

Ramakrishna Sarada Mission Vivekananda Vidyabhavan

Dept of Journalism and Mass Communication

Lesson Plan 2018-19

Semester 1 (Duration: July-Dec)

CC1: Introduction to Journalism

60 Teaching + 15 Tutorials+ 15 Students' Activities

Unit	Topic	No of classes/Hour	Name of Teacher	Total (TH+TU)
I	Understanding News	2	AD	11 TH
	Ingredients of news	2		
	News: meaning, definition, nature	2		
	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	TDR	11 TH+3TU
	Yellow journalism	1		
	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	NB	12 TH+2TU
	Language and principles of writing: Basic differences between the print, electronic and online journalism	5		
	Citizen journalism	3		
V	Role of Media in a Democracy	3	SC	11TH+5TU
	Responsibility to Society	3		
	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

60 Teaching + 15 Tutorials+ 15 Students' Activities

Unit	Topic	No of classes/Hour	Name of Teacher	Total
I	Media and Everyday Life	2	AD	13TH+2TU
	Mobile phones,	2		
	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		
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, Debate)			15
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Lesson Plan 2018-19 (Duration: Jan- June)

Semester-II

CC3: Reporting and Editing for Print

60 Teaching + 15 Tutorials+ 15 Students' Activities

Unit	Topic	No of classes/Hour	Name of Teacher	Total (TH+TU)
1	Covering news	4	NB	19TH+4TU
	General and Beat reporting	2		
	News agency reporting	2		
	Covering, Meeting, Speeches, Meeting and press conference	4		
	Covering of beats-crime, city reporting, hospitals	4		
	Education, sports	3		
	Discussion and QA	2		
		2		
2	Interview, Types, Setting up and 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	AD	11 TH + 7TU
	Organisational set up of a newspaper	3		
	Editorial department	2		
	Introduction to Editing, Principles of Editing	2		
	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 news treatment	1		
	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, Debate)			15

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

Semester 2

CC4: 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 Culture	1	AD	10TH+3TU
	Mass Culture	3		
	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 caste and gender issues in media	2	SC	
	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

Ramakrishna Sarada Mission Vivekananda Vidyabhavan

Dept of Journalism and Mass Communication

Lesson Plan 2019-20

Semester 1 (Duration: July-Dec)

CC1- Introduction to Journalism

60 Teaching + 15 Tutorials+ 15 Students' Activities

Unit	Topic	No of classes/Hour	Name of Teacher	Total (TH+TU)
I	Understanding News	2	AD	11 TH
	Ingredients of news	2		
	News: meaning, definition, nature	2		
	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	TDR	11 TH+3TU
	Yellow journalism	1		
	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	NB	12 TH+2TU
	Language and principles of writing: Basic differences between the print, electronic and online journalism	5		
	Citizen journalism	3		
V	Role of Media in a Democracy	3	SC	11TH+5TU
	Responsibility to Society	3		
	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

60 Teaching + 15 Tutorials+ 15 Students' Activities

Unit	Topic	No of classes/Hour	Name of Teacher	Total
I	Media and Everyday Life	2	AD	13TH+2TU
	Mobile phones,	2		
	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		
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, Debate)			15
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Lesson Plan 2019-20 (Duration: Jan- June)

Semester-2

CC3: Reporting and Editing for Print

60 Teaching + 15 Tutorials+ 15 Students' Activities

Unit	Topic	No of classes/Hour	Name of Teacher	Total (TH+TU)
1	Covering news	4	NB	19TH+4TU
	General and Beat reporting	2		
	News agency reporting	2		
	Covering,Meeting,Speeches, Meeting and press conference	4		
	Covering of beats-crime,city reporting, hospitals	4		
	Education,sports	3		
	Discussion and QA	2		
		2		
2	Interview, Types, Setting Up And Conducting Interview	3	SC	13TH+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	AD	11 TH + 7TU
	Organisational set up of a newspaper	3		
	Editorial department	2		
	Introduction to Editing, Principles of Editing	2		
	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, Backgrounders	1	SC	7
	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 news treatment	1		
	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, Debate)				15

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

Semester: 2

CC4 : 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 Culture	1	AD	10TH+3TU
	Mass Culture	3		
	Popular Culture	3		
	Folk Culture	3		
	Media and Culture	3		
2	Frankfurt School	2	NB	10 TH+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	
	<i>Representation of caste and</i>	2	SC	

	<i>gender issues in media</i>			
	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

Lesson Plan 2019-20 (Duration:15 weeks, July-Dec)

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 – 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
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Lesson Plan 2019-20 (Duration:15 weeks July-Dec)

Semester 3

CC6: History of the Media

60 Teaching + 15 Tutorials+ 15 Students' Activities

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 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		
	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

Lesson Plan 2019-20 (Duration:15 weeks, July-Dec)

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,	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 - AAI, ASCI and their codes.	1		
	QAs and Revision	1		
II	Advertising through Print, electronic and online media;	2	TDR	10TH+3TU
	Types of Media for advertising; Advertising Objectives,	1		
	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

Lesson Plan 2019-20 (Duration:15 weeks, Jan - June)

Semester: 4

CC8: Introduction to New Media

60 Teaching + 15 Tutorials+ 15 Students' Activities

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

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

Lesson Plan 2019-20 (Duration:15 weeks, Jan - June)

Semester: 4

CC9: Development Communication

60 Teaching + 15 Tutorials+ 15 Students' Activities

Unit	Topic	No of classes/Hour	Name of Teacher	Total (TH+TU)
1	Development, concept and measurement	2	SC	12TH+2TU
	Development vs growth, human development	1		
	Development as freedom	1		
	Basic needs model	1		
	Nehruvian model, Gandhian model	2		
	Panchayati Raj	1		
	Developing countries vs developed countries	1		
	UN millennium dev. goals	1		
Class test and revision	2			
2	Development Communication: Concept and approaches	2	TDR	17TH+4TU
	Paradigms of Development: dominant, dependency and alternative paradigm	2		
	Development Communication approaches- diffusion of innovation	2		
	Empathy, magic multiplier	2		
	Alternative Dev. Comm. Approaches: Sustainable Development	2		
	Participatory development	2		
	Inclusive development	2		
	Gender and development	1		
	Development Support Comm.: Definition, genesis, area , woods triangle	2		
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, 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	3		
4	Practicing development communication, strategies for designing messages for print	2	TDR	5 TH
	Community radio and development, using new media for development	1	SC	
	Television programmes for rural India (Krishi Darshan)	1	AD	
	Development journalism and rural reporting in India	1	NB	
5	Rural journalism, Information needs in rural areas	2	AD	15TH+7TU
	Use of traditional media for development in rural areas	2		
	Rural newspapers	2		
	Critical appraisal of mainstream media's reportage on rural problems and issues	2		
	Specific features of tribal society	1		
	Information needs in tribal settings	3		
	Critical appraisal of main stream media's reportage on tribal problems and issues	2		
	Discussion & Q/A	1		
	Students' Activities (Project, PPT, Seminar Presentation, Debate)			15

Lesson Plan 2019-20 (Duration:15 weeks, Jan - June)

Semester 4

CC10: Media Ethics and the Law

60 Teaching + 15 Tutorials+ 15 Students' Activities

Unit	Topic	No of classes/Hour	Name of Teacher	Total (TH+TU)
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1	Freedom of expression (Article 19(1)(a) and Article 19(1)(2),Issues of Privacy and surveillance in society	3	SC	10
	Freedom of expression and defamation-libel and slander, Right to Information	2	AD	
	Idea of fair trial/trial by media, intellectual property rights	4	TDR	
	Media ethics and cultural dependence	1	NB	
2	Live reporting and ethics	2	NB	11TH+4TU
	Sting operation phone tapping	2		
	Ethical issues in social media	2		
	Discussion of important cases	1		
	Operation westend	2		
	Discussion and QA	2		
3	Advertising and women	2	AD	11TH+2TU
	Pornography	1		
	Related Laws and case studies- Indecent representation of Women (Prohibition) Act ,1986 and Rules 1987	2		
	Protection of women against Sexual Harassment Bill ,2007	2		
	Sec 67 of IT Act 2000	2		
	292 IPC etc	2		
4	Media and Regulation: Regulatory bodies	2	TDR	11 TH+4TU
	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		
5	Media and social responsibility, economic pressures	2	SC	17TH+5TU
	Media reportage on marginalized sections - children, Dalits, tribals, gender	4		
	Media coverage of violence and related laws	2		
	Inflammatory writing (IPC 353)	2		
	Sedition - incitement to violence, hate speech	2		
	Relevant case studies - Muzaffarpur riots	2		
	Attacks on civil liberties of individuals and social activists	3		
	Students' Activities (Project, PPT, Seminar Presentation, Debate)			15

Ramakrishna Sarada Mission Vivekananda Vidyabhavan

Dept of Journalism and Mass Communication

Lesson Plan 2020-21

Semester 1 (Duration: July-Dec)

CC1: Introduction to Journalism

60 Teaching + 15 Tutorials+ 15 Students' Activities

Unit	Topic	No of classes/Hour	Name of Teacher	Total (TH+TU)
I	Understanding News	2	AD	11 TH
	Ingredients of news	2		
	News: meaning, definition, nature	2		
	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	TDR	11 TH+3TU
	Yellow journalism	1		
	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	NB	12 TH+2TU
	Language and principles of writing: Basic differences between the print, electronic and online journalism	5		
	Citizen journalism	3		
V	Role of Media in a Democracy	3	SC	11TH+5TU
	Responsibility to Society	3		
	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

60 Teaching + 15 Tutorials+ 15 Students' Activities

Unit	Topic	No of classes/Hour	Name of Teacher	Total
I	Media and Everyday Life	2	AD	13TH+2TU
	Mobile phones,	2		
	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		
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, Debate)			15
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Lesson Plan 2020-21 (Duration:15 weeks, Jan - June)

Semester-2

CC3: Reporting and Editing for Print

60 Teaching + 15 Tutorials+ 15 Students' Activities

Unit	Topic	No of classes/Hour	Name of Teacher	Total (TH+TU)
1	Covering news	4	NB	19TH+4TU
	General and Beat reporting	2		
	News agency reporting	2		
	Covering,Meeting,Speeches, Meeting and press conference	4		
	Covering of beats-crime,city reporting, hospitals	4		
	Education,sports	3		
	Discussion and QA	2		
		2		
2	Interview, Types, Setting Up And Conducting Interview	3	SC	13TH+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		
	<i>Class Tests + Revision</i>	3		
3	The newspaper newsroom	1	AD	11 TH + 7TU
	Organisational set up of a newspaper	3		
	Editorial department	2		
	Introduction to Editing, Principles of Editing	2		
	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, Backgrounders	1	SC	7
	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 news treatment	1		
	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, Debate)			15

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

Semester 2

CC4 : 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 Culture	1	AD	10TH+3TU
	Mass Culture	3		
	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
	Signs and codes in Media Discourse Analysis Genres	2	TDR	
	Representation of caste and gender issues	2	SC	

	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

Lesson Plan 2020-21 (Duration:15 weeks, July-Dec)

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 – 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
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Lesson Plan 2020-21 (Duration:15 weeks, July-Dec)

Semester 3

CC6: History of the Media

60 Teaching + 15 Tutorials+ 15 Students' Activities

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		
	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

Lesson Plan 2020-21 (Duration:15 weeks, July-Dec)

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,	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 - AAI, ASCI and their codes.	1		
	QAs and Revision	1		
II	Advertising through Print, electronic and online media;	2	TDR	10TH+3TU
	Types of Media for advertising; Advertising Objectives,	1		
	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

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

Semester 4

CC8: Introduction to New Media

60 Teaching + 15 Tutorials+ 15 Students' Activities

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

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

	Students' Activities (Project, PPT, Seminar Presentation, Debate)			15
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Lesson Plan 2020-21 (Duration:15 weeks, Jan - June)

Semester 4

CC9: Development Communication

60 Teaching + 15 Tutorials+ 15 Students' Activities

Unit	Topic	No of classes/Hour	Name of Teacher	Total (TH+TU)
1	Development, concept and measurement	2	SC	12TH+2TU
	Development vs growth, human development	1		
	Development as freedom	1		
	Basic needs model	1		
	Nehruvian model, Gandhian model	2		
	Panchayati Raj	1		
	Developing countries vs developed countries	1		
	UN millennium dev. goals	1		
	Class test and revision	2		
2	Development Communication: Concept and approaches	2	TDR	17TH+4TU
	Paradigms of Development: dominant, dependency and alternative paradigm	2		
	Development Communication approaches- diffusion of innovation	2		
	Empathy, magic multiplier	2		
	Alternative Dev. Comm. Approaches: Sustainable Development	2		
	Participatory development	2		
	Inclusive development	2		
	Gender and development	1		
	Development Support Comm.: Definition, genesis, area , woods triangle	2		
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, 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	3		
4	Practicing development communication, strategies for designing messages for print	2	TDR	5 TH
	Community radio and development, using new media for development	1	SC	
	Television programmes for rural India (Krishi Darshan)	1	AD	
	Development journalism and rural reporting in India	1	NB	
5	Rural journalism, Information needs in rural areas	2	AD	15TH+7TU
	Use of traditional media for development in rural areas	2		
	Rural newspapers	2		
	Critical appraisal of mainstream media's reportage on rural problems and issues	2		
	Specific features of tribal society	1		
	Information needs in tribal settings	3		
	Critical appraisal of main stream media's reportage on tribal problems and issues	2		
	Discussion & Q/A	1		
Students' Activities (Project, PPT, Seminar Presentation, Debate)				15

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

Semester 4

CC10: Media Ethics and the Law

60 Teaching + 15 Tutorials+ 15 Students' Activities

Unit	Topic	No of classes/Hour	Name of Teacher	Total (TH+TU)
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1	Freedom of expression (Article 19(1)(a) and Article 19(1)(2),Issues of Privacy and surveillance in society	3	SC	10
	Freedom of expression and defamation-libel and slander, Right to Information	2	AD	
	Idea of fair trial/trial by media, intellectual property rights	4	TDR	
	Media ethics and cultural dependence	1	NB	
2	Live reporting and ethics	2	NB	11TH+4TU
	Sting operation phone tapping	2		
	Ethical issues in social media	2		
	Discussion of important cases	1		
	Operation westend	2		
	Discussion and QA	2		
3	Advertising and women	2	AD	11TH+2TU
	Pornography	1		
	Related Laws and case studies- Indecent representation of Women (Prohibition) Act ,1986 and Rules 1987	2		
	Protection of women against Sexual Harassment Bill ,2007	2		
	Sec 67 of IT Act 2000	2		
	292 IPC etc	2		
4	Media and Regulation: Regulatory bodies	2	TDR	11 TH+4TU
	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		
5	Media and social responsibility, economic pressures	2	SC	17TH+5TU
	Media reportage on marginalized sections - children, Dalits, tribals, gender	4		
	Media coverage of violence and related laws	2		
	Inflammatory writing (IPC 353)	2		
	Sedition - incitement to violence, hate speech	2		
	Relevant case studies - Muzaffarpur riots	2		
	Attacks on civil liberties of individuals and social activists	3		
	Students' Activities (Project, PPT, Seminar Presentation, Debate)			15

Lesson Plan 2020-21 (Duration:15 weeks, July-Dec)

Semester 5

CC11: 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		
	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		
	Bollywood entertainment	1		
	Local adaptations of global programmes	1		
	Students' Activities (Project, PPT, Seminar Presentation, Debate)			15

Lesson Plan 2020-21 (Duration:15 weeks, July-Dec)

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 - (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 Programming	2		
	Assignments	1		
	Students' Activities (Project, PPT, Seminar Presentation, Debate)			15

Lesson Plan 2020-21 (Duration:15 weeks, July-Dec)

Semester 5

DSE2: Print Journalism and Production

60 Teaching + 15 Tutorials+ 15 Students' Activities

Unit	Topic	No of classes/Hour	Name of Teacher	Total
I	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		
	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

Lesson Plan 2020-21 (Duration:15 weeks, July-Dec)

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		

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 + 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

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 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	12TH+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 Production in the forms of shorts, video, podcast, video blog, photo blog, blogs and Microblogs etc.	3	TDR	15TH+5TU
	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, Debate)			15

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 classes/Hour	Name of Teacher	Total
I	Introduction to Research: Definition, Role, Function	2	NB	15TH + 5TU
	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		
	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 research	3		
	Class test and revision	3		
	Students' Activities (Project, PPT, Seminar Presentation, Debate)			15

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 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		
	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, 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 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	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		
	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/Hour	Name of Teacher	Total
1	News: meaning, definition, nature;	1	AD	6
	The news process: from the event to the reader (how news is carried from event to reader);	1		
	Hard news vs. Soft news;	1	SC	
	Basic components of a News Story	1		
	Attribution, Embargo, Verification, Balance and Fairness,	1	NB	
	Brevity, Dateline, credit line, Byline	1	TDR	
2	Different Forms of Print - A Historical Perspective	4	TDR	19
	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		
3	Understanding the Structure and Construction of News	2	AD	20
	Organizing a News Story	2		
	5Ws and 1H	2		
	Inverted Pyramid	2		
	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		
4	Basic knowledge of Computer for print journalism	2	NB	15 (P)
	Handling Page Making Software and Photo Editing Software	3		
	Writing a News Report from given points	3		
	Writing Headlines from News Stories	2		
	Writing Intro	3		
	language of news	2		
5	Rewriting and Summarizing a given piece of news with headlines and suitable intro	2	SC	15 (P)
	Creating a sample page on computer with hard and soft news	2		
	Writing Anchor Story;	2		
	Writing article;	2		
	Assignment: Preparing a presentation on types and categories of News	5		
	Overview of journalistic writing	2		
	Student's activities			15

Lesson Plan 2021-22 (Duration:15 weeks, July-Dec)

Semester 1

CC2: History of the Media

60 Teaching + 15 Tutorials+ 15 Students' Activities

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,	2		
	Yellow Journalism;			
	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;	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

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

Semester 2

CC3: Reporting and Editing for Print

60 Teaching + 15 Tutorials+ 15 Students' Activities

Unit	Topic	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		
II	Interviewing: Research, planning, framing questions, writing the piece	3		15 TH+3TU

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

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

Semester 2

CC4: Introduction to Media and Communication

60 Teaching + 15 Tutorials+ 15 Students' Activities

Unit	Topic	No of classes/Hour	Name of Teacher	Total
I	Media and Everyday Life; Mobile phones, Television, Twitter, The Internet-discussion around media and everyday life;	10	AD	15TH+2TU
	Discussions around mediated and non-mediated communication	2		
	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

Lesson Plan 2021-22 (Duration:15 weeks, July-Dec)

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 – 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
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Lesson Plan 2021-22 (Duration:15 weeks, July-Dec)

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		
	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

Lesson Plan 2021-22 (Duration:15 weeks, July-Dec)

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	2		

	mix, PR ;			
	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 - AAI, ASCI and their codes.	1		
	QAs and Revision	1		
II	Advertising through Print, electronic and online media;	2	TDR	10TH+3TU
	Types of Media for advertising; Advertising Objectives,	1		
	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

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

Semester 4

CC8 : Introduction to New Media

60 Teaching + 15 Tutorials+ 15 Students' Activities

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

	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 + 3TU
	Remediation and New media technologies	2		
	Online communities	1		
	User generated content and web 2.0	2		
	Networked journalism, alternative journalism	3		
	Social media in context	1		
III	Digitization of Journalism	2	AD	15TH + 3TU
	Authorship and what it means in a digital age,	4		
	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

60 Teaching + 15 Tutorials+ 15 Students' Activities

Unit	Topic	No. of Classes/hour	Name of Teacher	Total (TH+TU)
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 + 3TU
	Creativity, role and performance of each media-comparative study of pre and post libarealization eras;	2		
	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 + 3TU
	Use of traditional media for development in rural areas;	2		
	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 2021-22 (Duration: Jan - June)

Semester 4

CC10: Media Ethics and the Law

60 Teaching + 15 Tutorials+ 15 Students' Activities

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

Lesson Plan 2021-22 (Duration:15 weeks, July-Dec)

Semester 5 CC11: 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		
	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		
	Bollywood entertainment	1		
	Local adaptations of global programmes	1		
	Students' Activities (Project, PPT, Seminar Presentation, Debate)			15

Lesson Plan 2021-22 (Duration:15 weeks, July-Dec)

Semester 5

CC12: 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 - (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 Programming	2		
	Assignments	1		
	Students' Activities (Project, PPT, Seminar Presentation, Debate)			15

Lesson Plan 2021-22 (Duration:15 weeks, July-Dec)

Semester 5

DSE2: Print Journalism and Production

60 Teaching + 15 Tutorials+ 15 Students' Activities

Unit	Topic	No of classes/Hour	Name of Teacher	Total
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I	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		
	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

Lesson Plan 2021-22 (Duration:15 weeks, July-Dec)

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		
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 (Project, PPT, Seminar Presentation, Debate)			15

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 classes/Hour	Name of Teacher	Total
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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 TH +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 Production in the forms of shorts, video, podcast, video blog, photo blog, blogs and Microblogs etc.	3	TDR	15TH+5TU
	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, Debate)			15
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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 classes/Hour	Name of Teacher	Total
I	Introduction to Research: Definition, Role, Function	2	NB	15TH + 5TU
	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		
	Bibliography	1		
Writing the research report	1			
V	Ethnographies	1	SC	17TH+6TU

	Readership and its types	3		
	Audience surveys	3		
	Textual analysis	2		
	Discourse analysis	2		
	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
I	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		
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 its critique	2		
	Public sphere of the disempowered?	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 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 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/Hour	Name of Teacher	Total (Hours)
1	News: meaning, definition, nature;	5	AD	20
	The news process: from the event to the reader (how news is carried from event to reader);	2		
	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 Perspective	4	TDR	20
	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		
	5Ws and 1H	2		
	Inverted Pyramid	2		
	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		
4	Basic knowledge of Computer for print journalism	4	NB	30
(Practical)	Handling Page Making Software and Photo Editing Software	6		
	Writing a News Report from given points	6		
	Writing Headlines from News Stories	4		
	Writing Intro	6		
	language of news	4		
5	Rewriting and Summarizing a given piece of news with headlines and suitable intro	4	SC	30
(Practical)	Creating a sample page on computer with hard and soft news	4		
	Writing Anchor Story;	4		
	Writing article;	4		
	Assignment: Preparing a presentation on types and categories of News	10		
	Overview of journalistic writing	4		
	Student's activities (Project, PPT, Seminar Presentation, Debate)			5

Lesson Plan 2022-23 (Duration:15 weeks, July-Dec)

Semester 1

CC2: History of the Media

60 Teaching + 15 Tutorials+ 15 Students' Activities

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,	2		
	Yellow Journalism; 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. QA & Discussion	2 3		
II	Media in the Post Independence Era; Emergency Post Emergency Era; Changing Readership, Print Cultures, Language Press. QA & Discussion	2 2 2 2 3 4 3	NB	18 TH+5TU
III	Sound Media: Emergence of radio Technology, The coming of Gramophone; Early history of Radio in India; History of AIR: Evolution of AIR Programming, Penetration of radio in rural India -Case studies; Patterns of State Control; Demand for Autonomy; FM: Radio Privatization. Music: Cassettes to the Internet.	1 1 1 1 2 2 2 2 1	SC	13TH+2TU
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	2 2 2 2 2 2 3	AD	17 TH+5TU

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

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

Semester 2

CC3: Reporting and Editing for Print

60 Teaching + 15 Tutorials+ 15 Students' Activities

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

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

Semester 2

CC4: Introduction to Media and Communication

60 Teaching + 15 Tutorials+ 15 Students' Activities

Unit	Topic	No of classes/Hour	Name of Teacher	Total
I	Media and Everyday Life; Mobile phones, Television, Twitter, The Internet-discussion around media and everyday life;	10	AD	15TH+2TU
	Discussions around mediated and non-mediated communication	2		
	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

Lesson Plan 2022-23 (Duration:15 weeks, July-Dec)

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		
II	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 Perspective	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

Lesson Plan 2022-23 (Duration:15 weeks, July-Dec)

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 Culture	1	AD	10TH+3TU
	Mass Culture	3		
	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	TD	
	<i>Representation of caste and gender issues in media</i>	2	SC	
	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, Seminar Presentation, Debate)			15

Lesson Plan 2022-23 (Duration:15 weeks, July-Dec)

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,	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 - AAI, ASCI and their codes.	1		
	QAs and Revision	1		
II	Advertising through Print, electronic and online media;	2	TDR	10TH+3TU
	Types of Media for advertising; Advertising Objectives,	1		
	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

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

Semester 4

CC8: Introduction to New Media

60 Teaching + 15 Tutorials+ 15 Students' Activities

Unit	Topic	No. of Classes/hour	Name of Teacher	Total (TH+TU)
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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 + 3TU
	Remediation and New media technologies	2		
	Online communities	1		
	User generated content and web 2.0	2		
	Networked journalism, alternative journalism	3		
	Social media in context	1		
III	Digitization of Journalism	2	AD	15TH + 3TU
	Authorship and what it means in a digital age,	4		
	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 2022-23 (Duration: Jan-June)

Semester 4

CC9: Development Communication

60 Teaching + 15 Tutorials+ 15 Students' Activities

Unit	Topic	No. of Classes/hour	Name of Teacher	Total (TH+TU)
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	2		

	Inclusive development and Gender and development			
	Development Support Comm.: Definition, genesis, area , woods triangle	2		
III	Mass Media as a tool for development;	1	NB	11 TH + 3TU
	Creativity, role and performance of each media-comparative study of pre and post libareization eras;	2		
	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 + 3TU
	Use of traditional media for development in rural areas;	2		
	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 2022-23 (Duration: Jan-June)

Semester 4

CC10: Media Ethics and the Law

60 Teaching + 15 Tutorials+ 15 Students' Activities

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

Lesson Plan 2022-23 (Duration:15 weeks , July-Dec)

Semester 5

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

Lesson Plan 2022-23 (Duration:15 weeks, July-Dec)

Semester 5

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

Unit	Topic	No of classes/Hour	Name of Teacher	Total
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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-Music Video for social comment/as documentary Mixing	3		
	ENG and EFP	3		
	Reconstruction in News based Programming	2		
	Assignments	1		
	Students' Activities (Project, PPT, Seminar Presentation, Debate)			15

Lesson Plan 2022-23 (Duration:15 weeks, July-Dec)

Semester 5

DSE2: Print Journalism and Production

60 Teaching + 15 Tutorials+ 15 Students' Activities

Unit	Topic	No of classes/Hour	Name of Teacher	Total
I	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		
	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

Lesson Plan 2022-23 (Duration:15 weeks, July-Dec)

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		
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 + 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

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 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 TH +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 Production in the forms of shorts, video, podcast, video blog, photo blog, blogs and Microblogs etc.	3	TDR	15TH+5TU
	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			15

	(Project, PPT, Seminar Presentation, Debate)			
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Lesson Plan 2022-23 (Duration:15 weeks, Jan - June)

Semester 6

CC14: 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		
	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		
	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 research	3		
	Class test and revision	3		
	Students' Activities (Project, PPT, Seminar Presentation, Debate)			15

Lesson Plan 2022-23 (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
I	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		
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, 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 2022-23 (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 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 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 Theory	News: meaning, definition, nature; Elements	3	AD	15
	The news process: from the event to the reader (how news is carried from event to reader);	2		
	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 Theory	Different Forms of Print - A Historical Perspective	2	TDR	15
	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 Theory	Organising a news story	2	SC	15
	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
	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
	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

Name of the Teachers

AD – Aditi Das

SC – Sreejaya Chatterjee

NB – Nabanita Bhattacharyya

TDR – Tanika Deb Roy

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Lesson Plan 2024-25 (Duration:15 weeks July-Dec)

Dept of Journalism And Mass Communication

Semester-I

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 Theory	News: meaning, definition, nature; Elements	3	AD	15
	The news process: from the event to the reader (how news is carried from event to reader);	2		
	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 Theory	Different Forms of Print - A Historical Perspective	2	TDR	15
	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 Theory	Organising a news story	2	SC	15
	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
	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
	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

Lesson Plan 2024-25 (Duration:15 weeks July-Dec)

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 classes/Hour	Name of Teacher	Total
1 Theory	Role, functions and qualities: Reporters, Chief Reporter	02	TDR	15
	Role, functions and qualities: News Coordinator, Photo Journalists, Chief of News Bureau	02		
	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
	Investigative reporting	2		

Theory	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;		
	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
	Analyzing different types of Column writing published in newspapers	7		
	Techniques of interview writing	7		
	Editing news copies	8		
5 Practical	Review of Film/OTT	6	AD	30
	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 (Project, PPT, Seminar Presentation, Debate)			5

Lesson Plan 2024-25 (Duration:15 weeks July-Dec)

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

Lesson Plan 2024-25 (Duration:15 weeks July-Dec)

Dept of Journalism And Mass Communication

Semester –V

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 - (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 Programming	2		
	Assignments	1		
	Students' Activities (Project, PPT, Seminar Presentation, Debate)			15

Lesson Plan 2024-25 (Duration:15 weeks July-Dec)

Dept of Journalism And Mass Communication

Semester –V

DSE2: Print Journalism and Production

60 Teaching + 15 Tutorials+ 15 Students' Activities

Unit	Topic	No of classes/Hour	Name of Teacher	Total
I	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		
	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

Lesson Plan 2024-25 (Duration:15 weeks July-Dec)

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		
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 + 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