## Ramakrishna Sarada Mission Vivekananda Vidyabhavan

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

### **Lesson Plan 2018-19**

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

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

Unit	Topic	No of classes/Hour	Name of Teacher	Total (TH+TU)
I	Understanding News	2		11 TH
	Ingredients of news	2		
	News: meaning, definition, nature	2	AD	
	The news process: from the event to the reader (how news is carried from event to reader)	1		
	Hard news vs. Soft news, basic components of a news story	2	SC	
	Attribution, embargo, verification, balance and fairness,	1	NB	
	brevity, dateline, credit line, byline.	1	TDR	
II	Different forms of print-A historical Perspective	3		11 TH+3TU
	Yellow journalism	1	TDR	
	Penny press, tabloid press	1		
	Language of news- Robert Gunning:	2		
	Principles of clear writing Rudolf	2		
	Flesch formula- skills to write news	2		
III	Understanding the structure and construction of news	3	AD	15 TH+5TU
	Organising a news story,	2		
	5W's and 1H, Inverted pyramid	2		
	Criteria for news worthiness,	2		
	principles of news selection	3		
	Use of archives, sources of news, use of	3		
TX 7	internet	4		
IV	Different mediums-a comparison	5	NID	12 TH+2TU
	Language and principles of writing: Basic differences between the print, electronic and	3	NB	12 111+210
	online journalism			
	Citizen journalism	3		
V	Role of Media in a Democracy	3		
	Responsibility to Society	3	SC	11TH+5TU
	Press and Democracy	2	1	

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

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

### Semester 1

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

Unit	Topic	No of classes/Hour	Name of Teacher	Total	
I	Media and Everyday Life	2		13TH+2TU	
	Mobile phones,	2	AD		
	Television,	2			
	Ring tones,	1			
	Twitter	2			
	The Internet- discussion around media and everyday life	2			
	Discussions around mediated and non mediated communication	2			
II	Communication and Mass Communication	1	SC	9TH+3TU	
	Forms of Communication, Levels of Communication	2			
	Mass Communication and its Process	2			
	Normative Theories of the Press	2			
	Media and the Public Sphere 2	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	3	SC		
	emergence of alternative paradigm				
V	Four Models of Communication	2	NB	10 TH+5TU	
	Transmission models	2			
	Ritual or Expressive models	2			
	Publicity Model	2			
	Reception Model	2			

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

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

#### **Semester-II**

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

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

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

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

## Semester 2 CC4: Media and Cultural Studies

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

	Uses and 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,			15
	Seminar			-
	Presentation, Debate)			

## Ramakrishna Sarada Mission Vivekananda Vidyabhavan

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

### **Lesson Plan 2019-20**

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

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

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

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

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

### **Semester -1**

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

Unit	Topic	No of classes/Hour	Name of Teacher	Total
I	Media and Everyday Life	2		13TH+2TU
	Mobile phones,	2	AD	
	Television,	2		
	Ring tones,	1		
	Twitter	2		
	The Internet- discussion around media and everyday life	2		
	Discussions around mediated and non mediated communication	2		
II	Communication and Mass Communication	1	SC	9TH+3TU
	Forms of Communication, Levels of Communication	2		
	Mass Communication and its Process	2		
	Normative Theories of the Press	2	1	
	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	3	SC	
<b>X</b> 7	emergence of alternative paradigm	2	ND	10 TH. 5TH
V	Four Models of Communication	2	NB	10 TH+5TU
	Transmission models	2	-	
	Ritual or Expressive models	2	-	
	Publicity Model	2	_	
	Reception Model			

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

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

### **Semester-2**

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

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

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

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

Semester: 2

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

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

	gender issues			
	in media			
	Representation of	2	NB	
	nation and class	_	1,2	
	issues in media			
4	Audiences and	3	SC	16TH+5TU
	its types			
	Uses and	3		
	gratification			
	approach			
	Reception	2		
	studies			
	Women as	2		
	audiences			
	Sub cultures	3		
	Music and	1		
	popular fandom			
	Class tests +	2		
	revision			
5	Media and	3	TDR	16TH+5TU
	technologies	_		
	Folk media as a	2		
	form of mass			
	culture			
	Live	2		
	performance;			
	Audience in live			
	performance			
	Media	2		
	technologies			
	Medium is the	2		
	Message	2		
	Technological	2		
	Determinism New Media and	3		
	Cultural forms	3		
	Students'			
	Activities			
	(Project, PPT,			1.5
	Seminar			15
	Presentation,			
	Debate)			

#### **Semester 3**

**CC5: Introduction to Broadcast Media** 

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

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

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

#### **Semester 3**

# CC6: History of the Media

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

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

### **Semester 3**

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

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

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

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

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

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

_	1			
	Digital media, New			
	media, Online media			
	Information society	2		
	and New media		_	
	Technological	1		
	Determinism			
	Computer mediated	2		
	communication			
	(CMC)			
	Networked Society	11		
2	Internet and it's	3	SC	18TH+6TU
	beginnings			
	Remediation and New	2		
	media technologies			
	Online communities	2		
	User generated	2		
	content and web 2.0		_	
	Networked	2		
	journalism, alternative			
	journalism			
	Social media in	3		
	context			
	Activism and New	2		
	media			
	Class test and revision	2		
3	Digitization of	2	AD	10TH+3TU
	Journalism			
	;Authorship and what			
	it means in a digital			
	age			
	Piracy	1		
	Copy right	2		
	Copy left and open	1		
	source		_	
	Digital Archives	2	_	
	New Media and	2		
	Ethics			
4	Linear and non Linear	2	NB	14TH+3TU
	writing		_	
	Contextualized	2		
	journalism			
	Writing techniques	2		
	Linking	2		
	Multimedia	3		
	Storytelling structure	2		
	Discussion and QA	1		
5	Website planning and	2	SC	8 TH
	visual design			
	Content strategy and	2	TDR	
	audience analysis			
	Brief history of	2	AD	
	Blogging			
L	- 66 6			

Creating and	2	NB	
promoting a blog			
<b>Students' Activities</b>			
(Project, PPT,			
Seminar Presentation,			15
Debate)			
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# **Semester: 4 CC9: Development Communication**

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

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

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

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

	T			
1	Freedom of expression (Article	3	SC	10
	19(1)(a) and Article 19(1)(2),Issues			
	of Privacy and surveillance in society			
	Freedom of expression and	2	AD	
	defamation-libel and slander, Right			
	to Information			
	Idea of fair trial/trial by media,	4	TDR	
	intellectual property rights			
	Media ethics and cultural	1	NB	
	dependence			
2	Live reporting and ethics	2	NB	11TH+4TU
	Sting oparetion phone tapping	2	1	
	Ethical issues in social media	2	1	
	Discussion of important cases	1	-	
		2	-	
	Operation westend		-	
2	Discussion and QA	2	1.5	11777 2777
3	Advertising and women	2	AD	11TH+2TU
	Pornography	1		
	Related Laws and case studies-	2		
	Indecent representation of Women			
	(Prohibition) Act ,1986 and Rules			
	1987			
	Protection of women against Sexual	2		
	Harassment Bill ,2007			
	Sec 67 of IT Act 2000	2		
	292 IPC etc	2		
4	Media and Regulation: Regulatory	2	TDR	11 TH+4TU
•	bodies	_	IBK	
	Codes and Ethical guidelines	2	-	
	Self-Regulation of media	2	-	
	Media Content: Debates on morality	3	-	
	and Accountability: Taste, Culture	3		
	and Taboo	2	-	
	Censorship and media debates	2	0.0	17771 7771
5	Media and social responsibility,	2	SC	17TH+5TU
	economic pressures		_	
	Media reportage on marginalized	4		
	sections - children, Dalits, tribals,			
	gender			
	Media coverage of violence and	2		
	related laws			
	Inflammatory writing (IPC 353)	2		
	Sedition - incitement to violence,	2		
	hate speech			
	Relevant case studies - Muzaffarpur	2	1	
	riots			
	Attacks on civil liberties of	3	1	
	individuals and social activists	J		
	Students' Activities			
				15
	(Project, PPT, Seminar Presentation,			15
	Debate)			

## Ramakrishna Sarada Mission Vivekananda Vidyabhavan

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

### Lesson Plan 2020-21

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

**CC1:** Introduction to Journalism

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

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

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

### Semester 1

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

Unit	Topic	No of classes/Hour	Name of Teacher	Total
I	Media and Everyday Life	2		13TH+2TU
	Mobile phones,	2	AD	
	Television,	2		
	Ring tones,	1		
	Twitter	2		
	The Internet- discussion around media and everyday life	2		
	Discussions around mediated and non mediated communication	2		
II	Communication and Mass Communication	1	SC	9TH+3TU
	Forms of Communication, Levels of Communication	2		
	Mass Communication and its Process	2		
	Normative Theories of the Press	2		
	Media and the Public Sphere	2		
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	3	SC	
	emergence of alternative paradigm			
V	Four Models of Communication	2	NB	10 TH+5TU
	Transmission models	2		
	Ritual or Expressive models			
	Publicity Model			
	Reception Model	2		
	Ritual or Expressive models Publicity Model	2 2 2		

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

### **Semester-2**

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

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

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

## Semester 2 CC4 : Media and Cultural Studies

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

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

**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; Concepts of sound - scape, sound culture;	3	SC	14 TH+5 TU
	Types of sound - Sync, Non-Sync, Natural sound, Ambience Sound;	2		
	Sound Design - Its Meaning with examples from different forms;	3		
	Sound recording techniques;	2		
	Introduction to microphones;	2		
	Characteristics of Radio as a medium.	1		
II	Basics of Visual; what is an image? Electronic image, television image,	2	AD	8 TH
	Digital image, Edited Image (politics of an image);	2	NB	
	what is a visual? (Still to moving), Visual Culture;	2	TDR	
	Changing ecology of images today; Characteristics of Television as a medium.	2	SC	
III	Writing and Editing Radio News;	2	AD	10 TH+3TU
	Elements of a Radio News Story:	1		
	Gathering, Writing/Reporting.	1		
	Elements of a Radio News Bulletins;	2		
	Working in a Radio News Room;	2		

	Introduction to Recording and Editing sound. (Editing news based capsule only).	2		
IV	Writing and Editing Television News;	2	TDR	17TH+5 TU
	Basics of a Camera - (Lens & accessories);	2		
	Electronic News Gathering (ENG) & Electronic field Production (EFP) (Concept);	3		
	Visual Grammar – Camera Movement, Types of Shots, Focusing,	2		
	Visual Perspective.	2		
	Elements of a Television News Story: Gathering, Writing/Reporting.	2		
	Elements of a Television 2 News Bulletin;			
	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,	vision News; 24 hrs		
	News Production cycle, News 'Lingo', News 'Formulae'?;	2		
	News as an Event, Performance and Construction.	3		

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

### **Semester 3**

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

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

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

### **Semester 3**

# CC7: Advertising and Public Relations 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	2		
	Marketing mix, PR;			

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

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

# Semester 4 CC8: Introduction to New Media

	Unit	Topic	No of classes/Hour	Name of Teacher	Total (TH+TU)
ŀ		Y7	Classes/110u1		100011 20011
	1	Key concepts and	1	TDR	10TH+3TU
		Theory: Defining New			
		media			

			T	
	Terminologies and	3		
	their meanings-			
	Digital media, New			
	media, Online media		_	
	Information society	2		
	and New media		_	
	Technological	1		
	Determinism		_	
	Computer mediated	2		
	communication(CMC)		_	
	Networked Society	1		
2	Internet and it's	3	SC	18TH+6TU
	beginnings		_	
	Remediation and New	2		
	media technologies			
	Online communities	2		
	User generated content	2		
	and web 2.0			
	Networked journalism,	2	7	
	alternative journalism			
	Social media in	3	7	
	context	-		
	Activism and New	2	7	
	media	_		
	Class test and revision	2	┥	
3	Digitization of	$\frac{2}{2}$	AD	10TH+3TU
	Journalism	<b>~</b>		101111510
	;Authorship and what			
	it means in a digital			
	age			
	Piracy	1		
	Copy right	2		
	Copy left and open	<u>2</u>	┥	
	source	1		
	Digital Archives	2	-	
	New Media and Ethics	$\frac{2}{2}$	-	
4	Linear and non Linear	2	NB	14TH+3TU
4	Linear and non Linear writing	<i>L</i>	IND	141 <b>П</b> +31U
		2	-	
	Contextualized	2		
	journalism	2	-	
	Writing techniques	2	-	
	Linking	2	_	
	Multimedia	3	_	
	Storytelling structure	2	_	
	Discussion and QA	1		
5	Website planning and	2	SC	8 TH
	visual design			
	Content strategy and	2	TDR	
	audience analysis			
	Brief history of	2	AD	
	Blogging			
	Creating and	2	NB	
	promoting a blog			

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

# **Semester 4 CC9: Development Communication**

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

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

## Semester 4 CC10: Media Ethics and the Law

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

	T		1	
1	Freedom of expression (Article	3	SC	10
	19(1)(a) and Article 19(1)(2),Issues			
	of Privacy and surveillance in society			
	Freedom of expression and	2	AD	
	defamation-libel and slander, Right			
	to Information			
	Idea of fair trial/trial by media,	4	TDR	
	intellectual property rights			
	Media ethics and cultural	1	NB	
	dependence			
2	Live reporting and ethics	2	NB	11TH+4TU
	Sting oparetion phone tapping	2	1	
	Ethical issues in social media	2	1	
	Discussion of important cases	1	-	
		2	-	
	Operation westend		-	
2	Discussion and QA	2	1.5	11777 2777
3	Advertising and women	2	AD	11TH+2TU
	Pornography	1		
	Related Laws and case studies-	2		
	Indecent representation of Women			
	(Prohibition) Act ,1986 and Rules			
	1987			
	Protection of women against Sexual	2		
	Harassment Bill ,2007			
	Sec 67 of IT Act 2000	2	1	
	292 IPC etc	2	1	
4	Media and Regulation: Regulatory	2	TDR	11 TH+4TU
•	bodies	_		
	Codes and Ethical guidelines	2	-	
	Self-Regulation of media	2	-	
	Media Content: Debates on morality	3	-	
	and Accountability: Taste, Culture	3		
	and Taboo	2	-	
	Censorship and media debates	2	0.0	17771 7771
5	Media and social responsibility,	2	SC	17TH+5TU
	economic pressures		_	
	Media reportage on marginalized	4		
	sections - children, Dalits, tribals,			
	gender			
	Media coverage of violence and	2		
	related laws			
	Inflammatory writing (IPC 353)	2		
	Sedition - incitement to violence,	2		
	hate speech			
	Relevant case studies - Muzaffarpur	2	1	
	riots			
	Attacks on civil liberties of	3	1	
	individuals and social activists	J		
	Students' Activities			
	(Project, PPT, Seminar Presentation,			15
				13
	Debate)			

## 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	2	AD	9 TH+ 3TU
1	communication	2	AD	910+310
	The advent of popular media- a brief	2	+	
	overview	2		
	Propaganda in the inter-war years:	3	-	
	Nazi Propaganda,	3		
	Radio and international	2	+	
	communication			
II	Media and super power rivalry:	2	TDR	16 TH+5TU
	Media during the Cold War			
	Vietnam War,	1		
	Disintegration of USSR	2	7	
	Radio free Europe and Radio	1	1	
	Liberty,	1		
	Voice of America	1	+	
	Communication debates: NWICO	1	+	
	McBride Commission and UNESCO	2	+	
	Unequal development and Third	2	+	
	World concerns: North-South	2		
	Rich – Poor	2	+	
	Assignments	2	+	
III	Global Conflict and Global Media	1	NB	10 TH
111	World Wars and Media Coverage	3	SC	
	post 1990: Rise of Al Jazeera			
	The Gulf Wars: CNN's satellite	3	TDR	
	transmission, embedded Journalism			
	9/11 and implications for the media	3	AD	
IV	Media and cultural globalization	2	NB	12 TH+ 2 TU
	Cultural imperialism	2		
	Cultural politics	2		
	Media hegemony	2		
	Global cultures	1		
	Homogenization	1		
	The English language Local/Global,	2		
	Local/Hybrid			
V	Media and the global market	2	SC	13 TH + 5 TU
	Discourses of Globalisation	1		
	Barrier free economy, multinationals,	3		
	technological developments, digital divide			
	Media conglomerates and monopolies	2	_	

Global and regional integrations	1	
Zee TV as Pan Indian channel	2	
Bollywood entertainment	1	
Local adaptions of global	1	
programmes		
Students' Activities		
(Project, PPT, Seminar Presentation,		15
Debate)		

## **Semester 5**

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

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

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

#### **Semester 5**

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

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

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

## Semester 6

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

Unit	Topic	No of	Name of	Total
Cint	Торіс	classes/Hour	Teacher	Total
I	Basics of New Media: Frameworks –	2	AD	9 TH+ 3TU
1	Genres and Environments,		110	71111 310
	Understanding New Media	2		
	Ecologies, Trans - medial			
	Storytelling,			
	Genres – Digital art, Digital Cinema	3		
	– New Media Fiction and			
	Documentary, Gaming and Player			
	Culture,			
	Virality and Memes, et al.; guerrilla	2		
	media; curating media, festival,			
	media spaces.			
II	Sociology of the Internet and New	2	NB	12TH+2TU
	Media:			
	Social Construction of Technology,	1		
	Utopian - Dystopian Interface	1		
	Digital inequalities	1		
	Digital Divide and Access,	2		
	Economy of New Media	2		
	Intellectual value; digital media	2		
	ethics,			
	new media and popular culture.	1		
III	Critical New Media: Who controls	2	TDR	7 TH
	New Media, Questions surrounding			
	net neutrality and related issues			
	Surveillance and the state,	1	NB	
	Cyber security and issues of privacy	2	AD	
	the Internet and public sphere -	2	SC	
	politics and public sphere in the			
	digital age.			
IV	Participatory culture, convergence	2	SC	17 TH+5TU
	culture			
	Social media and Participatory media	2		
	culture			
	Digital fandom and online	3		
	communities		_	
	Digital identity	1		
	Gender and New media	2		
	Digital media and Identities	2		
	New media campaigns	2		
	Class test and revision	3		

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

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

#### Semester 6

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

Unit	Topic	No of	Name of	Total
		classes/Hour	Teacher	
I	Introduction to Research: Definition, 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	9ТН
	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	1		
	with Internet as a source			
	Library Research	1		
	Writing Citations	1		
	Bibliography	1		
	Writing the research report	1		
V	Ethnographies	1	SC	17TH+6TU
	Readership and it's types	3		
	Audience surveys	3		
	Textual analysis	2		
	Discourse analysis	2		
	Ethical perspectives of mass media	3		
	research			
	Class test and revision	3		
	Students' Activities			
	(Project, PPT, Seminar Presentation,			15
	Debate)			

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

#### Semester 6

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

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

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

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

#### Semester 6

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

Unit	Topic	No of classes/Hour	Name of Teacher	Total
I	Language of cinema I - Focus on visual Language: Shot, Scene, Mis- en-scene, Deep focus, Continuity Editing, Montage	4	SC	13 TH+2TU
	Language of Cinema II – Focus on Sound and Colour: Diegetic and Non Diegetic Sound; Off screen sound; sync sound.	2		
	The use of Colour as a stylistic Element	2		
	Genre and the development of Classical Hollywood Cinema.	3		
	Class test and revision	2	7	
III	Film Form and Style	2	NB	12711 - 2 711
	German Expressionism	2		12TH +2 TU
	Film Noir	2	1	
	Italian Neo-realism;	2		

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

## Ramakrishna Sarada Mission Vivekananda Vidyabhavan

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

## Lesson Plan 2021-22

Semester 1 (July – Dec)

## **CC1: Introduction to Journalism**

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

Unit	Topic	No of classes/Ho ur	Name of Teacher	Total
	News: meaning, definition, nature;	1		
	The news process: from the event to	1		
1	the reader (how news is carried from		AD	6
	event to reader);		SC	
	Hard news vs. Soft news;	1		
	Basic components of a News Story	1		
	Attribution, Embargo, Verification,	1	NB	
	Balance and Fairness,			
	Brevity, Dateline,	1	TDR	
	credit line, Byline			
2	Different Forms of Print - A	4	TDR	19
	Historical Perspective			
	Yellow Journalism	2		
	Penny Press	2		
	Tabloid press	2		
	Language of News-Robert Gunning:	3		
	Principles of Clear Writing			
	Rudolf Flesch: Formula Skills to	3		
	write News			
	QA & Revision	3		
3	Understanding the Structure and	2	AD	20
	Construction of News			
	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	2	NB	15 (P)
	print journalism			
	Handling Page Making Software and	3		
	Photo Editing Software			
	Writing a News Report from given	3		
	points			
	Writing Headlines from News	2		
	Stories			
	Writing Intro	3		
	language of news	2		
5	Rewriting and Summarizing a given	2	SC	15 (P)
	piece of news with headlines and			
	suitable intro			
	Creating a sample page on computer	2		
	with hard and soft news			
	Writing Anchor Story;	2		
	Writing article;	2		
	Assignment: Preparing a	5		
	presentation on types and categories			
	of News			
	Overview of journalistic writing	2		
	Student's activities			15

## Semester 1

## CC2: History of the Media

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

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

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

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

#### Semester 2

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

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	3	SC	
	Structure of the news story, inverted pyramid		SC	
	style			
	Feature and it's types, leads for features	3		
	Attribution, verification, columnists			
		2		
	Columns, meaning, importance, types	2		
	Trends in sectional news: Weekend pull-outs,	2		
	Supplements, Backgrounders.			
	Difference between news, columns and	2		
	features; Advertorials.			
III	The Newspaper Newsroom:	3		15
111		3	1	TH+5TU
	Organizational setup of a newspaper,		AD	111+310
	Editorial department;			
	Introduction to editing: Principles of editing;	2		
	Headlines: types, importance, functions;	2		
	importance of news pictures, selection of news	3		
	pictures;			
	Duties and responsibilities of Editor, News	2		
	editor, Sub /Copy editor;	-		
	Editorial page: structure, purpose, edits,	3		
	middles, letters to the editor, special articles,			
	Opinion pieces, op. Ed page			
	Opinion pieces, op. Eu page			
IV	Sociology of news –	1		
1 4	Sociology of flews –	1	TDD	15
	Footons offooting navys treatment		TDR	TH+3TU
	Factors affecting news treatment	1		111+310
	Paid news	2		
	Agenda setting			
	Trial by media	2		
	Gatekeepers			
	Objectivity and Politics of News	3		
	Neutrality and bias in news			
	Role of media in a Democracy	3		
	Responsibility to society; Press and democracy			
	Understanding new media: email, social media	2		
	Ethics in journalism;	2		
	Contemporary debates and issues relating to	-		
	media ethics in journalism			
	media cuites in journament			
	Students' Activities			
	(Project, PPT, Seminar Presentation, Debate)			15
	· ·	1		

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

#### Semester 2

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

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

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

#### **Semester 3**

**CC5: Introduction to Broadcast Media** 

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

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

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

#### **Semester 3**

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

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

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

#### **Semester 3**

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

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

	mix, PR;			
	Advertising Theories and Models - AIDA model, DAGMAR Model, Maslow's Hierarchy Model, communication theories applied to advertising, Types of advertising and New trends, Economic, cultural, Psychological and Social aspects of advertising; Ethical & Regulatory Aspects of Advertising - Apex Bodies in Advertising - AAAI, ASCI and their codes.  QAs and Revision	1 1 1		
TT	_	2		10TH+3TU
П	Advertising through Print, electronic and online media; Types of Media for advertising; Advertising Objectives, Segmentation, Positioning and Targeting; Media selection,	2 1 2	TDR	101H+31C
	Planning, Scheduling;  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

Unit	Topic	No. of Classes/hour	Name of Teacher	Total (TH+TU)
Ι	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	<del> </del>	
	Technological Determinism	2		
	Computer mediated communication(CMC)	2	<del> </del>	
	Computer incurated communication(Civic)	<u> </u>		
II	Internet and it's beginnings	2	SC	11TH +
	Remediation and New media technologies	2		3TU
	Online communities	1		
	User generated content and web 2.0	2		
	Networked journalism, alternative journalism	3		
	Social media in context	1		
III	Digitization of Journalism	2		15TH +
	Authorship and what it means in a digital age,	4	AD	3TU
	Piracy, Copyright, Copy left and Open Source,	4		
	Digital archives,	2		
	New Media and Ethics	3		
IV	Overview of Web Writing	2	NB	12TH + 3TU
	Linear and Non-linear writing,	2		
	Contextualized Journalism,	2		
	Writing Techniques,	2		
	Linking,	2		
	Multimedia	2		
V	Brief history of Blogging	3	AD	11TH + 3TU
	Website planning and visual design	3	SC	
	Content strategy of new media Audience Analysis of new media	3	TDR	
	Creating and Promoting a Blog	2	NB	
	Students' Activities (Project, PPT, Seminar Presentation, Debate)			15

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

#### **Semester 4**

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

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

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

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

#### **Semester 4**

#### CC10: Media Ethics and the Law

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

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

## Semester 5 CC11: Global Media and Politics

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

	World Wars and Media Coverage 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 adaptions of global	1		
	programmes			
	Students' Activities (Project, PPT, Seminar Presentation, Debate)			15

#### **Semester 5**

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

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

	Participatory communication	2		
	Campus radio	2		
II	Private Broadcasting	1	NB	15 TH + 5 TU
	Private Broadcasting Model in India;	2		
	Policy and Laws	3		
	Structure,	2		
	Functions	2		
	Working of a Broadcast Channel	2		
	Public and Private partnership in television and Radio programming (India and Britain case studies)	3		
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	2		
	Programming	1		
	Assignments	1		
	Students' Activities (Project, PPT, Seminar Presentation, Debate)			15

#### **Semester 5**

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

Unit	Topic	No of	Name of	Total
		classes/Hour	Teacher	

I	Specialized Reporting	2	AD	8 TH +3 TU
	Business/economic	2	_	
	Parliamentary	2		
	Political	2		
II	Trends in Print journalism	2	NB	
	Investigative journalism	3		13 TH + 5 TU
	Sting operations and related case studies	2		
	Impact of Technology on newspapers and Magazines	3		
	Ethical debates in print journalism: ownership and control.	3		
III	Production of newspaper	1	SC	9 TH + 2 TU
	Principles of Layout and Design	1		
	Layout and format	1		
	Typography	1		
	Copy preparation design process	2		
	Handling text matter(headlines, pictures, advertisements)	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

## 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		
П	Understanding the mechanisms of Photography: Types of photographic cameras and their structure (Pin-hole, SLR, TLR, D-SLR)	6	AD	19 TH +9 TU
	Lenses (types and their perspective/angle of view)	3		
	Aperture (f-stop & T-stop)	2		
	Shutters (Focal plane & Lens 2 shutter)			
	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

			1	1
	The Nature of Light- Direct Light,	2		
	Soft light, Hard light, Directional			
	Light.			
	Brightness, Contrast, Mid tones,	2		
	Highlights, Shadow and			
	Silhouettes			
	Lighting equipment (Soft boxes,	2		
	umbrellas, fresnels, Skimmers,	-		
	reflectors,etc)			
	Three Point Lighting Technique	2		
	and Metering for Light	2		
	Filters and Use of a Flash Unit	2	+	
IV		3	AD	10 TH
IV	DIGITAL Photography and	3	AD	10 111
	Editing :Sensor Sizes , Formats			
	and Storage	1	ND	-
	Introduction to Editing and Digital	1	NB	
	Manipulation			-
	Brightness, Contrast, Mid tones,	2	SC	
	Highlights, Colour tones, Basics of			
	Photoshop			
	Photo editing software : (Microsoft	4	TDR	
	Office Picture Manager,			
	CorelDraw, Adobe Photoshop			
	Elements, Photoshop CC (Creative			
	Cloud)			
V	Photojournalism brief history	2	SC	10 TH +
	Application and ethics and Law in	4		2TU
	Digital imaging, issues of unethical			
	morphing, copyright law			
	Approaches to documenting reality	3	1	
	( Discussion on Capa's 'The			
	Falling Soldier', objective truth or			
	staged representation)			
	War photojournalism	1	1	
	Students' Activities	-		
	(Project, PPT, Seminar			
	Presentation, Debate)			15
	1 resentation, Devate)			

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

#### Semester 6

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

Unit	Topic	No of	Name of	Total
		classes/Hour	Teacher	

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

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

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

#### Semester 6

#### **CC14: Communication Research and Methods**

Unit	Topic	No of	Name of	Total
		classes/Hour	Teacher	
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		
П	Methods of Media Research: Qualitative- Quantitative Technique, Content Analysis,	3	TDR	9ТН
	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	1		
	with Internet as a source			
	Library Research	1		
	Writing Citations	1		
	Bibliography	1		
	Writing the research report	1		
V	Ethnographies	1	SC	17TH+6TU

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

## Lesson Plan 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	Name of	Total
	-	classes/Hour	Teacher	
I	Media and the social world: Media	3	AD	15TH +3 TU
	impact on individual and society;			
	Democratic Polity and mass media;	3		
	Media and Cultural Change;	3		
	Rural - Urban Divide in India:	3		
	Grass - roots media			
	Class Test and Revision	3		
II	Gender: Conceptual Frameworks in	2	TDR	
	Gender studies			16TH + 4TU
	Feminist Theory	2		
	History of Media and Gender	2		
	Media and Gender debates in India (Case Studies)	3		
	Media and Gender- Theoretical concerns	2		
	Media and Masculinity	3		
	Class Test and Revision	2		
III	Media: Power and Contestation	2	SC	13TH + 2 TU
	Public sphere and it's critique	2		
	Public sphere of the disempowred?	2		
	Media and social difference : class,	2		
	gender, race etc.			
	Media genres - Romance,	2		
	Television, Soap opera, sports etc.			
	Class test and revision.	3		
IV	Media and Human Rights	3	NB	16TH +6 TU
	Human Rights - Theoretical perspectives,	2		

	Critique;	2		
	Universal Declaration of Human Rights;	4		
	Human Rights and Media (Case Studies).	2		
	Class test and revision.	3	1	
	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	Торіс	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	
	German Expressionism	2	- - -	12TH +2 TU
	Film Noir	2		
	Italian Neo-realism;	2		
	French New-Wave.	3		
	Class Test and Revision	1		
III	Alternative Visions: Third Cinema and Non Fiction Cinema;	3	AD	23TH +9 TU
	Film Screening and discussion	3		
	Introduction to Feminist Film Theory;	3		
	Film Screening and Discussion	3		
	Auteur - Film Authorship with a special focus on Ray or Kurusawa.	3		
	Film Screening and Discussion	3		

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

## Ramakrishna Sarada Mission Vivekananda Vidyabhavan

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

## Lesson Plan 2022-23

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

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

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

Unit	Topic	No of classes/Hou r	Name of Teacher	Total (Hours)
	News: meaning, definition, nature;	5		
	The news process: from the event to the	2		
1	reader (how news is carried from event to reader);		AD	20
	Hard news vs. Soft news;	2		
	Basic components of a News Story	3		
	Attribution, Embargo, Verification, Balance and Fairness,	3		
	Brevity, Dateline, credit line, Byline	2		
	QA & Revision	3		
2	Different Forms of Print - A Historical	4	TDR	20
	Perspective			
	Yellow Journalism	2		
	Penny Press	2		
	Tabloid press	2		
	Language of News-Robert Gunning : Principles of Clear Writing	3		
	Rudolf Flesch : Formula Skills to write News	3		
	QA & Revision	4	_	
3	Understanding the Structure and Construction of News	2	RL	20
	Organizing a News Story	2	_	
	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	4	NB	30
	journalism			
(Practical)	Handling Page Making Software and	6	]	
	Photo Editing Software			
	Writing a News Report from given	6		
	points			
	Writing Headlines from News Stories	4		
	Writing Intro	6		
	language of news	4		
5	Rewriting and Summarizing a given	4	SC	30
	piece of news with headlines and			
(Practical)	suitable intro			
	Creating a sample page on computer	4		
	with hard and soft news			
	Writing Anchor Story;	4		
	Writing article;	4		
	Assignment: Preparing a presentation on	10		
	types and categories of News			
	Overview of journalistic writing	4		
	Student's activities			
				5
	(Project, PPT, Seminar Presentation,			
	Debate)			

## Semester 1

## CC2: History of the Media

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

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

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

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

#### **Semester 2**

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

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

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

## Semester 2

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

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

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

## Semester 3

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

UNIT	TOPIC	NO OF CLASSES/HOURS	NAME OF THE TEACHERS	TOTAL (TH+TU)
I	Types of sound - Sync, Non-Sync,Natural sound, Ambience Sound;	4	SC	20
	Introduction to microphones;	2		
	Characteristics of Radio as a medium.	2		
	Elements of a Radio News Story: Gathering, Writing/Reporting.	3		
	Elements of a Radio News Bulletins;	2		
	Working in a Radio News Room;	2		
	QA & Revision	5		
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 Perpective	6		
	Elements of a Television News Story: Gathering, Writing/Reporting	2		

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

Practice writ script	ing TV News	10	
Students' Ac (Project, PPT Presentation,	Γ, Seminar		5

#### **Semester 3**

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

Unit	Topic	No of classes/Hour	Name of Teacher	Total (TH+TU)
1	Understanding Culture	1		10TH+3TU
	Mass Culture	3	AD	
	Popular Culture	3		
	Folk Culture	3		
	Media and Culture	3		
2	Frankfurt School	2	NB	10TH+2TU
	Media as cultural industries	2		
	Political	2		
	Economy			
	Ideology	2		
	Hegemony	2		
	Discussion and	2		
	QA			
3	Representation	2	AD	8 TH
	media as a text			
	Signs and codes in Media	2	TD	
	Discourse			
	Analysis Genres			
	Representation	2	SC	
	of caste and	2	S.C.	
	gender issues			
	in media			
	Representation of	2	NB	_
	nation and class		IND	
	issues in media			
4	Audiences and	3	SC	16TH+5TU
'	its types	3		101111310
	Uses and	3		

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

## **Semester 3**

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

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

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

	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	2	AD	
	management; 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	1	
	Tactics and Ethics;	2		
	Social Media Tools;	1		
	Measurement Strategies and ROI.	2		
	Students' Activities (Project, PPT, Seminar Presentation, Debate)			15

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

## Semester 4

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

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

T	1	2	TDD	11771
I	Variable and Theory	2	TDR	11TH + 3TU
	Key concepts and Theory			310
	Defining New media			
	Terminologies and their	3		
	meanings- Digital media, New	3		
	media, Online media			
	Information society and New	2		
	media	2		
	Technological Determinism	2	=	
	Computer mediated	2		
	communication(CMC)	2		
	communication(civic)			
II	Internet and it's beginnings	2	SC	11TH +
	Remediation and New media	2		3TU
	technologies	2		
	Online communities	1	=	
	User generated content and web	2		
	2.0	2		
	Networked journalism, alternative	3	-	
	journalism	3		
	Social media in context	1		
	Social filedia in context	1		
III	Digitization of Journalism	2		15TH +
	Authorship and what it means in a	4	$\dashv$ AD	3TU
	digital age,	·		
	Piracy, Copyright, Copy left and	4		
	Open Source,			
	Digital archives,	2		
	New Media and Ethics	3		
IV	Overview of Web Writing	2	NB	12TH +
	overview or vice vinding	_		3TU
	Linear and Non-linear writing,	2.	=	
	Emedi did ivon inical writing,	_		
	Contextualized Journalism,	2	+	
	·		-	
	Writing Techniques,	2		
	7 . 1 .		4	
	Linking,	2		
	Multimedia	2		
V		3	AD	11TH +
	Brief history of Blogging			3TU
	Website planning and visual	3	SC	
	design			

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

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

## **Semester 4**

## **CC9: Development Communication**

Unit	Торіс	No. of Classes/hour	Name of Teacher	Total (TH+TU)
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 +
	Creativity, role and performance of each media-comparative study of pre and post libarelization eras;	2		3TU
	Role, performance record of each medium- print, radio, tv, video, traditional media;	1		
	Role of development agencies and NGOs in development communication;	1		
	Critical appraisal of dev comm. programmes and govt. schemes: SITE, Krishi Darshan, Kheda, Jhabua, MNREGA;	2		
	Cyber media and dev – e- governance, e-chaupal, national knowledge network, ICT for dev ; narrow casting;	2		
	Development support communication in India in the areas of: agriculture, health & family	1		
	welfare, population, women empowerment, poverty, unemployment, energy and environment, literacy, consumer awareness	1		
IV	Practising development communication Television programmes for rural India (Krishi Darshan)	5	AD	15 TH + 3TU
	Community radio and development	3	SC	
	Strategies for designing messages for print	3	TDR	

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

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

## Semester 4

## CC10: Media Ethics and the Law

Unit	Торіс	No. of	Name of	Total
	_	Classes/hour	Teacher	(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 +
	Live reporting and ethics	2		3TU
	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	8		
	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			
IV	Media and Regulation:	2	TDR	11 TH +
	Regulatory bodies			3TU
	Codes and Ethical guidelines	2		
	Self-Regulation of media	2		
	Media Content: Debates on morality and	3		
	Accountability: Taste, Culture and Taboo			
	Censorship and media debates	2		
			~~	
V	Media and social responsibility, economic	2	SC	11 TH +
	pressures		_	3TU
	Media reportage on marginalized sections	3		
	- children, Dalits, tribals, gender			
	Media coverage of violence and related	2		
	laws			
	Inflammatory writing (IPC 353)	2	_	
	Sedition - incitement to violence, hate	2		
	speech			
	Relevant case studies			
	Students' Activities			15
	(Project, PPT, Seminar Presentation,			
	Debate)			

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

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

	Vietnam War,	1		
	· ·	2	-	
	Disintegration of USSR	1	+	
	Radio free Europe and Radio	1		
	Liberty,	1	_	
	Voice of America	1	-	
	Communication debates: NWICO	1	_	
	McBride Commission and UNESCO	2	_	
	Unequal development and Third	2		
	World concerns: North-South	_	_	
	Rich – Poor	2		
	Assignments	2		
III	Global Conflict and Global Media	1	NB	10 TH
	World Wars and Media Coverage	3	SC	
	post 1990: Rise of Al Jazeera			
	The Gulf Wars: CNN's satellite	3	TDD	<u> </u>
		3	TDR	
	transmission, embedded Journalism	2	AD	<u> </u>
TX 7	9/11 and implications for the media	3	AD	10 7711 0 7711
IV	Media and cultural globalization	2	NB	12 TH+ 2 TU
	Cultural imperialism	2	1	
	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	1 50	
	Barrier free economy, multinationals,	3	-	
	technological developments, digital			
	divide			
	Media conglomerates and	2	-	
	monopolies	2		
	Global and regional integrations	1	-	
	Zee TV as Pan Indian channel	2	+	
		1	+	
	Bollywood entertainment	1	-	
	Local adaptions of global	1		
	programmes			
	Students' Activities			15
	(Project, PPT, Seminar Presentation,			15
	Debate)			

## **Semester 5**

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

Unit	Topic	No of	Name of	Total
		classes/Hour	Teacher	

I	Public Service Broadcasting	1	SC	13TH + 5TU
-	Public Service Model in India, policy	2		
	and laws			
	Global overview of Public Service	2		
	Broadcasting			
	Community radio	2		
	Community video	2		
	Participatory communication	2		
	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	3		
	television and Radio programming			
	(India and Britain case			
	studies)			
III	Why am I the 'Idiot Box'? - Debates,	3	AD	11 TH + 2 TU
111	Issues and Concerns of Television		110	11 111 + 2 10
	Genre			
	Various Evolving Contemporary	8		
	Television genres: Drama, soap			
	opera, comedy, reality television,			
	children's television, animation,			
***	prime time and day time.		1775	10 7777
IV	Writing and Producing for Radio	2	NB	10 TH
	Public Service Advertisements	2	SC	
	Discussions and revision	3		
	Jingles	2	AD	
	Radio Magazine shows	1	TDR	
V	Advanced Broadcast Production II -	2	TDR	
	(Television)			11 TH +3TU
	Mixing Genres in Television	3		
	Production-Music Video for social			
	comment/as documentary Mixing			
	ENG and EFP	3		
	Reconstruction in News based	2		
	Programming	1		
	Assignments	1		
	Students' Activities			15
	(Project, PPT, Seminar Presentation,			15
	Debate)			

## Semester 5

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

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	
	Investigative journalism	3		13 TH + 5 TU
	Sting operations and related case studies	2		
	Impact of Technology on newspapers and Magazines	3		
	Ethical debates in print journalism: ownership and control.	3		
III	Production of newspaper	1	SC	9 TH + 2 TU
	Principles of Layout and Design   1	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 2 SC Magazine Editing	SC	8 TH	
	Classification of Newspapers and Magazines	2	AD	

	ls in Newspapers es with respect to	2	NB	
	and Cartoons in and Magazines	2	TDR	
Studer (Project, PPT Presentation,				15

#### **Semester 5**

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

Unit	Topic	No of classes/Hour	Name of Teacher	Total
I	Introduction to Photography: A brief History of Photography- Camera Obscura to the daguerreotype process	2	TDR	9 TH+2TU
	Technical history of photography: Persistence of Vision	1		
	Camera Obscura,	1		
	Muybridge Experiment (Leaping horse	1		
	The photographic process (The Silver Hallide Photography Process	1		
	A brief glimpse into the Dark Room Development of a Photograph	2		
	Modernization of Photography and its use in Mass Media	1		
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,	2	NB	12 TH +2
	Natural light and Artificial Light			TU
	The Nature of Light- Direct Light,	2		
	Soft light, Hard light, Directional			
	Light.			
	Brightness, Contrast, Mid tones,	2		
	Highlights, Shadow and Silhouettes			
	Lighting equipment (Soft boxes,	2		
	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	3	AD	10 TH
1	:Sensor Sizes , Formats and Storage			10 111
	Introduction to Editing and Digital	1	NB	
	Manipulation			
	Brightness, Contrast, Mid tones,	2	SC	
	Highlights, Colour tones, Basics of			
	Photoshop			
	Photo editing software: (Microsoft	4	TDR	
	Office Picture Manager, CorelDraw,			
	Adobe Photoshop Elements,			
V	Photoshop CC (Creative Cloud) Photojournalism brief history	2	SC	10 TH +
V	Application and ethics and Law in	4		2TU
	Digital imaging, issues of unethical	4		210
	morphing, copyright law			
	Approaches to documenting reality (	3		
	Discussion on Capa's 'The Falling			
	Soldier', objective truth or staged			
	representation)			
	War photojournalism	1		
	Students' Activities			
	(Project, PPT, Seminar Presentation,			15
	Debate)			

## 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 –	2	AD	9 TH+ 3TU
	Genres and Environments,			

	TY 1 . 1' NY NA 1'		1	T
	Understanding New Media	2		
	Ecologies, Trans - medial			
	Storytelling,			
	Genres – Digital art, Digital Cinema	3		
	<ul> <li>New Media Fiction and</li> </ul>			
	Documentary, Gaming and Player			
	Culture,			
	Virality and Memes, et al.; guerrilla	2		
	media; curating media, festival,			
	media spaces.			
II	Sociology of the Internet and New	2	NB	12 <sup>TH</sup> +2TU
	Media:			
	Social Construction of Technology,	1		
	Utopian - Dystopian Interface	1	1	
	Digital inequalities	1	-	
		2	1	
	Digital Divide and Access,		-	
	Economy of New Media	2	-	
	Intellectual value; digital media	2		
	ethics,	_	1	
	new media and popular culture.	1	<u> </u>	
III	Critical New Media: Who controls	2	TDR	7 TH
	New Media, Questions surrounding			
	net neutrality and related issues			
	Surveillance and the state,	1	NB	
	Calamana in the Calamana in th	2	AD	
	Cyber security and issues of privacy	2	AD	
	the Internet and public sphere -	2	SC	
	politics and public sphere in the			
	digital age.	_	1	
IV	Participatory culture, convergence	2	SC	17 TH+5TU
	culture		1	
	Social media and Participatory media	2		
	culture			
	Digital fandom and online	3		
	communities			
	Digital identity	1		
	Gender and New media	2	1	
	Digital media and Identities	2	1	
	New media campaigns	2	1	
	Class test and revision	3	1	
V	Project and Production: Digital	3	TDR	15TH+5TU
'	Production in the forms of shorts,			131111310
	video, podcast, video blog, photo			
	blog, blogs and Microblogs etc.			
		2	1	
	Research and developmental	2		
	techniques	2	-	
	Ideas for final project	2	4	
	Scripting / production	2	4	
	Social media marketing and publicity	2	1	
	Exhibition/screening	2	]	
	Davision and Class Tast	2		
	Revision and Class Test Students' Activities	2		15

(Project, PPT, Seminar Presentation,		
Debate)		

## 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	Name of	Total
		classes/Hour	Teacher	
Ι	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	9ТН
	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	3	
research		
Class test and revision	3	
Students' Activities		
(Project, PPT, Seminar Presentation,		15
Debate)		

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

#### Semester 6

## DSE04: Media, Gender and Human Rights

Unit	Topic	No of	Name of	Total
		classes/Hour	Teacher	
Ι	Media and the social world: Media	3	AD	15TH +3 TU
	impact on individual and society;			
	Democratic Polity and mass media;	3		
	Media and Cultural Change;	3		
	Rural - Urban Divide in India: Grass - roots media	3		
	Class Test and Revision	3		
II	Gender: Conceptual Frameworks in Gender studies	2	TDR	16TH + 4TU
	Feminist Theory	2		
	History of Media and Gender	2		
	Media and Gender debates in India (Case Studies)	3		
	Media and Gender- Theoretical concerns	2		
	Media and Masculinity	3		
	Class Test and Revision	2		
III	Media: Power and Contestation	2	SC	13TH + 2 TU
	Public sphere and it's critique	2		
	Public sphere of the disempowred?	2		
	Media and social difference : class, 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	1	
Students' Activities			
(Project, PPT, Seminar			15
Presentation, Debate)			

## Lesson Plan 2022-23 (Duration:15 weeks, Jan - June) Semester 6

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

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

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

## Ramakrishna Sarada Mission Vivekananda Vidyabhavan

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

## Lesson Plan 2023-24

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

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

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

Unit	Topic	No of classes/Hour	Name of Teacher	Total
1	News: meaning, definition, nature; Elements	3	AD	15
Theory	The news process: from the event to the reader (how news is carried from event to reader);	2		
	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
Theory	Yellow Journalism	2		
	Penny Press	2		
	Tabloid press	2		
	Language of News - Robert Gunning: Principles of Clear Writing	3		
	Rudolf Flesch Formula: Skills to write News	2		
	Class Test	2		

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

## Name of the Teachers

AD – Aditi Das	
SC – Sreejaya Chatterjee	
NB – Nabanita Bhattacharyya	
TDR – Tanika Deb Roy	

## **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	Name of	Total
		classes/Hour	Teacher	
	News: meaning, definition, nature; Elements	3		
1	The news process: from the event to the	2	AD	15
Theory	reader (how news is carried from event to reader);			
	Hard news vs. Soft news; Different types of News	2		
	Basic components of a News Story	2	_	
	Attribution, Embargo, Verification, Balance and Fairness,	2		
	Brevity, Dateline,credit line, Byline	1	-	
	Class Test	3		
2	Different Forms of Print - A Historical Perspective	2	TDR	15
Theory	Yellow Journalism	2		
	Penny Press	2		
	Tabloid press	2		
	Language of News - Robert Gunning: Principles of Clear Writing	3		
	Rudolf Flesch Formula: Skills to write News	2	-	
	Class Test	2		

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

## **Dept of Journalism And Mass Communication**

#### 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
	Role, functions and qualities:	02		
	Reporters, Chief Reporter		TDR	15
1	Role, functions and qualities: News	02	TDK	15
	Coordinator, Photo Journalists, Chief			
Theory	of News Bureau			
	Role, functions and qualities:	02	_	
	Correspondents (Special, District,			
	Foreign), Freelancers, Stringers			
	General assignment reporting/	02		
	working on a beat- crime, courts,			
	city reporting, local reporting,			
	hospitals, health, education, sports		_	
	Advocacy reporting with curtain	01		
	raiser; Lifestyle journalism			
	News agency reporting; Covering	02	<u>-</u>	
	Press Conferences;			
	Review- Book review, Film review,	03	-	
	Review of television programmes,			
	Review of series of OTT platforms		_	
	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	Organizational setup of a	3	AD	15
Theory	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	Analyzing different types of Report	8	NB	30
	Writing published in newspapers			
Practical	Analyzing different types of Column	7		
	writing published in newspapers			
	Techniques of interview writing	7		
	Editing news copies	8		
5	Review of Film/OTT	6	AD	30
Practical	Feature Writing	6	SC	
	International Page Make Up of a	8		
	Newspaper using InDesign Software		TDR	
	(Computer)			
	Front Page Make Up of a Newspaper	10		
	using any Page Make Up Software		NB	
	(Computer)			
	Student's activities			
	(Project, PPT, Seminar Presentation, Debate)			5

## **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	Name of	Total
		classes/Hour	Teacher	
I	Media and international communication	2	AD	9 TH+ 3TU
	The advent of popular media- a brief	2		
	overview			

	Propaganda in the inter-war years:	3		
	Nazi Propaganda,			
	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	1	
	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	1	
	Global and regional integrations	1	1	
	Zee TV as Pan Indian channel	2	1	
	Bollywood entertainment	1	7	
	Local adaptions of global programmes	1	1	
	Students' Activities (Project, PPT, Seminar Presentation, Debate)			15

## **Dept of Journalism And Mass Communication**

#### Semester –V

## **CC-12: Advanced Broadcast Media**

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

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

## **Dept of Journalism And Mass Communication**

#### Semester -V

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

Unit	Topic	No of classes/Hour	Name of Teacher	Total
1	Specialized Reporting	2	AD	8 TH +3 TU
	Business/economic	2		
	Parliamentary	2		
	Political	2		
II	Trends in Print journalism	2	NB	
	Investigative journalism	3		13 TH + 5 TU
	Sting operations and related case studies	2		
	Impact of Technology on newspapers and Magazines	3		
	Ethical debates in print	3		
	journalism: ownership and control.			
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

**Dept of Journalism And Mass Communication** 

Semester -V

**DSE3: Photographical Appreciation** 

Unit	Topic	No of classes/Hour	Name of Teacher	Total
I	Introduction to Photography: A brief History of Photography- Camera Obscura to the daguerreotype process	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	3	AD	10 TH
IV		3	AU	10 111
	:Sensor Sizes , Formats and Storage			
	Introduction to Editing and Digital	1	NB	
	Manipulation			
	Brightness, Contrast, Mid tones,	2	SC	
	Highlights, Colour tones, Basics of			
	Photoshop			
	Photo editing software : (Microsoft	4	TDR	
	Office Picture Manager, CorelDraw,			
	Adobe Photoshop Elements, Photoshop			
	CC (Creative Cloud)			
V	Photojournalism brief history	2	SC	10 TH + 2TU
	Application and ethics and Law in Digital	4		
	imaging, issues of unethical morphing,			
	copyright law			
	Approaches to documenting reality (	3		
	Discussion on Capa's 'The Falling			
	Soldier', objective truth or staged			
	representation)			
	War photojournalism	1		
	Students' Activities			
	(Project, PPT, Seminar Presentation,			15
	Debate)			