

LESSON PLAN
OF
Journalism And Mass Communication Department
UG Courses
Odd Semester
2025-26

as per **NEP-2020** (Multiple Entry-Exit, Internships and Choice Based Credit System)



INDIRA GANDHI (P.G.) MAHILA MAHAVIDYALAYA

(Affiliated to Kurukshetra University, Kurukshetra)

Karnal Road, Kaithal-136027(Haryana)

INDIRA GANDHI (P.G.) MAHILA MAHAVIDYALAYA, KAITHAL

Affiliated to Kurukshetra University, Kurukshetra

Department Of journalism and Mass Communication

Lesson Plan (Session 2025-2026)

Class: BAJMC

Name of the Course: Introduction to communication (CC-A1)

Semester: **1st**

Course Code :B23-JMC-101

Dates: 22 July 2025 -24 Nov 2025

SYLLABUS

Maximum Marks: 100

End Term Exam Marks: 70 Marks

Time: 3 hours

Internal Assessment: =30 Marks

Note: The question paper will contain nine questions. Students are required to attempt five questions in all. There will be two questions in each Unit from Unit-I to Unit-IV. Students are required to attempt one question from each unit from I to IV. Q. No. 1 containing short notes covering the entire syllabus is compulsory. All the questions will carry equal marks. The students can attempt question paper either in English or in Hindi language

Unit	Topics	Contact Hours
Unit: I	<ul style="list-style-type: none">• Communication: definition and concept• Evolution of Communication• Indian Concept of Communication• Elements and Process of Communication• Need and scope of Communication	12
Unit: II	<ul style="list-style-type: none">• Principles of communication• Functions of communication• Barriers of communication• Forms of communication :verbal and non-verbal• Traditional forms of Communication	12
Unit: III	<ul style="list-style-type: none">• Levels of communication- intra-personal, inter- personal, group, public and mass communication• Socialization and communication	12
Unit: IV	<ul style="list-style-type: none">• Models of communication:• Sadharanikaran,• Aristotle• SMR,SMCR• Berlo ,Lasswell• Shannon and Weaver• Osgood, Schramm• Dance,New Comb	12

Text Books:

1. Kewal J. Kumar –Mass Communication in india (jaico publications)
2. Handbook of journalism and mass communication –veerbalaAggarwal (concept publishing)

Reference Book

1. Denis McQuail – Mass Communication Theory
2. Uma Narula – Mass Communication: Theory and Practice

Course Outcomes

After completing this course, the learner will be able to:

1. Understand the concept, meaning, and importance of communication.
2. Explain the process of communication, including sender, message, channel, receiver, feedback, and noise
3. Identify and differentiate between various types of communication such as verbal, non-verbal, written, and visual communication
4. Describe the objectives and characteristics of effective communication.

Lesson Plan

SR · No	Date	Course Content
1	22 July -25July 2025	Communication: definition and concept
2	28 July - 2 August	Evolution of Communication
3	4 August -8 August	Indian Concept of Communication
4	11 August - 14 August	Elements and Process of Communication ,Revision
5	18 August - 23August	Need and scope of Communication
6	25 August -30 August	Principles of communication, Functions of communication
7	1 Sept. - 6 Sept.	Barriers of communication ,Test
8	8 Sept. - 13 Sept.	Forms of communication: verbal and non –Verbal,Test
9	15 Sept. - 20 Sept.	Levels of inter -personal, inter-personal, group, public and mass communication
10	22 Sept. - 27 Sept.	Socialization and communication
11	29 Sept.- 4 Oct.	Models of communication: Sadharanikaran, Aristotle
12	6 Oct.- 11 Oct.	Models of communication: SMR, SMCR,
13	13 Oct.- 18 Oct.	Models of communication: Berlo, ,
14	27 Oct. - 1 Nov.	Lasswell Shannon and Weaver
15	3 Nov. - 8Nov	• Osgood, Schramm • Dance
16	10 Nov-15 Nov	New Comb
17	17 Nov -22 Nov	Revision
18	24 Nov.	Test

Signature of Teacher

Head of Department

INDIRA GANDHI (P.G.) MAHILA MAHAVIDYALAYA, KAITHAL

Affiliated to Kurukshetra University, Kurukshetra

Department Of journalism and Mass Communication

Lesson Plan (Session 2025-2026)

Class: BAJM C

Name of the Course: Introduction To Journalism (Cc-B1)

Dates: 22 July 2025 -24 Nov 2025

Semester: I

Course Code: B23-JMC-102

SYLLABUS

Maximum Marks: 100

End Term Exam Marks: =70 Marks

Time: 3 hours

Internal Assessment: =30 Marks

Note: The question paper will contain nine questions. Students are required to attempt five questions in all. There will be two questions in each Unit from Unit-I to Unit-IV. Students are required to attempt one question from each unit from I to IV. Q. No. 1 containing short notes covering the entire syllabus is compulsory. All the questions will carry equal marks. The students can attempt question paper either in English or in Hindi language.

Unit	Topics	Contact Hours
Unit: I	<ul style="list-style-type: none">Journalism: Concept, definition, elements, nature and scopeIndian concept of Journalism :Ancient PerspectiveFunctions and Skills of JournalismRole of Journalism in DemocracyJournalistic values-Truth, objectivity ,fairness, balance, diversity and plurality	12
Unit: II	<ul style="list-style-type: none">Contemporary Issues and Debates in JournalismMedia Literacy: concept and definitionRelevance of media literacy in societyConvergence–meaning and concept	12
Unit: III	<ul style="list-style-type: none">Journalism; Yellow JournalismInvestigative Journalism Advocacy JournalismCitizen JournalismData Journalism	12
Unit: IV	<ul style="list-style-type: none">New trends in journalism ,Cyber journalismJournalism through social mediaMoJo (Mobile Journalism)Terminologies of journalism	12

Text Books:

1. Kumar ,Keval J,Mass Communication in India .Jaico ,Mumbai.
2. Aggarwal, Virbala, Patrakarit evam Jansanchar Margdarshika, Concept Publishing Company, New Delhi.

Reference Book

1. Rangaswamy Parthasarathy – Basic Journalism
2. K.M. Srivastava – News Reporting and Editing
3. Nalini Rajan – Practicing Journalism

Course Outcomes

After completing this course, the learner will be able to:

1. Understand the concept, meaning, nature, and scope of journalism.
2. Explain the role and importance of journalism in a democratic society
3. Identify the different types of journalism such as print, broadcast, digital, and photojournalism.
4. Describe the functions and responsibilities of a journalist.

Lesson Plan

SR. No	Date	Course Content Theory (2)
1	22July-26July	Journalism: Concept, definition, elements, nature and scope
2	28 july to 2 august	Indian concept of Journalism: Ancient Perspective
3	4 august to -9 august	Functions and Skills of Journalism , Role of Journalism in Democracy
4	11 august -16 august	Journalistic values -Truth, objectivity, fairness, balance, diversity and plurality
5	18August-23 August	Contemporary Issues and Debates in Journalism
6	25August-30August	Media Literacy: concept and definition , Relevance of media literacy in society
7	1September- 6September	Convergence – meaning and concept
8	8September –13September	Yellow Journalism
9	15september-20 september	Investigative Journalism
10	22 september-27september	New trends in journalism, Cyber journalism
11	29september to-4october	Journalism through social media
12	6october to-11october	MoJo (Mobile Journalism
13	13 october to -18 october	Terminologies of journalism
14	27 october to 1november	Data Journalism
15	3 november to-8 november	Advocacy Journalism
16	10 novemberto-15november	Citizen Journalism
17	17 november to -22 november	Test
18	24 november	Revision

Signature of Teacher

Head of Department

INDIRA GANDHI (P.G.) MAHILA MAHAVIDYALAYA, KAITHAL

Affiliated to Kurukshetra University, Kurukshetra

Department Of journalism and Mass Communication

Lesson Plan (Session 2025-2026)

Class: BAJM.C

Name of the Course: HISTORY OF MEDIA (CC-C1)

Dates: 22 July 2025-24 Nov 2025

Semester: I

Course Code: B23-JMC-103

SYLLABUS

Maximum Marks: 100 Time: 3 hours

End Term Exam: 70

Internal marks: 30

Note: : The question paper will contain nine questions. Students are required to attempt five questions in all. There will be two questions in each Unit from Unit-I to Unit-IV. Students are required to attempt one question from each unit from I to IV. Q. No. 1 containing short notes covering the entire syllabus is compulsory. All the questions will carry equal marks. The students can attempt question paper either in English or in Hindi language.

Unit	Topics	Contact Hours
Unit: I	<ul style="list-style-type: none">• Invention of press• History and growth of Print Media in India• Role of Press in freedom movement.• Growth and Development of print media in Haryana	12
Unit: II	<ul style="list-style-type: none">• Invention of Radio• History and Development of Radio in India• Growth of FM Radio in India• History of Community Radio in India	12
Unit: III	<ul style="list-style-type: none">• Invention of Television• History and Development of T V in India• Emergence and development of Private Channels in India• Invention of Cinema• History and Development of Indian Cinema• Development of Haryanavi Cinema	12
Unit: IV	<ul style="list-style-type: none">• History of Traditional media• Types of Traditional Media :Folk Theatre, Folk Dance ,Folk Music• Popular folk media of Haryana	12

Text Books :

1. Kumar,Keval J.,Mass Communication in India.Jaico,Mumbai.
2. B.D. Garga, So Many Cinemas-The Motion Picture in India, Bombay, EminenceDesignPvt.Ltd, 1996
3. Singh Chandra kant,Before the Headlines: A Handbook of Television Journalism, Macmilan India Ltd. Delhi

Reference Book

1. Rangaswamy Parthasarathy – Basic Journalism
2. Arvind Kumar – History of Indian Media

Course Outcomes:

After completing this course, the learner will be able to:

1. Understand the origin and evolution of media from traditional to modern forms.
2. Identify the major stages in the development of print, radio, television, and digital media.
3. Recognize the role of media in social, cultural, and political change.
4. Understand the historical growth of media in India.

Lesson Plan

SR. No	Date	Course Content Theory (4)
1	22July-26 july	Invention of press
2	28july to-2 august	History and growth of Print Media in India
3	4August-9August	Role of Press in freedom movement
4	11August-16August	Growth and Development of print media in Haryana
5	18August-23August	Invention of Radio
6	25 august to 23 august	History and Development of Radio in India
7	1September –6September	Growth of FM Radio in India
8	1September –6September	History of Community Radio in India
9	15september to 20september	Invention of Television , History and Development of TV in India
10	22september to 27september	Emergence and development of Private Channels in Indi
11	29septem to -4october	Invention of Cinema , History and Development of Indian Cinema
12	6October- 11october	Development of Haryanavi Cinema
13	13October-18October	History of Traditional media,
14	27october to-1november	Types of Traditional Media: Folk Theatre, Folk Dance, Folk Music
15	3November-8November	Popular folk media of Haryana, Revision
16	10November - 15November	Practical work
17.	17November-22November	Test
18.	24november	Revision

Signature of Teacher

Head of Department

INDIRA GANDHI (P.G.) MAHILA MAHAVIDYALAYA, KAITHAL

Affiliated to Kurukshetra University, Kurukshetra

Department Of journalism and Mass Communication

Lesson Plan (Session 2025-2026)

Class: BAJM.C

Name of the Course: COMPUTER APPLICATIONS (CC-M2)

Dates: 22 July 2025 -24 Nov 2025

Semester: I

Course Code: B23-JMC-104

SYLLABUS

Maximum Marks: 50

Time: 3 hours

End Term Exam Marks: 35 Marks

Internal Assessment =15 Marks

Note: The question paper will contain nine questions. Students are required to attempt five questions in all. There will be two questions in each Unit from Unit-I to Unit-IV. Students are required to attempt one question from each unit from I to IV. Q. No. 1 containing short notes covering the entire syllabus is compulsory. All the questions will carry equal marks. The students can attempt question paper either in English or in Hindi language.

Unit	Topics	Contact Hours
Unit: I	<ul style="list-style-type: none">• Computer-Origin, Evolution and Generation of Computer• Characteristics of Computer• Types of Computer• Block Diagram of Computer	12
Unit: II	<ul style="list-style-type: none">• Basic Components of a Computer:-• Input Devices• Output Devices• Storage organization :Primary & Secondary Memory	12
Unit: III	<ul style="list-style-type: none">• Introduction to Software• Types of Software-System software, Application software• Operating system and its functions	12
Unit: IV	<ul style="list-style-type: none">• Introduction to M S Word and its uses• Various Menus ,Tool bars & Buttons• Paragraph and Page Formatting• Creation & Working with Tables,Mail Merge• Introduction to M S Power Point and its uses• Creating a New Presentation• Introduction to Excel and its uses	12

Text Books :

1. Help files from Apache Open Office <https://wiki.openoffice.org/wiki/Documentation>
2. Microsoft Office 2016 Step by Step: M S Office 2016 Step by S_p1, By Joan Lambert, Curtis Frye
3. Computer Fundamentals –By Pradeep K . Sinha, Priti Sinha, B P B Publications, 6th Edition

Course Outcome

After completing this course, the learner will be able to:

1. Understand the basic concepts of computers and their uses.
2. Identify the main parts of a computer and their functions.
3. Use basic computer applications such as word processing, spreadsheets, and presentations.
4. Understand the basic functions of the internet and email.

Lesson Plan

SR No	Date	Course Content
1	22 July-26 July	Introduction to the Computer : Origin, Evolution and Generation of computer
2	28 July-2 August	Discussion on Characteristics of computer, Types of computer
3	4August-9August	Introduction to the Block diagram of Computer
4	11 August-16August	Discussion on Basic components of a computer, Discussion on input and output devices of the computer
5	18August-23 August	Introduction to the Storage organization : Primary and Secondary memory
6	25August-30 August	Introduction to software, Discussion on types of software - System software & Application software
7	1September- 6 September	Discussion on operating system and its functions
8	8September –13 September	Introduction to MS word and its uses,
9	15 September -20 September	Discussion on operating system and its functions and various menus, Toolbars and Buttons
10	22 September –27 September	Introduction to the paragraph and page formatting & discussion on creation and
11	29September-4 October	working with tables, Practical Work
12	6October-11October	Mail merge, Practical Work
13	13 October-18 October	Introduction to MS PowerPoint and its uses
14	27 October-1november	creating a new presentation
15	3 November-8 November	Introduction to Excel and its uses
16	10 November - 15 November	Revision And Practical work
17	17November-22November	Test
18	24 November	Revision

Signature of Teacher

Head of Department

INDIRA GANDHI (P.G.) MAHILA MAHAVIDYALAYA, KAITHAL

Affiliated to Kurukshetra University, Kurukshetra

Department Of journalism and Mass Communication

Lesson Plan (Session 2025-2026)

Class: BAJMC

Name of the Course: RADIO PRODUCTION (CC-A-3)

Dates: 22 July 2025- 24 Nov 2025

Semester: III

Course Code: B23-JMC-30

SYLLABUS

Maximum Marks: 100

End Term Exam Marks: 50+(P)20=70

Time: 3 hours

Internal Assessment (T)20+(P)10=30

Note: The question paper will contain nine questions. Students are required to attempt five questions in all. There will be two questions in each Unit from Unit-I to Unit-IV. Students are required to attempt one question from each unit from I to IV. Q.No.1 containing short notes covering the entire syllabus is compulsory. All the questions will carry equal marks. The students can attempt question paper either in English or in Hindi language.

Unit	Topics	Contact Hours
Unit: I	<ul style="list-style-type: none">• Characteristics of Radio as a medium of Mass Communication• Basic principles of script writing for radio• Script writing for radio Talk, Discussion, Drama, Interview and Radio feature• Presentation of script-voice quality, modulation, pronunciation• Radio news bulletin: News-gathering, Elements of a radio newsstory, writing radio news, elements of a radio news bulletin.	12
Unit: II	<ul style="list-style-type: none">• Setup of Radio Studio, Types of Microphone, Console, Mixer Sound System: Mono, Stereo and Surround Sound• Introduction to Radio Software	12
Unit: III	<ul style="list-style-type: none">• Radio production formats Equipment for radio production• Stages of radio programme production• Personnel in the production process–Role and Responsibilities	12
Unit: IV	<ul style="list-style-type: none">• Editing principles Creating sound effects• Editing of Various Radio Programmes	12
Unit: V	<p style="text-align: center;">Practical</p> Writing the script for radio talk and its recording Radio news –Reporting of events and recordings Production of radio news reel Production of field based Radio features	

Text Books :

1. Masani Mehra, Broad casting & People NBT, New Delhi 1985
2. Broadcasting in India-S.R.Joshi, ISRO, June 1997, Ahmadabad
3. Andrew Boyd: Broadcast Journalism

Course Outcome :

After completing this course, the learner will be able to:

1. Understand the basics of radio and radio production.
2. Identify the structure and working of a radio station
3. Learn the basic elements of radio programmes such as script, voice, music, and sound effects
4. Develop skills in basic radio script writing and presentation.

Lesson Plan

SR No	Date	Course Content	
		Theory	Practical
1	24July-26July	Characteristics of Radio as a medium of Mass Communication	Introduction To Radio Broadcasting
2	28July-2August	Basic principle of script writing for radio,	Basics of Radio Programmed Format
3	4August-9August	Script writing for discussion and drama	Writing the Script for Radio Talk –Basics
4	11August-16August	Script writing for interview and radio feature,	Advanced Script Writing for Radio Talk
5	18August-23August	Presentation of script- voice quality	Recording Techniques for Radio Talk
6	25August-30August	Presentation of script- Modulation and pronunciation	Practical ;Recording of Radio Talk
7	1September- 6September	Radio News Bulletin: news gathering elements of radio news story,	Introduction to Radio News
8	8September –13September	Radio News: writing Radio news and elements of a Radio News Bulletin,	Radio News Writing
9	15September -20September	Setup of radio studio, types of microphone, console, mixer	Radio News –Reporting of Event
10	22September –27September	Sound system: mono, stereo and surrounded sound	Recording of Radio News Bulletins
11	29September-4October	Introduction to radio software, Radio production format	Production of Radio News Reel-Concept
12	6October-11October	Equipment for radio production, Stages of radio program production ,	Practical : Production of Radio News Reel
13	13October-18October	Personnel in the production process -role and responsibilities,	Introduction to Radio Features
14	27October-1november	Editing principles, Creating sound effect	Field Based Radio Features-Planning
15	3November-8November	Editing of various radio programs, Practical work	Production of field based radio features
16	10November - 15November	Revision And Practical work	Editing and presentation of radio feature
17	17November-22November	Test	Practical Work
18	24 november	Revision	Revision

Signature of Teacher

Head of Department

INDIRA GANDHI (P.G.) MAHILA MAHAVIDYALAYA, KAITHAL

Affiliated to Kurukshetra University, Kurukshetra

Department Of journalism and Mass Communication

Lesson Plan (Session 2025-2026)

Class: BAJM.C

Semester: III

Name of the Course: News paper Design and Production (CC-B3)

Course Code: JMC-301

Dates: 22july 2025 _ 24 Nov 2025

SYLLABUS

Maximum Marks: 100

Time: 3 hours

End Term Exam Marks:50+(P)20=70

Internal Assessment (T)20+(P)10=30

Note: The question paper will contain nine questions. Students are required to attempt five questions in all. There will be two questions in each Unit from Unit-I to Unit-IV. Students are required to attempt one question from each unit from I to IV. Q.No.1 containing short notes covering the entire syllabus is compulsory. All the questions will carry equal marks. The students can attempt question paper either in English or in Hindi language.

Unit	Topics	Contact Hours
Unit: I	<ul style="list-style-type: none">• Design and layout: meaning, definition, elements and significance• Terms in layout planning, Stages of layout planning Concept and Utility of Dummy• Dummy of Newspaper, Magazines Web Journalism and Dummy• Modern Lay- out(Specialized designing)	12
Unit: II	<ul style="list-style-type: none">• Principles of design; Basic approach to create a design• Color in design; Innovations in news paper and magazine design	12
Unit: III	<ul style="list-style-type: none">• Newspaper designing: newspaper size, newspaper format Design elements: advertisements ,text,headlines,pictures• Page makeup–front page,editorial pages,in side pages,• Magazinee pages	12
Unit: IV	<ul style="list-style-type: none">• Selection Method of Photographs, Graphs, Cartoons, Charts, Diagrams, Caption Writing, Selection Point for Caption, Sub Caption and Main Stories, Headlines Designing tools and basic• Applications of news paper designing software	12
Unit: V	Practical News selection and placement 2 Preparing dummy of newspapers 3 Writing Headlines for different types of news 3Intro /lead writing assignment	

Text Books :

1. Shrivastava, K.M., 'News reporting and editing', Sterling publishers Pvt.Ltd, New Delhi,2003.
2. KamathM.V., 'Professional Journalism', Vikas publishing House, New Delhi.1980.
3. Vir Bala Aggarwal, 'Essentials of Practical Journalism', concept publishing Company, New Delhi, 2006.

Course Outcome

After completing this course, the learner will be able to:

1. Understand the basics of newspaper design and layout.
2. Identify the main components of a newspaper such as headlines, columns, images, and advertisements
3. Learn the principles of newspaper design including balance, alignment, contrast, and readability.
4. Develop basic skills in page planning and newspaper layout preparation.

Lesson Plan

SR No	Date	Course Content	
		Theory	Practical
1	24July-26July	Design and layout meaning, definition, element and significance	Introduction to News and Journalism
2	28July-2August	Terms in layout planning, stages of layout planning	News Selection and Placement
3	4August-9August	Concept and utility of dummy, Dummy of newspaper, magazine, Practical work	Understanding Newspaper Structure
4	11August-16August	Web journalism and dummy, Practical work	Preparing Dummy of Newspapers
5	18August-23August	Modern layout (specialized designing)	Elements of News Writing
6	25August-30August	Principle of design basic, approach to create a design, Practical work	Intro / Lead Writing – Basics
7	1September- 6September	Colour in design innovation in newspaper	Advanced Lead Writing Practice
8	8September –13September	Colour in design innovation in magazine design	Writing Headlines – Introduction
9	15September -20September	Newspaper designing -newspaper size newspaper format, Practical work	Writing Headlines for Different Types of News
10	22September –27September	Design elements: advertisement, text headline and picture, Practical work	Sub-headings, Decks and Captions
11	29September-4October	Page makeup - front page, editorial page, inside page,magazine page	News Reporting – Basics
12	6October-11October	Selection method of photographs, Practical work	Professional News Reporting Techniques
13	13October-18 October	Selection method of graphs, Selection method of cartoons, Practical work	Editing – Introduction
14	27October-1 november	caption writing, selection point for caption, Sub caption and main stories, Practical work	Copy Editing and Language Correction
15	3November-8November	Headline designing tools and basic application of newspaper designing software	Practical Editing of News Stories
16	10November - 15November	Revision And Practical work	Writing and Editing Practice
17	17November-22November	Test	Revision of News Writing, Headlines & Editing
18	24november	Revision	practical evaluation

Signature of Teacher

Head of Department

INDIRA GANDHI (P.G.) MAHILA MAHAVIDYALAYA, KAITHAL

Affiliated to Kurukshetra University, Kurukshetra

Department Of journalism and Mass Communication

Lesson Plan (Session 2025-2026)

Class: B.A.J. M.C

Semester: III

Name of the Course: Introduction to Advertising(CC-C3)

Course Code: B23-JMC-303

Dates: 22 July 2025- 24 Nov 2025

SYLLABUS

Maximum Marks: 100

Time: 3 hours

End Term Exam Marks: 50+(P)20=70

Internal Assessment (T)20+(P)10=30

Note: The question paper will contain nine questions. Students are required to attempt five questions in all. There will be two questions in each Unit from Unit-I to Unit-IV. Students are required to attempt one question from each unit from I to IV. Q.No.1 containing short notes covering the entire syllabus is compulsory. All the questions will carry equal marks. The students can attempt question paper either in English or in Hindi language.

Unit	Topics	Contact Hours
Unit: I	<ul style="list-style-type: none">Advertising: Meaning, Features, Functions and Types.Advertising approach: DAGMAR and AIDA Approach, Media of Advertising, Advertising aspects: Economic, Social and Cultural Aspects, Advertising Ethics.Development of advertising in India	12
Unit: II	<ul style="list-style-type: none">Advertising agency: Role and Function, Types, Organization structure, Selection of ad agency, Agency commission, Client agency relationship.Important Advertising Agencies: growth and development	12
Unit: III	<ul style="list-style-type: none">Advertising Campaign: Process and Planning, Audience measurement: Audit Bureau of Circulation, Indian Readership Survey,Media Scheduling and Budget allocation	12
Unit: IV	<ul style="list-style-type: none">Introduction to Advertising research, Methods of Measuring Advertising Effectiveness, Copy Testing Television Rating Point, Gross Rating Points,Trends in advertising	12
Unit: V	<p style="text-align: center;">Practical</p> Prepare an advertisement or five different products for Print Media. Preparing a radio jingle for F M channel. Prepare a Poster On Any Social Issue. One Case Study–Advertising Campaign	

Text Books :

1. Handbook of Journalism and Mass Communication by Vir Bala Aggarwal, V.S.Gupta
2. Mass Communication in India-KevalJ.Kumar

Course Outcome

After completing this course, the learner will be able to:

1. Understand the concept, meaning, and importance of advertising.
2. Identify the types of advertising and major advertising media.
3. Understand the basic objectives and functions of advertising.
4. Recognize the role of advertising in business, society, and media

Lesson Plan

SR No	Date	Course Content	
		Theory	Practical
1	24July-26July	Advertising: Meaning, Features, Functions and Types.	Introduction to Advertising and Practical Orientation
2	28July-2August	Advertising approach: DAGMAR and AIDA Approach	Advertising Effectiveness
3	4August-9August	Media of Advertising, Advertising aspects: Economic , Practical Work	Copy Testing in Advertising
4	11August-16August	Advertising aspects: Social and Cultural Aspects	Television Rating Point (TRP) and Gross Rating Point (GRP)
5	18August-23August	Advertising Ethics. Development of advertising in India	Advertising Copy – Basics of Creative Writing
6	25August-30August	Advertising Campaign: Process and Planning, Practical Work	Print Media Advertisement – Layout and Design
7	1September- 6September	Audience measurement: Audit Bureau of Circulation, Practical Work	Practical: Advertisement for Product – I (Print Media)
8	8September –13September	Indian Readership Survey, Media Scheduling and Budget allocation	Practical: Advertisement for Product – II (Print Media)
9	15September -20September	Advertising agency: Role and Function, Types, Organization structure	Practical: Advertisement for Product – III (Print Media)
10	22September –27September	Selection of ad agency, Agency commission, Client agency relationship	Practical: Advertisement for Product – IV (Print Media)
11	29September-4October	Important Advertising Agencies: growth and development, Practical Work	Practical: Advertisement for Product – V (Print Media)
12	6October-11October	Introduction to Advertising research, Methods of Measuring Advertising Effectiveness	Introduction to Radio Advertising
13	13October-18october	Copy Testing Television Rating Point	Writing Script for Radio Jingle
14	27October-1november	Gross Rating Points,	Practical: Preparing a Radio Jingle for FM Channel
15	3November-8November	Trends in advertising	Poster Designing – Social Advertising
16	10November - 15November	Practical Work	Practical: Prepare a Poster on Social Issue
17	17November-22November	Revision	Advertising Campaign – Case Study Analysis
18	24november	Test	Final Presentation and Evaluation

Signature of Teacher

Head of Department

INDIRA GANDHI (P.G.) MAHILA MAHAVIDYALAYA, KAITHAL

Affiliated to Kurukshetra University, Kurukshetra

Department Of journalism and Mass Communication

Lesson Plan (Session 2025-2026)

Class: BAJMC

Semester: III

Name of the Course: Components Of Multimedia (CC-M-3)

Course Code: B23-JMC-304

Dates: 22 July 2025 _ 24 Nov 2025

SYLLABUS

Maximum Marks: 100

Time: 3 hours

End Term Exam Marks: 50+(P)20=70

Internal Assessment(T)20+(P)10=30

Note: The question paper will contain nine questions. Students are required to attempt five questions in all. There will be two questions in each Unit from Unit-I to Unit-IV. Students are required to attempt one question from each unit from I to IV. Q. No. 1 containing short notes covering the entire syllabus compulsory. All the questions will carry equal marks. The students can attempt question paper either in English or in Hindi language.

Unit	Topics	Contact Hours
Unit: I	<ul style="list-style-type: none">• Multimedia basics: definition, meaning, need of multimedia;• Basic elements of multimedia• Hardware and software requirements for multimedia Multimedia authoring and tools	12
Unit: II	<ul style="list-style-type: none">• Text: usage of text and fonts in multimedia projects, families and faces of fonts, outline fonts, bitmap fonts and hypertext, typeface, text settings• Image: definition, image types, vector vs bitmap images, Image layers, color schemes, image file formats	12
Unit: III	<ul style="list-style-type: none">• Audio: digitization of sound, frequency and bandwidth, decibel, data rate, audio file format, sound synthesis, MIDI, recording and mixing, audio console, audio software and hardware• Video: video basics, video standards, analog and digital video, video recording, storage formats, shooting and editing video, file formats	12
Unit: IV	<ul style="list-style-type: none">• Animation: definition and principles of animation, cell animation, stop motion, morphing,• difference between 2D and 3D animation, adding video effects	12
Unit: V	Practical To prepare a file with Text and Paragraph alignment. To edit an Image by Cropping, resizing the same. To edit an image by using five filters and effects To prepare a power point presentation by using multimedia components	

Text Books :

1. Multimedia Basics, Volume 1 by Andreas Holzinger, Firewall Media.
2. Fundamentals of Multimedia, Ze-Nian Li, Mark S. Drew, Pearson Prentice Hall, 2004
3. Multimedia Basics, Suzanne Weixel, Jennifer Fulton, Karl Barksdale, Cheryl Morse, Bryan Morse, Thomson/Course Technology

“Course Outcome

After completing this course, the learner will be able to:

1. Understand the basic concept of multimedia.
2. Identify the main components of multimedia such as text, images, audio, video, and animation.
3. Explain the role and use of each multimedia component.
4. Understand how different components are combined to create multimedia content.

Lesson Plan

SR No	Date	Course Content Theory	Practical
1	22July-26July	Multimedia Basics: Definition , meaning, Need of Multimedia	Introduction to Multimedia and Practical Orientation
2	28July-2 August	Basic Elements of Multimedia, Hardware and software requirements for multimedia,	Introduction to Text Editing Tools
3	4August-9August	Multimedia Authoring and Tools	Paragraph Alignment and Formatting
4	11August-16August	Text: Usage of text and fonts in multimedia projects	Practical: Preparing a Text File with Proper Alignment
5	18August-23August	Families and Faces of Fonts , Outline Fonts, Bitmap Fonts	Introduction to Image Editing
6	25August-30August	Hyper Text, Typeface , text settings	Cropping Images – Theory and Tools
7	1September- 6September	Image: Definition, image types, vector vs bitmap images	Resizing Images – Maintaining Aspect Ratio
8	8September –13September	Image Layers, color schemes, image file formats	Practical: Image Editing by Cropping and Resizing
9	15September -20September	Audio: Digitization of sound, Frequency and Bandwidth	Introduction to Image Filters and Effects
10	22September –27September	Decibel, Data rate, Audio file formats, Sound Synthesis	Using Filters – Basic Effects
11	29September-4October	MIDI, recording and mixing	Advanced Image Effects
12	6October-11October	Audio console, Audio Software and Hardware	Practical: Editing Image Using Five Filters and Effects
13	13October-18 October	Video: Video Basics, Video Standards, analog and digital video, video recording,	Introduction to PowerPoint Presentation
14	217October-1november	File Formats, storage formats, shooting and editing video	Designing Slides – Text, Images and Layout
15	3November-8November	Animation: Definition and Principles of Animation, cell Animation, Stop Animation, Morphing, Difference between 2D and 3D animation	Using Multimedia Components in PPT
16	10November - 15November	adding video effects	Practical: Preparing a Multimedia PowerPoint Presentation
17	17November-22November	Revision & Practice	Revision of Text, Image Editing and PPT Work
18	24november	Test	Revision

Signature of Teacher

Head of Department

INDIRA GANDHI (P.G.) MAHILA MAHAVIDYALAYA, KAITHAL

Affiliated to Kurukshetra University, Kurukshetra

Department Of journalism and Mass Communication

Lesson Plan (Session 2025-2026)

Class: BAJMC

Name of the Course: New Media (CC-A5)

Dates: 22july 2025 - 24 Nov 2025

Semester: V

Course Code: B23-JMC-501

SYLLABUS

Maximum Marks: 100

End Term Exam Marks: 50+(P)20=70

Note: The examiner will set 9 questions, asking two questions from each unit and one compulsory question by taking Course Learning Outcomes (CLOs) into consideration. The compulsory question (Question No. 1) will consist of short answer parts covering the entire syllabus. The examinee will be required to attempt 5 questions, selecting one question from each unit and the compulsory question. All questions will carry equal marks.

Time: 3 hours

Internal Assessment (T)20+(P)10=30

Unit	Topics	Contact Hours
Unit: I	<ul style="list-style-type: none">• New Media Basics• New Media: Definition, Concept and Scope , Characteristics of New Media• Functions of New Media , New Media Tools	12
Unit: II	<ul style="list-style-type: none">• Applications of New Media• New Media applications for Print, Radio, Television and Web• Cyber Space and Cyber Culture• Concept of Convergence , Digital Divide	12
Unit: III	<ul style="list-style-type: none">• Social Media & Participation ,Social Media: Definition and Characteristics• Usage and impact of Social Media• Participatory journalism , Portals• Blogging, micro blogging, wikis , Chatbots, Podcasting	12
Unit: IV	<ul style="list-style-type: none">• Web & Information Literacy , Web as a Source of Information• New News Sources: Facebook, Blogs, YouTube, Government websites and NGOs• Challenges of Mining Online Information• Cyber laws and Ethics of New Media• Information, Misinformation and Disinformation• Fake News and Fact-checking applications	12
Unit V	<p style="text-align: center;">Practical</p> <ul style="list-style-type: none">• Searching and downloading of information• Establishing e-mail address , Accessing (receiving/sending) and replying to e-mails• Sending and forwarding e-mails to multiple recipients , Chatting over Internet• Networking with special interest groups , Making blogs• Using fact-checking tools	30

Text Books :

Online Journalism:A Basic Text, Tapas Ray,Cambridge University Press

The New Media Handbook—Andrew Dewdney and Peter Ride

Course Outcome

After completing this course, the learner will be able to:

1. Understand the concept and features of new media.
2. Identify different types of new media platforms such as websites, social media, blogs, and podcasts.

Lesson Plan

SR No	Date	Course Content	
		Theory	Practical
1	22July-26July	Students Doing Internship	Students Doing Internship
2	28July-2 August	Students Doing Internship	Students Doing Internship
3	4August-9August	Introduction to New Media: Definition, Concept & Scope , Characteristics of New Media	Introduction to Internet and Online Communication Searching Information on Internet
4	11August-16August	Functions of New Media New Media Tools — Part 1 (Theory + Examples)	Downloading and Organizing Online Information Creating and Establishing an E-mail Account
5	18August-23August	New Media Tools — Part 2 (Practical/Demo)	Accessing and Reading E-mails
6	25August-30August	New Media Applications in Radio	Sending and Replying to E-mails
7	1September- 6September	New Media Applications in TV & Web	Forwarding E-mails to Multiple Recipients
8	8September –13September	Cyber Space & Cyber Culture	Internet Chatting Tools and Platforms
9	15September -20September	Concept of Convergence	Online Networking and Special Interest Groups
10	22September 29September	Digital Divide: Causes, Issues & Examples	Professional Use of Online Networking
11	31September-4October	Social Media — Definition & Characteristics	Introduction to Blogging
12	6October-11October	Usage & Impact of Social Media	Creating a Blog
13	13October-18October	Participatory Journalism; Blogging & Micro blogging	Writing and Publishing Blog Content
14	27October-1November	Wikis, Chat bots& Podcasting	Managing and Updating Blogs
15	3November-8November	Web as Source of Info; New News Sources (X, FB, Blogs, YouTube, Govt& NGOs)	Introduction to Fact Checking
16	10November -15November	Challenges in Online Info; Cyber Laws & Ethics	Using Online Fact Checking Tools
17	17November-22November	Revision + Fake News & Fact-Check Apps+test	E-mail, blogging, searching, fact checking
18	24 november	Revision +mock test	Revision

Signature of Teacher

Head of Department

INDIRA GANDHI (P.G.) MAHILA MAHAVIDYALAYA, KAITHAL

Affiliated to Kurukshetra University, Kurukshetra

Department Of journalism and Mass Communication

Lesson Plan (Session 2025-2026)

Class: B.A.J. M.C

Semester: V

Name of the Course: Indian Constitution, Media Laws and Ethics (CC-B5)

Course Code: B23-JMC-502

Dates: 22 July 2025 _ 24 Nov 2025

SYLLABUS

Maximum Marks: 100

Time: 3 hours

End Term Exam Marks: 70

Internal Assessments =30 Marks

Note: The examiner will set 9 questions, asking two questions from each unit and one compulsory question by taking Course Learning Outcomes (CLOs) into consideration. The compulsory question (Question No. 1) will consist of at least 4 parts covering the entire syllabus. The examinee will be required to attempt 5 questions, selecting one question from each unit and the compulsory question. All questions will carry equal marks.

Unit	Topics	Contact Hours
Unit: I	Indian Constitution – Basics ,Introduction of the Constitution Preamble of the Constitution ,1 Salient features of the Constitution Amendments in the Constitution , Special provisions	15
Unit: II	Rights and Duties , Fundamental Rights Directive Principles of State Policy , Fundamental Duties Emergency Powers	15
Unit: III	Media and Laws , Role of Media in Indian Democracy Freedom of Speech and Expression in context of Media Media Laws: Introduction and Significance Working Journalist Act , Copyright Act Contempt of Court	15
Unit: IV	Media Laws & Ethics (Advanced) , Official Secrets Act IT Act , Right to Information Act Main Provisions of IPC and CRPC Introduction to New Criminal Laws in India: , Bharatiya Nagarik Suraksha Sanhita 2023 , Bharatiya Nyaya Sanhita 2023 , Bharatiya Sakshya Adhinyam 2023 Code of Ethics by Press Council of India, AIR and DD Code ,1 Case studies of any five recent cases related to media laws	15

Text Books :

- 1 .Mass Media Law and Regulation in India ,VenkatAiyer,AMIC Publication
- 2 .Law Of The Press In India ,DurgadasBasu,Prentice Hall ,Landon ,1980

Reference Book

3. V.N. Shukla – Constitution of India (Simple language version)
4. M. Laxmikanth – Indian Polity (Very easy & popular)

“Course Outcome

After completing this course, the learner will be able to:

1. Understand the basic features of the Indian Constitution related to media and freedom of expression.
2. Identify the constitutional rights and duties relevant to media professionals.
3. Understand the basic media laws such as freedom of the press, defamation, contempt of court, and copyright.
4. Recognize the ethical principles of journalism and media practice.

Lesson Plan

SR. No	Date	Course Content
1	22July-26July	Students Doing Internship
2	28July-2 August	Students Doing Internship
3	4August-9August	Introduction to the constitution of India ,preamble of the constitution, salient features of the constitution, salient features of the constitution Amendments in the constitution, Special provisions for certain states /sections
4	11August-16August	Fundamentals rights: meaning ,significations and scope Directive principal of states policy : Objectives and importance
5	18August-23August	Fundamental duties of citizens
6	25August-30August	Emergency powers under the constitution ;national ,state, financial
7	1September- 6September	Role of media in India democracy, freedom of speech and expression in the context of media
8	8September – 13September	Introduction to media laws and their significations
9	15September - 20September	Working journalists act, copyright act
10	22September 29September	Contempt of court :meaning and relevance for media
11	31September-4October	Official secrets act information technology (IT)act
12	6October-11October	Right to information act
13	13October-18October	Main provisions of ipc and crpc
14	27October-1november	Introduction to new criminal laws in India:
15	3November-8November	Code of ethics : press council of India ,AIR And Decode
16	10November - 15November	Case studies of any five recent cases related TO VARIOUS MEDIA LAWS
17	17November- 22November	Revision
18	24 November	Revision +mock test

Signature of Teacher

Head of Department

INDIRA GANDHI (P.G.) MAHILA MAHAVIDYALAYA, KAITHAL

Affiliated to Kurukshetra University, Kurukshetra

Department Of journalism and Mass Communication

Lesson Plan (Session 2025-2026)

Class: BAJMC

Name of the Course: Development Communication (CC-5)

Dates: 22 July 2025- 24 Nov 2025

Semester: V

Course Code: B23-JMC-503

SYLLABUS

Maximum Marks: 100

End Term Exam Marks: 70

Time: 3 hours

Internal Assessments =30 Marks

Note: The examiner will set 9 questions, asking two questions from each unit and one compulsory question by taking Course Learning Outcomes (CLOs) into consideration. The compulsory question (Question No. 1) will consist of at least 4 parts covering the entire syllabus. The examinee will be required to attempt 5 questions, selecting one question from each unit and the compulsory question. All questions will carry equal marks.

Unit	Topics	Contact Hours
Unit: I	<ul style="list-style-type: none">• Development: concept and significance• Difference between growth and development• Indicators of development• Characteristics of developed and developing nations• Development communication: concept, meaning and significance• Concept of Participatory Development Communication	15
Unit: II	<ul style="list-style-type: none">• Sustainable Development Goals (SDGs) given by UNESCO• Role of Government, public and private agencies in development• NGOs and their contribution in development	15
Unit: III	<ul style="list-style-type: none">• Role of media in national development• Uses of media in development communication: Print, Electronic and New Media• Experiences from developing countries with special emphasis on India	15
Unit: IV	<ul style="list-style-type: none">• Rural communication: concept and meaning• Panchayati Raj in India• Media and rural communication• Writing for rural issues: women, child health, family structure and problems in India• Use of traditional media in rural development• Writing at least five reports on development issues• Analyzing coverage of newspapers about development issues	15

Text Books :

1. Sanchar evam Vikas, Dr. B.R. Gupta. Vishvavidyalaya Prakashan Varanasi
2. Mass Communication in India, Kewal J. Kumar. Jaico Publications, New Delhi.
3. Vikas Patrakarita, Radhe Shyam Sharma, Haryana Sahitya Academy.

Reference Book

1. K. Kumar – Mass Communication in India
2. Uma Narula – Development Communication: Theory and Practice

Course Outcome

After completing this course, the learner will be able to:

1. Understand the concept and meaning of development communication.
2. Identify the role of communication in social and national development.
3. Understand the use of media in development programmes and campaigns
4. Recognize the importance of communication for awareness and social change.

Lesson Plan

SR. No	Date	Course Content
1	22July-26July	Students Doing Internship
2	28July-2 August	Students Doing Internship
3	4August-9August	Development : concept And significations ,difference between growth and development
4	11August-16August	Indicators of development Development communication ;concept ,meaning ,significations
5	18August-23August	Concept of participatory development communication , Sustainable development Goals (SDGs)given by UNESCO
6	25August-30August	Role of government in development communication ,role of public agencies in development
7	1September- 6September	Role of private agencies in development ,contributions of NGOsin development
8	8September – 13September	Role of media in national development
9	15September - 20September	Uses of media in development communication :new media (digital ,social media)
10	22September 29September	Experiences of development communication from developing countries
11	31September-4October	Special emphasis of india
12	6October-11October	Rural communication : concept ,meaning ,panchyati raj in india
13	13October-18October	Media and rural communication ,writing for rural issues
14	27October-1november	Development issues: women ,child ,health and family structure problems in india
15	3November-8November	Uses of traditional media in rural development ,writing at least five reports on development issues
16	10November - 15November	Analyzing newspaper coverage of development issues
17	17November- 22November	Revision
18	24 november	Revision +mock test

Signature of Teacher

Head of Department

