news vs. Soft news, basic components of a news story	2	SC	
	Attribution, embargo, verification, balance and fairness,	1	NB	
	brevity, dateline, credit line, byline.	1	TDR	
II	Different forms of print-A historical Perspective	3		11 TH+3TU
	Yellow journalism	1	TDR	
	Penny press, tabloid press	1		
	Language of news- Robert Gunning:	2		
	Principles of clear writing Rudolf	2		
	Flesch formula- skills to write news	2		
III	Understanding the structure and construction of news	3	AD	15 TH+5TU
	Organising a news story,	2		
	5W's and 1H, Inverted pyramid	2		
	Criteria for news worthiness,	2		
	principles of news selection	3		
	Use of archives, sources of news, use of	3		
IV	internet Different mediums-a comparison	4		
1 4	Language and principles of writing: Basic	5	NB	12 TH+2TU
	differences between the print, electronic and		IND	
	online journalism			
	Citizen journalism	3		
V	Role of Media in a Democracy	3		
	Responsibility to Society	3	SC	11TH+5TU
	Press and Democracy	2		

Contemporary debates and issues relating to media Ethics in journalism	3	
Students' Activities (Project, PPT, Seminar Presentation, Debate)		15

## **Lesson Plan 2020-21 (Duration: July - Dec)**

### Semester 1

### **CC2: Introduction to Media and Communication**

Unit	Topic	No of classes/Hour	Name of Teacher	Total
I	Media and Everyday Life	2	Teacher	13TH+2TU
•	Mobile phones,	2	AD	131111210
	Television,	2	-	
	Ring tones,	1	1	
	Twitter	2		
	The Internet- discussion around media and everyday life	2		
	Discussions around mediated and non mediated communication	2		
II	Communication and Mass Communication	1	SC	9TH+3TU
	Forms of Communication, Levels of Communication	nication, Levels of 2		
	Mass Communication and its Process	2		
	Normative Theories of the Press	2		
	Media and the Public Sphere	2		
III	Mass Communication and Effects	3	TDR	17 TH+5TU
	Paradigm Direct Effects;	3	]	
	Mass Society Theory,	4		
	Propaganda ,Limited Effects;	3		
	Individual Difference Theory,	2		
	Personal Influence Theory	2		
IV	Cultural Effects and the Emergence of an Alternative Paradigm	2	TDR	11TH
	Cultural Effects: Agenda Setting	2	AD	
	Spiral of Silence, Cultivation Analysis	4	NB	
	Critique of the effects, Paradigm and emergence of alternative paradigm	3	SC	
V	Four Models of Communication	2	NB	10 TH+5TU
	Transmission models	2		
	Ritual or Expressive models	2		
	Publicity Model	2		
	Reception Model	2		

Students' Activities			
(Project, PPT, Seminar Presentation,		15	
Debate)			

### **Semester-2**

## **CC3:** Reporting and Editing for Print

Unit	Topic	No of classes/Hour	Name of Teacher	Total (TH+TU)
	Covering news	4		19TH+4TU
1	General and Beat reporting	2	NB	
	News agency reporting	2		
	Covering, Meeting, Speeches,	4		
	Meeting and press conference	4		
	Covering of beats-crime, city	3		
	reporting, hospitals			
	Education, sports	2		
	Discussion and QA	2		
2	Interview, Types, Setting Up And	3	SC	13TH+2TU
	Conducting Interview			
	News Leads, Types	2		
	Structure Of the News Story, Inverted	1		
	Pyramid Style			
	Feature And Its Types	2		
	Leads For Feature 1	1		
	Typography And Style	2		
	Class Tests + Revision	3		
3	The newspaper newsroom	1		11 TH + 7TU
	Organisational set up of a newspaper	3		
	Editorial department	2		
	Introduction to Editing, Principles of Editing	2	AD	
	Headlines:Importance, functions of headlines,typography and style, language, types of headlines, style sheet	3		
	Importance of pictures, selection of news pictures	1		
	Role of sub/copy editor, news editor and editor, chief of bureau, correspondents	3		
	Editorial page: structure, purpose, edits, middles, letters to the editor, special articles, light leader, opinion pieces, op-ed page	3		

4	News in supplements,	1	SC	7
	Backgrounders			
	Week-end pull-outs	1	TDR	
	Trends in sectional news	2	NB	
	Columns/Columnists	3	AD	
5	Understanding media and news	1	TD	11 TH +2TU
	Sociology of news: factors affecting	1		
	news treatment			
	Paid news, Trial by media,	2		
	Pressures in the newsroom	1		
	agenda setting, gatekeepers	2		
	Objectivity and Politics of News	2		
	Neutrality and bias in news			
	Students' Activities			
	(Project, PPT, Seminar Presentation,			15
	Debate)			

### Semester 2 CC4 : Media and Cultural Studies

Unit	Topic	No of	Name of	Total (TH+TU)
		classes/Hour	Teacher	
1	Understanding	1		10TH+3TU
	Culture			
	Mass Culture	3	AD	
	Popular Culture	3		
	Folk Culture	3		
	Media and	3		
	Culture			
2	Frankfurt School	2	NB	10TH+2TU
	Media as cultural	2		
	industries			
	Political	2		
	Economy			
	Ideology	2		
	Hegemony	2		
	Discussion and	2		
	QA			
3	Representation	2	AD	8
	media as a text			
	Signs and codes	2	TDR	
	in Media			
	Discourse			
	Analysis Genres			
	Representation	2	SC	
	of caste and			
	gender issues			

	in media			
	Representation of nation and class issues in media	2	NB	
4	Audiences and its types	3	SC	16TH+5TU
	Uses and gratification approach	3		
	Reception studies	2		
	Women as audiences	2		
	Sub cultures	3		
	Music and popular fandom	1		
	Class tests + revision	2		
5	Media and technologies	3	TDR	16TH+5TU
	Folk media as a form of mass culture	2		
	Live performance; Audience in live performance	2		
	Media technologies	2		
	Medium is the Message	2		
	Technological Determinism	2		
	New Media and Cultural forms	3		
	Students'			
	Activities (Project, PPT, Seminar Presentation, Debate)			15

**Semester 3** 

CC5: Introduction to Broadcast Media 60 Teaching + 15 Tutorials+ 15 Students' Activities

UNIT	TOPIC	NO OF CLASSES/HOURS	NAME OF THE TEACHERS	TOTAL (TH+TU)
I	Basics of Sound;	1	SC	14 TH+5 TU
	Concepts of sound - scape, sound culture;	3		
	Types of sound - Sync, Non-Sync, Natural sound, Ambience Sound;	2		
	Sound Design - Its Meaning with examples from different forms;	3		
	Sound recording techniques;	2		
	Introduction to microphones;	2		
	Characteristics of Radio as a medium.	1		
II	Basics of Visual; what is an image? Electronic image, television image,	2	AD	8 TH
	Digital image, Edited Image (politics of an image);	2	NB	
	what is a visual? (Still to moving), Visual Culture;	2	TDR	
	Changing ecology of images today; Characteristics of Television as a medium.	2	SC	
III	Writing and Editing Radio News;	2	AD	10 TH+3TU
	Elements of a Radio News Story:	1		
	Gathering, Writing/Reporting.	1		
	Elements of a Radio News Bulletins;	2		
	Working in a Radio News Room;	2		

	Introduction to Recording and Editing sound. (Editing news based capsule only).	2		
IV	Writing and Editing Television News;	2	TDR	17TH+5 TU
	Basics of a Camera - (Lens & accessories);	2		
	Electronic News Gathering (ENG) & Electronic field Production (EFP) (Concept);	3		
	Visual Grammar – 2 Camera Movement, Types of Shots, Focusing,	2		
	Visual Perspective.	2		
	Elements of a Television News Story: Gathering, Writing/Reporting.	2		
	Elements of a Television News Bulletin;	2		
	Basics of Editing for TV - Basic Soft-wares and Techniques (for editing a news capsule).	2		
V	Broadcast News:	1	NB	11TH+2TU
	Critical Issues and Debates;	1		
	Public Service Broadcasters  – AIR and DD  News –	2		
	Voice of India? (Analysis of News on National Broadcasters);	1		
	Changing Character of Television News; 24 hrs news format,	1		
	News Production cycle, News 'Lingo', News 'Formulae'?;	2		
	News as an Event, Performance and Construction.	3		

Students' Activities	15
(Project, PPT, Seminar	
Presentation, Debate)	

### **Semester 3**

### CC6: History of the Media 60 Teaching + 15 Tutorials+ 15 Students' Activities

UNIT	TOPIC	NO OF CLASSES/H OURS	NAME OF THE TEACHE RS	TOTAL (TH+TU)
I	History of Print Media; Media and Modernity: Print Revolution,	2	TDR	12TH+3TU
	Telegraph, Morse Code, Yellow Journalism;	2		
	Evolution of Press in United States, Great Britain and France;	2		
	History of the Press in India: Colonial Period,	1		
	National Freedom Movement: Gandhi and Ambedkar as Journalists and Communicators.	2		
	QA & Discussion	3		
II	Media in the Post Independence Era;	2	NB	18 TH+5TU
	Emergency	2		
	Post Emergency Era;	2		
	Changing Readership,	2		
	Print Cultures,	3		
	Language Press.	4		
	QA & Discussion	3		
III	Sound Media: Emergence of radio Technology,	1	SC	13TH+2TU
	The coming of Gramophone;	1		
	Early history of Radio in India;	1		
	History of AIR:	1		
	Evolution of AIR Programming,	2		
	Penetration of radio in rural India -Case studies;	2		

	Patterns of State Control; Demand for Autonomy; FM: Radio Privatization. Music: Cassettes to the Internet.	2 2 1		
IV	Visual Media: The early years of Photography,  Lithography Cinema: From Silent Era to the talkies; Cinema in later decades; The coming of Television and the State's Development Agenda; Commercialization of Programming (1980s); Invasion from the Skies: The Coming of Transnational Television (1990s); Formation of Prasar Bharati.	2 2 2 2 2 3	AD	17 TH+5TU
	Students' Activities (Project, PPT, Seminar Presentation, Debate)			15

## Semester 3

# CC7: Advertising and Public Relations 60 Teaching + 15 Tutorials + 15 Students' Activities

UNIT	TOPIC	NO OF CLASSES/HOURS	NAME OF THE TEACHERS	TOTAL (TH+TU)
I	Introduction to Advertising: Meaning and history;	1	SC	12TH+2TU
	Advertising: Importance and Functions;	1		
	Advertising as a tool of communication,	1		
	Role of Advertising in Marketing mix, PR;	2		

	Advertising Theories and Models - AIDA model, DAGMAR Model, Maslow's Hierarchy Model, communication theories applied to advertising, Types of advertising	1		
	and New trends,	1		
	Economic, cultural, Psychological and Social aspects of advertising;	1		
	Ethical & Regulatory Aspects of Advertising - Apex Bodies in Advertising - AAAI, ASCI and their codes.	1		
	QAs and Revision	1		
II	Advertising through Print, electronic and online media;	2		10TH+3TU
	Types of Media for advertising; Advertising Objectives,	1	TDR	
	Segmentation, Positioning and Targeting;	2		
	Media selection, Planning, Scheduling;	1		
	Marketing Strategy and Research and Branding;	1		
	Advertising department vs. Agency - Structure and Functions; Advertising Budget;	2		
	Campaign Planning, Creation and Production.	1		
III	Public Relations - Concepts and practices; Introduction to Public Relations: Growth and development of PR;	3	AD	14TH+5TU
	Importance, Role and Functions of PR;	2		
	Principles and Tools of Public relations;	2		
	Organization of Public relations: In house department vs. consultancy.	3		
	PR in govt. and Private Sectors;	2		

	Govt's Print, Electronic, Publicity, Film and Related Media Organizations.	2		
IV	PR - Publics and campaigns; Research for PR; Managing promotions and functions;	2	TDR	7 TH
	PR Campaign - planning, execution, evaluation;	1	SC	
	Role of PR in Crisis management;	2	AD	
	Ethical issues in PR - Apex bodies in PR - IPRA code - PRSI, PSPF and their codes.	2	NB	
V	Social Media Marketing;	2	NB	17TH+5TU
	Social Media Technologies and Management;	2		
	Integrated Marketing Communication;	2		
	Developing Social Networks;	3		
	Social Media Strategies,	2		
	Tactics and Ethics;	2		
	Social Media Tools;	1		
	Measurement Strategies and ROI.	2		
	Students' Activities (Project, PPT, Seminar Presentation, Debate)			15

### Semester 4 CC8: Introduction to New Media

Unit	Topic	No of classes/Hour	Name of Teacher	Total (TH+TU)
1	Key concepts and Theory: Defining New media	1	TDR	10TH+3TU

	Taminalasias and	2		
	Terminologies and	3		
	their meanings-			
	Digital media, New			
	media, Online media	2		
	Information society	2		
	and New media	1		
	Technological	1		
	Determinism	2		
	Computer mediated	2		
	communication(CMC)	1		
	Networked Society	1	90	100011 (0011
2	Internet and it's	3	SC	18TH+6TU
	beginnings			
	Remediation and New	2		
	media technologies			
	Online communities	2		
	User generated content	2		
	and web 2.0			
	Networked journalism,	2		
	alternative journalism		_	
	Social media in	3		
	context			
	Activism and New	2		
	media			
	Class test and revision	2		
3	Digitization of	2	AD	10TH+3TU
	Journalism			
	;Authorship and what			
	it means in a digital			
	age			
	Piracy	1		
	Copy right	2		
	Copy left and open	1		
	source			
	Digital Archives	2		
	New Media and Ethics	2		
4	Linear and non Linear	2	NB	14TH+3TU
	writing			
	Contextualized	2		
	journalism			
	Writing techniques	2	7	
	Linking	2		
	Multimedia	3		
	Storytelling structure	2		
	Discussion and QA	1		
5	Website planning and	2	SC	8 TH
	visual design	<del>-</del>		V 111
	Content strategy and	2	TDR	
	audience analysis	<u>~</u>		
	Brief history of	2	AD	
	Blogging	2	AD	
	Creating and	2	NB	
		<u> </u>	IND	
	promoting a blog			

Students' Activities		
(Project, PPT, Seminar		
Presentation, Debate)		15

# Semester 4 CC9: Development Communication

Unit	Topic	No of classes/Hour	Name of Teacher	Total (TH+TU)
1	Development, concept and	2	SC	12TH+2TU
	measurement			
	Development vs growth, human	1	1	
	development			
	Development as freedom	1		
	Basic needs model	1		
	Nehruvian model, Gandhian model	2		
	Panchayati Raj	1		
	Developing countries vs developed	1		
	countries			
	UN millennium dev. goals	1		
	Class test and revision	2		
2	Development Communication:	2	TDR	17TH+4TU
	Concept and approaches			
	Paradigms of Development:	2		
	dominant, dependency and			
	alternative paradigm			
	Development Communication	2		
	approaches- diffusion of innovation			
	Empathy, magic multiplier	2		
	Alternative Dev. Comm.	2		
	Approaches: Sustainable			
	Development			
	Participatory development	2		
	Inclusive development	2		
	Gender and development	1		
	Development Support Comm.:	2		
	Definition, genesis, area, woods			
	triangle			
3	Role of media in development	1	NB	11TH+2TU
	Mass media as a tool for dev	1		
	Creativity	1		
	Role and performance of each media	1		
	Media comparative study	1		
	NGOs of dev communication	1		
	Critical appraisal of dev comm	1		
	Cyber media	1		

	E governance,	3		
	e chaupal , national knowledge			
	network, ICT for dev.; narrow			
	casting;			
	Development support			
	communication in India in the areas			
	of: agriculture, health &			
	family welfare, population, women			
	empowerment, poverty,			
	unemployment,			
	energy and environment, literacy,			
	consumer awareness, RTI			
4	Practicing development	2	TDR	5 TH
	communication, strategies for			
	designing messages for print			
	Community radio and development,	1	SC	
	using new media for development			
	Television programmes for rural	1	AD	
	India (Krishi Darshan)			
	Development journalism and rural	1	NB	
	reporting in India			
5	Rural journalism, Information needs	2	AD	15TH+7TU
	in rural areas			
	Use of traditional media for	2		
	development in rural areas			
	Rural newspapers	2		
	Critical appraisal of mainstream	2		
	media's reportage on rural problems			
	and issues			
	Specific features of tribal society	1		
	Information needs in tribal settings	3		
	Critical appraisal of main stream	2		
	media's reportage on tribal			
	problems and issues			
	Discussion & Q/A	1		
	Students' Activities			
	(Project, PPT, Seminar Presentation,			15
	Debate)			

### Semester 4 CC10: Media Ethics and the Law

Unit	Topic	No of	Name of	Total
		classes/Hour	Teacher	(TH+TU)

1	Freedom of expression (Article 19(1)(a) and Article 19(1)(2),Issues	3	SC	10
	of Privacy and surveillance in society			
	Freedom of expression and	2	AD	
	defamation-libel and slander, Right			
	to Information			
	Idea of fair trial/trial by media,	4	TDR	
	intellectual property rights			
	Media ethics and cultural	1	NB	
	dependence			
2	Live reporting and ethics	2	NB	11TH+4TU
	Sting oparetion phone tapping	2	1	
	Ethical issues in social media	2	1	
	Discussion of important cases	1		
	Operation westend	2	1	
	Discussion and QA	2		
3	Advertising and women	2	AD	11TH+2TU
	Pornography	1		111111210
	Related Laws and case studies-	2	-	
	Indecent representation of Women	2		
	(Prohibition) Act, 1986 and Rules			
	1987			
	Protection of women against Sexual	2	-	
	Harassment Bill ,2007	2		
	Sec 67 of IT Act 2000	2	-	
	292 IPC etc	$\frac{2}{2}$	-	
4	Media and Regulation: Regulatory	2	TDR	11 TH+4TU
4	bodies	2	IDK	11 1117410
	Codes and Ethical guidelines	2	-	
	Self-Regulation of media	$\frac{2}{2}$	-	
	Media Content: Debates on morality	3	-	
	and Accountability: Taste, Culture	3		
	and Accountability: Taste, Culture			
	Censorship and media debates	2	-	
5	Media and social responsibility,	2	SC	17TH+5TU
3	economic pressures	2	SC	1/111+310
	Media reportage on marginalized	4	-	
	sections - children, Dalits, tribals,	4		
	gender			
	Media coverage of violence and	2	-	
	related laws	2		
	Inflammatory writing ( IPC 353)	2	+	
	Sedition - incitement to violence,	2	-	
	hate speech	<u> </u>		
	Relevant case studies - Muzaffarpur	2	-	
	riots	<u> </u>		
	Attacks on civil liberties of	3	1	
		3		
	individuals and social activists  Students' Activities			
	(Project, PPT, Seminar Presentation,			15
	Debate)			13
L	Devaie)			

### **Semester 5**

# **CC11: Global Media and Politics** 60 Teaching + 15 Tutorials+ 15 Students' Activities

Unit	Topic	No of	Name of	Total	
		classes/Hour	Teacher		
Ι	Media and international communication	2	AD	9 TH+ 3TU	
	The advent of popular media- a brief overview	2			
	Propaganda in the inter-war years: Nazi Propaganda,	3			
	Radio and international communication	2			
П	Media and super power rivalry: Media during the Cold War	2	TDR	16 TH+5TU	
	Vietnam War,	1			
	Disintegration of USSR	2			
	Radio free Europe and Radio Liberty,	1			
	Voice of America	1			
	Communication debates: NWICO	1			
	McBride Commission and UNESCO	2			
	Unequal development and Third World concerns: North-South	2	-		
	Rich – Poor	2			
	Assignments	2			
III	Global Conflict and Global Media	1	NB	10 TH	
	World Wars and Media Coverage post 1990: Rise of Al Jazeera	3	SC		
	The Gulf Wars: CNN's satellite transmission, embedded Journalism	3	TDR		
	9/11 and implications for the media	3	AD		
IV	Media and cultural globalization	2	NB	12 TH+ 2 TU	
	Cultural imperialism	2			
	Cultural politics	2			
	Media hegemony	2			
	Global cultures	1			
	Homogenization	1			
	The English language Local/Global, Local/Hybrid	2			
V	Media and the global market	2	SC	13 TH + 5 TU	
	Discourses of Globalisation	1	7		
	Barrier free economy, multinationals, technological developments, digital divide	3			
	Media conglomerates and monopolies	2			

Glo	bal and regional integrations	1	
Zee	TV as Pan Indian channel	2	
Bol	lywood entertainment	1	
Loc	al adaptions of global	1	
prog	grammes		
	Students' Activities		
(Pro	oject, PPT, Seminar Presentation,		15
Deb	pate)		

#### Semester 5

#### CC-12: Advanced Broadcast Media 60 Teaching + 15 Tutorials+ 15 Students' Activities

Unit	Topic	No of classes/Hour	Name of Teacher	Total
I	Public Service Broadcasting	1	SC	13TH + 5TU
	Public Service Model in India, policy and laws	2		
	Global overview of Public Service Broadcasting	2		
	Community radio	2		
	Community video	2		
	Participatory communication	2		
	Campus radio	2		
II	Private Broadcasting	1	NB	15 TH + 5 TU
	Private Broadcasting Model in India;	2		
	Policy and Laws	3		
	Structure,	2		
	Functions	2		
	Working of a Broadcast Channel	2		
	Public and Private partnership in television and Radio programming (India and Britain case studies)	3		
III	Why am I the 'Idiot Box'? - Debates, Issues and Concerns of Television Genre	3	AD	11 TH + 2 TU
	Various Evolving Contemporary Television genres: Drama, soap opera, comedy, reality television, children's television, animation, prime time and day time.	8		
IV	Writing and Producing for Radio	2	NB	10 TH
	Public Service Advertisements	2	SC	
	Discussions and revision	3		

	Jingles	2	AD	
	Radio Magazine shows	1	TDR	
V	Advanced Broadcast Production II -	2	TDR	
	(Television)			11 TH +3TU
	Mixing Genres in Television	3		
	Production-Music Video for social			
	comment/as documentary Mixing			
	ENG and EFP	3		
	Reconstruction in News based	2		
	Programming			
	Assignments	1		
	Students' Activities			
	(Project, PPT, Seminar Presentation,			15
	Debate)			

#### **Semester 5**

#### **DSE2: Print Journalism and Production**

Unit	Topic	No of	Name of	Total
		classes/Hour	Teacher	
I	Specialized Reporting	2	AD	8 TH +3 TU
	Business/economic	2		
	Parliamentary	2		
	Political	2		
П	Trends in Print journalism	2	NB	
	Investigative journalism	3		13 TH + 5 TU
	Sting operations and related case studies	2		
	Impact of Technology on newspapers and Magazines	3		
	Ethical debates in print journalism: ownership and control.	3		
III	Production of newspaper	1	SC	9 TH + 2 TU
	Principles of Layout and Design	1		
	Layout and format	1		
	Typography	1		
	Copy preparation design process	2		
	Handling text matter(headlines,	1		
	pictures, advertisements)			
	Page make up, front page	1		
	Editorial page and supplements	1		
IV	Technology and print Modern Printing Processes	3	TDR	22 TH +5 TU

	DTP (Desk top publishing)	3		
	Software for print :Quark Express	3		
	Adobe Photoshop,	4		
	Adobe In Design	3		
	Picture Editing and Caption Writing	3		
	Assignments	3		
V	Advanced Newspaper and Magazine Editing	2	SC	8 TH
	Classification of Newspapers and Magazines	2	AD	
	Current trends in Newspapers and Magazines with respect to content	2	NB	
	Photographs and Cartoons in Newspapers and Magazines	2	TDR	
	Students' Activities			
	(Project, PPT, Seminar			15
	Presentation, Debate)			15

#### **Semester 5**

### DSE3: Photographical Appreciation 60 Teaching + 15 Tutorials+ 15 Students' Activities

Unit	Topic	No of classes/Hour	Name of Teacher	Total
I	Introduction to Photography: A brief History of Photography- Camera Obscura to the daguerreotype process	2	TDR	9 TH+2TU
	Technical history of photography: Persistence of Vision	1		
	Camera Obscura,	1		
	Muybridge Experiment (Leaping horse	1		
	The photographic process (The Silver Hallide Photography Process	1		
	A brief glimpse into the Dark Room Development of a Photograph	2		
	Modernization of Photography and its use in Mass Media	1		

		1		
II	Understanding the mechanisms of Photography: Types of photographic cameras and their structure (Pin-hole, SLR, TLR, D-SLR)	hotographic re (Pin-hole,	AD	19 TH +9 TU
	Lenses (types and their perspective/angle of view)	3		
	Aperture (f-stop & T-stop)	2		
	Shutters (Focal plane & Lens shutter)	2		
	Light meters (Incident, reflected & through Lens: Average, Centre weighted, Spot & Metrics)	3		
	FOCUS AND DEPTH OF FIELD	3		
III	Understanding Light and Shadow, Natural light and Artificial Light	2	NB	12 TH +2 TU
	The Nature of Light- Direct Light, Soft light, Hard light, Directional Light.			
	Brightness, Contrast, Mid tones, Highlights, Shadow and Silhouettes	2		
	Lighting equipment (Soft boxes, umbrellas, fresnels, Skimmers, reflectors, etc)	2		
	Three Point Lighting Technique and Metering for Light	2		
	Filters and Use of a Flash Unit	2		
IV	DIGITAL Photography and Editing :Sensor Sizes , Formats and Storage	3	AD	10 TH
	Introduction to Editing and Digital Manipulation	1	NB	
	Brightness, Contrast, Mid tones, Highlights, Colour tones, Basics of Photoshop	2	SC	
	Photo editing software: (Microsoft Office Picture Manager, CorelDraw, Adobe Photoshop Elements, Photoshop CC (Creative Cloud)	4	TDR	
V	Photojournalism brief history	2	SC	10 TH +
	Application and ethics and Law in Digital imaging, issues of unethical morphing, copyright law	4		2TU
	Approaches to documenting reality ( Discussion on Capa's 'The Falling Soldier', objective truth or staged representation)	3		
	War photojournalism	1		
	Students' Activities (Project, PPT, Seminar Presentation,			15
	Debate)			

## Lesson Plan 2020-21 (Duration:15 weeks, Jan-June)

#### Semester 6

#### CC13: Advanced New Media 60 Teaching + 15 Tutorials+ 15 Students' Activities

Unit	Topic	No of	Name of	Total
		classes/Hour	Teacher	
I	Basics of New Media: Frameworks –	2	AD	9 TH+ 3TU
	Genres and Environments,			
	Understanding New Media	2		
	Ecologies, Trans - medial			
	Storytelling,			
	Genres – Digital art, Digital Cinema	3		
	– New Media Fiction and			
	Documentary, Gaming and Player Culture,			
	*	2		
	Virality and Memes, et al.; guerrilla	2		
	media; curating media, festival,			
II	media spaces.  Sociology of the Internet and New	2	NB	12TH+2TU
"	Media:	<u></u>	IAD	14111+410
	Social Construction of Technology,	1	-	
	Utopian - Dystopian Interface	1		
	Digital inequalities	1		
	Digital Divide and Access,	2		
	Economy of New Media	2		
	Intellectual value; digital media	2		
	ethics,			
	new media and popular culture.	1		
III	Critical New Media: Who controls	2	TDR	7 TH
	New Media, Questions surrounding			
	net neutrality and related issues			
	Surveillance and the state,	1	NB	
	,			
	Cyber security and issues of privacy	2	AD	
	the Internet and public sphere -	2	SC	
	politics and public sphere in the			
	digital age.			
IV	Participatory culture, convergence	2	SC	17 TH+5TU
	culture			
	Social media and Participatory media	2		
	culture			
	Digital fandom and online	3		
	communities	1	_	
	Digital identity	1	_	
	Gender and New media	2	_	
	Digital media and Identities	2	_	
	New media campaigns	2	_	
	Class test and revision	3		

V	Project and Production: Digital	3	TDR	15TH+5TU
	Production in the forms of shorts,			
	video, podcast, video blog, photo			
	blog, blogs and Microblogs etc.			
	Research and developmental	2		
	techniques			
	Ideas for final project	2		
	Scripting / production	2		
	Social media marketing and publicity	2		
	Exhibition/screening	2		
	Revision and Class Test	2		
	Students' Activities			
	(Project, PPT, Seminar Presentation,			15
	Debate)			

## Lesson Plan 2020-21 (Duration:15 weeks, Jan -June )

#### Semester 6

#### CC14: Communication Research and Methods 60 Teaching + 15 Tutorials+ 15 Students' Activities

Unit	Topic	No of	Name of	Total
		classes/Hour	Teacher	
I	Introduction to Research: Definition,	2	NB	15TH + 5TU
	Role, Function			
	Basic and Applied Research,	3		
	Scientific Approach	2		
	Role of theory in research,	3		
	Steps of Research (Research	3		
	question, Hypothesis, Review of			
	Literature).			
	Revision and Class Test	3		
II	Methods of Media Research:	3	TDR	9TH
	Qualitative- Quantitative Technique,			
	Content Analysis,			
	Survey Method, Observation	2	AD	
	Methods,			
	Experimental Studies, Case Studies,	2	NB	
	Narrative Analysis, Historical	2	SC	
	research.			
III	Sampling: Need for Sampling,	3	AD	9 TH + 2 TU
	Sampling Methods,			
	Representativeness of the Samples,			
	Sampling Error,		_	
	Tools of data collection: Primary and	2		
	Secondary data - Questionnaire,			
	Focus Groups, Telephone, Surveys,	2		
	Online Polls, Published work.	2		
IV	Methods of analysis and report	2	TDR	10TH+2TU
	writing			

			1	
	Data Analysis Techniques	1		
	Coding and Tabulation	1		
	Non-Statistical methods: Descriptive			
	and Historical	1		
	Working with Archives and Working with Internet as a source	1		
	Library Research	1	-	
	Writing Citations	1		
	Bibliography	1		
	Writing the research report	1		
V	Ethnographies	1	SC	17TH+6TU
	Readership and it's types	3		
	Audience surveys	3		
	Textual analysis	2		
	Discourse analysis	2		
	Ethical perspectives of mass media	3		
	research			
	Class test and revision	3		
	Students' Activities			
	(Project, PPT, Seminar Presentation,			15
	Debate)			

## Lesson Plan 2020-21 (Duration:15 weeks, Jan - June)

#### Semester 6

# **DSE04:** Media, Gender and Human Rights 60 Teaching + 15 Tutorials+ 15 Students' Activities

Unit	Topic	No of	Name of	Total
		classes/Hour	Teacher	
I	Media and the social world: Media	3	AD	15TH +3 TU
	impact on individual and society;			
	Democratic Polity and mass media;	3		
	Media and Cultural Change;	3		
	Rural - Urban Divide in India: Grass - roots media	3		
	Class Test and Revision	3		
II	Gender: Conceptual Frameworks in Gender studies	2	TDR	16TH + 4TU
	Feminist Theory	2		
	History of Media and Gender	2		
	Media and Gender debates in India (Case Studies)	3		
	Media and Gender- Theoretical concerns	2		
	Media and Masculinity	3		
	Class Test and Revision	2		
III	Media: Power and Contestation	2	SC	13TH + 2 TU

	Public sphere and it's critique	2		
	Public sphere of the disempowred?	2		
	Media and social difference : class,	2		
	gender, race etc.			
	Media genres - Romance,	2		
	Television, Soap opera, sports etc.			
	Class test and revision.	3		
IV	Media and Human Rights	3	NB	16TH +6 TU
	Human Rights - Theoretical	2		
	perspectives,			
	Critique;	2		
	Universal Declaration of Human	4		
	Rights;			
	Human Rights and Media (Case	2		
	Studies).			
	Class test and revision.	3		
	Students' Activities			
	(Project, PPT, Seminar			15
	Presentation, Debate)			

## Lesson Plan 2020-21 (Duration:15 weeks, Jan - June)

#### Semester 6

## **DSE06: Introduction to Film Studies** 60 Teaching + 15 Tutorials+ 15 Students' Activities

Unit	Topic	No of classes/Hour	Name of Teacher	Total
I	Language of cinema I - Focus on visual Language: Shot, Scene, Mis- en- scene, Deep focus, Continuity Editing, Montage	4	SC	13 TH+2TU
	Language of Cinema II – Focus on Sound and Colour: Diegetic and Non Diegetic Sound; Off screen sound; sync sound.	2		
	The use of Colour as a stylistic Element	2		
	Genre and the development of Classical Hollywood Cinema.	3		
	Class test and revision	2		
III	Film Form and Style	2	NB	12711 - 2 711
	German Expressionism	2		12TH +2 TU
	Film Noir	2	1	
	Italian Neo-realism;	2		

	French New-Wave.	3		
	Class Test and Revision	1		
III	Alternative Visions: Third Cinema and Non Fiction Cinema;	3	AD	23TH +9 TU
	Film Screening and discussion	3		
	Introduction to Feminist Film Theory;	3		
	Film Screening and Discussion	3		
	Auteur - Film Authorship with a special focus on Ray or Kurusawa.	3		
	Film Screening and Discussion	3	1	
	QA Discussion 3			
	Class Test and Revision	2		
IV	Hindi Cinema: Early Cinema and the Studio Era	2	TDR	12TH + 2TU
	1950's- Cinema and the Nation (Guru Dutt, Raj Kapoor, Mehboob)	3		
	The Indian New Wave	3		
	Globalization and Indian Cinema	3		
	Globalization and Film Culture	2		
	Class Test and Revision	1		
	Students' Activities (Project, PPT, Seminar Presentation, Debate)			15

#### Ramakrishna Sarada Mission Vivekananda Vidyabhavan

#### **Dept of Journalism and Mass Communication**

#### Lesson Plan 2021-22

**Semester 1 (July – Dec)** 

#### **CC1: Introduction to Journalism**

#### 45 Theory, 30 Practical, 15 Student's activities

Unit	Topic	No of classes/Ho ur	Name of Teacher	Total
	News: meaning, definition, nature;	1		
	The news process: from the event to	1	1	
1	the reader (how news is carried from		AD	6
	event to reader);			
	Hard news vs. Soft news;	1	SC	
	Basic components of a News Story	1		
	Attribution, Embargo, Verification,	1	NB	
	Balance and Fairness,			
	Brevity, Dateline,	1	TDR	
	credit line, Byline			
2	Different Forms of Print - A	4	TDR	19
	Historical Perspective			
	Yellow Journalism	2		
	Penny Press	2		
	Tabloid press	2		
	Language of News-Robert Gunning: Principles of Clear Writing	3		
	Rudolf Flesch : Formula Skills to write News	3		
	QA & Revision	3	1	
3	Understanding the Structure and Construction of News	2	AD	20
	Organizing a News Story	2	<del>-</del> - -	
	5Ws and 1H	2		
	Inverted Pyramid	2		
	Criteria for News Worthiness	2	1	
	Principles of News Selection	2	1	
	Use of Archives	2	1	

	Source of News	2	]	
	Use of Internet	1		
	Citizen Journalism	1		
	QA & Revision	2		
4	Basic knowledge of Computer for	2	NB	15 (P)
	print journalism			
	Handling Page Making Software and	3		
	Photo Editing Software			
	Writing a News Report from given	3		
	points			
	Writing Headlines from News	2		
	Stories			
	Writing Intro	3		
	language of news	2		
5	Rewriting and Summarizing a given	2	SC	15 (P)
	piece of news with headlines and			
	suitable intro			
	Creating a sample page on computer	2		
	with hard and soft news			
	Writing Anchor Story;	2		
	Writing article;	2		
	Assignment: Preparing a	5		
	presentation on types and categories			
	of News			
	Overview of journalistic writing	2		
	Student's activities			15

#### Semester 1

## **CC2:** History of the Media

UNIT	TOPIC	NO OF	NAME OF	TOTAL
		CLASSES/	THE	(TH+TU)
		HOURS	TEACHER	
			$\mathbf{S}$	
I	History of Print Media; Media	2	TDR	12TH+3TU
	and Modernity: Print Revolution,			

	Telegraph, Morse Code,	2		
	Yellow Journalism;			
	Evolution of Press in United	2	1	
	States, Great Britain and France;			
	History of	1		
	the Press in India: Colonial			
	Period,		_	
	National Freedom Movement:	2		
	Gandhi and Ambedkar as			
	Journalists and Communicators.			
	QA & Discussion	3		
II	Media in the Post Independence Era;	2	NB	18 TH+5TU
	Emergency	2		
	Post Emergency Era;	2		
	Changing Readership,	2		
	Print Cultures,	3		
	Language Press.	4		
	QA & Discussion	3		
III	Sound Media: Emergence of	1	SC	13TH+2TU
	radio Technology,			
	The coming of Gramophone;	1		
	Early history of Radio in India;	1	_	
	History of AIR:	1	_	
	Evolution of AIR Programming,	2		
	Penetration of radio in rural	2	1	
	India -Case studies;			
	Patterns of State Control;		1	
	Demand for Autonomy;			
		2	_	
	FM: Radio Privatization.	2		
	Music: Cassettes to the Internet.	1		
IV	Visual Media: The early years of	2	AD	17 TH+5TU
	Photography,			
	Lithography	2		
	Cinema: From Silent Era to the	2	7	
	talkies;			
	Cinema in later decades;	2	-	
	The coming of Television and the	2	1	
	State's Development Agenda;			
		1	1	ı

Commercialization of	2	
Programming (1980s);		
Invasion from the Skies: The	3	
Coming of		
Transnational Television (1990s);		
Formation of Prasar Bharati.	2	
		. –
Students' Activities		15
(D		
(Project, PPT, Seminar		
Presentation, Debate)		

## **Lesson Plan 2021-22 (Duration: Jan-June)**

#### Semester 2

## **CC3:** Reporting and Editing for Print

Unit	Торіс	No of classes/Hour	Name of Teacher	Total (TH+TU)
Ι	.Unit 1 – Role, functions and qualities: Reporters, Chief Reporter, News Coordinator, Photo Journalists,	3	NB	15 TH+4TU
	Chief of News Bureau, Correspondents (Special, District, Foreign),	2		
	Freelancers, Stringers; General assignment reporting/ working on a beat;	3		
	News agency reporting. Covering Press Conferences;	1		
	Covering of beats - crime, courts, city reporting, local reporting, hospitals, health, education, sports;	2		
	Review- Book review, Film review	2		
	Review of television programmes ; Cartoon	2		
П	Interviewing: Research, planning, framing questions, writing the piece	3		15 TH+3TU

		1.0	1 6 6	1
	News leads, types, importance	3	SC	
	Structure of the news story, inverted pyramid			
	style	_		
	Feature and it's types, leads for features	3		
	Attribution, verification, columnists			
	Columns, meaning, importance, types	2		
	Trends in sectional news: Weekend pull-outs,	2		
	Supplements, Backgrounders.	-		
	Difference between news, columns and	2		
	features; Advertorials.	-		
III	,	3		15
1111	The Newspaper Newsroom:	3		
	Organizational setup of a newspaper,		AD	TH+5TU
	Editorial department;			
	Introduction to editing: Principles of editing;	2		
	Headlines: types, importance, functions;	2		
	importance of news pictures, selection of news	3		
	*	3		
	pictures;	1		
	Duties and responsibilities of Editor, News	2		
	editor, Sub /Copy editor;			
	Editorial page: structure, purpose, edits,	3		
	middles, letters to the editor, special articles,			
	Opinion pieces, op. Ed page			
IV	Sociology of news –	1		
1 4	Sociology of news –	1	TDD	15
	Factors offeeting nave treatment		TDR	TH+3TU
	Factors affecting news treatment	2		10+310
	Paid news	2		
	Agenda setting			
	Trial by media	2		
	Gatekeepers			
	Objectivity and Politics of News	3		
	Neutrality and bias in news			
	Role of media in a Democracy	3		
	Responsibility to society; Press and democracy			
	Understanding new media: email, social media	2	$\dashv$	
			_	
	Ethics in journalism;	2		
	Contemporary debates and issues relating to			
	media ethics in journalism			
		1		
	Students' Activities			
	(Project, PPT, Seminar Presentation, Debate)			15

## Lesson Plan 2021-22 (Duration: Jan - June)

#### Semester 2

#### **CC4: Introduction to Media and Communication**

Unit	Topic	No of classes/Hour	Name of Teacher	Total	
I	Media and Everyday Life; Mobile phones, Television, Twitter, The Internet-discussion around media	10	AD	15TH+2TU	
	and everyday life; Discussions around mediated and non-	2			
	mediated communication	3			
	Media for mass communication: Characteristics of Print Media, Electronic Media, Traditional and Folk Media, and New Media	3			
II	Communication-Meaning – Definition – Nature – Scope –Purpose- Process of communication	2	SC	11TH+3TU	
	Forms of Communication: Oral & Written, Verbal and Non – Verbal, paralanguage, iconic, semiotic etc.;	2			
	Levels of Communication: Intrapersonal – Interpersonal - Group – Public-Mass Communication. Differences between levels of communication	3			
	Mass Communication and its Process	1			
	Functions of communication and mass communication (surveillance, correlation, transmission, entertainment, validation, mobilization)	3			
III	Basic Models of communication: Aristotle's Model, Harold D Lasswell's Model	2	TDR	11TH+5TU	
	David Berlo's SMCR model, Shannon & Weaver's Mathematical model of communication,	2			
	Schramm-Osgood's Interactive model of communication, Newcomb's Systematic model of communication,	2			
	Westley-McLean's Mass Communication model,	3			
	Roman Jakobson's communication model;	1			

	Differences between Linear and Non – Linear Models;	1		
IV	Normative theories of press;	2	NB	11TH
	McQuail's four theories of mass communication: Social scientific theory, Normative theory, Operational theory, Every day or Common-sense theory;	2		
	Mass Society Theory;	2		
	Individual Difference Theory, Personal Influence Theory	3		
	Four Models of Communication: Transmission models, Ritual or Expressive models, Publicity Model, Reception Model	2		
V	Cultivation theory, Hypodermic series of models One-step flow theory, two step flow theory	2	TDR	12 TH+5TU
	Corporate (organizational) Communication models: Conduit Model, Grapevine model	4	AD	
	Uses and Gratifications model, Agenda Setting series of model (Priming-Framing-Gatekeeping-Agenda Setting), Spiral of Silence,	2	NB	
	Multi step flow theory Diffusion of Innovation and Media Dependency theory Active Audience Proposition	2	SC	
	Students' Activities (Project, PPT, Seminar Presentation, Debate)			15

#### Semester 3

**CC5: Introduction to Broadcast Media** 

UNIT	TOPIC	NO OF CLASSES/HOURS	NAME OF THE TEACHERS	TOTAL (TH+TU)
I	Basics of Sound;	1	SC	14 TH+5 TU
	Concepts of sound - scape, sound culture;	3		
	Types of sound - Sync, Non-Sync, Natural sound, Ambience Sound;	2		
	Sound Design - Its Meaning with examples from different forms;	3		
	Sound recording techniques;	2		
	Introduction to microphones;	2		
	Characteristics of Radio as a medium.	1		
II	Basics of Visual; what is an image? Electronic image, television image,	2	AD	8 TH
	Digital image, Edited Image (politics of an image);	2	NB	
	what is a visual? (Still to moving), Visual Culture;	2	TDR	
	Changing ecology of images today; Characteristics of Television as a medium.	2	SC	
III	Writing and Editing Radio News;	2	AD	10 TH+3TU
	Elements of a Radio News Story:	1		
	Gathering, Writing/Reporting.	1		
	Elements of a Radio News Bulletins;	2		
	Working in a Radio News Room;	2		

	Introduction to Recording and Editing sound. (Editing news based capsule only).	2		
IV	Writing and Editing Television News;	2	TDR	17TH+5 TU
	Basics of a Camera - (Lens & accessories);	2		
	Electronic News Gathering (ENG) & Electronic field Production (EFP) (Concept);	3		
	Visual Grammar – Camera Movement, Types of Shots, Focusing,	2		
	Visual Perspective.	2		
	Elements of a Television News Story: Gathering, Writing/Reporting.	2		
	Elements of a Television News Bulletin;	2		
	Basics of Editing for TV - Basic Soft-wares and Techniques (for editing a news capsule).	2		
V	Broadcast News:	1	NB	11TH+2TU
	Critical Issues and Debates;	1		
	Public Service Broadcasters  – AIR and DD  News –	2		
	Voice of India? (Analysis of News on National Broadcasters);	1		
	Changing Character of Television News; 24 hrs news format,	1		
	News Production cycle, News 'Lingo', News 'Formulae'?;	2		
	News as an Event, Performance and Construction.	3		

Students' Activities	15
(Project, PPT, Seminar	
Presentation, Debate)	

#### Semester 3

#### CC6: History of the Media 60 Teaching + 15 Tutorials+ 15 Students' Activities

UNIT	TOPIC	NO OF CLASSES/ HOURS	NAME OF THE TEACHER S	TOTAL (TH+TU)
I	History of Print Media; Media and Modernity: Print Revolution,	2	TDR	12TH+3TU
	Telegraph, Morse Code, Yellow Journalism;	2		
	Evolution of Press in United States, Great Britain and France;	2		
	History of the Press in India: Colonial Period,	1		
	National Freedom Movement: Gandhi and Ambedkar as Journalists and Communicators.	2		
	QA & Discussion	3		
II	Media in the Post Independence Era;	2	NB	18 TH+5TU
	Emergency	2		
	Post Emergency Era;	2		
	Changing Readership,	2		
	Print Cultures,	3		
	Language Press.	4		
	QA & Discussion	3		
III	Sound Media: Emergence of radio Technology,	1	SC	13TH+2TU
	The coming of Gramophone;	1		
	Early history of Radio in India;	1		
	History of AIR:	1	1	
	Evolution of AIR Programming,	2		
	Penetration of radio in rural India -Case studies;	2		

	Patterns of State Control; Demand for Autonomy; FM: Radio Privatization. Music: Cassettes to the Internet.	2 2 1		
IV	Visual Media: The early years of Photography,  Lithography  Cinema: From Silent Era to the	2 2 2	AD	17 TH+5TU
	talkies; Cinema in later decades;	2		
	The coming of Television and the State's Development Agenda;	2		
	Commercialization of Programming (1980s);	2		
	Invasion from the Skies: The Coming of Transnational Television (1990s);	3		
	Formation of Prasar Bharati.	2		
	Students' Activities (Project, PPT, Seminar Presentation, Debate)			15

#### **Semester 3**

# CC7: Advertising and Public Relations 60 Teaching + 15 Tutorials+ 15 Students' Activities

UNIT	TOPIC	NO OF	NAME OF	TOTAL
		CLASSES/HOURS	THE	(TH+TU)
			TEACHERS	
I	Introduction to Advertising: Meaning and history;	1	SC	12TH+2TU
	Advertising: Importance and Functions;	1		
	Advertising as a tool of communication,	1		
	Role of Advertising in Marketing	2		

Advertising Theories and Models - AIDA model, DAGMAR Model, Maslow's Hierarchy Model, communication theories applied to advertising.  Types of advertising and New trends, Economic, cultural, Psychological and Social aspects of advertising; Ethical & Regulatory Aspects of Advertising - AAAI, ASCI and their codes.  QAs and Revision 1  II Advertising through Print, electronic and online media; Types of Media for advertising; Advertising Objectives, Segmentation, Positioning and Targeting; Media selection, Planning, Scheduling; Marketing Strategy and Research and Branding; Advertising department vs. Agency - Structure and Functions; Advertising Budget; Campaign Planning, Creation and Production.  III Public Relations - Concepts and practices; Introduction to Public Relations: Growth and development of PR; Importance, Role and Functions of PR; Principles and Tools of Public relations; Organization of Public relations: 3 In house department vs. consultancy.  PR in govt. and Private Sectors; 2		mix, PR;			
II Advertising through Print, electronic and online media; Types of Media for advertising; Advertising Objectives,  Segmentation, Positioning and 2 Targeting; Media selection, 1 Planning, Scheduling; Marketing Strategy and 1 Research and Branding; Advertising department vs. Agency - Structure and Functions; Advertising Budget; Campaign Planning, Creation and Production.  III Public Relations - Concepts and practices; Introduction to Public Relations: Growth and development of PR; Importance, Role and Functions of PR; Principles and Tools of Public relations: Organization of Public relations: In house department vs. consultancy.		Advertising Theories and Models - AIDA model, DAGMAR Model, Maslow's Hierarchy Model, communication theories applied to advertising, Types of advertising and New trends, Economic, cultural, Psychological and Social aspects of advertising; Ethical & Regulatory Aspects of Advertising - Apex Bodies in Advertising - AAAI, ASCI and their codes.	1 1		
electronic and online media; Types of Media for advertising; Advertising Objectives,  Segmentation, Positioning and Targeting; Media selection, Planning, Scheduling; Marketing Strategy and Research and Branding; Advertising department vs. Agency - Structure and Functions; Advertising Budget; Campaign Planning, Creation and Production.  III Public Relations - Concepts and practices; Introduction to Public Relations: Growth and development of PR; Importance, Role and Functions of PR; Principles and Tools of Public relations; Organization of Public relations: In house department vs. consultancy.		QAs and Revision	1		
Segmentation, Positioning and Targeting; Media selection, Planning, Scheduling; Marketing Strategy and Research and Branding; Advertising department vs. Agency - Structure and Functions; Advertising Budget; Campaign Planning, Creation and Production.  III Public Relations - Concepts and practices; Introduction to Public Relations: Growth and development of PR; Importance, Role and Functions of PR; Principles and Tools of Public relations; Organization of Public relations: In house department vs. consultancy.	П	electronic and online media; Types of Media for advertising;		TDR	10TH+3TU
Planning, Scheduling; Marketing Strategy and Research and Branding; Advertising department vs. 2 Agency - Structure and Functions; Advertising Budget; Campaign Planning, Creation and Production.  III Public Relations - Concepts and practices; Introduction to Public Relations: Growth and development of PR; Importance, Role and Functions of PR; Principles and Tools of Public relations; Organization of Public relations: 3 In house department vs. consultancy.		_	2		
Research and Branding; Advertising department vs. Agency - Structure and Functions; Advertising Budget; Campaign Planning, Creation and Production.  III Public Relations - Concepts and practices; Introduction to Public Relations: Growth and development of PR; Importance, Role and Functions of PR; Principles and Tools of Public relations; Organization of Public relations: In house department vs. consultancy.		*	1		
Agency - Structure and Functions; Advertising Budget; Campaign Planning, Creation and Production.  III Public Relations - Concepts and practices; Introduction to Public Relations: Growth and development of PR; Importance, Role and Functions of PR; Principles and Tools of Public relations; Organization of Public relations: 3 In house department vs. consultancy.			1		
Campaign Planning, Creation and Production.  III Public Relations - Concepts and practices; Introduction to Public Relations: Growth and development of PR;  Importance, Role and Functions of PR;  Principles and Tools of Public relations;  Organization of Public relations: In house department vs. consultancy.		Agency - Structure and	2		
practices; Introduction to Public Relations: Growth and development of PR;  Importance, Role and Functions of PR;  Principles and Tools of Public relations;  Organization of Public relations: 3 In house department vs. consultancy.		Campaign Planning, Creation	1		
of PR; Principles and Tools of Public relations; Organization of Public relations: In house department vs. consultancy.	III	practices; Introduction to Public Relations: Growth and	3	AD	14TH+5TU
Public relations; Organization of Public relations: In house department vs. consultancy.		=	2		
In house department vs. consultancy.		Principles and Tools of	2		
PR in govt. and Private Sectors; 2		In house department vs.	3		
		PR in govt. and Private Sectors;	2	-	

		1	,	1
	Govt's Print, Electronic, Publicity, Film and Related Media Organizations.	2		
IV	PR - Publics and campaigns; Research for PR; Managing promotions and functions;	2	TDR	7 TH
	PR Campaign - planning, execution, evaluation;	1	SC	
	Role of PR in Crisis management;	2	AD	
	Ethical issues in PR - Apex bodies in PR - IPRA code - PRSI, PSPF and their codes.	2	NB	
V	Social Media Marketing;	2	NB	17TH+5TU
	Social Media Technologies and Management;	2		
	Integrated Marketing Communication;	2		
	Developing Social Networks;	3		
	Social Media Strategies,	2		
	Tactics and Ethics;	2		
	Social Media Tools;	1		
	Measurement Strategies and	2		
	ROI.		<u> </u>	

## **Lesson Plan 2021-22 (Duration: Jan-June)**

#### Semester 4

CC8 : Introduction to New Media

Unit	Торіс	No. of Classes/hour	Name of Teacher	Total (TH+TU)
I	Key concepts and Theory	2	TDR	11TH + 3TU
	Defining New media			

	Terminologies and their meanings- Digital media, New media, Online media	3		
	Information society and New media	2		
	Technological Determinism	2		
	Computer mediated communication(CMC)	2		
II	Internet and it's beginnings	2	SC	11TH +
	Remediation and New media technologies	2		3TU
	Online communities	1		
	User generated content and web 2.0	2		
	Networked journalism, alternative journalism	3		
	Social media in context	1		
Ш	Digitization of Journalism	2		15TH +
	Authorship and what it means in a digital age,	4	AD	3TU
	Piracy, Copyright, Copy left and Open Source,	4		
	Digital archives,	2		
	New Media and Ethics	3		
IV	Overview of Web Writing	2	NB	12TH + 3TU
	Linear and Non-linear writing,	2		
	Contextualized Journalism,	2		
	Writing Techniques,	2		
	Linking,	2		
	Multimedia	2		
V	Brief history of Blogging	3	AD	11TH + 3TU
	Website planning and visual design	3	SC	
	Content strategy of new media Audience Analysis of new media	3	TDR	
	Creating and Promoting a Blog	2	NB	
	Students' Activities (Project, PPT, Seminar Presentation, Debate)			15

## **Lesson Plan 2021-22 (Duration: Jan - June)**

#### **Semester 4**

#### **CC9: Development Communication**

Unit	Торіс	No. of Classes/hour	Name of Teacher	Total (TH+TU)
Ι	Development, concept and meaning	2	SC	11 TH + 3TU
	Models of development	2		
	Basic needs model Nehruvian model, Gandhian model	2		
	Panchayati Raj	2		
	Developing countries vs developed countries UN millennium dev. goals	3		
П	Development Communication: Concept and approaches	2	TDR	11 TH + 3TU
	Development Communication: Concept and approaches Paradigms of Development: dominant, dependency and alternative paradigm	2		
	Development Communication models- diffusion of innovation	2		
	Empathy, magic multiplier	1		
	Alternative Dev. Comm. Approaches: Sustainable Development Participatory development Inclusive development and Gender and development	2		
	Development Support Comm.: Definition, genesis, area, woods triangle	2		
III	Mass Media as a tool for development;	1	NB	11 TH +
	Creativity, role and performance of each media-comparative study of pre and post libarelization eras;	2		3TU
	Role, performance record of each medium- print, radio, tv, video, traditional media;	1		

	Role of development agencies and NGOs in development communication;	1		
	Critical appraisal of dev comm. programmes and govt. schemes: SITE, Krishi Darshan, Kheda, Jhabua, MNREGA;	2	_	
	Cyber media and dev – e-governance, e-chaupal, national knowledge network, ICT for dev; narrow casting;	2		
	Development support communication in India in the areas of: agriculture, health & family	1		
	welfare, population, women empowerment, poverty, unemployment, energy and environment, literacy, consumer awareness	1		
IV	Practising development communication Television programmes for rural India (Krishi Darshan)	5	AD	15 TH + 3TU
	Community radio and development	3	SC	
	Strategies for designing messages for print	3	TDR	
	Using new media technologies for development. Development Journalism and rural reporting in India	4	NB	
V	Rural Journalism Information needs in rural areas;	2	AD	12 TH +
	Use of traditional media for development in rural areas;	2		3TU
	Rural newspapers;	1	7	
	Critical appraisal of mainstream media 's reportage on rural problems and issues;	3		
	Specific features of tribal society;	1		
	Information needs in tribal setting;	1	7	
	Critical appraisal of mainstream media's reportage on tribal problems and issues.	2		
	Students' Activities (Project, PPT, Seminar Presentation, Debate)			15

## **Lesson Plan 2021-22 (Duration: Jan - June)**

#### **Semester 4**

#### CC10: Media Ethics and the Law

Unit	Topic	No. of Classes/hour	Name of Teacher	Total (TH+TU)
I	Freedom of Expression and Defamation- Libel and slander Right to Information	5	AD	15 TH + 3TU
	Freedom of expression (Article 19 (1)(a), Article 19(1)(2)	4	SC	
	Issues of privacy and Surveillance in Society	3	NB	
	Idea of fair Trial/Trial by media	3	TDR	
II	Media Technology and Ethical Parameters	3	NB	12 TH + 3TU
	Live reporting and ethics	2		
	Legality and Ethicality of Sting Operations, Phone Tapping etc.	4		
	Ethical issues in Social media (IT Act 2000, Sec 66 A and the verdict of The supreme court)	3		
III	Representation and ethics : Advertisement and Women	2	AD	11 TH + 3TU
	Pornography	1		
	Related Laws and case studies- Indecent representation of Women (Prohibition) Act, 1986 and rules 1987, Protection of Women against Sexual Harassment Bill 2007 and Act 2013, Sec 67 of IT Act 2000 and 292 IPC	8		
IV	Media and Regulation : Regulatory bodies	2	TDR	11 TH + 3TU
	Codes and Ethical guidelines	2		
	Self-Regulation of media	2		
	Media Content: Debates on morality and Accountability: Taste, Culture and Taboo	3		
	Censorship and media debates	2		

V	Media and social responsibility, economic pressures	2	SC	11 TH + 3TU
	Media reportage on marginalized sections - children, Dalits, tribals, gender	3		
	Media coverage of violence and related laws	2		
	Inflammatory writing (IPC 353)	2		
	Sedition - incitement to violence, hate speech Relevant case studies	2		
	Students' Activities (Project, PPT, Seminar Presentation, Debate)			15

#### Semester 5 CC11: Global Media and Politics

Unit	Topic	No of	Name of	Total
		classes/Hour	Teacher	
I	Media and international communication	2	AD	9 TH+ 3TU
	The advent of popular media- a brief overview	2		
	Propaganda in the inter-war years: Nazi Propaganda,	3		
	Radio and international communication	2		
II	Media and super power rivalry: Media during the Cold War	2	TDR	16 TH+5TU
	Vietnam War,	1		
	Disintegration of USSR	2		
	Radio free Europe and Radio Liberty,	1		
	Voice of America	1		
	Communication debates: NWICO	1		
	McBride Commission and UNESCO	2		
	Unequal development and Third World concerns: North-South	2		
	Rich – Poor	2		
	Assignments	2		
III	Global Conflict and Global Media	1	NB	10 TH

	World Wars and Media Coverage post 1990: Rise of Al Jazeera	3	SC	
	The Gulf Wars: CNN's satellite transmission, embedded Journalism	3	TDR	
	9/11 and implications for the media	3	AD	
IV	Media and cultural globalization	2	NB	12 TH+ 2 TU
	Cultural imperialism	2		
	Cultural politics	2		
	Media hegemony	2		
	Global cultures	1		
	Homogenization	1		
	The English language	2		
	Local/Global, Local/Hybrid			
V	Media and the global market	2	SC	13 TH + 5 TU
	Discourses of Globalisation	1		
	Barrier free economy,	3		
	multinationals, technological			
	developments, digital divide			
	Media conglomerates and monopolies	2		
	Global and regional integrations	1		
	Zee TV as Pan Indian channel	2		
	Bollywood entertainment	1		
	Local adaptions of global	1		
	programmes			
	Students' Activities			
	(Project, PPT, Seminar			15
	Presentation, Debate)			13

#### **Semester 5**

#### CC12: Advanced Broadcast Media 60 Teaching + 15 Tutorials+ 15 Students' Activities

Unit	Topic	No of	Name of	Total
		classes/Hour	Teacher	
I	Public Service Broadcasting	1	SC	13TH + 5TU
	Public Service Model in India, policy	2		
	and laws			
	Global overview of Public Service	2		
	Broadcasting			
	Community radio	2		
	Community video	2		

	Participatory communication	2		
	Campus radio	2		
II	Private Broadcasting	1	NB	15 TH + 5 TU
	Private Broadcasting Model in India;	2		
	Policy and Laws	3		
	Structure,	2		
	Functions	2		
	Working of a Broadcast Channel	2		
	Public and Private partnership in television and Radio programming (India and Britain case studies)	3		
Ш	Why am I the 'Idiot Box'? - Debates, Issues and Concerns of Television Genre	3	AD	11 TH + 2 TU
	Various Evolving Contemporary Television genres: Drama, soap opera, comedy, reality television, children's television, animation, prime time and day time.	8		
IV	Writing and Producing for Radio	2	NB	10 TH
	Public Service Advertisements	2	SC	
	Discussions and revision	3		
	Jingles	2	AD	
	Radio Magazine shows	1	TDR	
V	Advanced Broadcast Production II - (Television)	2	TDR	11 TH +3TU
	Mixing Genres in Television Production-Music Video for social comment/as documentary Mixing	3		
	ENG and EFP	3		
	Reconstruction in News based	2		
	Programming			
	Assignments	1		
	Students' Activities (Project, PPT, Seminar Presentation, Debate)			15

#### **Semester 5**

#### **DSE2: Print Journalism and Production**

Unit	Topic	No of	Name of	Total
		classes/Hour	Teacher	

I	Specialized Reporting	2	AD	8 TH +3 TU
	Business/economic	2		
	Parliamentary	2		
	Political	2		
II	Trends in Print journalism	2	NB	
	Investigative journalism	3		13 TH + 5 TU
	Sting operations and related case studies	2		
	Impact of Technology on newspapers and Magazines	3		
	Ethical debates in print journalism: ownership and control.	3		
III	Production of newspaper	1	SC	9 TH + 2 TU
	Principles of Layout and Design	1		
	Layout and format	1		
	Typography	1		
	Copy preparation design process	2		
	Handling text matter(headlines, pictures, advertisements)			
	Page make up, front page	1		
	Editorial page and supplements	1		
IV	Technology and print Modern Printing Processes	hnology and print 3 TDR	TDR	22 TH +5 TU
	DTP (Desk top publishing)	3		
	Software for print :Quark Express	3		
	Adobe Photoshop,	4		
	Adobe In Design	3		
	Picture Editing and Caption Writing	3		
	Assignments	3		
V	Advanced Newspaper and Magazine Editing	2	SC	8 TH
	Classification of Newspapers and Magazines	2	AD	
	Current trends in Newspapers and Magazines with respect to content	2	NB	
	Photographs and Cartoons in Newspapers and Magazines	2	TDR	
	Students' Activities			
	(Project, PPT, Seminar Presentation, Debate)			15

#### **Semester 5**

### DSE3: Photographical Appreciation 60 Teaching + 15 Tutorials+ 15 Students' Activities

Unit	Topic	No of classes/Hour	Name of Teacher	Total
I	Introduction to Photography: A brief History of Photography-Camera Obscura to the daguerreotype process  Technical history of photography: Persistence of Vision	1	TDR	9 TH+2TU
	Camera Obscura,	1		
	Muybridge Experiment (Leaping horse	1		
	The photographic process (The Silver Hallide Photography Process	1		
	A brief glimpse into the Dark Room Development of a Photograph	2		
	Modernization of Photography and its use in Mass Media	1		
П	Understanding the mechanisms of Photography: Types of photographic cameras and their structure (Pin-hole, SLR, TLR, D-SLR)	6	AD	19 TH +9 TU
	Lenses (types and their perspective/angle of view)	3		
	Aperture (f-stop & T-stop)	2		
	Shutters (Focal plane & Lens shutter)	2		
	Light meters (Incident, reflected & through Lens: Average, Centre weighted, Spot & Metrics)	3		
	FOCUS AND DEPTH OF FIELD	3		
III	Understanding Light and Shadow, Natural light and Artificial Light	2	NB	12 TH +2 TU

	The Nature of Light- Direct Light, Soft light, Hard light, Directional Light.	2		
	Brightness, Contrast, Mid tones, Highlights, Shadow and Silhouettes	2		
	Lighting equipment (Soft boxes, umbrellas, fresnels, Skimmers, reflectors,etc)	2		
	Three Point Lighting Technique and Metering for Light	2		
	Filters and Use of a Flash Unit	2		
IV	DIGITAL Photography and Editing: Sensor Sizes, Formats and Storage	3	AD	10 TH
	Introduction to Editing and Digital Manipulation	1	NB	
	Brightness, Contrast, Mid tones, Highlights, Colour tones, Basics of Photoshop	2	SC	
	Photo editing software: (Microsoft Office Picture Manager, CorelDraw, Adobe Photoshop Elements, Photoshop CC (Creative Cloud)	4	TDR	
V	Photojournalism brief history	2	SC	10 TH +
	Application and ethics and Law in Digital imaging, issues of unethical morphing, copyright law	4		2TU
	Approaches to documenting reality (Discussion on Capa's 'The Falling Soldier', objective truth or staged representation)	3		
	War photojournalism	1		
	Students' Activities			
	(Project, PPT, Seminar Presentation, Debate)			15
		<u> </u>	1	1

## **Lesson Plan 2021-22 (Duration:15 weeks, Jan-June)**

#### Semester 6

#### CC-13: Advanced New Media 60 Teaching + 15 Tutorials+ 15 Students' Activities

Unit	Topic	No of	Name of	Total
		classes/Hour	Teacher	

I	Basics of New Media: Frameworks –	2	AD	9 TH+ 3TU
1	Genres and Environments,	2	AD	910+310
	·	2	-	
	Understanding New Media	2		
	Ecologies, Trans - medial			
	Storytelling,	3	-	
	Genres – Digital art, Digital Cinema – New Media Fiction and	3		
	Documentary, Gaming and Player Culture,			
	Virality and Memes, et al.; guerrilla	2	-	
	media; curating media, festival,	2		
	media spaces.			
П	Sociology of the Internet and New	2	NB	12 <sup>TH</sup> +2TU
11	Media:	2	TVD	12 +210
	Social Construction of Technology,	1	-	
	Utopian - Dystopian Interface	1	-	
	Digital inequalities	1	-	
	Digital Divide and Access,	2	1	
	Economy of New Media	2	-	
	Intellectual value; digital media	2	-	
	ethics,			
	new media and popular culture.	1	-	
III	Critical New Media: Who controls	2	TDR	7 TH
1111	New Media, Questions surrounding	2	IDK	/ 111
	net neutrality and related issues			
	Surveillance and the state,	1	NB	
	Surveinance and the state,			
		2	AD	
	Cyber security and issues of privacy	2	AD	
	the Internet and public sphere -	2	SC	
	politics and public sphere in the			
13.7	digital age.	2	GC.	17 771 . 7771
IV	Participatory culture, convergence	2	SC	17 TH+5TU
	culture	2	-	
	Social media and Participatory media	2		
	Culture Digital for domand online	3	-	
	Digital fandom and online communities	3		
	Digital identity	1	-	
	Gender and New media	2	-	
	Digital media and Identities	2	-	
	New media campaigns	2	-	
	Class test and revision	3	-	
V	Project and Production: Digital	3	TDR	15TH+5TU
<b>'</b>	Production in the forms of shorts,	3	IDK	131117310
	video, podcast, video blog, photo			
	blog, blogs and Microblogs etc.			
	Research and developmental	2	1	
	techniques	1 -		
	Ideas for final project	2	1	
	Scripting / production	2	1	
	Social media marketing and publicity	2	1	
	Exhibition/screening	2	1	
	Revision and Class Test	2	1	
		L	1	1

Students' Activities		
(Project, PPT, Seminar Presentation,		15
Debate)		

## Lesson Plan 2021-22 (Duration:15 weeks, Jan - June)

#### **Semester 6**

## CC14: Communication Research and Methods 60 Teaching + 15 Tutorials+ 15 Students' Activities

Unit	Topic	No of	Name of	Total
		classes/Hour	Teacher	
I	Introduction to Research: Definition,	2	NB	15TH + 5TU
	Role, Function	2		
	Basic and Applied Research,	3		
	Scientific Approach	2		
	Role of theory in research,	3		
	Steps of Research (Research question, Hypothesis, Review of Literature).	3		
	Revision and Class Test	3		
II	Methods of Media Research: Qualitative- Quantitative Technique, Content Analysis,	3	TDR	9TH
	Survey Method, Observation Methods,	2	AD	
	Experimental Studies, Case Studies,	2	NB	
	Narrative Analysis, Historical research.	2	SC	
III	Sampling: Need for Sampling, Sampling Methods, Representativeness of the Samples, Sampling Error,	3	AD	9 TH + 2 TU
	Tools of data collection: Primary and Secondary data - Questionnaire,	2		
	Focus Groups, Telephone, Surveys,	2		
	Online Polls, Published work.	2		
IV	Methods of analysis and report writing	2	TDR	10TH+2TU
	Data Analysis Techniques	1		
	Coding and Tabulation	1	-	
	Non-Statistical methods: Descriptive			
	and Historical	1		
	Working with Archives and Working with Internet as a source	1		
	Library Research	1		
	Writing Citations	1	1	
	Bibliography	1	1	
	Writing the research report	1		
V	Ethnographies	1	SC	17TH+6TU

Readership and it's types	3		
Audience surveys	3	1	
Textual analysis	2		
Discourse analysis	2	1	
Ethical perspectives of mass media research	3		
Class test and revision	3		
Students' Activities (Project, PPT, Seminar Presentation, Debate)			15

## Lesson Plan 2021-22 (Duration:15 weeks, Jan - June)

#### Semester 6

# **DSE04:** Media, Gender and Human Rights 60 Teaching + 15 Tutorials+ 15 Students' Activities

Unit	Topic	No of classes/Hour	Name of Teacher	Total
Ι	Media and the social world: Media impact on individual and society;	3	AD	15TH +3 TU
	Democratic Polity and mass media;	3		
	Media and Cultural Change;	3		
	Rural - Urban Divide in India: Grass - roots media	3		
	Class Test and Revision	3		
П	Gender: Conceptual Frameworks in Gender studies	2	TDR	16TH + 4TU
	Feminist Theory	2		
	History of Media and Gender	2		
	Media and Gender debates in India (Case Studies)	3		
	Media and Gender- Theoretical concerns	2		
	Media and Masculinity	3		
	Class Test and Revision	2		
III	Media: Power and Contestation	2	SC	13TH + 2 TU
	Public sphere and it's critique	2		
	Public sphere of the disempowred?	2		
	Media and social difference : class, gender, race etc.	2		
	Media genres - Romance, Television, Soap opera, sports etc.	2		
	Class test and revision.	3		
IV	Media and Human Rights	3	NB	16TH +6 TU
	Human Rights - Theoretical perspectives,	2		

Critique;	2		
Universal Declaration of Human Rights;	4		
Human Rights and Media (Case Studies).	2		
Class test and revision.	3	-	
Students' Activities (Project, PPT, Seminar Presentation, Debate)			15

## Lesson Plan 2021-22 (Duration:15 weeks, Jan - June)

#### Semester 6

## **DSE06: Introduction to Film Studies** 60 Teaching + 15 Tutorials+ 15 Students' Activities

Unit	Topic	No of classes/Hour	Name of Teacher	Total
I	Language of cinema I - Focus on visual Language: Shot, Scene, Mis- en-scene, Deep focus, Continuity Editing, Montage	4	SC	13 TH+2TU
	Language of Cinema II – Focus on Sound and Colour: Diegetic and Non Diegetic Sound; Off screen sound; sync sound.	2		
	The use of Colour as a stylistic Element	2		
	Genre and the development of Classical Hollywood Cinema.	3		
	Class test and revision	2		
III	Film Form and Style	2	NB	12TH +2 TU
	German Expressionism	2		
	Film Noir	2		
	Italian Neo-realism;	2		
	French New-Wave.	3		
	Class Test and Revision	1		
III	Alternative Visions: Third Cinema and Non Fiction Cinema;	3	AD	23TH +9 TU
	Film Screening and discussion	3		
	Introduction to Feminist Film Theory;	3		
	Film Screening and Discussion	3		
	Auteur - Film Authorship with a special focus on Ray or Kurusawa.	3		
	Film Screening and Discussion	3		

	QA Discussion	3		
	Class Test and Revision	2		
IV	Hindi Cinema: Early Cinema and the	2	TDR	12TH + 2TU
	Studio Era			
	1950's- Cinema and the Nation	3		
	(Guru Dutt, Raj Kapoor, Mehboob)			
	The Indian New Wave	3		
	Globalization and Indian Cinema	3		
	Globalization and Film Culture	2		
	Class Test and Revision	1		
	Students' Activities			
	(Project, PPT, Seminar Presentation,			15
	Debate)			

#### Ramakrishna Sarada Mission Vivekananda Vidyabhavan

# **Dept of Journalism and Mass Communication**

#### Lesson Plan 2022-23

**Semester 1 (Duration:15 weeks, July-Dec)** 

#### **CC1: Introduction to Journalism**

#### 60hrs Theory, 60hrs Practical, 5hrs Student's activities

Unit	Topic	No of classes/Hou r	Name of Teacher	Total (Hours)
	News: meaning, definition, nature;	5		
	The news process: from the event to the	2	]	
1	reader (how news is carried from event to reader);		AD	20
	Hard news vs. Soft news;	2		
	Basic components of a News Story	3		
	Attribution, Embargo, Verification, Balance and Fairness,	3		
	Brevity, Dateline, credit line, Byline	2	]	
	QA & Revision	3		
2	Different Forms of Print - A Historical	4	TDR	20
	Perspective			
	Yellow Journalism	2		
	Penny Press	2		
	Tabloid press	2		
	Language of News-Robert Gunning: Principles of Clear Writing	3		
	Rudolf Flesch : Formula Skills to write News	3		
	QA & Revision	4	]	
3	Understanding the Structure and Construction of News	2	RL	20
	Organizing a News Story	2	1	
	5Ws and 1H	2	1	
	Inverted Pyramid	2	1	
	Criteria for News Worthiness	2		
	Principles of News Selection	2		
	Use of Archives	2		
	Source of News	2		
	Use of Internet	1		

	Citizen Journalism	1		
	QA & Revision	2	1	
4	Basic knowledge of Computer for print	4	NB	30
	journalism			
(Practical)	Handling Page Making Software and	6		
	Photo Editing Software			
	Writing a News Report from given	6		
	points			
	Writing Headlines from News Stories	4		
	Writing Intro	6		
	language of news	4		
5	Rewriting and Summarizing a given	4	SC	30
	piece of news with headlines and			
(Practical)	suitable intro			
	Creating a sample page on computer	4		
	with hard and soft news			
	Writing Anchor Story;	4		
	Writing article;	4		
	Assignment: Preparing a presentation on	10		
	types and categories of News			
	Overview of journalistic writing	4		
	Student's activities			
				5
	(Project, PPT, Seminar Presentation,			
	Debate)			

#### Semester 1

# **CC2:** History of the Media

UNIT	TOPIC	NO OF	NAME OF	TOTAL
		CLASSES/	THE	(TH+TU)
		HOURS	TEACHER	
			S	
I	History of Print Media; Media	2	TDR	12TH+3TU
	and Modernity: Print Revolution,			
	Telegraph, Morse Code,	2		
	Yellow Journalism;			
	Evolution of Press in United	2		
	States, Great Britain and France;			

	History of	1		
	the Press in India: Colonial			
	Period,			
	National Freedom Movement:	2	1	
	Gandhi and Ambedkar as			
	Journalists and Communicators.			
	QA & Discussion	3		
II	Media in the Post Independence Era;	2	NB	18 TH+5TU
	Emergency	2		
	Post Emergency Era;	2		
	Changing Readership,	2		
	Print Cultures,	3		
	Language Press.	4		
	QA & Discussion	3		
Ш	Sound Media: Emergence of	1	SC	13TH+2TU
	radio Technology,		_	
	The coming of Gramophone;	1		
	Early history of Radio in India;	1		
	History of AIR:	1		
	Evolution of AIR Programming,	2		
	Penetration of radio in rural	2	1	
	India -Case studies;			
	Patterns of State Control;			
	Demand for Autonomy;			
		2	_	
	FM: Radio Privatization.	2		
	Music: Cassettes to the Internet.	1		
IV	Visual Media: The early years of	2	AD	17 TH+5TU
	Photography,			
	Lithography	2		
	Cinema: From Silent Era to the	2		
	talkies;			
	Cinema in later decades;	2		
	The coming of Television and the	2		
	State's Development Agenda;			
	Commercialization of	2		
	Programming (1980s);			
	Invasion from the Skies: The	3		
	Coming of			

Transnational Television (1990s);		
Formation of Prasar Bharati.	2	
Students' Activities		15
(Project, PPT, Seminar Presentation, Debate)		

# **Lesson Plan 2022-23 (Duration: Jan- June)**

#### Semester 2

# **CC3: Reporting and Editing for Print**

Unit	Торіс	No of classes/Hour	Name of Teacher	Total (TH+TU)
I	.Unit 1 – Role, functions and qualities: Reporters, Chief Reporter, News Coordinator, Photo Journalists,	3	NB	15 TH+4TU
	Chief of News Bureau, Correspondents (Special, District, Foreign),	2		
	Freelancers, Stringers; General assignment reporting/ working on a beat;	3		
	News agency reporting. Covering Press Conferences;	1		
	Covering of beats - crime, courts, city reporting, local reporting, hospitals, health, education, sports;	2		
	Review- Book review, Film review	2		
	Review of television programmes ; Cartoon	2		
П	Interviewing: Research, planning, framing questions, writing the piece	3	SC	15 TH+3TU
	News leads, types, importance Structure of the news story, inverted pyramid style	3		

	Feature and it's types, leads for features	3		
	Attribution, verification, columnists			
	Columns, meaning, importance, types	2		
	Trends in sectional news: Weekend pull-outs,	2		
	Supplements, Backgrounders.			
	Difference between news, columns and	2		
	features; Advertorials.			
Ш	The Newspaper Newsroom:	3		15
	Organizational setup of a newspaper,		AD	TH+5TU
	Editorial department;			
	The last of the District Control			
	Introduction to editing: Principles of editing;	2	_	
	Headlines: types, importance, functions;	2		
	importance of news pictures, selection of news pictures;	3		
	Duties and responsibilities of Editor, News	2	7	
	editor, Sub /Copy editor;			
	Editorial page: structure, purpose, edits,	3		
	middles, letters to the editor, special articles,			
	Opinion pieces, op. Ed page			
IV	Sociology of news –	1		
	Earland (Carling and Carling and		TDR	15
	Factors affecting news treatment		_	TH+3TU
	Paid news	2		
	Agenda setting		_	
	Trial by media	2		
	Gatekeepers			
	Objectivity and Politics of News	3		
	Neutrality and bias in news			
	Role of media in a Democracy	3		
	Responsibility to society; Press and democracy			
	Understanding new media: email, social media	2		
	Ethics in journalism;	2		
	Contemporary debates and issues relating to			
	media ethics in journalism			
	Students' Activities			
	(Project, PPT, Seminar Presentation, Debate)			15

# **Lesson Plan 2022-23 (Duration: Jan- June)**

#### Semester 2

# **CC4: Introduction to Media and Communication**

Unit	Topic	No of classes/Hour	Name of Teacher	Total
I	Media and Everyday Life; Mobile	10	Toucher	15TH+2TU
•	phones, Television, Twitter,		AD	131111210
	The Internet-discussion around media			
	and everyday life;			
	Discussions around mediated and non-	2	-	
	mediated communication	_		
	Media for mass communication:	3		
	Characteristics of Print Media,			
	Electronic Media, Traditional and Folk			
	Media, and New Media			
II	Communication-Meaning – Definition –	2	SC	11TH+3TU
	Nature – Scope –Purpose- Process of			
	communication			
	Forms of Communication: Oral & Written,	2	1	
	Verbal and Non – Verbal,			
	paralanguage, iconic, semiotic etc.;			
	Levels of Communication: Intrapersonal –	3		
	Interpersonal - Group – Public-Mass			
	Communication.			
	Differences between levels of			
	communication			
	Mass Communication and its Process	1		
	Functions of communication and mass	3		
	communication			
	(surveillance, correlation, transmission,			
	entertainment,			
	validation, mobilization)			
III	Basic Models of communication:	2	TDR	11TH+5TU
	Aristotle's Model,			
	Harold D Lasswell's Model			
	David Berlo's SMCR model,	2		
	Shannon & Weaver's Mathematical			
	model of communication,			
	Schramm-Osgood's Interactive model of	2		
	communication,			
	Newcomb's Systematic model of			
	communication,		-	
	Westley-McLean's Mass	3		
	Communication model,			
	Roman Jakobson's	1		
	communication model;			

	Differences between Linear and Non – Linear Models;	1		
IV	Normative theories of press;	2	NB	11TH
	McQuail's four theories of mass communication: Social scientific theory, Normative theory, Operational theory, Every day or Common-sense theory;	2		
	Mass Society Theory;	2		
	Individual Difference Theory, Personal Influence Theory	3		
	Four Models of Communication: Transmission models, Ritual or Expressive models, Publicity Model, Reception Model	2		
V	Cultivation theory, Hypodermic series of models One-step flow theory, two step flow theory	2	TDR	12 TH+5TU
	Corporate (organizational) Communication models: Conduit Model, Grapevine model	4	AD	
	Uses and Gratifications model, Agenda Setting series of model (Priming-Framing-Gatekeeping-Agenda Setting), Spiral of Silence,	2	NB	
	Multi step flow theory Diffusion of Innovation and Media Dependency theory Active Audience Proposition	2	SC	
	Students' Activities (Project, PPT, Seminar Presentation, Debate)			15

#### Semester 3

# CC5: Introduction to Broadcast Media 60 Teaching + 60 Practical+ 5 Students' Activities

UNIT	TOPIC	NO OF CLASSES/HOURS	NAME OF THE TEACHERS	TOTAL (TH+TU)
I	Types of sound - Sync, Non-Sync,Natural sound, Ambience Sound;	4	SC	20
	Introduction to microphones;	2		
	Characteristics of Radio as a medium.	2		
	Elements of a Radio News Story: Gathering, Writing/Reporting.	3		
	Elements of a Radio News Bulletins;	2		
	Working in a Radio News Room;	2		
	QA & Revision	5		
П	Basics of Television; What is an image? Electronic image, television image, Digital image, Edited Image	3	TDR	20
	what is a visual? (Still to moving), Visual Culture	2		
	Characteristics of Television as a medium	1		
	Basics of a Camera - (Lens & accessories);	1		
	Electronic News Gathering (ENG) & Electronic field Production (EFP) (Concept);	3		
	Visual Grammar – Camera Movement, Types of Shots, Focusing, Visual Perpective	6		
	Elements of a Television News Story: Gathering, Writing/Reporting	2		

	Elements of a Television News Bulletins;	2			
III	Public Service Broadcasters  – AIR and DD  News – Voice of India?  (Analysis of News on  National Broadcasters);	5	RL	20	
	Changing Character of Television News; 24 hrs news format,	5			
	News Production cycle, News 'Lingo', News 'Formulae'?;	3			
	News as an Event, Performance and Construction.	4			
	QA and Revision	3			
IV (Practical)	Writing and Editing Radio News	1	NB	30	
	Radio Script	2			
	News Production	2			
	Introduction to Recording and Editing sound. (Editing news based capsule only).	4			
	Sound Design - Its Meaning with examples from different forms;	4			
	Sound recording techniques;	2			
	Practice writing Radio News Script	5	_		
	Practice writing Radio Talk	5			
	Practice preparing sound designing of any audio production	5			
V (Practical)	Writing and Editing Television News	2	AD	30	
	Camera and shooting techniques	5			
	TV Script writing	5			
	Basics of Editing for TV - Basic Soft-wares and Techniques (for editing a news capsule).	8			

Practice writing TV News script	10	
Students' Activities (Project, PPT, Seminar Presentation, Debate)		5

#### **Semester 3**

#### CC6: Media and Cultural Studies 60 Teaching + 15 Tutorials+ 15 Students' Activities

Unit	Topic	No of classes/Hour	Name of Teacher	Total (TH+TU)
1	Understanding	1		10TH+3TU
	Culture			
	Mass Culture	3	AD	
	Popular Culture	3		
	Folk Culture	3		
	Media and	3		
	Culture			10777
2	Frankfurt School	2	NB	10TH+2TU
	Media as cultural industries	2		
	Political	2		
	Economy			
	Ideology	2		
	Hegemony	2		
	Discussion and	2		
	QA			
3	Representation	2	AD	8 TH
	media as a text			
	Signs and codes in Media Discourse	2	TD	
	Analysis Genres			
	Representation	2	SC	
	=	2	SC	
	of caste and			
	gender issues			
	in media			
	Representation of	2	NB	
	nation and class			
	issues in media			
4	Audiences and	3	SC	16TH+5TU
	its types			
	Uses and	3		

	gratification			
	approach			
	Reception	2		
	studies			
	Women as	2		
	audiences			
	Sub cultures	3		
	Music and	1		
	popular fandom			
	Class tests +	2		
	revision			
5	Media and	3	TDR	16TH+5TU
	technologies			
	Folk media as a	2		
	form of mass			
	culture			
	Live	2		
	performance;			
	Audience in live			
	performance			
	Media	2		
	technologies			
	Medium is the	2		
	Message			
	Technological	2		
	Determinism	_		
	New Media and	3		
	Cultural forms			
	Students'			
	Activities			
	(Project, PPT,			15
	Seminar			-
	Presentation,			
	Debate)			

#### **Semester 3**

# **CC7: Advertising and Public Relations** 60 Teaching + 15 Tutorials+ 15 Students' Activities

UNIT	TOPIC	NO OF CLASSES/HOURS	NAME OF THE TEACHERS	TOTAL (TH+TU)
I	Introduction to Advertising: Meaning and history;	1	SC	12TH+2TU
	Advertising: Importance and Functions;	1		

	Advertising as a tool of	1		
	communication,			
	Role of Advertising in	2		
	Marketing			
	mix, PR;			
	Advertising Theories and	3		
	Models - AIDA model,			
	DAGMAR Model, Maslow's			
	Hierarchy Model,			
	communication theories applied			
	to advertising,		4	
	Types of advertising	1		
	and New trends,	4	_	
	Economic, cultural,	1		
	Psychological and Social			
	aspects of advertising;	1	-	
	Ethical & Regulatory Aspects of	1		
	Advertising - Apex Bodies in			
	Advertising - AAAI, ASCI and their codes.			
		1	-	
	QAs and Revision	1		
II	Advertising through Print,	2		10TH+3TU
	electronic and online media;			
	Types of Media for advertising;	1	TDR	
	Advertising Objectives,			
	Segmentation, Positioning and	2		
	Targeting;			
	Media selection,	1		
	Planning, Scheduling;			
	Marketing Strategy and	1		
	Research and Branding;			
	Advertising department vs.	2		
	Agency - Structure and			
	Functions; Advertising Budget;			
	Campaign Planning, Creation	1		
	and Production.			
III	Public Relations - Concepts and	3	AD	14TH+5TU
	practices; Introduction to Public			
	Relations: Growth and			
	development of PR;			
	Importance, Role and Functions	2	1	
	of PR;			
	Principles and Tools of	2	1	
	Public relations;			
	1 done relations,			

	Organization of Public relations: In house department vs. consultancy.	3		
	PR in govt. and Private Sectors;	2		
	Govt's Print, Electronic, Publicity, Film and Related Media Organizations.	2		
IV	PR - Publics and campaigns; Research for PR; Managing promotions and functions;	2	TDR	7 TH
	PR Campaign - planning, execution, evaluation;	1	SC	
	Role of PR in Crisis management;	2	AD	
	Ethical issues in PR - Apex bodies in PR - IPRA code - PRSI, PSPF and their codes.	2	NB	
V	Social Media Marketing;	2	NB	17TH+5TU
	Social Media Technologies and Management;	2		
	Integrated Marketing Communication;	2		
	Developing Social Networks;	3		
	Social Media Strategies,	2		
	Tactics and Ethics;	2		
	Social Media Tools;	1		
	Measurement Strategies and ROI.	2		
	Students' Activities (Project, PPT, Seminar Presentation, Debate)			15

#### **Lesson Plan 2022-23 (Duration: Jan-June)**

#### Semester 4

#### **CC8: Introduction to New Media**

Unit	Topic	No. of	Name of	Total
	-	Classes/hour	Teacher	(TH+TU)

		2	TDD	11/771
I	V 1Th	2	TDR	11TH +
	Key concepts and Theory			3TU
	Defining New modie			
	Defining New media	2		
	Terminologies and their	3		
	meanings- Digital media, New media, Online media			
			_	
	Information society and New media	2		
	Technological Determinism	2	_	
		2	_	
	Computer mediated	2		
	communication(CMC)			
II	Internet and it's beginnings	2	SC	11TH +
	Remediation and New media	2		3TU
	technologies			
	Online communities	1		
	User generated content and web	2		
	2.0	_		
	Networked journalism, alternative	3		
	journalism			
	Social media in context	1		
III	Digitization of Journalism	2		15TH +
	Authorship and what it means in a	4	AD	3TU
	digital age,			
	Piracy, Copyright, Copy left and	4		
	Open Source,			
	Digital archives,	2		
	New Media and Ethics	3		
	New Media and Ethics	3		
IV	New Media and Ethics  Overview of Web Writing	2	NB	12TH +
IV			NB	12TH + 3TU
IV	Overview of Web Writing		NB	
IV		2	NB	
IV	Overview of Web Writing	2	NB	
IV	Overview of Web Writing  Linear and Non-linear writing,  Contextualized Journalism,	2	NB	
IV	Overview of Web Writing  Linear and Non-linear writing,	2 2	NB	
IV	Overview of Web Writing  Linear and Non-linear writing,  Contextualized Journalism,  Writing Techniques,	2 2 2 2 2	NB	
IV	Overview of Web Writing  Linear and Non-linear writing,  Contextualized Journalism,	2 2	NB	
IV	Overview of Web Writing  Linear and Non-linear writing,  Contextualized Journalism,  Writing Techniques,  Linking,	2 2 2 2 2	NB	
IV	Overview of Web Writing  Linear and Non-linear writing,  Contextualized Journalism,  Writing Techniques,	2 2 2 2 2	NB	
IV	Overview of Web Writing  Linear and Non-linear writing,  Contextualized Journalism,  Writing Techniques,  Linking,	2 2 2 2 2	NB	
IV	Overview of Web Writing  Linear and Non-linear writing,  Contextualized Journalism,  Writing Techniques,  Linking,	2 2 2 2 2	NB	
	Overview of Web Writing  Linear and Non-linear writing,  Contextualized Journalism,  Writing Techniques,  Linking,	2 2 2 2 2 2		3TU
IV V	Overview of Web Writing  Linear and Non-linear writing,  Contextualized Journalism,  Writing Techniques,  Linking,  Multimedia	2 2 2 2 2	NB AD	3TU
	Overview of Web Writing  Linear and Non-linear writing,  Contextualized Journalism,  Writing Techniques,  Linking,  Multimedia  Brief history of Blogging	2 2 2 2 2 2	AD	3TU
	Overview of Web Writing  Linear and Non-linear writing,  Contextualized Journalism,  Writing Techniques,  Linking,  Multimedia  Brief history of Blogging  Website planning and visual	2 2 2 2 2 2		3TU
	Overview of Web Writing  Linear and Non-linear writing,  Contextualized Journalism,  Writing Techniques,  Linking,  Multimedia  Brief history of Blogging	2 2 2 2 2 2	AD	3TU

Content strategy of new media Audience Analysis of new media	3	TDR	
Creating and Promoting a Blog	2	NB	
Students' Activities (Project, PPT, Seminar Presentation, Debate)			15

#### **Lesson Plan 2022-23 (Duration: Jan-June)**

#### **Semester 4**

#### **CC9: Development Communication**

Unit	Торіс	No. of Classes/hour	Name of Teacher	Total (TH+TU)
T		2		
I	Decelement consent on I	2	SC	11 TH + 3TU
	Development, concept and			310
	meaning			
	Models of development	2	_	
	Basic needs model Nehruvian model, Gandhian model	2		
	Panchayati Raj	2		
	Developing countries vs	3	_	
	developed countries UN millennium dev. goals	3		
II	Development Communication:	2		
	Concept and approaches		TDR	11 TH + 3TU
	Development Communication: Concept and approaches Paradigms of Development: dominant, dependency and	2		
	alternative paradigm			
	Development Communication	2		
	models- diffusion of innovation			
	Empathy, magic multiplier	1	1	
	Alternative Dev. Comm.			
	Approaches: Sustainable	2		
	Development			
	Participatory development			

	Inclusive development and Gender and development			
	Development Support Comm.: Definition, genesis, area, woods triangle	2		
Ш	Mass Media as a tool for	1		
	development;		NB	11 TH +
	Creativity, role and performance	2		3TU
	of each media-comparative			
	study of pre and post			
	libarelization eras;	-		
	Role, performance record of	1		
	each medium- print, radio, tv,			
	video, traditional media;	1		
	Role of development agencies	1		
	and NGOs in development communication;			
	Critical appraisal of dev comm.	2		
	programmes and govt. schemes:	-		
	SITE, Krishi Darshan, Kheda,			
	Jhabua, MNREGA;			
	Cyber media and dev – e-	2		
	governance, e-chaupal, national			
	knowledge network, ICT for dev			
	; narrow casting;			
	Development support	1		
	communication in India in the			
	areas of: agriculture, health &			
	family			
	welfare, population, women	1		
	empowerment, poverty,			
	unemployment, energy and			
	environment, literacy, consumer			
	awareness			
IV	Practising development	5	AD	1.5 TOLL .
	communication Television programmes for rural			15 TH + 3TU
	India (Krishi Darshan)			310
			SC	
	Community radio and	3		
	development			
	_			
			TDR	
	Strategies for designing	3		
	messages for print			

	Using new media technologies for development. Development Journalism and rural reporting in India	4	NB	
V	Rural Journalism	2	- F	10 771
	Information needs in rural areas;		AD	12 TH +
	Use of traditional media for	2		3TU
	development in rural areas;	1		
	Rural newspapers;	1		
	Critical appraisal of mainstream	3		
	media 's reportage on rural			
	problems and issues;			
	Specific features of tribal society;	1		
	Information needs in tribal setting;	1		
	Critical appraisal of mainstream	2		
	media's reportage on tribal			
	problems and issues.			
	Students' Activities			15
	(Project, PPT, Seminar			
	Presentation, Debate)			

# **Lesson Plan 2022-23 (Duration: Jan-June)**

#### **Semester 4**

#### CC10: Media Ethics and the Law

Unit	Торіс	No. of Classes/hour	Name of Teacher	Total (TH+TU)
7				
I	Freedom of Expression and Defamation- Libel and slander ,Right to Information	5	AD	15 TH + 3TU
	Eloci una siunaci și agin to imormation			310
	Freedom of expression (Article 19 (1)(a),	4	SC	
	Article 19(1)(2)			
	Issues of privacy and Surveillance in	3	NB	
	Society			
	Idea of fair Trial/Trial by media	3	TDR	
II	Media Technology and Ethical Parameters	3	NB	12 TH +
	Live reporting and ethics	2		3TU
	Legality and	4		
	Ethicality of Sting Operations,			
	Phone Tapping etc.			
	Ethical issues in Social media	3		
	(IT Act 2000, Sec 66 A and the verdict of			
	The supreme court )			
III	Representation and ethics:	2		11 TH +
	Advertisement and Women		AD	3TU

	Pornography	1		
	Related Laws and case studies- Indecent	8	†	
	representation of Women (Prohibition)	O		
	Act, 1986 and rules 1987, Protection of			
	Women against Sexual Harassment Bill			
	2007 and Act 2013, Sec 67 of IT Act			
	2000 and 292 IPC			
IV	Media and Regulation:	2	TDR	11 TH +
	Regulatory bodies			3TU
	Codes and Ethical guidelines	2	1	
	Self-Regulation of media	2	1	
	Media Content: Debates on morality and	3	_	
	Accountability: Taste, Culture and Taboo			
	Censorship and media debates	2		
V	Media and social responsibility, economic	2	SC	11 TH + 3TU
	pressures	3	-	310
	Media reportage on marginalized sections - children, Dalits, tribals, gender	3		
	Media coverage of violence and related laws	2		
	Inflammatory writing (IPC 353)	2		
	Sedition - incitement to violence, hate	2		
	speech			
	Relevant case studies			
	Students' Activities			15
	(Project, PPT, Seminar Presentation,			
	Debate)			

# **CC-11: Global Media and Politics** 60 Teaching + 15 Tutorials+ 15 Students' Activities

Unit	Topic	No of	Name of	Total
		classes/Hour	Teacher	
I	Media and international communication	2	AD	9 TH+ 3TU
	The advent of popular media- a brief overview	2		
	Propaganda in the inter-war years: Nazi Propaganda,	3		
	Radio and international communication	2		
II	Media and super power rivalry: Media during the Cold War	2	TDR	16 TH+5TU

	Vietnam War,	1		
	Disintegration of USSR	2	-	
	Radio free Europe and Radio	1		
	Liberty,			
	Voice of America	1	1	
	Communication debates: NWICO	1	1	
	McBride Commission and UNESCO	2		
	Unequal development and Third	2		
	World concerns: North-South			
	Rich – Poor	2	=	
	Assignments	2		
III	Global Conflict and Global Media	1	NB	10 TH
	World Wars and Media Coverage	3	SC	10 111
	post 1990: Rise of Al Jazeera			
	The Gulf Wars: CNN's satellite	3	TDR	
	transmission, embedded Journalism			
	9/11 and implications for the media	3	AD	
IV	Media and cultural globalization	2	NB	12 TH+ 2 TU
	Cultural imperialism	2		
	Cultural politics	2		
	Media hegemony	2		
	Global cultures	1		
	Homogenization	1		
	The English language Local/Global, Local/Hybrid	2		
V	Media and the global market	2	SC	13 TH + 5 TU
	Discourses of Globalisation	1		
	Barrier free economy, multinationals, technological developments, digital divide	3		
	Media conglomerates and monopolies	2		
	Global and regional integrations	1	1	
	Zee TV as Pan Indian channel	2	1	
	Bollywood entertainment	1	1	
	Local adaptions of global	1	1	
	programmes			
	Students' Activities			
	(Project, PPT, Seminar Presentation,			15
	Debate)			

#### **Semester 5**

#### CC12: Advanced Broadcast Media 60 Teaching + 15 Tutorials+ 15 Students' Activities

Unit	Topic	No of	Name of	Total
		classes/Hour	Teacher	

I	Public Service Broadcasting	1	SC	13TH + 5TU
	Public Service Model in India, policy	2		
	and laws			
	Global overview of Public Service	2		
	Broadcasting			
	Community radio	2		
	Community video	2		
	Participatory communication	2		
TT	Campus radio	2	NID	15 TH . 5 TH
II	Private Broadcasting	1	NB	15 TH + 5 TU
	Private Broadcasting Model in India;	2		
	Policy and Laws	3		
	Structure,	2		
	Functions	2		
	Working of a Broadcast Channel	2		
	Public and Private partnership in television and Radio programming (India and Britain case studies)	3		
III	Why am I the 'Idiot Box'? - Debates, Issues and Concerns of Television Genre	3	AD	11 TH + 2 TU
	Various Evolving Contemporary Television genres: Drama, soap opera, comedy, reality television, children's television, animation, prime time and day time.	8		
IV	Writing and Producing for Radio	2	NB	10 TH
	Public Service Advertisements	2	SC	
	Discussions and revision	3		
	Jingles	2	AD	
	Radio Magazine shows	1	TDR	
V	Advanced Broadcast Production II - (Television)	2	TDR	11 TH +3TU
	Mixing Genres in Television Production-Music Video for social	3		
	comment/as documentary Mixing			
	ENG and EFP	3		
	Reconstruction in News based	2		
	Programming			
	Assignments	1		
	Students' Activities			
	(Project, PPT, Seminar Presentation, Debate)			15

#### **Semester 5**

#### **DSE2: Print Journalism and Production**

Unit	Topic	No of	Name of	Total
		classes/Hour	Teacher	
I	Specialized Reporting	2	AD	8 TH +3 TU
	Business/economic	2		
	Parliamentary	2		
	Political	2		
II	Trends in Print journalism	2	NB	12 TH . 7
	Investigative journalism	3		13 TH + 5 TU
	Sting operations and related case studies	2		
	Impact of Technology on newspapers and Magazines	3		
	Ethical debates in print journalism: ownership and control.	3		
Ш	Production of newspaper	1	SC	9 TH + 2 TU
	Principles of Layout and Design	1		
	Layout and format	1		
	Typography	1		
	Copy preparation design process	2		
	Handling text matter(headlines,	1		
	pictures, advertisements)			
	Page make up, front page	1		
	Editorial page and supplements	1		
IV	Technology and print Modern Printing Processes	3	TDR	22 TH +5 TU
	DTP (Desk top publishing)	3		
	Software for print :Quark Express	3		
	Adobe Photoshop,	4		
	Adobe In Design	3		
	Picture Editing and Caption Writing	3		
	Assignments	3		
V	Advanced Newspaper and Magazine Editing	2	SC	8 TH
	Classification of Newspapers and Magazines	2	AD	

Current trends in Newspapers and Magazines with respect to	2	NB	
content			
Photographs and Cartoons in	2	TDR	
Newspapers and Magazines			
Students' Activities (Project, PPT, Seminar Presentation, Debate)			15

#### **Semester 5**

### DSE3: Photographical Appreciation 60 Teaching + 15 Tutorials+ 15 Students' Activities

Unit	Topic	No of classes/Hour	Name of Teacher	Total
I	Introduction to Photography: A brief History of Photography- Camera Obscura to the daguerreotype process	2	TDR	9 TH+2TU
	Technical history of photography: Persistence of Vision	1		
	Camera Obscura,	1	<del>-</del>	
	Muybridge Experiment (Leaping horse	1		
	The photographic process (The Silver Hallide Photography Process	1		
	A brief glimpse into the Dark Room Development of a Photograph	2		
	Modernization of Photography and its use in Mass Media	1		
II	Understanding the mechanisms of Photography: Types of photographic cameras and their structure (Pin-hole, SLR, TLR, D-SLR)	6	AD	19 TH +9 TU
	Lenses (types and their perspective/angle of view)	3		
	Aperture (f-stop & T-stop)	2		
	Shutters (Focal plane & Lens shutter)	2	-	
	Light meters (Incident, reflected & through Lens: Average, Centre weighted, Spot & Metrics)	3		

	Focus And Depth of Field	3		
III	Understanding Light and Shadow, Natural light and Artificial Light	2	NB	12 TH +2 TU
	The Nature of Light- Direct Light, Soft light, Hard light, Directional Light.	2		
	Brightness, Contrast, Mid tones, Highlights, Shadow and Silhouettes	2		
	Lighting equipment (Soft boxes, umbrellas, fresnels, Skimmers, reflectors, etc)	2		
	Three Point Lighting Technique and Metering for Light	2		
	Filters and Use of a Flash Unit	2		
IV	DIGITAL Photography and Editing :Sensor Sizes , Formats and Storage	3	AD	10 TH
	Introduction to Editing and Digital Manipulation	1	NB	
	Brightness, Contrast, Mid tones, Highlights, Colour tones, Basics of Photoshop	2	SC	
	Photo editing software: (Microsoft Office Picture Manager, CorelDraw, Adobe Photoshop Elements, Photoshop CC (Creative Cloud)	4	TDR	
V	Photojournalism brief history	2	SC	10 TH +
	Application and ethics and Law in Digital imaging, issues of unethical morphing, copyright law	4		2TU
	Approaches to documenting reality ( Discussion on Capa's 'The Falling Soldier', objective truth or staged representation)	3		
	War photojournalism	1		
	Students' Activities	1		
	(Project, PPT, Seminar Presentation, Debate)			15

# Lesson Plan 2022-23 (Duration:15 weeks, Jan-June)

#### Semester 6

#### CC13: Advanced New Media 60 Teaching + 15 Tutorials+ 15 Students' Activities

Unit	Topic	No of	Name of	Total
		classes/Hour	Teacher	
I	Basics of New Media: Frameworks –	2	AD	9 TH+ 3TU
	Genres and Environments,			

	Understanding New Media	2		
	Ecologies, Trans - medial			
	Storytelling,			
	Genres – Digital art, Digital Cinema	3		
	– New Media Fiction and			
	Documentary, Gaming and Player			
	Culture,			
	Virality and Memes, et al.; guerrilla	2		
	media; curating media, festival,			
	media spaces.			
II	Sociology of the Internet and New	2	NB	12 <sup>TH</sup> +2TU
	Media:			
	Social Construction of Technology,	1		
	Utopian - Dystopian Interface	1		
	Digital inequalities	1		
	Digital Divide and Access,	2		
	Economy of New Media	2	1	
	Intellectual value; digital media	2		
	ethics,			
	new media and popular culture.	1		
III	Critical New Media: Who controls	2	TDR	7 TH
	New Media, Questions surrounding			
	net neutrality and related issues			
	Surveillance and the state,	1	NB	
	Cyber security and issues of privacy	2	AD	_
	the Internet and public sphere -	2	SC	1
	politics and public sphere in the	2	SC	
	digital age.			
IV	Participatory culture, convergence	2	SC	17 TH+5TU
- '	culture			1, 111,210
	Social media and Participatory media	2		
	culture			
	Digital fandom and online	3		
	communities			
	Digital identity	1		
	Gender and New media	2		
	Digital media and Identities	2		
	New media campaigns	2	1	
	Class test and revision	3		
V	Project and Production: Digital	3	TDR	15TH+5TU
	Production in the forms of shorts,			
	video, podcast, video blog, photo			
	blog, blogs and Microblogs etc.			
	Research and developmental	2		
	techniques			
	Ideas for final project	2		
	Scripting / production	2		
	Social media marketing and publicity	2	1	
	Exhibition/screening	2		
	Revision and Class Test	2	1	
	Students' Activities			15
	1	1	1	i .

(Project, PPT, Seminar Presentation,		
Debate)		

# Lesson Plan 2022-23 (Duration:15 weeks, Jan - June)

#### Semester 6

# **CC14: Communication Research and Methods**

Unit	Topic	No of	Name of	Total
		classes/Hour	Teacher	
I	Introduction to Research: Definition,	2	NB	15TH + 5TU
	Role, Function			
	Basic and Applied Research,	3		
	Scientific Approach	2		
	Role of theory in research,	3		
	Steps of Research (Research	3		
	question, Hypothesis, Review of			
	Literature).			
	Revision and Class Test	3		
II	Methods of Media Research:	3	TDR	9TH
	Qualitative- Quantitative Technique,			
	Content Analysis,			
	Survey Method, Observation	2	AD	
	Methods,			
	Experimental Studies, Case Studies,	2	NB	
	Narrative Analysis, Historical	2	SC	
	research.			
III	Sampling: Need for Sampling,	3	AD	9 TH + 2 TU
	Sampling Methods,			
	Representativeness of the Samples,			
	Sampling Error,			
	Tools of data collection: Primary and	2		
	Secondary data - Questionnaire,			
	Focus Groups, Telephone, Surveys,	2		
	Online Polls, Published work.	2		
IV	Methods of analysis and report	2	TDR	10TH+2TU
	writing			
	Data Analysis Techniques	1		
	Coding and Tabulation	1		
	Non-Statistical methods: Descriptive			
	and Historical	1		
	Working with Archives and Working	1		
	with Internet as a source			
	Library Research	1		
	Writing Citations	1		
	Bibliography	1		
	Writing the research report	1		
V	Ethnographies	1	SC	17TH+6TU
	Readership and it's types	3		

Audience surveys	3	
Textual analysis	2	
Discourse analysis	2	
Ethical perspectives of mass media	3	
research		
Class test and revision	3	
Students' Activities		
(Project, PPT, Seminar Presentation,		15
Debate)		

# Lesson Plan 2022-23 (Duration:15 weeks, Jan - June)

#### Semester 6

# DSE04: Media, Gender and Human Rights

Unit	Topic	No of	Name of	Total
		classes/Hour	Teacher	
I	Media and the social world: Media	3	AD	15TH +3 TU
	impact on individual and society;			
	Democratic Polity and mass media;	3		
	Media and Cultural Change;	3		
	Rural - Urban Divide in India: Grass - roots media	3		
	Class Test and Revision	3		
П	Gender studies	2	TDR	16TH + 4TU
	Feminist Theory	2		
	History of Media and Gender	2		
	Media and Gender debates in India (Case Studies)	3		
	Media and Gender-Theoretical concerns	2		
	Media and Masculinity	3		
	Class Test and Revision	2		
III	Media: Power and Contestation	2	SC	13TH + 2 TU
	Public sphere and it's critique	2		
	Public sphere of the disempowred?	2		
	Media and social difference : class, gender, race etc.	2		
	Media genres - Romance, Television, Soap opera, sports etc.	2		
	Class test and revision.	3		
IV	Media and Human Rights	3	NB	16TH +6 TU
	Human Rights - Theoretical perspectives,	2		

Critique;	2	
Universal Declaration of Human	4	
Rights;		
Human Rights and Media (Case	2	
Studies).		
Class test and revision.	3	
<b>Students' Activities</b>		
(Project, PPT, Seminar		15
Presentation, Debate)		

# Lesson Plan 2022-23 (Duration:15 weeks, Jan - June)

#### **Semester 6**

#### **DSE06: Introduction to Film Studies**

Unit	Topic	No of classes/Hour	Name of Teacher	Total
I	Language of cinema I - Focus on visual Language: Shot, Scene, Mis- enscene, Deep focus, Continuity Editing, Montage	4	SC	13 TH+2TU
	Language of Cinema II – Focus on Sound and Colour: Diegetic and Non Diegetic Sound; Off screen sound; sync sound.	2		
	The use of Colour as a stylistic Element	2		
	Genre and the development of Classical Hollywood Cinema.	3		
	Class test and revision	2		
III	Film Form and Style	2	NB 12T	12TH +2 TU
	German Expressionism	2		12111 + 2 10
	Film Noir	2		
	Italian Neo-realism;	2		
	French New-Wave.	3		
	Class Test and Revision	1		
Ш	Alternative Visions: Third Cinema and Non Fiction Cinema;	3	AD	23TH +9 TU
	Film Screening and discussion	3		
	Introduction to Feminist Film Theory;	3		
	Film Screening and Discussion	3		

	Auteur - Film Authorship with a	3		
	special focus on Ray or Kurusawa.			
	Film Screening and Discussion	3		
	QA Discussion	3		
	Class Test and Revision	2		
IV	Hindi Cinema: Early Cinema and the	2	TDR	12TH + 2TU
	Studio Era			
	1950's- Cinema and the Nation (Guru	3		
	Dutt, Raj Kapoor, Mehboob)			
	The Indian New Wave	3		
	Globalization and Indian Cinema	3		
	Globalization and Film Culture	2	=	
	Class Test and Revision	1	=	
	Students' Activities			
	(Project, PPT, Seminar Presentation,			15
	Debate)			

#### Ramakrishna Sarada Mission Vivekananda Vidyabhavan

#### **Dept of Journalism and Mass Communication**

#### Lesson Plan 2023-24

**Semester-1**, (Duration- July – Dec)

# **Major DS1: Introduction to Journalism**

#### 45 hrs Theory, 60 Practical, 5 Student's activities

Unit	Topic	No of classes/Hour	Name of Teacher	Total
1	News: meaning, definition, nature; Elements	3	AD	15
Theory	The news process: from the event to the reader (how news is carried from event to reader);	2		13
	Hard news vs. Soft news; Different types of News	2		
	Basic components of a News Story	2		
	Attribution, Embargo, Verification, Balance and Fairness,	2		
	Brevity, Dateline, credit line, Byline	1	1	
	Class Test	3	1	
2 Theory	Different Forms of Print - A Historical Perspective	2	TDR	15
Theory	Yellow Journalism	2	1	
	Penny Press	2		
	Tabloid press	2		
	Language of News - Robert Gunning: Principles of Clear Writing	3		
	Rudolf Flesch Formula: Skills to write News	2		
	Class Test	2		

3	Organising a news story	2	SC	15
Theory	5Ws and IH; Inverted Pyramid	1	_	
	Criteria for news worthiness	2		
	Principles of news selection	2	-	
	Use of Archives, Source of news	2	-	
	Use of internet	1	_	
	Citizen journalism	1	_	
	Revision and Discussion	3	_	
	Class test	1	=	
4 Practical	Caption Writing for News Photographs/ Photo Feature	6	NB	30
Tractical	Reporting of Different Kinds of Events. (College level Events/ Outside)	6		
	Translation of Newspaper Reports	6	-	
	Report Writing	12	=	
5 Practical	Review of content of newspaper (Film, Music)	6	AD	30
Practical	Review of content of newspaper ( Book, Art)	6	SC	
	Front Page Make Up of a Newspaper using any Page Make Up Software (Computer)	8	TDR	
	Front Page Make Up of a Newspaper using any Page Make Up Software (Computer)	10	NB	
	Student's activities			
	(Project, PPT, Seminar Presentation, Debate)			5

#### **Dept of Journalism and Mass Communication**

#### Sem III

#### **CC5** -Introduction to Broadcast Media

UNIT	TOPIC	NO OF CLASSES/HOURS	NAME OF THE TEACHERS	TOTAL (TH+TU)
I	Basics of Sound; Concepts of sound - scape, sound culture;	3	SC	14 TH+5 TU
	Types of sound - Sync, Non-Sync, Natural sound, Ambience Sound;	2		
	Sound Design - Its Meaning with examples from different forms;	3		
	Sound recording techniques;	2		
	Introduction to microphones;	2		
	Characteristics of Radio as a medium.	1		
II	Basics of Visual; what is an image? Electronic image, television image,	2	AD	8 TH
	Digital image, Edited Image (politics of an image);	2	NB	
	what is a visual? (Still to moving), Visual Culture;	2	TDR	

	Changing ecology of images today; Characteristics of Television as a medium.	2	SC	
III	Writing and Editing Radio News;	2	AD	10 TH+3TU
	Elements of a Radio News Story:	1		
	Gathering, Writing/Reporting.	1		
	Elements of a Radio News Bulletins;	2		
	Working in a Radio News Room;	2		
	Introduction to Recording and Editing sound. (Editing news based capsule only).	2		
IV	Writing and Editing Television News;	2	TDR	17TH+5 TU
	Basics of a Camera - (Lens & accessories);	2		
	Electronic News Gathering (ENG) & Electronic field Production (EFP) (Concept);	3		
	Visual Grammar – Camera Movement, Types of Shots, Focusing,	2		
	Visual Perspective.	2		
	Elements of a Television News Story: Gathering, Writing/Reporting.	2		
	Elements of a Television News Bulletin;	2		
	Basics of Editing for TV - Basic Soft-wares and Techniques (for editing a news capsule).	2		
V	Broadcast News:	1	NB	11TH+2TU
	Critical Issues and Debates;	1		
	Public Service Broadcasters  – AIR and DD  News –	2		

Voice of India? (Analysis of News on National Broadcasters);	1	
Changing Character of Television News; 24 hrs news format,	1	
News Production cycle, News 'Lingo', News 'Formulae'?;	2	
News as an Event, Performance and Construction.	3	
Students' Activities (Project, PPT, Seminar Presentation, Debate)		15

# **Dept of Journalism and Mass Communication**

#### **Sem III**

CC6: History of the Media

UNIT	TOPIC	NO OF CLASSES/ HOURS	NAME OF THE TEACHERS	TOTAL (TH+TU)
I	History of Print Media; Media and Modernity: Print Revolution,	2	TDR	12TH+3TU
	Telegraph, Morse Code, Yellow Journalism;	2		
	Evolution of Press in United States, Great Britain and France;	2		
	History of the Press in India: Colonial Period,	1		
	National Freedom Movement: Gandhi and Ambedkar as Journalists and Communicators.	2		
	QA & Discussion	3		

II	Media in the Post Independence Era;	2	NB	18 TH+5TU	
	Emergency	2			
	Post Emergency Era;	2			
	Changing Readership,	2			
	Print Cultures,	3			
	Language Press.	4			
	QA & Discussion	3			
III	Sound Media: Emergence of radio Technology,	1	SC	13TH+2TU	
	The coming of Gramophone;	1	7		
	Early history of Radio in India;	1			
	History of AIR:	1			
	Evolution of AIR Programming,	2			
	Penetration of radio in rural India -Case studies;	2			
	Patterns of State Control; Demand for Autonomy;	2			
	FM: Radio Privatization.	2			
	Music: Cassettes to the Internet.	1			
IV	Visual Media: The early years of Photography,	2	AD	17 TH+5TU	
	Lithography	2			
	Cinema: From Silent Era to the talkies;	2			
	Cinema in later decades;	2			
	The coming of Television and the State's Development Agenda;	2			
	Commercialization of Programming (1980s);	2			
	Invasion from the Skies: The Coming of Transnational Television (1990s);	3			
	Formation of Prasar Bharati.	2			
	Students' Activities (Project, PPT, Seminar Presentation, Debate)			15	

#### **Dept of Journalism and Mass Communication**

#### **Sem III**

# **CC7**: Advertising and Public Relations

UNIT	TOPIC	NO OF CLASSES/HOURS	NAME OF THE TEACHERS	TOTAL (TH+TU)
I	Introduction to Advertising: Meaning and history;	1	SC	12TH+2TU
	Advertising: Importance and Functions;	1		
	Advertising as a tool of communication,	1		
	Role of Advertising in Marketing mix, PR;	2		
	Advertising Theories and Models - AIDA model, DAGMAR Model, Maslow's Hierarchy Model, communication theories applied to advertising,	3		
	Types of advertising and New trends,	1		
	Economic, cultural, Psychological and Social aspects of advertising;	1		
	Ethical & Regulatory Aspects of Advertising - Apex Bodies in Advertising - AAAI, ASCI and their codes.	1		
	QAs and Revision	1		
II	Advertising through Print, electronic and online media;	2		10TH+3TU
	Types of Media for advertising; Advertising Objectives,	1	TDR	
	Segmentation, Positioning and Targeting;	2		
	Media selection, Planning, Scheduling;	1		
	Marketing Strategy and Research and Branding;	1		

	Advertising department vs. Agency - Structure and Functions; Advertising Budget;	2		
	Campaign Planning, Creation and Production.	1		
III	Public Relations - Concepts and practices; Introduction to Public Relations: Growth and development of PR;	3	AD	14TH+5TU
	Importance, Role and Functions of PR;	2		
	Principles and Tools of Public relations;	2		
	Organization of Public relations: In house department vs. consultancy.	3		
	PR in govt. and Private Sectors;	2	_	
	Govt's Print, Electronic, Publicity, Film and Related Media Organizations.	2		
IV	PR - Publics and campaigns; Research for PR; Managing promotions and functions;	2	TDR	7 TH
	PR Campaign - planning, execution, evaluation;	1	SC	
	Role of PR in Crisis management;	2	AD	
	Ethical issues in PR - Apex bodies in PR - IPRA code - PRSI, PSPF and their codes.	2	NB	
V	Social Media Marketing;	2	NB	17TH+5TU
	Social Media Technologies and Management;	2		
	Integrated Marketing Communication;	2		
	Developing Social Networks;	3		
	Social Media Strategies,	2		
	Tactics and Ethics;	2		
	Social Media Tools;	1		
	Measurement Strategies and ROI.	2		
	Students' Activities (Project, PPT, Seminar Presentation, Debate)			15

# **Dept of Journalism and Mass Communication**

### Semester –V CC-11: Global Media and Politics

Unit	Topic	No of	Name of	Total
		classes/Hour	Teacher	
I	Media and international communication	2	AD	9 TH+ 3TU
	The advent of popular media- a brief overview	2		
	Propaganda in the inter-war years: Nazi Propaganda,	3		
	Radio and international communication	2	_	
II	Media and super power rivalry: Media	2	TDR	16 TH+5TU
11	during the Cold War		IDK	10 111+310
	Vietnam War,	1		
	Disintegration of USSR	2		
	Radio free Europe and Radio Liberty,	1		
	Voice of America			
	Communication debates: NWICO	1		
	McBride Commission and UNESCO	2		
	Unequal development and Third World concerns: North-South	2		
	Rich – Poor	2		
	Assignments	2		
III	Global Conflict and Global Media	1	NB	10 TH
	World Wars and Media Coverage post 1990: Rise of Al Jazeera	3	SC	
	The Gulf Wars: CNN's satellite transmission, embedded Journalism	3	TDR	
	9/11 and implications for the media	3	AD	
IV	Media and cultural globalization	2	NB	12 TH+ 2 TU
	Cultural imperialism	2		
	Cultural politics	2	1	
	Media hegemony	2	7	
	Global cultures	1	7	
	Homogenization	1	7	
	The English language Local/Global, Local/Hybrid	2		
V	Media and the global market	2	SC	13 TH + 5 TU
,	Discourses of Globalisation	1	7	
	Barrier free economy, multinationals,	3		
	technological developments, digital			
	divide		-	
	Media conglomerates and monopolies	2	-	
	Global and regional integrations	1	_	
	Zee TV as Pan Indian channel	2		

Bollywood entertainment	1	
Local adaptions of global programmes	1	
Students' Activities		
(Project, PPT, Seminar Presentation,		15
Debate)		

## **Dept of Journalism and Mass Communication**

#### Semester -V

## CC-12: Advanced Broadcast Media

Unit	Topic	No of	Name of	Total
		classes/Hour	Teacher	
I	Public Service Broadcasting	1	SC	13TH + 5TU
	Public Service Model in India, policy	2		
	and laws			
	Global overview of Public Service	2		
	Broadcasting			
	Community radio	2		
	Community video	2		
	Participatory communication	2		
	Campus radio	2		
II	Private Broadcasting	1	NB	15 TH + 5 TU
	Private Broadcasting Model in India;	2		
	Policy and Laws	3		
	Structure,	2		
	Functions	2		
	Working of a Broadcast Channel	2		
	Public and Private partnership in television and Radio programming (India and Britain case studies)	3		
III	Why am I the 'Idiot Box'? - Debates, Issues and Concerns of Television Genre	3	AD	11 TH + 2 TU
	Various Evolving Contemporary	8	1	
	Television genres: Drama, soap opera,			
	comedy, reality television, children's			
	television, animation, prime time and			
	day time.			
IV	Writing and Producing for Radio	2	NB	10 TH

	Public Service Advertisements	2	SC	
	Discussions and revision	3		
	Jingles	2	AD	
	Radio Magazine shows	1	TDR	
V	Advanced Broadcast Production II -	2	TDR	
	(Television)			11 TH +3TU
	Mixing Genres in Television Production-	3		
	Music Video for social comment/as			
	documentary Mixing			
	ENG and EFP	3		
	Reconstruction in News based	2		
	Programming			
	Assignments	1		
	Students' Activities			
	(Project, PPT, Seminar Presentation,			15
	Debate)			

# **Dept of Journalism And Mass Communication**

#### Semester -V

#### **DSE2: Print Journalism and Production**

Unit	Topic	No of classes/Hour	Name of Teacher	Total
Ι	Specialized Reporting	2	AD	8 TH +3 TU
	Business/economic	2		
	Parliamentary	2		
	Political	2		
II	Trends in Print journalism	2	NB	
	Investigative journalism	3		13 TH + 5 TU
	Sting operations and related case studies	2		
	Impact of Technology on newspapers and Magazines	3		
	Ethical debates in print journalism: ownership and control.	3		
III	Production of newspaper	1	SC	9 TH + 2 TU
	Principles of Layout and Design	1		
	Layout and format	1		
	Typography	1		
	Copy preparation design process	2		

	Handling text matter(headlines,	1		
	pictures, advertisements)			
	Page make up, front page	1		
	Editorial page and supplements	1		
IV	Technology and print	3	TDR	22 TH +5 TU
	Modern Printing Processes			
	DTP (Desk top publishing)	3		
	Software for print :Quark Express	3		
	Adobe Photoshop,	4		
	Adobe In Design	3		
	Picture Editing and Caption	3		
	Writing			
	Assignments	3		
V	Advanced Newspaper and Magazine Editing	2	SC	8 TH
	Classification of Newspapers and	2	AD	
	Magazines			
	Current trends in Newspapers and	2	NB	
	Magazines with respect to content			
	Photographs and Cartoons in	2	TDR	
	Newspapers and Magazines			
	Students' Activities			
	(Project, PPT, Seminar			15
	Presentation, Debate)			

# **Dept of Journalism and Mass Communication**

#### Semester -V

# **DSE3: Photographical Appreciation**

Unit	Topic	No of classes/Hour	Name of Teacher	Total
I	Introduction to Photography: A brief History of Photography- Camera Obscura to the daguerreotype process Technical history of photography: Persistence of Vision	1	TDR	9 TH+2TU
	Camera Obscura,	1		
	Muybridge Experiment (Leaping horse	1		

	The above the control of the Ciles of the Ci	1		
	The photographic process (The Silver	1		
	Hallide Photography Process			
	A bailed alliances into the Doub Doors	2	+	
	A brief glimpse into the Dark Room	2		
	Development of a Photograph			
	Modernization of Photography and its	1		
	use in Mass Media			
II	Understanding the mechanisms of	6	AD	19 TH +9 TU
	Photography: Types of photographic			
	cameras and their structure (Pin-hole,			
	SLR, TLR, D-SLR)			
	Lenses (types and their perspective/angle	3		
	of view)			
	Aperture (f-stop & T-stop)	2		
	Aperture (1-stop & 1-stop)	2		
	Shutters (Focal plane & Lens shutter)	2		
	,			
	Light maters (Insident mellected &	3	-	
	Light meters (Incident, reflected &	3		
	through Lens: Average, Centre weighted,			
	Spot & Metrics)			
	Focus And Depth Of Field	3		
III	Understanding Light and Shadow, Natural	2	NB	12 TH +2 TU
122	light and Artificial Light	-		12 111 12 16
	The Nature of Light- Direct Light, Soft	2	+	
	light, Hard light, Directional Light.			
	Brightness, Contrast, Mid tones,	2		
	Highlights, Shadow and Silhouettes	2		
		2	-	
	Lighting equipment (Soft boxes,	2		
	umbrellas, fresnels, Skimmers,			
	reflectors,etc)			
	Three Point Lighting Technique and	2		
	Metering for Light			
	Filters and Use of a Flash Unit	2		
IV	DIGITAL Photography and Editing	3	AD	10 TH
	:Sensor Sizes , Formats and Storage			
	Introduction to Editing and Digital	1	NB	
	Manipulation			
	Brightness, Contrast, Mid tones,	2	SC	1
	Highlights, Colour tones, Basics of	1	Be	
	Photoshop			
	Photo editing software : (Microsoft Office	4	TDR	1
	Picture Manager, CorelDraw, Adobe	7	IDK	
	Photoshop Elements, Photoshop CC			
V	(Creative Cloud)	2	CC	10 THE OTHER
V	Photojournalism brief history	2	SC	10 TH + 2TU
	Application and ethics and Law in Digital	4		
	imaging, issues of unethical morphing,			
	copyright law			
	Approaches to documenting reality	3		
	(Discussion on Capa's 'The Falling			
	Soldier', objective truth or staged			
	<del></del>	<del></del>	-	

representation)		
War photojournalism	1	
Students' Activities		
(Project, PPT, Seminar Presentation,		15
Debate)		

## **Lesson Plan 2023-24 (Duration:15 weeks Dec-June)**

# **Dept of Journalism and Mass Communication**

#### **Semester-2**

### **Major DS2: Introduction to Communication Studies**

#### 45 hrs Theory, 60 Practical, 5 Student's activities

Unit	Topic	No of	Name of	Total
		classes/Hour	Teacher	
	Definition, Elements, process and	2		
	functions of communication			
1	Forms of Communication-	1	AD	12
	Intrapersonal Communication			
Theory				
	Interpersonal Communication, Small	2		
	Group Communication, Public			
	Communication			
	Mass Communication;	2		
	Verbal and Non-verbal	1		
	Communication;			
	7C's of communication, Barriers to communication.	2		
	Class Test	2		
2	Definition, importance and function of Communication Model	02	TDR	15
Theory	Types of Communication Models-	01		
	Linear, Interactive and Transactional			
	Models- SMR, SMCR, Shannon &	02		
	Weaver; Harold Dwight Lasswell			
	Model of Communication	02		
	Osgood and Schramm & Wilbur	02		

	Schramm Model of Communication			
	Frank Dance & Newcomb Model of Communication	02	-	
	Westley and Mclean Model of Communication	02		
	George Gerbner Model of Communication	01		
	Communication flows: one step, two step, multi-step.	03	-	
4 Theory	Definition and overview of Organizational Communication	1	SC	11
Theory	Functions and types of Organizational Communication	2		
	Barriers and obstacles to organizational communication	2		
	Meetings, convening a meeting	1	-	
	Meeting manners	1	-	
	Presiding over a meeting and participating in a meeting	1		
	Managing post meeting follow ups	1	-	
	Review and discussion	1	_	
	Class test	1	-	
3 Theory	Definitions, Nature, process and Scope of Mass Communication	3	AD+SC	7
Theory	Characteristics and typology of media audiences;	2		
	Mass Media ; Mass media and modern society.	2		
5 Practical	Individual Poster Presentation on contemporary social issues	10	NB + TDR	30+30 =60
2 2 3 0 10 01	a) Importance of interpersonal communication with	10		

examples		
b) Importance of group	10	
communication with		
examples		
c) Mass Media and its impact-	10	
discuss with example		
d) Non-verbal communication	10	
with examples		
Public Speaking on current affairs ( 5	10	
topics decided by the concerned		
department of the college)		
Student's activities		
(Duciest DDT Comings Duccentation		5
(Project, PPT, Seminar Presentation,		
Debate)		

## **Lesson Plan 2023-24 (Duration: Jan-June)**

# **Dept.** of Journalism and Mass Communication

### Sem-4

### **CC8 Introduction to New Media**

Unit	Topic	No. of Classes/hour	Name of Teacher	Total (TH+TU)
I	Key concepts and Theory	2	TDR	11TH + 3TU
	Defining New media			
	Terminologies and their meanings- Digital media, New media, Online media	3		
	Information society and New media	2		
	Technological Determinism	2		
	Computer mediated communication(CMC)	2		
II	Internet and it's beginnings	2	SC	11TH +
	Remediation and New media technologies	2		3TU
	Online communities	1		

	User generated content and web 2.0	2		
	Networked journalism, alternative	3		
	journalism			
	Social media in context	1		
III	Digitization of Journalism	2		15TH +
	Authorship and what it means in a digital age,	4	AD	3TU
	Piracy, Copyright, Copy left and Open Source,	4		
	Digital archives,	2		
	New Media and Ethics	3		
IV	Overview of Web Writing	2	NB	12TH + 3TU
	Linear and Non-linear writing,	2		
	Contextualized Journalism,	2		
	Writing Techniques,	2		
	Linking,	2		
	Multimedia	2		
V		3	AD	11TH +
'	Brief history of Blogging	3	TID	3TU
	Website planning and visual design	3	SC	_
	Content strategy of new media Audience Analysis of new media	3	TDR	
	Creating and Promoting a Blog	2	NB	
	Students' Activities (Project, PPT, Seminar Presentation, Debate)			15

## **Lesson Plan 2023-24 (Duration: Jan-June)**

# **Dept. of Journalism and Mass Communication SEM 4**

#### SENI

## **CC9 Development Communication**

Unit	Topic	No. of Classes/hour	Name of	Total
	-		Teacher	(TH+TU)

			1	
I	Development, concept and meaning	2	SC	11 TH + 3TU
	Models of development	2		
	Basic needs model Nehruvian model, Gandhian model	2		
	Panchayati Raj	2		
	Developing countries vs developed countries UN millennium dev. goals	3		
II	Development Communication: Concept and approaches	2	TDR	11 TH + 3TU
	Development Communication: Concept and approaches Paradigms of Development: dominant, dependency and alternative paradigm	2		
	Development Communication models- diffusion of innovation	2		
	Empathy, magic multiplier	1		
	Alternative Dev. Comm. Approaches: Sustainable Development Participatory development Inclusive development and Gender and development	2		
	Development Support Comm.: Definition, genesis, area, woods triangle	2		
III	Mass Media as a tool for development;	1	NB	11 TH +
	Creativity, role and performance of each media-comparative study of pre and post libarelization eras;	2		3TU
	Role, performance record of each medium- print, radio, tv, video, traditional media;	1		
	Role of development agencies and NGOs in development communication;	1		
	Critical appraisal of dev comm. programmes and govt. schemes: SITE, Krishi Darshan, Kheda, Jhabua, MNREGA;	2		

	Cyber media and dev – e-governance, e-chaupal, national knowledge network, ICT for dev; narrow casting;	2		
	Development support communication in India in the areas of: agriculture, health & family	1		
	welfare, population, women empowerment, poverty, unemployment, energy and environment, literacy, consumer awareness	1		
IV	Practising development communication Television programmes for rural India (Krishi Darshan)	5	AD	15 TH + 3TU
	Community radio and development	3	SC	
	Strategies for designing messages for print	3	TDR	
	Using new media technologies for development. Development Journalism and rural reporting in India	4	NB	
V	Rural Journalism Information needs in rural areas;	2	AD	12 TH +
	Use of traditional media for development in rural areas;	2	. 715	3TU
	Rural newspapers;	1		
	Critical appraisal of mainstream media 's reportage on rural problems and issues;	3		
	Specific features of tribal society;	1		
	Information needs in tribal setting;	1		
	Critical appraisal of mainstream media's reportage on tribal problems and issues.	2		
	Students' Activities (Project, PPT, Seminar Presentation, Debate)			15

**Lesson Plan 2023-24 (Duration: Jan-June)** 

**Dept. of Journalism and Mass Communication** 

#### CC10 Media Ethics and the Law

Unit	Торіс	No. of Classes/hour	Name of Teacher	Total (TH+TU)
I	Freedom of Expression and Defamation- Libel and slander ,Right to Information	5	AD	15 TH + 3TU
	Freedom of expression (Article 19 (1)(a), Article 19(1)(2)	4	SC	
	Issues of privacy and Surveillance in Society	3	NB	
	Idea of fair Trial/Trial by media	3	TDR	
II	Media Technology and Ethical Parameters	3	NB	12 TH + 3TU
	Live reporting and ethics	2		
	Legality and Ethicality of Sting Operations, Phone Tapping etc.	4		
	Ethical issues in Social media (IT Act 2000, Sec 66 A and the verdict of The supreme court)	3		
III	Representation and ethics : Advertisement and Women	2	AD	11 TH + 3TU
	Pornography	1		
	Related Laws and case studies- Indecent representation of Women (Prohibition) Act, 1986 and rules 1987, Protection of Women against Sexual Harassment Bill 2007 and Act 2013, Sec 67 of IT Act 2000 and 292 IPC	8		
IV	Media and Regulation : Regulatory bodies	2	TDR	11 TH + 3TU
	Codes and Ethical guidelines	2		
	Self-Regulation of media	2		
	Media Content: Debates on morality and Accountability: Taste, Culture and Taboo	3		
	Censorship and media debates	2		
V	Media and social responsibility, economic pressures	2	SC	11 TH + 3TU
	Media reportage on marginalized sections - children, Dalits, tribals, gender	3		
	Media coverage of violence and related laws	2		
	Inflammatory writing (IPC 353)	2		
	Sedition - incitement to violence, hate	2		

speech Relevant case studies		
Students' Activities		15
(Project, PPT, Seminar Presentation,		
Debate)		

## Lesson Plan 2023-24 (Duration:15 weeks Jan-June)

# **Dept of Journalism and Mass Communication**

#### Semester -VI

# CC-13: Advanced New Media 60 Teaching + 15 Tutorials+ 15 Students' Activities

Unit	Topic	No of classes/Hour	Name of Teacher	Total
I	Basics of New Media: Frameworks – Genres and Environments,	2	AD	9 TH+ 3TU
	Understanding New Media Ecologies, Trans - medial Storytelling,	2		
	Genres – Digital art, Digital Cinema – New Media Fiction and Documentary, Gaming and Player Culture,	3		
	Virality and Memes, et al.; guerrilla media; curating media, festival, media spaces.	2		
II	Sociology of the Internet and New Media:	2	NB	12 <sup>TH</sup> +2TU
	Social Construction of Technology,	1		
	Utopian - Dystopian Interface 1			
	Digital inequalities	1		
	Digital Divide and Access,	2		
	Economy of New Media	2		
	Intellectual value; digital media ethics,	2		
	new media and popular culture.	1		
III	Critical New Media: Who controls New Media, Questions surrounding net neutrality and related issues	2	TDR	7 TH
	Surveillance and the state,	1	NB	
	Cyber security and issues of privacy	2	AD	
	the Internet and public sphere - politics and public sphere in the digital age.	2	SC	
IV	Participatory culture, convergence culture	2	SC	17 TH+5TU
	Social media and Participatory media culture	2		

	Digital fandom and online communities	3		
	Digital identity	1		
	Gender and New media	2		
	Digital media and Identities	2		
	New media campaigns	2		
	Class test and revision	3		
V	Project and Production: Digital	3	TDR	15TH+5TU
	Production in the forms of shorts,			
	video, podcast, video blog, photo blog,			
	blogs and Microblogs etc.			
	Research and developmental techniques	2		
	Ideas for final project	2		
	Scripting / production	2		
	Social media marketing and publicity	2		
	Exhibition/screening	2		
	Revision and Class Test	2		
	Students' Activities			
	(Project, PPT, Seminar Presentation,			15
	Debate)			

## **Lesson Plan 2023-24 (Duration:15 weeks Jan - June)**

### **Dept of Journalism and Mass Communication**

#### Semester -VI

# CC-14: Communication Research and Methods 60 Teaching + 15 Tutorials+ 15 Students' Activities

Unit	Topic	No of classes/Hour	Name of Teacher	Total
I	Introduction to Research: Definition, Role, Function	2	NB	15TH + 5TU
	Basic and Applied Research,	3	1	
	Scientific Approach	2		
	Role of theory in research,	3	]	
	Steps of Research (Research question, Hypothesis, Review of Literature).	3		
	Revision and Class Test	3	1	
II	Methods of Media Research: Qualitative- Quantitative Technique, Content Analysis,	3	TDR	9TH
	Survey Method, Observation Methods,	2	AD	
	Experimental Studies, Case Studies,	2	NB	
	Narrative Analysis, Historical research.	2	SC	
III	Sampling: Need for Sampling, Sampling Methods, Representativeness of the Samples, Sampling Error,	3	AD	9 TH + 2 TU
	Tools of data collection: Primary and Secondary data - Questionnaire,	2		
	Focus Groups, Telephone, Surveys,	2	1	

	Online Polls, Published work.	2			
IV	Methods of analysis and report writing	2	TDR	10 <sup>TH</sup> +2TU	
	Data Analysis Techniques	1			
	Coding and Tabulation	1			
	Non-Statistical methods: Descriptive				
	and Historical	1			
	Working with Archives and Working	1			
	with Internet as a source				
	Library Research	1			
	Writing Citations	1			
	Bibliography	1			
	Writing the research report	1			
V	Ethnographies	1	SC	17TH+6TU	
	Readership and it's types	3			
	Audience surveys	3			
	Textual analysis	2			
	Discourse analysis	2			
	Ethical perspectives of mass media	3			
	research				
	Class test and revision	3			
	Students' Activities				
	(Project, PPT, Seminar Presentation,			15	
	Debate)				

# Lesson Plan 2023-24 (Duration:15 weeks Jan - June)

### **Dept of Journalism and Mass Communication**

### Semester -VI

# **DSE04:** Media, Gender and Human Rights 60 Teaching + 15 Tutorials+ 15 Students' Activities

Unit	Topic	No of classes/Hour	Name of Teacher	Total
I	Media and the social world: Media impact on individual and society;	3	AD	15TH +3 TU
	Democratic Polity and mass media;	3	7	
	Media and Cultural Change;	3		
	Rural - Urban Divide in India: Grass - roots media	3		
	Class Test and Revision	3		
II	Gender: Conceptual Frameworks in Gender studies	2	TDR	16TH + 4TU
	Feminist Theory	2		
	History of Media and Gender	2		
	Media and Gender debates in India (Case Studies)	3		
	Media and Gender- Theoretical	2		

	concerns			
	Media and Masculinity	3		
	Class Test and Revision	2		
III	Media: Power and Contestation	2	SC	13TH + 2 TU
	Public sphere and it's critique	2		
	Public sphere of the disempowred?	2		
	Media and social difference : class,	2		
	gender, race etc.			
	Media genres - Romance, Television,	2		
	Soap opera, sports etc.			
	Class test and revision.	3		
IV	Media and Human Rights	3	NB	16TH +6 TU
	Human Rights - Theoretical	2		
	perspectives,			
	Critique;	2		
	Universal Declaration of Human Rights;	4		
	Human Rights and Media (Case	2		
	Studies).			
	Class test and revision.	3		
	Students' Activities			
	(Project, PPT, Seminar Presentation,			15
	Debate)			

# **Lesson Plan 2023-24 (Duration:15 weeks Jan - June)**

### **Dept of Journalism and Mass Communication**

### Semester –VI

# **DSE06: Introduction to Film Studies** 60 Teaching + 15 Tutorials+ 15 Students' Activities

Unit	Topic	No of classes/Hour	Name of Teacher	Total
Ι	Language of cinema I - Focus on visual Language: Shot, Scene, Mis-en-scene, Deep focus, Continuity Editing, Montage	4	SC	13 TH+2TU
	Language of Cinema II – Focus on Sound and Colour: Diegetic and Non Diegetic Sound; Off screen sound; sync sound.	2		
	The use of Colour as a stylistic Element	2		
	Genre and the development of Classical Hollywood Cinema.	3		
	Class test and revision	2		
III	Film Form and Style	2	NB	12TH +2 TU
	German Expressionism	2		

	Film Noir	2		
	Italian Neo-realism;	2		
	French New-Wave.	3		
	Class Test and Revision	1		
III	Alternative Visions: Third Cinema and Non Fiction Cinema;	3	AD	23TH +9 TU
	Film Screening and discussion	3	]	
	Introduction to Feminist Film Theory;	3		
	Film Screening and Discussion	3		
	Auteur - Film Authorship with a special focus on Ray or Kurusawa.	3		
	Film Screening and Discussion	3		
	QA Discussion	3		
	Class Test and Revision	2		
IV	Hindi Cinema: Early Cinema and the Studio Era	2	TDR	12TH + 2TU
	1950's- Cinema and the Nation (Guru Dutt, Raj Kapoor, Mehboob)	3		
	The Indian New Wave	3		
	Globalization and Indian Cinema	3	1	
	Globalization and Film Culture	2	1	
	Class Test and Revision	1	]	
	Students' Activities (Project, PPT, Seminar Presentation,			15
	Debate)			

## Ramakrishna Sarada Mission Vivekananda Vidyabhavan

# **Dept of Journalism and Mass Communication**

## Lesson Plan 2024-25

**Semester-1**, (Duration- July – Dec)

### **Major DS1: Introduction to Journalism**

#### 45 hrs Theory, 60 Practical, 5 Student's activities

Unit	Topic	No of classes/Hour	Name of Teacher	Total
1	News: meaning, definition, nature; Elements	3	AD	15
Theory	The news process: from the event to the reader (how news is carried from event to reader);	2	AD	13
	Hard news vs. Soft news; Different types of News	2		
	Basic components of a News Story	2		
	Attribution, Embargo, Verification, Balance and Fairness,	2		
	Brevity, Dateline, credit line, Byline	1		
	Class Test	3		
2	Different Forms of Print - A Historical Perspective	2	TDR	15
Theory	Yellow Journalism	2		
	Penny Press	2		
	Tabloid press	2		
	Language of News - Robert Gunning: Principles of Clear Writing	3		
	Rudolf Flesch Formula: Skills to write News	2		
	Class Test	2		

3	Organising a news story	2	SC	15
Theory	5Ws and IH; Inverted Pyramid	1		
	Criteria for news worthiness	2	-	
	Principles of news selection	2	-	
	Use of Archives, Source of news	2		
	Use of internet	1		
	Citizen journalism	1		
	Revision and Discussion	3		
	Class test	1		
4 Practical	Caption Writing for News Photographs/ Photo Feature	6	NB	30
Tractical	Reporting of Different Kinds of Events. (College level Events/ Outside)	6		
	Translation of Newspaper Reports	6		
	Report Writing	12	-	
5 Practical	Review of content of newspaper (Film, Music)	6	AD	30
Tractical	Review of content of newspaper ( Book, Art)	6	SC	
	Front Page Make Up of a Newspaper using any Page Make Up Software (Computer)	8	TDR	
	Front Page Make Up of a Newspaper using any Page Make Up Software (Computer)	10	NB	
	Student's activities			
	(Project, PPT, Seminar Presentation, Debate)			5

# **Dept of Journalism and Mass Communication**

## **Semester-III**

# **Major DS03: Reporting and Editing for Print**

#### 45 hrs Theory, 60 Practical, 5 Student's activities

Unit	Topic	No of	Name of	Total
		classes/Hou	Teacher	
		r		
	Role, functions and qualities:	02		
	Reporters, Chief Reporter			
1	Role, functions and qualities: News	02	TDR	15
	Coordinator, Photo Journalists, Chief			
Theory	of News Bureau			
	Role, functions and qualities: Correspondents (Special, District, Foreign), Freelancers, Stringers	02		
	General assignment reporting/ working on a beat- crime, courts, city reporting, local reporting, hospitals, health, education, sports	02		
	Advocacy reporting with curtain raiser; Lifestyle journalism	01		
	News agency reporting; Covering Press Conferences;	02		
	Review- Book review, Film review, Review of television programmes, Review of series of OTT platforms	03		
	Role of cartoon and cartoonist	01		
2	Interpretative Journalism	1	SC	15
Theory	Investigative reporting	2		
	Interviewing: Research, planning, framing questions, writing the piece	2		
	Importance of leads, types of lead	1		
	Features: Meaning, types of features, leads for features, difference between news and features	2		
	Advertorials	1		
	Columns: meaning, importance, types, Columnists	2		

	Trends in sectional news: Weekend pull-outs, Supplements, Backgrounders.	2		
	Revision And Discussion	1		
	Class test	1		
3 Theory	Organizational setup of a newspaper; Newsroom of the newspaper; Editorial department;	3	AD	15
	Introduction to editing: Principles of editing;	2		
	Headlines: types, importance, functions;	2		
	Importance of news photos, selection and editing of news photos;	2		
	Duties and responsibilities of Editor, News editor, Sub /Copy editor, Night news editor;.	3		
	Editorial page: structure, purpose, edits, middles, Op-ed, letters to the editor	2		
	Class Test	1		
4 Practical	Analyzing different types of Report Writing published in newspapers	8	NB	30
Tractical	Analyzing different types of Column writing published in newspapers	7		
	Techniques of interview writing	7		
	Editing news copies	8		
5	Review of Film/OTT	6	AD	30
Practical	Feature Writing	6	SC	
	International Page Make Up of a Newspaper using InDesign Software (Computer)	8	TDR	
	Front Page Make Up of a Newspaper using any Page Make Up Software (Computer)	10	NB	
	Student's activities			5

(Project, PPT, Seminar Presentation, Debate)		

## **Dept of Journalism and Mass Communication**

### Semester –V CC-11: Global Media and Politics 60 Teaching + 15 Tutorials+ 15 Students' Activities

Unit	Topic	No of classes/Hour	Name of Teacher	Total
I	Media and international communication	2	AD	9 TH+ 3TU
	The advent of popular media- a brief overview	2		
	Propaganda in the inter-war years: Nazi Propaganda,	3		
	Radio and international communication	2		
II	Media and super power rivalry: Media during the Cold War	2	TDR	16 TH+5TU
	Vietnam War,	1		
	Disintegration of USSR	2		
	Radio free Europe and Radio Liberty,	1		
	Voice of America	1	7	
	Communication debates: NWICO	1		
	McBride Commission and UNESCO	2		
	Unequal development and Third World concerns: North-South	2		
	Rich – Poor	2		
	Assignments	2		
III	Global Conflict and Global Media	1	NB	10 TH
	World Wars and Media Coverage post 1990: Rise of Al Jazeera	3	SC	
	The Gulf Wars: CNN's satellite transmission, embedded Journalism	3	TDR	
	9/11 and implications for the media	3	AD	
IV	Media and cultural globalization	2	NB	12 TH+ 2 TU
	Cultural imperialism	2		
	Cultural politics	2		
	Media hegemony	2		
	Global cultures	1		
	Homogenization	1		
	The English language Local/Global, Local/Hybrid	2		
V	Media and the global market	2	SC	13 TH + 5 TU
•	Discourses of Globalisation	1		
	Barrier free economy, multinationals, technological developments, digital divide	3		
	Media conglomerates and monopolies	2		
	Global and regional integrations	1		
	Zee TV as Pan Indian channel	2		
	Zee I v as Pan mulan channel	1 4		

Bollywood entertainment	1	
Local adaptions of global programmes	1	
Students' Activities		
(Project, PPT, Seminar Presentation,		15
Debate)		

## **Dept of Journalism and Mass Communication**

#### Semester -V

## CC-12: Advanced Broadcast Media 60 Teaching + 15 Tutorials+ 15 Students' Activities

Unit	Topic	No of	Name of	Total
		classes/Hour	Teacher	
I	Public Service Broadcasting	1	SC	13TH + 5TU
	Public Service Model in India, policy and laws	2		
	Global overview of Public Service Broadcasting	2		
	Community radio	2		
	Community video	2		
	Participatory communication	2		
	Campus radio	2		
II	Private Broadcasting	1	NB	15 TH + 5 TU
	Private Broadcasting Model in India;	2		
	Policy and Laws	3		
	Structure,	2		
	Functions	2		
	Working of a Broadcast Channel	2		
	Public and Private partnership in television and Radio programming (India and Britain case studies)	3		
III	Why am I the 'Idiot Box'? - Debates, Issues and Concerns of Television Genre	3	AD	11 TH + 2 TU
	Various Evolving Contemporary Television genres: Drama, soap opera, comedy, reality television, children's television, animation, prime time and day time.	8		
IV	Writing and Producing for Radio	2	NB	10 TH
	Public Service Advertisements	2	SC	
	Discussions and revision	3		
	Jingles	2	AD	
	Radio Magazine shows	1	TDR	
V	Advanced Broadcast Production II - (Television)	2	TDR	11 TH +3TU

Mixing Genres in Television Production-	3	
Music Video for social comment/as		
documentary Mixing		
ENG and EFP	3	
Reconstruction in News based	2	
Programming		
Assignments	1	
Students' Activities		
(Project, PPT, Seminar Presentation,		15
Debate)		

# **Dept of Journalism and Mass Communication**

#### Semester -V

#### **DSE2: Print Journalism and Production**

Unit	Topic	No of classes/Hour	Name of Teacher	Total
Ι	Specialized Reporting	2	AD	8 TH +3 TU
	Business/economic	2		
	Parliamentary	2		
	Political	2		
II	Trends in Print journalism	2	NB	13 TH + 5 TU
	Investigative journalism	3		
	Sting operations and related case studies	2		
	Impact of Technology on newspapers and Magazines	3		
	Ethical debates in print journalism: ownership and control.	3		
III	Production of newspaper	1	SC	9 TH + 2 TU
	Principles of Layout and Design	1		
	Layout and format	1		
	Typography	1		
	Copy preparation design process	2		
	Handling text matter(headlines, pictures, advertisements)	1		
	Page make up, front page	1	-	
	Editorial page and supplements	1	-	
IV	Technology and print Modern Printing Processes	3	TDR	22 TH +5 TU
	DTP (Desk top publishing)	3	•	
	Software for print :Quark Express	3	1	
	Adobe Photoshop,	4		
	Adobe In Design	3		

	Picture Editing and Caption Writing	3		
	Assignments	3		
V	Advanced Newspaper and Magazine Editing	2	SC	8 TH
	Classification of Newspapers and Magazines	2	AD	
	Current trends in Newspapers and Magazines with respect to content	2	NB	
	Photographs and Cartoons in Newspapers and Magazines	2	TDR	
	Students' Activities (Project, PPT, Seminar Presentation, Debate)			15

# **Dept of Journalism and Mass Communication**

#### Semester -V

## DSE3: Photographical Appreciation 60 Teaching + 15 Tutorials+ 15 Students' Activities

Unit	Topic	No of classes/Hour	Name of Teacher	Total
I	Introduction to Photography: A brief History of Photography- Camera Obscura to the daguerreotype process	2	TDR	9 TH+2TU
	Technical history of photography: Persistence of Vision	1		
	Camera Obscura,	1	-	
	Muybridge Experiment (Leaping horse	1		
	The photographic process (The Silver Hallide Photography Process	1		
	A brief glimpse into the Dark Room Development of a Photograph	2		
	Modernization of Photography and its use in Mass Media	1		
П	Understanding the mechanisms of Photography: Types of photographic cameras and their structure (Pin-hole, SLR, TLR, D-SLR)	6	AD	19 TH +9 TU
	Lenses (types and their perspective/angle of view)	3		
	Aperture (f-stop & T-stop)	2		
	Shutters (Focal plane & Lens shutter)	2		
	Shutters (Focal plane & Lens shutter)	2		

	Light meters (Incident, reflected & through Lens: Average, Centre weighted, Spot & Metrics)	3		
	Focus And Depth Of Field	3		
III	Understanding Light and Shadow, Natural light and Artificial Light	2	NB	12 TH +2 TU
	The Nature of Light- Direct Light, Soft light, Hard light, Directional Light.	2		
	Brightness, Contrast, Mid tones, Highlights, Shadow and Silhouettes	2		
	Lighting equipment (Soft boxes, umbrellas, fresnels, Skimmers, reflectors,etc)	2		
	Three Point Lighting Technique and Metering for Light	2		
	Filters and Use of a Flash Unit	2		
IV	DIGITAL Photography and Editing :Sensor Sizes , Formats and Storage	3	AD	10 TH
	Introduction to Editing and Digital Manipulation	1	NB	
	Brightness, Contrast, Mid tones, Highlights, Colour tones, Basics of Photoshop	2	SC	
	Photo editing software: (Microsoft Office Picture Manager, CorelDraw, Adobe Photoshop Elements, Photoshop CC (Creative Cloud)	4	TDR	
V	Photojournalism brief history	2	SC	10 TH + 2TU
	Application and ethics and Law in Digital imaging, issues of unethical morphing, copyright law	4		
	Approaches to documenting reality (Discussion on Capa's 'The Falling Soldier', objective truth or staged representation)	3		
	War photojournalism	1		
	Students' Activities (Project, PPT, Seminar Presentation, Debate)			15

# Name of the Teachers

AD – Aditi Das

SC – Sreejaya Chatterjee

NB – Nabanita Bhattacharyya

TDR – Tanika Deb Roy

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