

# LESSON PLAN

**DEPARTMENT NAME: JOURNALISM AND MASS COMMUNICATION**

**NAME OF FACULTY: SHEELITA DAS (SD), ADITI DAS (AD)**

**PAPER NAME & CODE: BASICS OF JOURNALISM AND MASS COMMUNICATION (MDC, MINOR) SEMESTER-I, JULY-DECEMBER**

Planned				After Implementation	
Unit / Group / Module / Article	Topics	Reference Books	No of Lecture Planned	Content Delivery Technique	Remarks / Comments
Unit 1 SD	Types of Media: Print, Broadcast and New Media	1) Essentials of Practical Journalism by VirBalaAggarwal 2) Sangbad Pratibedan by Baidyanath Bhattacharya 3) SambadSangbadikSangbadikata by Sujit Roy 4) Reporting and Editing Practice by Sourin Banerjee	4	Delivering Lectures in class, discussing relevant question-answers.	If needed extra classes will be taken online.
	Structure of Newspaper Organization	„	1		
	News: Definition, Types, Elements	„	2		
	News sources, Structure of News, News objectivity	„	2		
	Political Reporting, Financial Reporting, Sports Reporting	„	2		
	News Agencies: functions, International News Agencies	„			
Unit 2 SD	Print Media Editing, Principles of Editing	„	2	Delivering Lectures in class, discussing relevant question-	If needed extra classes will be taken online.
	Headlines: types	„	2		
	Page Making-principles	„	3		

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Unit / Group / Module / Article	Topics	Reference Books	No of Lecture Planned	Content Delivery Technique	Remarks / Comments
	Photo Journalism, definition, Photo Journalist	”	2	answers.	
	Caption writing, feature writing, Types	”	2		
	Editorial, column, columnist	”	2		
	Interviewing: Research, planning, framing questions	”	3		
Unit 3  AD	Understanding Communication: Definition and Components (Sender, Message, Channel, Receiver, feedback, noise);	1) Handbook of Journalism and Mass Communication by V. S. Gupta and VirBalaAggarwal	2	Delivering Lectures in class, discussing relevant question-answers.	If needed extra classes will be taken online.
	Processes and Semiotic school;	2) AbirChattopadhyay: Communication, Media and Cultural Studies; Progressive Publishers	2		
	Forms of Communication (verbal, non-verbal, paralanguage, iconic, semiotic etc.)	3) Mass Communication; Principles	3		

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Planned				After Implementation	
Unit / Group / Module / Article	Topics	Reference Books	No of Lecture Planned	Content Delivery Technique	Remarks / Comments
Unit 4 SD, AD	Levels of Communication (intrapersonal, interpersonal, group, public, mass communication),	and Concepts by Seema Hasan 4) Abir Chattopadhyay: Jnapontatwo O Sankriti; Progressive Publishers	5		
	Functions of communication and mass communication (surveillance, correlation, transmission, entertainment, validation, mobilization)		2		
	Tutorial	----	4	Group Project	
		TOTAL	45		

# LESSON PLAN

**Department Name: JOURNALISM AND MASS COMMUNICATION**

**Name of Faculty: SHEELITA DAS(SD), ADITI DAS(AD)**

**Paper Name & Code: PRINT ADVERTISING (JOUR-MD-SEC-TH) SEMESTER-I, JULY-DECEMBER**

Planned				After Implementation	
Unit / Group / Module / Article	Topics	Reference Books	No of Lecture Planned	Content Delivery Technique	Remarks / Comments
Unit-1 SD	Advertising: Definition; Types of Advertising, classification, classified and display ad, History of print advertising in India, Basic idea of modern print advertising	1) Sarojit Dutta: Advertising Today: The Indian Context; Kolkata Profile Publishers 2) Baidyanath Bhattacharya: Media Management; Lipika Publication	06	Delivering Lectures in class, discussing relevant question-answers	If needed extra classes will be taken online.
Unit-2 SD	Types of Newspaper Advertisements, Display Board Advertising: Definition with Examples, Leaflets pamphlets	”	04	Delivering Lectures in class, discussing relevant question-answers	If needed extra classes will be taken online.
Unit-3 AD	Ad copy, Headlines, Sub-headlines, slogan logo, writings, Ad Layout, Thumbnail-Rough Comprehensive Layouts	”	06	Delivering Lectures in class, discussing relevant question-answers	If needed extra classes will be taken online.

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**Paper Name & Code: PRINT ADVERTISING (JOUR-MD-SEC-TH) SEMESTER-I, JULY-DECEMBER**

Planned				After Implementation	
Unit / Group / Module / Article	Topics	Reference Books	No of Lecture Planned	Content Delivery Technique	Remarks / Comments
Unit-4 AD	Ad-Agencies: Definition, Functions, Ad- Manager, Advertising Department of a Newspaper.	”	04	Delivering Lectures in class, discussing relevant question- answers	If needed extra classes will be taken online.
Total			20		

## LESSON PLAN

**DEPARTMENT NAME: JOURNALISM AND MASS COMMUNICATION**

**NAME OF FACULTY: SHEELITA DAS (SD), ADITI DAS (AD)**

**PAPER NAME & CODE: INTRODUCTION TO J&MC (IDC), SEMESTER-I, JULY-DECEMBER**

Planned				After Implementation	
Unit / Group / Module / Article	Topics	Reference Books	No of Lecture Planned	Content Delivery Technique	Remarks / Comments
Unit-1 AD	News: Definition,	1) Essentials of Practical Journalism by VirBalaAggarwal 2) Sangbad Pratibedan by Baidyanath Bhattacharya 3) SambadSangbadikSangbadikata by Sujit Roy 4) Reporting and Editing Practice by Sourin Banerjee	01	Delivering Lectures in class, discussing relevant question-answers	If needed extra classes will be taken online.
	Elements of news		01		
	News Sources;		01		
	Different types of news; Structure of news: inverted pyramid; Intro; Lead; Language of news writing; Objectivity;		03		
	Feature: Definition, Types;		02		
	Editorial: Importance,Choice of subjects;		02		
	Column and Columnist;		01		
	Interviewing: Research, planning, framing questions,		03		
	The News Agencies: functions; various international News Agencies;		03		
Unit-2 SD	Communication: Definition,	1) Mass Communication; Principles and Concepts by SeemaHasan 2) GyanogyaponTatwe o Prayoge by ParthaChattopadhyay	3	Delivering Lectures in class, discussing relevant question-answers.	If needed extra classes will be taken online.
	Process and Semiotic School				
	Forms of Communication				
Levels of Communication	2				

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PAPER NAME & CODE: INTRODUCTION TO J&MC (IDC), SEMESTER-I, JULY-DECEMBER

Planned				After Implementation	
Unit / Group / Module / Article	Topics	Reference Books	No of Lecture Planned	Content Delivery Technique	Remarks / Comments
	Functions of communication and mass communication	„	3		
Unit-3 SD, AD	Tutorial	-----	5	Students' Individual Presentation on subject topics.	
		TOTAL	32		

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**DEPARTMENT NAME: JOURNALISM AND MASS COMMUNICATION**

**NAME OF FACULTY: SHEELITA DAS(SD), ADITI DAS(AD)**

**PAPER NAME & CODE: JORG-CC-GE-3-3-TH: ADVERTISING AND PUBLIC REALTIONS SEMESTER-III, JULY-DECEMBER**

Planned				After Implementation	
Unit / Group / Module / Article	Topics	Reference Books	No of Lecture Planned	Content Delivery Technique	Remarks / Comments
Unit 1 SD	Advertising: definition, different types	1) Sarojit Dutta: Advertising Today: The Indian Context; Kolkata Profile Publishers  2) Baidyanath Bhattacharya: Media Management; Lipika Publication	02	Delivering Lectures in class, discussing relevant question-answers.	If needed extra classes will be taken online.
	Advertising medium-different types, relative advantages, selection criteria		04		
	Ethics of advertising, Market research, Brand positioning, creative strategy		02		
	Market and its segmentation, sales promotion		04		
Unit 2 SD	Advertising agency-structure, function, functionaries, client-agency relationship	”	04	Delivering Lectures in class, discussing relevant question-answers.	If needed extra classes will be taken online.
	Copy writing, types of copy, how to prepare		02		
	Principles of copy writing, Main Feature, Copy writer-qualities, duties, responsibilities		04		



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NAME OF FACULTY: SHEELITA DAS(SD), ADITI DAS(AD)

PAPER NAME & CODE: JORG-CC-GE-3-3-TH: ADVERTISING AND PUBLIC RELATIONS SEMESTER-III, JULY-DECEMBER

Planned				After Implementation	
Unit / Group / Module / Article	Topics	Reference Books	No of Lecture Planned	Content Delivery Technique	Remarks / Comments
Unit 3 AD	Public Relations: Definition; PR as a management function; Publics in PR; Importance of PR;	1) Frank Jefkins: Public Relations Made Simple; Heinemann; London 2) Handbook of Journalism and Mass Communication by V. S. Gupta and Vir Bala Aggarwal	03	Delivering Lectures in class, discussing relevant question-answers.	If needed extra classes will be taken online.

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**PAPER NAME & CODE: JORG-CC-GE-3-3-TH: ADVERTISING AND PUBLIC REALTIONS SEMESTER-III, JULY-DECEMBER**

Planned				After Implementation	
Unit / Group / Module / Article	Topics	Reference Books	No of Lecture Planned	Content Delivery Technique	Remarks / Comments
	PRO: Qualities and Duties;		01		
	PR in Public Sector;		01		
	PR for Private Sector;		01		
	PR Tools;		02		
	Press Release; Press Conference; Press Rejoinder;		02		
	Community Relations, Media Relations;		02		
	Corporate PR; Corporate Social Responsibility (CSR), House Journal;		04		
	PR Institutions: PRSI, IPR;		02		
	Crisis PR;		02		

**Subject Name/Code:**

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**PAPER NAME & CODE: JORG-CC-GE-3-3-TH: ADVERTISING AND PUBLIC REALTIONS SEMESTER-III, JULY-DECEMBER**

Planned				After Implementation	
Unit / Group / Module / Article	Topics	Reference Books	No of Lecture Planned	Content Delivery Technique	Remarks / Comments
Unit 4 AD JORG-CC/GE-3-3-P: Journalism	Basic knowledge of Computer for print journalism;		02	Practical demonstration using computer system	If needed extra classes will be taken online.
	Writing a News Report in about 150 words from given points; Writing Headlines from News Stories;		04		
	Writing Headline, Intro; Writing Anchor Story; Writing article;		04		
	Creating a display advertisement on Photo Editing Software.		04		

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PAPER NAME & CODE: JORG-CC-GE-3-3-TH: ADVERTISING AND PUBLIC RELATIONS SEMESTER-III, JULY-DECEMBER

Planned				After Implementation	
Unit / Group / Module / Article	Topics	Reference Books	No of Lecture Planned	Content Delivery Technique	Remarks / Comments
		Total	56		

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**DEPARTMENT NAME: JOURNALISM AND MASS COMMUNICATION**

**NAME OF FACULTY: ADITI DAS(AD)**

**PAPER NAME & CODE: JORG-DSE-A-5-1-TH+TU: FILM STUDIES SEMESTER-V, JULY-DECEMBER**

Planned				After Implementation	
Unit / Group / Module / Article	Topics	Reference Books	No of Lecture Planned	Content Delivery Technique	Remarks / Comments
Unit 1 AD	Film as a medium of mass communication; Early Indian Cinema,	1) Satyajit Ray: Our Films Their Films; 2) KiranmoyRaha: Bengali Cinema; 3) ParthaRaha: Cinema r Itibritwo; Dey's Publisher	03	Delivering Lectures in class, discussing relevant question-answers.	If needed extra classes will be taken online.
	Adaptation of literature in cinema,		02		
	Concepts of Avant GardeCinemaand Underground Cinema;		02		
	Brief history of Documentary Cinema in India		02		
Unit 2 AD	Film Movements: French New Wave, Italian Neo-realism;	”	06	Delivering Lectures in class, discussing relevant question-answers.	If needed extra classes will be taken online.
	Post-independence popular Bombay films, Growth of regional cinema in India;		04		
	Contemporary Indian film genres: Masala Films, Underworld films, Art or Parallel cinema.		04		

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DEPARTMENT NAME: JOURNALISM AND MASS COMMUNICATION

NAME OF FACULTY: ADITI DAS(AD)

PAPER NAME & CODE: JORG-DSE-A-5-1-TH+TU: FILM STUDIES SEMESTER-V, JULY-DECEMBER

Planned				After Implementation	
Unit / Group / Module / Article	Topics	Reference Books	No of Lecture Planned	Content Delivery Technique	Remarks / Comments
Unit 3 AD	Contributions of Eminent Filmmakers: Sergei Eisenstein, Akira Kurosawa, Charles Chaplin, Satyajit Ray, MrinalSen, RitwikGhatak.		07	Delivering Lectures in class, discussing relevant question-answers.	If needed extra classes will be taken online.
	Landmarks of Indian Cinema: PatherPanchali, GupiGyneBaghaByne, Meghe Dhaka Tara, Subarnarekha, AkalerSandhane, Guide, Sholey, Jane Bhi Do Yaaro, Albert Pinto KoGussaKiyun Ata Hain, Dahan, Chitragada.	”	05		

Subject Name/Code:

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DEPARTMENT NAME: JOURNALISM AND MASS COMMUNICATION

NAME OF FACULTY: ADITI DAS(AD)

PAPER NAME & CODE: JORG-DSE-A-5-1-TH+TU: FILM STUDIES SEMESTER-V, JULY-DECEMBER

Planned				After Implementation	
Unit / Group / Module / Article	Topics	Reference Books	No of Lecture Planned	Content Delivery Technique	Remarks / Comments
Unit 4 AD	Stages of Film Production: Pre-production, production, and post-production methods;	”	05	Delivering Lectures in class, discussing relevant question-answers.	If needed extra classes will be taken online.
	Basic camera use in films;		03		
	Principles of film editing: Aesthetic, technical;		02		
	Use of Software in Film editing;		01		
	Film marketing		02		
			Total		

## LESSON PLAN

Department Name: JOURNALISM AND MASS COMMUNICATION

Name of Faculty: SHEELITA DAS (SD)

Paper Name & Code: JOURNALISTIC WRITINGS, JORG-SEC-A-5-1, SEMESTER-5, JULY-DECEMBER

Planned				After Implementation	
Unit / Group / Module / Article	Topics	Reference Books	No of Lecture Planned	Content Delivery Technique	Remarks / Comments
Journalistic Writings SD	Writing news-Hard News, Soft News, Anchor News	Daily Newspaper Reading	10	Delivering Lectures in class, giving assignments to write news stories in localities, feature writing and editorial writing on various topics, discussing relevant question-answers.	If needed extra classes will be taken online.
	Feature-News feature	„	6		
	Editorial	„	4		
		Total	20		