

B.A. (JOURNALISM & MASS COMMUNICATION)

Semester	Subject Code	Subject
Sem-I	BA(JMC)-101	Communication Skill in English-I
Sem-I	BA(JMC)-102	Punjabi (Compulsory) OR Basic Punjabi
Sem-I	BA(JMC)-103	Principles of Communication
Sem-I	BA(JMC)-104	Reporting and Editing-I
Sem-I	BA(JMC)-105	Media and Politics
Sem-I	BA(JMC)-106	Computer Applications for Journalism Practical
Sem-I	BA(JMC)-107	Print Media Lab.
Sem-I	BA(JMC)-108	Computer Lab.
Sem-I	BA(JMC)-109	Drug Abuse: Problem, Management and Prevention
Sem-III	BA(JMC)-301	Photo Journalism
Sem-III	BA(JMC)-302	Reporting and Editing - II
Sem-III	BA(JMC)-303	History of Broadcasting in India: Policies & Principles
Sem-III	BA(JMC)-304	News Feature Writing
Sem-III	BA(JMC)-305	Development and Communication
Sem-III	BA(JMC)-306	Environmental Studies
Sem-III	BA(JMC)-307	Reporting & Editing Lab
Sem-III	BA(JMC)-308	Photography Lab
Sem-III	BA(JMC)-309	Feature Writing Lab
Sem-V	BA(JMC)-501	Event Management: Principles and Methods
Sem-V	BA(JMC)-501	Current Affairs: Contemporary Issue in Media-I
Sem-V	BA(JMC)-502	Media Research Methodologies
Sem-V	BA(JMC)-503	Cyber Journalism
Sem-V	BA(JMC)-504	Public Relations Practical
Sem-V	BA(JMC)-505	Event Management Lab
Sem-V	BA(JMC)-506	Cyber Lab
Sem-V	BA(JMC)-507	Pilot Study

**LESSON PLAN B.A (JOURNALISM AND MASS COMMUNICATION)
SEMESTER-I**

COMMUNICATION SKILLS

July 2017

Contents	Books	Plan	Activity	Assignment
Reading & Writing Skills	Oxford guide to effective writing and speaking	Formal & Informal letters	G.D's and interactive sessions	Test based on both type of letters

August 2017

Plan	Books	Assignment	Activity	
Unseen passages, Comprehension, note making	Communication Skills in English	Extempore speech competition	paper reading contest	

September 2017

Plan	Activity	Assignment
Notices, Resume Writing	Revision of notices and resume writing	Maintaining of file for all syllabus

October 2017

Plan	Activity	Assignment
Revision of all syllabus and preparation of exams	Mock viva voce	University file for Viva voce

November 2017

Books	Plan	Activity
1 book	Discussion on the questions	Class tests on Reading skills
	University examination preparation	Viva voce

**LESSON PLAN B.A (JOURNALISM AND MASS COMMUNICATION)
SEMESTER-I**

GENERAL PUNJABI

ਆਤਮਅਨਾਤਮ	ਵਿਦਿਆਰਥੀਆਂ ਇਸ ਸਮੇਂ ਸਟਰ ਵਿੱਚ ਇਸ ਪਾਠ ਪੁਸਤਕ ਵਿੱਚੋਂ ਕਵਿਤਾ ਵਾਲਾ ਭਾਗ ਕਰਵਾਇਆ ਜਾਵੇਗਾ 1. ਪ੍ਰੋਮੋਹਣ ਸਿੰਘ	ਸਮਾਂ 1-3 ਦਿਨ
ਗਿਆਨਮਾਲਾ	੧ ਪਹੀਆ ਪ੍ਰਸ਼ਣ	1-3 ਦਿਨ
ਨਿਸ਼ਕਰਸ਼	1. ਸੈਦਾਂਤੇ ਸਬਜਾਂ 2. ਖਾਨਗਾਹੀ ਦੀ ਵਾਬਾਲ ਦੀਏ ਕਵਿਤਾ ਵਾਦਾ ਵਿਸ਼ੈ ਗਤ ਸਰੋਕਾਰਾਂ ਦਾ ਅਧਿਐਨ ਕਰੋ	
ਆਤਮਅਨਾਤਮ	2 ਅਮਿਤਾ ਪ੍ਰੀਤਮ	1-3 ਦਿਨ
ਗਿਆਨਮਾਲਾ	2. ਭਰੂਣ ਹੱਤਿਆ ਦੇ ਦੇਸ਼ ਵਿੱਚ	
ਨਿਸ਼ਕਰਸ਼	੧ ਅਮਿਤਾ ਪ੍ਰੀਤਮ ਦੀਆਂ ਕਵਿਤਾਵਾਂ ਅੰਨ ਦਾ ਤਾਅਤੇ ਅੱਜ ਆਖਾਂ ਵਾਰਿਸ ਸ਼ਾਹ ਨੂੰ ਦੇ ਥੀ ਮਿਕ ਸਰੋਕਾਰਾਂ ਦਾ ਅਧਿਐਨ ਕਰੋ ੨ ਭਰੂਣ ਹੱਤਿਆ ਦੇ ਦੇਸ਼ ਵਿੱਚ ਨਿਬੰਧ ਦਾ ਸਾਰ ਆਪਣੇ ਸ਼ਬਦਾਂ ਵਿੱਚ ਲਿਖੋ	1-3 ਦਿਨ
ਆਤਮਅਨਾਤਮ	੩ ਸ਼ਿਵ ਕੁਮਾਰ ਬਟਾਲਵੀ	1-3 ਦਿਨ
ਗਿਆਨਮਾਲਾ	੩ ਨਾਰੀ ਸ਼ਕਤੀ	
ਨਿਸ਼ਕਰਸ਼	1 ਲੂਣਾ ਅਤੇ ਜੀ ਚਾਹੇ ਪੰਛੀ ਹੋ ਜਾਵਾਂ ਕਵਿਤਾ ਵਾਂ ਦਾ ਵਿਸੇਵ ਸਤੂਤਿਆਰ ਕਰ ਵਾਇਆ ਗਿਆ ੨ ਨਾਰੀ ਸ਼ਕਤੀ ਨਿਬੰਧ ਦਾ ਵਿਸ਼ੇਵ ਸਤੂਤਿਆਰ ਕਰ ਵਾਇਆ ਜਾਵੇਗਾ	1-3 ਦਿਨ

ਆਤਮਅਨਾਤਮ	੪ ਸੁਰਜੀਤਪਾਤਰ	1-3ਦਿਨ
ਗਿਆਨਮਾਲਾ	੪ਵਾਤਾਵਰਣੀਪ੍ਰਸ਼ਣਅਤੇਮਨੁੱਖ	
ਨਿਸ਼ਕਰਸ਼	੧ਸੁਰਜੀਤਪਾਤਰਦੀਆਂਕਵਿਤਾਵਾਂਹੁਣਘਰਾਂਨੂੰਪਰਤਣਾਂਅਤੇਸੁੰਨੇਸੁੰਨੇ ਰਾਹਾਂ 'ਤੇਕੋਈਕੋਈਪੈੜਹੈਦਾਨਕਸਲੀਦਿਸ਼ਟੀਤੋਂਮੁਲਾਂਕਣਕੀਰਾਜਾਵੇਗਾਛ ੨ ਵਾਤਾਵਰਣੀਪ੍ਰਸ਼ਣਅਤੇਮਨੁੱਖਨਿਬੰਧਦਾਸਾਰਲਿਖੇਛ	1-3ਦਿਨ
ਆਤਮਅਨਾਤਮ	5ਪਾਸ਼	1-3ਦਿਨ
ਗਿਆਨਮਾਲਾ	੫ਏਡਜ	
ਨਿਸ਼ਕਰਸ਼	੧ ਪਾਸ਼ਦੀਆਂਕਵਿਤਾਵਾਂਇਨਕਾਰਅਤੇਮੇਰੇਤੋਂਆਸਨਾਕਰਿਓਕਵਿਤਾਵਾਂ ਦਾਨਕਸਲੀਲਹਿਰਦੇਪਰਿਪੇਖਵਿੱਚਅਧਿਐਨਛ ੨ਏਡਜਨਿਬੰਧਦਾਸਾਰਆਪਣੇਸ਼ਬਦਾਂਵਿੱਚਲਿਖੇਛ	1-3ਦਿਨ
ਵਿਅਕਰਨ	1 ਪੰਜਾਬੀਧੁਨੀਵਿਉਂਤ	
	ੳ.ਸਵਰਦੀਪਰਿਭਾਸ਼ਾ ਅ. ਸਵਰਦੀਆਂਕਿਸਮਾਂ ੲ. ਉਚਾਰਨਅੰਗ	1-4 ਦਿਨ
ਪੈਰਾਰਚਨਾ	ਪੈਰਾਰਚਨਾਕੀਹੈ? ਚੰਗੀਪੈਰਾਰਚਨਾਦੇਗੁਣ	1-3 ਦਿਨ
ਨਿਸ਼ਕਰਸ਼	1ਸਵਰਉਪਰਨੇਟਲਿਖੇ 2ਵਿਦਿਆਰਥੀਅਤੇਅਨੁਸ਼ਾਸਨਦੇਵਿਸ਼ੇ 'ਤੇਪੈਰਾਰਚਨਾਕਰੋ	
ਵਿਅਕਰਨ	ਸ.ਵਿਅੰਜਨਦੀਪਰਿਭਾਸ਼ਾ ਹਵਿਅੰਜਨਦੀਆਂਕਿਸਮਾਂ ਕਸੁਰਪ੍ਰਣਾਲੀ	1-5 ਦਿਨ
ਅਣਡਿੱਠਾਪੈਰਾ	ਅਣਡਿੱਠਾਪੈਰੇਦਾਅਭਿਆਸਕਰਵਾਇਆਜਾਵੇਗਾਛ	1-3ਦਿਨ
ਨਿਸ਼ਕਰਸ਼	ਧੁਨੀਵਿਉਂਤਉਪਰਨੇਟਲਿਖੇਛ	

<p>ਵਿਆਕਰਨ</p> <p>ਨਿਸ਼ਕਰਸ਼</p>	<p>ਪੰਜਾਬੀਭਾਸ਼ਾਅਤੇਉਪਭਾਸ਼ਾ ਉ.ਭਾਸ਼ਾਅਤੇਉਪਭਾਸ਼ਾਵਿਚਅੰਤਰ ਅ.ਭਾਸ਼ਾਵੰਨਗੀਆਂ ਬਪੰਜਾਬੀਦੀਆਂਉਪਭਾਸ਼ਾਵਾਂਅਤੇਉਹਨਾਂਦੇਪਛਾਣਚਿਨ ਸਟਕਸਾਲੀਭਾਸ਼ਾ</p> <p>ਭਾਸ਼ਾਅਤੇਉਪਭਾਸ਼ਾਦੇਅੰਤਰਨੂੰਸਪਸ਼ੱਟਕਰਦੇਹੋਏਉਪਭਾਸ਼ਾਵਾਂਦੇਪਛਾ ਣਚਿੰਨਨਿਸ਼ਚਿਤਕਰੋ</p>	<p>1-6 ਦਿਨ</p>
<p>ਵਿਆਕਰਨ</p> <p>ਨਿਸ਼ਕਰਸ਼</p>	<p>ਮਾਤਭਾਸ਼ਾ ਉ.ਮਾਤਭਾਸ਼ਾਕੀਹੁੰਦੀਹੈ? ਅ,ਮਾਤਭਾਸ਼ਾਪੜਨੀਕਿਓਜਰੂਰੀਹੈ? ਬ. ਮਾਤਭਾਸ਼ਾਦੇਅਧਿਐਨਦੀਆਂਕੀਸਮੱਸਿਆਵਾਂਹਨ?</p> <p>ਮਾਤਭਾਸ਼ਾਦੇਅਧਿਐਨ 'ਤੇਨੋਟਲਿਖੋ।</p>	<p>1-5ਦਿਨ</p>
<p>ਵਿਆਕਰਨ</p> <p>ਨਿਸ਼ਕਰਸ਼</p>	<p>ਦੂਜੀਭਾਸ਼ਾ ਉ. ਦੂਜੀਭਾਸ਼ਾਕੀਹੁੰਦੀਹੈ? ਅਦੂਜੀਭਾਸ਼ਾਪੜਨੀਕਿਓਜਰੂਰੀਹੈ? ਬਦੂਜੀਭਾਸ਼ਾਦੇਅਧਿਐਨਦੀਆਂਸਮੱਸਿਆਵਾਂ 'ਤੇਨੋਟਲਿਖੋ</p> <p>ਦੂਜੀਭਾਸ਼ਾ'ਤੇਨੋਟਲਿਖੋ</p>	<p>1-4ਦਿਨ</p>

**LESSON PLAN B.A(JOURNALISM AND MASS COMMUNIUCATION)
SEMESTER-I**

BASIC PUNJABI

ਜਾਣ - ਪਛਾਣ	ਇਸ ਵਿਚ ਵਿਦਿਆਰਥੀਆਂ ਨੂੰ ਪੰਜਾਬੀ ਦੀ ਮੁਢਲੀ ਸਿਖਿਆ ਦਿੱਤੀ ਜਾਵੇਗੀ ਤਾਂ ਜੋ ਉਹ ਪੰਜਾਬੀ ਦੀ ਵਰਣਮਾਲਾ ਤੇ ਸ਼ਬਦ-ਬਣਤਰ ਨੂੰ ਚੰਗੀ ਤਰਾਂ ਸਮਝ ਸਕਣ।	ਸਮਾਂ
ਵਿਆਕਰਨ	1. ਵਰਣਮਾਲਾ 2. ਅੱਖਰ-ਕ੍ਰਮ 3. ਪੈਂਤੀ ਅੱਖਰੀ	1-6(ਦਿਨ)
ਨਿਸ਼ਕਰਸ਼	4. ਗੁਰਮੁਖੀ ਲਿਪੀ ਦੀ ਜਾਣ-ਪਛਾਣ 5. ਪੰਜਾਬੀ ਭਾਸ਼ਾ ਦਾ ਨਾਮਕਰਨ। ਵਿਦਿਆਰਥੀਆਂ ਨੂੰ ਨਾਮਕਰਨ ਤੇ ਨੋਟ ਲਿਖਣ ਲਈ ਦਿੱਤਾ ਜਾਵੇਗਾ। ਕਲਾਸ ਵਿੱਚ ਵਰਣਮਾਲਾ ਦਾ ਟੈਸਟ ਲਿਆ ਜਾਵੇਗਾ।	1-3(ਦਿਨ) 1-3(ਦਿਨ)
ਵਿਆਕਰਨ	1. ਲਗਾਂ ਮਾਤਰਾਂ 2. ਸਵਰ ਵਾਹਕ (ੳ, ਅ, ਏ) 3. ਪੈਰ ਵਿੱਚ ਬਿੰਦੀ ਵਾਲੇ ਵਰਣ 4. ਪੈਰ ਵਿੱਚ ਪੈਣ ਵਾਲੇ ਵਰਣ	1-3(ਦਿਨ) 1-3(ਦਿਨ) 1-3(ਦਿਨ)
ਨਿਸ਼ਕਰਸ਼	1. ਗੁਰਮੁਖੀ ਲਿਪੀ ਬਣਤਰ ਤੇ ਤਰਤੀਬ 1. ਗੁਰਮੁਖੀ ਲਿਪੀ ਬਣਤਰ ਤੇ ਤਰਤੀਬ ਉੱਤੇ ਨੋਟ ਲਿਖਣ ਲਈ ਦਿੱਤਾ ਜਾਵੇਗਾ। ਵਰਣਮਾਲਾ ਤੇ ਲਗਾਂ-ਮਾਤਰਾ ਦਾ ਟੈਸਟ ਲਿਆ ਜਾਵੇਗਾ।	1-3(ਦਿਨ)
ਵਿਆਕਰਨ	ਗੁਰਮੁਖੀ ਆਰਥੋਗ੍ਰਾਫੀ 1. ਸਵਰ ਦੀ ਬਣਤਰ 2. ਸਵਰ ਅਤੇ ਲਗਾਂ ਮਾਤਰਾਂ	1-3(ਦਿਨ) 1-3(ਦਿਨ)
ਨਿਸ਼ਕਰਸ਼	3. ਵਿਅੰਜਨ ਦੀ ਬਣਤਰ ਤੇ ਉਚਾਰਨ। ਸਵਰ ਉੱਤੇ ਨੋਟ ਲਿਖਣ ਲਈ ਦਿੱਤਾ ਜਾਵੇਗਾ। ਕਲਾਸ ਵਿੱਚ ਵਿਅੰਜਨ ਦਾ ਟੈਸਟ ਲਿਆ ਜਾਵੇਗਾ।	1-6(ਦਿਨ)

ਵਿਆਕਰਨ	<ol style="list-style-type: none"> 1.ਲ ਅਤੇ ਲ ਦਾਉਚਾਰਣ 2.ਭ,ਧ,ਢ,ਝ,ਞ ਦਾਉਚਾਰਣ 3.ਸ਼ਬਦ ਬਣਤਰ 4.ਸਧਾਰਣ ਸ਼ਬਦ 	<p>1-3(ਦਿਨ)</p> <p>1-3(ਦਿਨ)</p> <p>1-3(ਦਿਨ)</p>
ਨਿਸ਼ਕਰਸ਼	<ol style="list-style-type: none"> 1.ਕੋਸ਼ਗਤਤੇਵਿਆਕਰਣਕਸ਼ਬਦ <p>ਸਧਾਰਣਸ਼ਬਦਉੱਤੇ ਨੋਟ ਲਿਖਣਲਈਦਿੱਤਾਜਾਵੇਗਾ। ਵਿਅੰਜਨਦਾਕਲਾਸਵਿੱਚਟੈਸਟਲਿਆਜਾਵੇਗਾ।</p>	1-3(ਦਿਨ)
ਵਿਆਕਰਨ	<ol style="list-style-type: none"> 1.ਸੰਯੁਕਤ ਸ਼ਬਦ 2.ਸਮਾਸੀ ਸ਼ਬਦ 3.ਦੋਹਰੇ ਤੇਦੋਜਾਤੀਸ਼ਬਦ 	<p>1-3(ਦਿਨ)</p> <p>1-3(ਦਿਨ)</p> <p>1-3(ਦਿਨ)</p>
ਨਿਸ਼ਕਰਸ਼	<ol style="list-style-type: none"> 1.ਮਿਸ਼ਰਤ ਸ਼ਬਦਬਣਤਰ/ਸਿਰਜਨਾ <p>ਸੰਯੁਕਤਤੇਮਿਸ਼ਰਤਸ਼ਬਦਾਂਉੱਤੇ ਨੋਟ ਲਿਖਣਲਈਦਿੱਤਾਜਾਵੇਗਾ। ਪੇਪਰਾਂਦੀਰਵੀਜਨਹੋਵੇਗੀ।</p>	
ਵਿਆਕਰਨ	<ol style="list-style-type: none"> 1.ਪੰਜਾਬੀ ਵਾਕਬਣਤਰ 2.ਕਰਤਾ,ਕਰਮ,ਕਿਰਿਆ 	<p>1-3(ਦਿਨ)</p>
ਨਿਸ਼ਕਰਸ਼	<ol style="list-style-type: none"> 1.ਵਾਕ ਦਾਵਰਗੀਕਰਨ 2.ਵਾਕਾਂ ਦੀਵਰਤੋਂ <p>ਪੰਜਾਬੀਵਾਕਬਣਤਰਉੱਤੇ ਨੋਟ ਲਿਖਣਲਈਦਿੱਤਾਜਾਵੇਗਾ।</p>	<p>1-6(ਦਿਨ)</p> <p>1-3(ਦਿਨ)</p>
ਵਿਆਕਰਨ	<ol style="list-style-type: none"> 1.ਨਿੱਜੀ ਚਿੱਠੀਪੱਤਰ 2.ਦਫਤਰੀ ਤੇਵਪਾਰਕਚਿੱਠੀਪੱਤਰ 3.ਪੈਰਾ ਰਚਨਾ 4.ਸੰਖੇਪ ਰਚਨਾ 	<p>1-3(ਦਿਨ)</p> <p>1-6(ਦਿਨ)</p> <p>1-3(ਦਿਨ)</p>
ਨਿਸ਼ਕਰਸ਼	<ol style="list-style-type: none"> 1ਦਫਤਰੀਤੇਵਪਾਰਕਚਿੱਠੀਪੱਤਰਤੇਪੈਰਾਰਚਨਾਦਾਟੈਸਟਲਿਆਜਾਵੇਗਾ। 	
ਵਿਆਕਰਨ	<ol style="list-style-type: none"> 1.ਅਖਾਣ ਮੁਹਾਵਰੇ 2. ਚਿੱਠੀਪੱਤਰ 3.ਪੈਰਾ ਰਚਨਾ 4.ਸੰਖੇਪ ਰਚਨਾ 	<p>1-6(ਦਿਨ)</p> <p>1-3(ਦਿਨ)</p>
ਨਿਸ਼ਕਰਸ਼	<ol style="list-style-type: none"> 1.ਅਖਾਣਮੁਹਾਵਰੇ,ਚਿੱਠੀਪੱਤਰਤੇਪੈਰਾਰਚਨਾਦਾਟੈਸਟਲਿਆਜਾਵੇਗਾ। 2.ਪੇਪਰਾਂ ਦੀਤਿਆਰੀਕਰਵਾਈਜਾਵੇਗੀ। 	

**LESSON PLAN B.A(JOURNALISM AND MASS COMMUNICATION)
SEMESTER-I**

PRINCIPLES OF COMMUNICATION

Topic	Notes /Strategies/Resources	Time
Fundamentals of Communication	<ul style="list-style-type: none"> • Students will learn about <p>What is Communication?</p> <ul style="list-style-type: none"> • Meaning& Elements/components of human communication • Concept of Communication • Communication as a social, human & universal process. • Seven C's of Communication • Communication - Objectives, Scope & Functions. • Factors responsible for growing importance of Communication. • Effective communication & its Barriers. <p>✓ From The Process of Communication by David K. Berlo</p>	15 Days
Process of Communication	<ul style="list-style-type: none"> • Students will learn how process of communication works. • Transmission of ideas, Facts & feelings from one person to another. • Elements of Communication process <p>✓ From Communication by C.S. Rayadu</p>	7 Days
Forms of Communication	<ul style="list-style-type: none"> • Students will be acquainted with what are the forms of communication? • Intra Personal Communication • Interpersonal Communication • Group Communication <ul style="list-style-type: none"> (a)Public (b) Crowd (c) Small Group • Mass Communication • Verbal Communication • Non-Verbal Communication • Body Language <p>✓ From Communication by C.S. Rayadu</p>	10 Days

Theories of Communication	<ul style="list-style-type: none"> • Students will be acquainted with Communication Theories • Hypodermic Needle Theory • Two-step Theory • Multi-step Theory • Uses & Gratification Theory <p>✓ From Communication by C.S. Rayadu</p>	20 days
Models of Communication	<ul style="list-style-type: none"> • Students will learn about Models of communication and different types of models of communication. • SMR Model • SMRc Model • Shannon & Weaver Model • Laswell Model • Osgood Model • Dance Model • Schramm Model • Gate Keeping Model <p>✓ From Communication by C.S. Rayadu</p>	15 days

**LESSON PLAN B.A (JOURNALISM AND MASS COMMUNICATION)
SEMESTER-I**

REPORTING AND EDITING-I

Topics	Notes /Strategies/Resources	Time
Reporting	<ul style="list-style-type: none"> • Students will learn about what is reporting? • Principles of reporting, • Functions and Responsibilities of Reporting • Writing news- lead • Types of leads • Body - techniques of re-writing news • Agency copy. • Reporting techniques • Qualities of a reporter • Elements OF News • Sources Of News • Types - pitfalls and problems in reporting, <p>✓ From Reporting & Communication Skill by V.S. Gupta</p>	15 days
Types of Journalism	<ul style="list-style-type: none"> • Students will be Acquainted about types of Journalism • Print Media • Electronic Media • Internet <p>✓ From Mass Communication In India by Kewal J. Kumar</p>	2 Days
Headlines	<ul style="list-style-type: none"> • Students will learn about what is Headlines and its importance? • Principles of Headlines • Types of Headlines • Techniques of Headlines <p>✓ From Reporting & Communication Skill- V.S. Gupta</p>	1 week
Beats	<ul style="list-style-type: none"> • Students will learn about what is Beat? • Crime Beat • Courts Beat • Health Beat • Civil administration Beat • Civic society Beat • Culture Beat • Politics Beat • Education Beat <p>✓ From Reporting & Communication Skill- V.S. Gupta</p>	10 Days

Editing	<ul style="list-style-type: none"> ● Students will learn about Editing ● Nature and need for editing ● Principles of editing ● Editorial desk ● Functions of Editorial desk ● Copy editing ● Preparation of copy for press - style sheet ● Editing Symbols ● Proof reading symbols and their significance <p>✓ From Reporting & Communication Skill- V.S. Gupta</p>	10 Days
Editors, Sub-Editor & Picture Editor	<ul style="list-style-type: none"> ● Students will learn about Who is Editor, Sub-Editor and Picture Editor? ● Functions of Editor ● Responsibilities and functions of Sub-editor ● Picture editor ● <p>✓ From Reporting & Communication Skill- V.S. Gupta</p>	20 Days
Newsroom	<ul style="list-style-type: none"> ● Students will be acquainted about what is newsroom ? ● Structure and functions of newsroom of a daily, weekly newspaper ● Periodicals, ● Different Sections and their functions <p>✓ From Reporting & Communication Skill- V.S. Gupta</p>	10 Days

**LESSON PLAN B.A (JOURNALISM AND MASS COMMUNICATION)
SEMESTER-I**

MEDIA & POLITICS

Topics	Notes /Strategies/Resources	Time
Indian Politics	<ul style="list-style-type: none"> • Students will learn about Indian Politics? • Major national and regional parties in India. • Changing trend in Political Parties <p>✓ From Indian Constitution & Indian Political System by R.N.Duggal</p>	10 Days
Impact of media on political system of India	<ul style="list-style-type: none"> • Students will be acquainted with impact of media on political system of India? • Parliamentary / Legislative reporting • RajyaSabha and Lok Sabha Television • strengths and weaknesses, • Propaganda • lobbying Paid News • Communication of political parties and media <p>✓ From Indian Constitution & Indian Political System by R.N.Duggal</p>	20 Days
Making of Modern India	<ul style="list-style-type: none"> • Students will learn about making of modern India • Freedom Struggle and its impact <p>✓ From Indian Constitution & Indian Political System by R.N.Duggal</p>	10 Days
Constitution and Governance	<ul style="list-style-type: none"> • Students will be acquainted What is Constitution? • Union & its territories • Citizenship • Fundamental Rights & Duties • Directive Principles of State Policy. • The Union-Executive <ul style="list-style-type: none"> a) President 	15 Days

	<ul style="list-style-type: none"> b) Vice President c) Prime Minister d) Council of Ministers e) Cabinet • Legislature- <ul style="list-style-type: none"> a) Rajya Sabha b) Lok Sabha • Functions of Parliament • Judiciary- <ul style="list-style-type: none"> a) Supreme Court b) High Court c) District Courts <p>✓ From Indian Constitution & Indian Political System by R.N.Duggal</p>	
Administrative Set-Up	<ul style="list-style-type: none"> • Students will learn about what is administrative set-up? • Ministries of the government • Union Territories • Local Govt • Municipalities • Panchayats. • Election Commission • Electoral Reforms • Reservation of seats • General Elections • UPSC <p>✓ From Indian Constitution & Indian Political System by R.N.Duggal</p>	15 Days

**LESSON PLAN B.A (JOURNALISM AND MASS COMMUNICATION)
SEMESTER-I**

COMPUTER APPLICATIONS AND LAB

Topic	Notes/Strategies/ Resources	Time
Introduction to Computers History & Generations Digital Technology Keyboard Functions. (Theory)	<ul style="list-style-type: none"> ● Students will Learn About What is Computer? ● Characteristics of Computer ● History and Generations. ● Digital Technology Keyboard Functions. <p>✓ From Fundamental of Information Technology (ABS Publication)</p>	7 Days
Hardware and Software (Theory)	<ul style="list-style-type: none"> ● What is hardware and Software? ● Types ● Relationship Between Hardware and Software <p>✓ From Fundamental of Information Technology (ABS Publication)</p>	2 days
Ms-Office and its Applications (Theory)	<ul style="list-style-type: none"> ● Students will gain knowledge about various types of Applications of Ms-Office, With Features and working. ● Ms Word with features ● Ms-Windows ● Ms-Excel ● Ms-Access ● Ms-PowerPoint <p>✓ From Fundamental of Information Technology (ABS Publication)</p>	20 days
<u>Practical</u> <ul style="list-style-type: none"> ● Ms Word 	<ul style="list-style-type: none"> ● Students will learn interface of the following, working and usage. <p><u>Ms- Word</u></p> <ul style="list-style-type: none"> ● Creating, Saving and opening File ● Importing and Exporting Files ● Formatting Pages, paragraphs and sections ● Indents and Outdents 	10 days

Adobe PageMaker (Theory & Practical)	<ul style="list-style-type: none"> • Students will learn usage of PageMaker. • Interfacing • Working with Text • Page Setup • Printing • Formatting Techniques <p>✓ Through PowerPoint Presentation ✓ Assignments: Pamphlets, Banners etc.</p>	10 Days
Corel Draw (Theory & Practical)	<ul style="list-style-type: none"> • Students will learn Vector Software, Corel Draw. • Working with Objects • Clipart & Symbols • Text Creation and Alignment • Cartoons • Uses of Colors <p>✓ Assignments: Bookmarks, Logos. Cartoon Designing</p>	10 days
Adobe Photoshop (Practical)	<ul style="list-style-type: none"> • Students will be acquainted with what is Raster Graphics? • Features of Adobe Photoshop • Anatomy/Tools of Photoshop • Creating, Saving and opening File • Importing and Exporting Files • Creating Shapes • Text Formatting • Clip-masking • Effects, Channels, Layers • Image Editing, Cloning • Color: Solid/Gradient • Creating Graphics for print and web <p>✓ Assignment: Web Banners, Web Advertisements.</p>	10 Days
Adobe Illustrator (Practical)	<ul style="list-style-type: none"> • Students will be acquainted with what is Vector Graphics? • Features of Adobe Illustrator • Anatomy/Tools of Illustrator • Creating, Saving and opening File • Importing and Exporting Files 	5 Days

	<ul style="list-style-type: none"> • Creating Shapes • Text Formatting • Clip-masking , Pathfinder • Color: Solid/Gradient • Creating Graphics for print and web <p>✓ Assignment: Business card, logos, Icon Design etc.</p>	
QuarkXPress (Practical)	<ul style="list-style-type: none"> • Students will gain knowledge about Features of QuarkXPress • Uses of QuarkXPress • Editing • Formatting ✓ Creating Newsletters, Brochures, Flyers • Students will gain knowledge about Features of Macromedia Freehand. • Uses of Macromedia Freehand. • Vector Drawings • Text Formatting 	5 days
Macromedia Freehand (Practical)	<ul style="list-style-type: none"> ✓ Creating vector designs , web graphics 	5 days

LESSON PLAN FOR BA(JMC) SEMESTER-III

PHOTO JOURNALISM

Topics	Notes /Strategies/Resources	Time
Camera Components	<ul style="list-style-type: none">• Students will be learning about What are the camera components• Shutter Speed, Aperture, Focal Length• Types of Cameras –• SLR,• TLR,• DSLR• Large Format• Polaroid <p>✓ From Digital Photographer's Handbook by Tom</p>	20 Days
Types of Lenses	<ul style="list-style-type: none">• Students will be acquainted about Type of Lenses• Normal• Zoom• Telephoto• Wide Angle• Fish Eye <p>✓ From The Photography by Graham Clarke</p>	10 Days
Essentials of Good Photography	<ul style="list-style-type: none">• Students will learn about Essentials of Good Photography• Framing,• Light Control,• Rule of Thirds,• Depth of Field <p>✓ From Digital Photographer's Handbook by Tom</p>	10 Days
Photo Editing Techniques	<ul style="list-style-type: none">• Students will be acquainted about editing techniques• Cropping, Editing• Qualities of a Good Photo Journalist.• Photo Features and Caption Writing, Candid• Ethical Aspects of Photo Journalism.• Glossary of Photography. <p>✓ From The Photography by Graham Clarke.</p>	20 Days

LESSON PLAN FOR BA(JMC) SEMESTER-III

REPORTING AND EDITING II

Topics	Notes /Strategies/Resources	Time
News Bureau	<ul style="list-style-type: none">• Students will be learning about News Bureau• Functions of news bureau,• Special beats like embassies, ministries, public sector undertakings• National headquarters of political parties ✓ From Reporting by B.N. Ahuja	10 Days
Reporting	<ul style="list-style-type: none">• Students will be acquainted about types of reporting• Investigative• Advocacy• Yellow Journalism• Herd Journalism• Covering sports• Science and technology• Economics• Commerce• Book reviews• Films reviews• TV programme reviews, theatre and cultural programmes reviews. Normal ✓ From Reporting & Editing by V.S. Gupta	20 Days
Editorial &Op.Ed Page	<ul style="list-style-type: none">• Students will learn about Editorial Page• Structure and purpose,• Editorial and middle• Special articles• Columns• Letters to editor. ✓ From Reporting by B.N. Ahuja	10 Days
Specialized Writing/Editing	<ul style="list-style-type: none">• Students will be acquainted about specialized writing• Supplements,• Pullouts• Features• Interviews• News Analysis• Columnist• Backgrounders• Syndicate Writers• Difference between broadsheet, tabloid and magazine• City Reporting Room Wire Services Understanding Style book ✓ From Reporting & Editing by V.S. Gupta	20 Days

LESSON PLAN BA(JMC) SEMESTER-III

HISTORY OF BROADCASTING IN INDIA: POLICIES & PRINCIPLES

Topics	Notes /Strategies/Resources	Time
Radio as a Mass Medium	<ul style="list-style-type: none"> • Students will be learning about Radio as a mass medium • Strength & weaknesses • Characteristics & edge over other • Media, Radio technology • Types of Broadcast, AM & FM, Short Wave, Analogue & Digital, • Studio, Microphones, Recording, Editing, Transmitter, Computer <p style="text-align: center;">✓ From Broadcasting in India by P.C Joshi</p>	20 Days
History of Broadcasting	<ul style="list-style-type: none"> • Students will be acquainted about history of broadcasting • Radio came to India • Expansion of Radio • Development with five year plan • Diversification of broadcast • Education turned Entertainment, Commercial • Attempt, 3-tiers of Radio Broadcast, Local Reach, Community Broadcast • Different Services. <p style="text-align: center;">✓ From Mass Communication in India–Kewal J. Kumar</p>	20 Days
Policies & Principles	<ul style="list-style-type: none"> • Students will learn about Policies and principles • Radio’s role in Nation building • Public broadcast & • Commercialization • AIR Code, Commercial Code, News objective, Guidelines for Election • Broadcast, Privatization & Autonomy • Prasar Bharti • Convergence • Relevance of Radio • Media Policy <p style="text-align: center;">✓ From Broadcasting in India–P.C Joshi</p>	10 Days

LESSON PLAN FOR BA(JMC) SEMESTER-III
NEWS FEATURE WRITING

Topics	Notes /Strategies/Resources	Time
Feature	<ul style="list-style-type: none"> • Students will be learning about What are features ? • Difference between feature and news report Compare with examples • From facts to narratives • Originality and literary quality • Discuss various feature stories published in newspapers and magazines <p>✓ From Feature Writing for Newspapers by Williamson, Daniel R.</p>	10 Days
Research	<ul style="list-style-type: none"> • Students will be acquainted about research • Looking for ideas, primary and secondary sources of information • Use of library and other reference material • Newspapers and magazines as resources • Developing focus themes and news pegs. <p>✓ From Feature Writing by Prassan Kumar by Shri Vidya Publication</p>	10 Days
Elements of feature	<ul style="list-style-type: none"> • Students will learn about elements of feature • Kinds of features: • Interview (QA or QPA format), utility, personal experiences, confessions, narrative, columns and columnists • Human interest story • News features, • Brights, • Sidebars, • Colour stories • Personality profiles • Professional profiles • Seasonal stories • Enterprise stories • Saturation feature stories • Fact box • Chronology Backgrounder 	20 Days

	<ul style="list-style-type: none"> • Fly on the wall/ Behind the scenes • Testimony • Vox Pop • Expert views/ Opinion poll • Reviews • Analysis • Feature Syndicates <p>✓ From Feature Writing for Newspapers by Williamson, Daniel R.</p>	
Writing the features	<ul style="list-style-type: none"> • Students will be acquainted about writing the features • Gathering and organizing information • Structure: Title, body, transitions, closing • Feature leads • Summary lead • Narrative lead • Descriptive lead • Quotation lead • Combination lead • Teaser lead • Question lead • Tools and techniques of writing • Focus, anecdotes, description, quotations <p>✓ From The art of Feature Writing by Contractor by Huned</p>	20 Days

LESSON PLAN FOR BA(JMC) SEMESTER-III
DEVELOPMENT AND COMMUNICATION

Topics	Notes /Strategies/Resources	Time
Development- Concept & Process	<ul style="list-style-type: none"> • Students will be learning about What is Development Communication? • Definition & Meaning Concept of development • Historical background in India • Concept in Third World Context • Models of development: Eastern, Western and Gandhian Model • Priority areas in development • Process of development <p>✓ From Media & Development : M.R. Dua& V.S. Gupta</p>	20 Days
Development & Communication-Concepts & Theories	<ul style="list-style-type: none"> • Students will be acquainted about development communication concepts and theories • Development: a bottom-up approach • Communication: a trickle-down approach • Four Approaches Development Communication • Communication for development • Communication support for development • Development support for communication <p>✓ From Mass Communication & Development : Dr. Baldev Raj Gupta</p>	15 Days
Development Communication	<ul style="list-style-type: none"> • Students will learn about Development Communication • Concept of development communication • Significance of development communication • Roadblocks • Future of development communication <p>✓ From Modern Media in Social Development : Harish Khanna</p>	15 Days
Media & Development	<ul style="list-style-type: none"> • Students will be acquainted about Media & Development 	20 Days

	<ul style="list-style-type: none"> • Mass Media as tool for development • Media as partner in development • Problems with use of media for development • Creativity in media presentation of development issues • Role & performance record of each medium- Print, Radio & TV in Indian Context <p>✓ From Media & Development : M.R. Dua& V.S. Gupta</p>	
<ul style="list-style-type: none"> • Development Issues & Concepts 	<p>Students will learn about development issues & concepts</p> <ul style="list-style-type: none"> • Concepts • Sustainability • Poverty Reduction • Social Relation (Inequality) • Human Development • Participation • Institutional Development • Structural Adjustment • Environmental Protection <p>✓ From Mass Communication & Development : Dr. Baldev Raj Gupta</p>	10 Days

LESSON PLAN B.A(JMC) SEMESTER – III

ENVIRONMENTAL STUDIES

Topic	Notes/Strategies/ Resources	Time
The Multidisciplinary Nature of Environmental Studies	<ul style="list-style-type: none">• Students will learn about Definition, scope & its importance.• Need for public awareness <ul style="list-style-type: none">✓ Agarwal, K. C. 2001. Environmental Biology, Nidhi Publications Ltd. Bikaner.✓ Bharucha, E. 2005. Textbook of Environmental Studies, Universities Press, Hyderabad	2 Days
Natural Resources:	<ul style="list-style-type: none">• Students will learn about Natural resources and associated problems <ol style="list-style-type: none">a) Forest Resources: Use of over exploitation, deforestation, case studies. Timber extraction, mining, dams and their effects on forests and tribal people.b) Water Resources: Use and over-utilization of surface and ground water, floods, drought, conflicts over water, dams-benefits and problems.c) Mineral Resources: Use and exploitation, environmental effects of extracting and using mineral resources, case studies.d) Food Resources: World food problems, change caused by agriculture and overgrazing, effects of modern agriculture, fertilizer-pesticide problem, salinity, case studies.e) Energy Resources: Growing of energy needs, renewable and non-renewable energy resources, use of alternate energy sources, case studies.f) Land Resources: Land as a resource, land degradation, soil erosion and desertification. <ul style="list-style-type: none">• Role of an individual in conservation of natural resources.• Equitable use of resources for sustainable lifestyles. <ul style="list-style-type: none">✓ Agarwal, K. C. 2001. Environmental	15 Days

	<p>Biology, Nidhi Publications Ltd. Bikaner.</p> <ul style="list-style-type: none"> ✓ Down to Earth, Centre for Science and Environment, New Delhi ✓ Sharma, P. D. 2005. Ecology and Environment, Rastogi Publications, Meerut. 	
Ecosystem	<ul style="list-style-type: none"> • Students will learn about Concept of an ecosystem. • Structure and function of an ecosystem. <ul style="list-style-type: none"> • Producers, consumers and decomposers. • Energy flow in the ecosystem. • Ecological succession. • Food chains, food webs and ecological pyramids. • Introduction Types characteristic features structure and function of the following ecosystems: <ol style="list-style-type: none"> a. Forest ecosystem b. Grassland ecosystem Bachelor of Computer Applications c. Desert ecosystem d. Aquatic ecosystems (ponds, streams, lakes, rivers, oceans, estuaries) <ul style="list-style-type: none"> ✓ Jadhav, H. & Bhosale, V. M. 1995. Environmental Protection and Laws. Himalaya Pub. ✓ Joseph, K. and Nagendran, R. 2004. Essentials of Environmental Studies, Pearson Education (Singapore) Pte. Ltd., Delhi. 	10 Days
Social Issues and Environment	<ul style="list-style-type: none"> • Students will learn about From unsustainable to sustainable development. • Urban problems related to energy. • Water conservation, rain water harvesting, watershed management. • Resettlement and rehabilitation of people; its problems and concerns. Case studies. • Environmental ethics: Issues and possible solutions. • Climate change, global warming, acid rain, ozone layer depletion, nuclear accidents and holocaust. Case studies. 	15 Days

	<ul style="list-style-type: none"> • Wasteland reclamation. • Consumerism and waste products. • Environmental Protection Act: –Air (prevention and Control of Pollution) Act. –Water (prevention and Control of Pollution) Act. –Wildlife Protection Act. –Forest Conservation Act. • Issues involved in enforcement of environmental legislation. • Public awareness. <ul style="list-style-type: none"> ✓ Kaushik, A. & Kaushik, C. P. 2004. Perspective in Environmental Studies, New Age International (P) Ltd, New Delhi. ✓ Miller, T. G. Jr. 2000. Environmental Science, Wadsworth Publishing Co 	
National Service Scheme	<ul style="list-style-type: none"> • Students will gain knowledge about Introduction and Basic Concepts of NSS: History, philosophy, aims & objectives of NSS; Emblem, flag, motto, song, badge etc Organizational structure roles and responsibilities of various NSS functionaries. • Health, Hygiene & Sanitation: Definition needs and scope of health education Food and Nutrition Safe drinking water water borne diseases and sanitation (Swachh Bharat Abhiyan) National Health Programme Reproductive health <ul style="list-style-type: none"> ✓ Kaushik, A. & Kaushik, C. P. 2004. Perspective in Environmental Studies, New Age International (P) Ltd, New Delhi. ✓ Miller, T. G. Jr. 2000. Environmental Science, Wadsworth Publishing Co. ✓ Sharma, P. D. 2005. Ecology and Environment, Rastogi Publications, Meerut. 	10 Days

LESSON PLAN BA(JMC) SEMESTER-V

EVENT MANAGEMENT: PRINCIPLES & METHODS

Topics	Notes /Strategies/Resources	Time
Event Management	<ul style="list-style-type: none"> • Students will be learning about What is the Scope of Event Management? • Understanding Various events • Conferences • Trade Fair, • Wedding • Fashion Shows • Corporate Meeting <p>✓ From P.R. Tools, Concepts Tools and Strategies by NN Sarkar</p>	20 Days
Budget	<ul style="list-style-type: none"> • Students will be acquainted about budgeting • Importance of budget • Buffer • Concept of clean zone <p>✓ From Art in Production by N.N. Sarkar</p>	10 Days
Importance of exhibitions	<ul style="list-style-type: none"> • Students will learn about • Role & importance of exhibitions • Objectives of the exhibition • Advantage of exhibition over other devices • Importance of direct contact • Choosing the right exhibition-Where to participate • Why exhibitions sell? • Concept of neutral territory • PR for an exhibition <p>✓ From Handbook on Public Relations- D.S. Mehta</p>	15 Days
Role of the Press	<ul style="list-style-type: none"> • Students will be acquainted about role of press • Role of the Press in promotion of an event • Publicity inputs or visible aids for promoting an event • Print & Display material • Stand Design • Trade Fair: Uses & Abuses • Gauging Cost Effectiveness <p>✓ From Stephen P. Robbins & Mary Coulter, Management, Prentice Hall of India.</p>	20 Days

LESSON PLAN BA(JMC) SEMESTER-V

CURRENT AFFAIRS: CONTEMPORARY ISSUE IN MEDIA

Topics	Notes /Strategies/Resources	Time
Political and Social Issue	<ul style="list-style-type: none"> • Students will be learning about political & social issue • Major current issues of parliament (Budget) • Major issues of different political parties (Agenda) • Major current issues in media • Study of current debates on social issues <p>✓ From Competitor Success Review</p>	20 Days
Business sports and security	<ul style="list-style-type: none"> • Students will be acquainted about Business sports and security • Current issues of business • Current issues of entertainment and sports • Current issues of internal and external security <p>✓ From Manorama Year Book</p>	10 Days
Current issues in health	<ul style="list-style-type: none"> • Students will learn about issues in health • Women and Child Rights, Human Rights and Education System <p>✓ FromCompetitor Success Review</p>	10 Days
International organization	<ul style="list-style-type: none"> • Students will be acquainted about International organization • SAARC • ASEAN • G-8 • G-20, • WTO • WHO • UNESCO • NWICO • UNO • ITU • UNICEF • EU <p>✓ FromManorama Year Book</p>	20 Days

LESSON PLAN BA(JMC) SEMESTER-V
MEDIA RESEARCH METHODOLOGIES

Topics	Notes /Strategies/Resources	Time
Research	<ul style="list-style-type: none"> • Students will be learning about What is Research? • Definitions of Research • Methods of Research • Selection & Formulation of Research Problem • Hypothesis • Sampling • Research Designs • Processing & Analysis of data • Statistical Analysis, • Findings and Report Writing <p>✓ From Research in Mass Media : S.R. Sharma & Anil Chaturvedi</p>	20 Days
Survey	<ul style="list-style-type: none"> • Students will be acquainted about Survey • Meaning of Survey • Concept • Utility • Planning • Organising& Conducting survey • Public Opinion Survey • Readership Survey • <p>✓ From Research in Mass Media : S.R. Sharma & Anil Chaturvedi</p>	10 Days
Data	<ul style="list-style-type: none"> • Students will learn about data • Meaning of data • Kinds-Demographic, Socio-Economic, Socio-Psychological data <p>✓ From Research Methodology in Social Sciences : Sandhu & Singh</p>	15 Days
Tools of Data Collection	<ul style="list-style-type: none"> • Students will be acquainted tools of Data Collection • Questionnaire • Schedule • Interview • Case study 	20 Days

	<ul style="list-style-type: none"> • Observation • Content Analysis <p>✓ From Communication & Research for Management : V.P. Michael</p>	
Media Research	<ul style="list-style-type: none"> • Students will learn about Media Research • Measuring Impact • Evaluation • Monitoring • Feedback • TRP • Viewership • Listenership • Public Opinion • Readership • Circulationdata <p>✓ From Research Methodology in Social Sciences : Sandhu & Singh</p>	

LESSON PLAN FOR BA(JMC) SEMESTER-V

CYBER JOURNALISM

Topics	Notes /Strategies/Resources	Time
Cyber Journalism	<ul style="list-style-type: none">• Students will be learning about What is Cyber Journalism?• What is Cyber Space?• What is Information Super Highway?• Internet and Information Revolution• Fundamentals of Cyber Media• Comparison of Cyber Media with Print, TV, Radio mediums• Advantages & Disadvantages of Cyber Journalism. ✓ From Cyberspace Aur Media by SudhirPachauri	20 Days
Writing for Web Media	<ul style="list-style-type: none">• Students will be acquainted about• Writing for Web Media• Basic rules• Do's & Don'ts• Writing News stories• Features & Articles on the Web• Interviewing on the Web• Why Print & Electronic Media networks are going on the Net?• Impact of Web Journalism• Recent Trends ✓ From Electronic Media & the Internet : Y K D'souza	10 Days
Layout of Web Newspapers	<ul style="list-style-type: none">• Students will learn about Layout of Newspaper• Presentation & Layout of Web Newspapers• Magazines• Advertising on the Web• Circulation of Web• Newspapers Future of Web Journalism ✓ From IT in the New Millenium by V.D. Dudeja	15 Days
Indian News-Based Web-sites	<ul style="list-style-type: none">• Students will be acquainted about Indian news based web sites• Analysis of important Indian News-Based Web-sites• Trends in Cyber Reporting & Editing• Impact of globalisation on Web Journalism• Cyber Laws• Concept of e-governance ✓ From Multimedia Systems : Ramesh Agarwal & Bharat Bhushan Tiwari	20 Days

LESSON PLAN BA(JMC) SEMESTER-V

PUBLIC RELATIONS

Topics	Notes /Strategies/Resources	Time
Public Relations	<ul style="list-style-type: none"> • Students will be learning about Public Relations • Role of Public Relations in Corporate • Image Building • Functions of Public Relations • PR as distinguished from Marketing • Sales Promotion & Advertising <p>✓ From PR concept, Tools, Stragies by NN Sarkar</p>	20 Days
PR Techniques	<ul style="list-style-type: none"> • Students will be acquainted about PR Techniques • Relationship & Duties of the PR Practitioner • Value of IPR Code • International Codes of Conduct • Functions of PR Department & Manager • Advantages & Disadvantages • PR consultancy-Its advantages & disadvantages • PR programme planning • Evaluating results of PR work <p>✓ From Public Relations – JaishreeJethwaney Research in Mass Media</p>	15 Days
Press Relation & its principles	<ul style="list-style-type: none"> • Students will learn about Press Relation & its principles • The News Release-Seven point formula & its importance • Writing techniques • Press Event &Organising them • Internal PR-Media Techniques <p>✓ FromPublic Relations Management – C.S. Raydu</p>	10 Days
Employee Relations	<ul style="list-style-type: none"> • Students will be acquainted tools of Employee Relations • Exhibition PR • Planning Uses 	20 Days

	<ul style="list-style-type: none"> • Kinds of Exhibition PR • Role of Photography In PR • Importance of Marketing Research for the PR Practitioner <p>✓ From Public Relations Management – C.S. Raydu</p>	
Media Research	<ul style="list-style-type: none"> • Students will learn about Media Research • Measuring Impact • Evaluation • Monitoring • Feedback • TRP • Viewership • Listenership • Public Opinion • Readership • Circulationdata <p>✓ From Research Methodology in Social Sciences : Sandhu & Singh</p>	