

Lesson Plan: (Semester-I, Semester-II, Semester-III, Semester-IV, Part-III)
2019-2020

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
2	GENERAL	CC 2/GE 2 Media Management	Unit-1	SD	14
			Unit-2	SD	14
3	GENERAL	CC 3/GE 3 Advertising and Public Relations	Unit-1	SD	13
			Unit-2	SD	14
4	GENERAL	CC 4/GE 4 Press Laws and Indian Constitution	Unit-1	SD	16
			Unit-2	SD	12

Year	Paper	Unit	Topic	No. of lectures	Session
3	4	Module 1, Module 2, Practical	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. Press Conference, interview-types, preparation; Women and Mass Media. Radio Broadcasting in India, recent trends;	62	July to Pre-Puja

	Advanced Media Studies		Practical Classes-(Making Front Page Layout of Newspaper; Writing Headlines, Intro).		
		Module 2, Module 3, Practical	Television Broadcasting in India, recent trends; Front page making of daily newspaper, Film Review, Book Review, Music Review. Practical Classes-(Writing Ad Copy by Computer Application).	35	Post-Puja to (Winter Vacation) Part-III Test

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

Lesson Plan: 2019 (July-Dec): Aditi Das

Semester/Part	Programme	Course and Name of the Paper	Topic	Teacher	No. Of hours
Part-III	GENERAL	Paper- 4	Unit-1	AD	10
			Unit-2	AD	10
			Unit-3	AD	10
			Practical	AD	14
1	GENERAL	CC 1/ GE 1 Basics of Journalism	Unit-1	AD	15
			Unit-2	AD	14
			Unit-3	AD	13
			Unit-4	AD	13
3	GENERAL	CC 3/GE 3 Advertising and Public Relations	Unit-1	AD	13
			Unit-2	AD	14
			Unit-3	AD	14
			Unit-4	AD	14