

Lesson Plan: (Semester-I, Part-II, Part-III) 2018-2019

Department: Journalism & Mass Communication (General).

Name of the Teacher: Sheelita Das.

Semester	Programme	Course and Name of the Paper	Topic	Teacher	No. Of hours
1	GENERAL	CC 1/ GE 1 Basics of Journalism	Unit-1	SD	15
			Unit-2	SD	14
			Unit-3	SD	14
			Unit-4	SD	14

Extra classes are arranged for doubt clearing and to discuss the model question papers of Calcutta University.

Year	Paper	Unit	Topic	No. of lectures	Session
2	2	Module 1, Module 2	Newspaper as a business enterprise, its public service role in India. Ownership of Newspapers, features, different types of newspapers' ownership in India. Sources of revenue of newspapers and scope in India. Circulation of newspapers and circulation factors, Newspaper's policy. Advertisement Department of a newspaper, Advertisement Manager-duties and responsibilities, Administration of Ad-department, different types of advertisement in newspapers, Newspaper as a medium of advertisement. Circulation Department, Circulation Manager-duties and	40	July to Pre-Puja

		responsibilities, Audit Bureau of Circulation.		
Media Management, Advertising & Public Relations	Module 3	<p>Advertising-definition, different types. Advertising medium-different types, relative advantages, selection criteria. Ethics of advertising, Market Research, Brand Positioning, Creative strategy, Market and its segmentation, Sales Promotion.</p> <p>Advertising Agency-structure, functions, important functionaries, Client-Agency relationship.</p> <p>Copy writing-types of copy, how to prepare, principles of writing, main features. Copy writer-qualities, duties, responsibilities. Copy for electronic media and print media, Ad-administration, Video production.</p>	30	Post-Puja to Winter Vacation
	Module 4	<p>Public Relations-definition, publics, importance, tools, Press Release, Press Conference, Press Rejoinder, PRO-qualities, and duties. PR in public and private sector. Corporate PR.</p> <p>House Journal-planning, data collection, editing principles, production, and distribution. PR as a management function, PR institutions, PR and new technology.</p>	28	Post-Winter Vacation to Part-II Test
	Paper	Unit	Topic	No. of lectures
3	Module 1	Indian Constitution-main features, Fundamental Rights, Power and Position-President, Prime Minister, Chief Minister, Governor of India; Power and Position-Supreme Court, High	14	July to Pre-Puja

Indian Constitution, Economy and Press Laws		Court, Local Governments; Indian Foreign Policy		
	Module 1, Module 2	National Economic Policy; Industrial policy; Finance Commission, Five Year Plans; Various Press Laws; Ethics of Journalism; Freedom and responsibilities of press; Press Council of India;	16	Post-Puja to Winter Vacation
	Module 2, Practical	Indian Constitution-Objectives, guidelines; Media Council of India. Practical Classes (Writing- News Reports, Headlines, Intro, Short Features, Editorials, film Reviews, Book Reviews; Making Newspaper Page; Editing News Copy).	20	Post-Winter Vacation to Part-II Test

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Year	Paper	Unit	Topic	No. of lectures	Session	
3	4	Advanced Media Studies	Module 1, Module 2, Practical	<p>Communication-definition, scope and functions; Mass communication-definition, scope and functions, theories, models; types of mass media and recent trends; Specialized reporting; Interpretative and Investigative reporting.</p> <p>Press Conference, interview-types, preparation; Women and Mass Media.</p> <p>Radio Broadcasting in India, recent trends;</p> <p>Practical Classes-(Making Front Page Layout of Newspaper; Writing Headlines, Intro).</p>	62	July to Pre-Puja
			Module 2, Module 3, Practical	<p>Television Broadcasting in India, recent trends; Front page making of daily newspaper, Film Review, Book Review, Music Review.</p> <p>Practical Classes-(Writing Ad Copy by Computer Application).</p>		

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Department of Journalism and Mass Communication

Lesson Plan: 2019 (Feb-June): Aditi Das

Semester/Part	Programme	Course and Name of the Paper	Topic	Teacher	No. Of hours
2	GENERAL	CC 2/GE 2 Media Management	Unit-1	AD	14
			Unit-2		
			Unit-3		
			Unit-4	AD	14