

**Maharana Pratap Government College, Amb, District Una, H.P.**

**Teaching Plan**

**BA-1<sup>st</sup> Year ( JMC)**

**Course No BJMCPAC-101**

**Course title: Principles of Communication**

<b>Unit</b>	<b>Name of Topic</b>	<b>Details</b>	<b>Months</b>	<b>Remarks</b>
I	COMMUNICATION BASICS	Concept and definitions of communication; Functions of communication; Elements and process of communication; Types of communication: intrapersonal, interpersonal, group and mass communication; Verbal and Non-verbal communication	July and August	Class Test
II	COMMUNICATION AND SOCIETY:	7 Cs of communication; Barriers to communication: Physical, language, cultural, emotional and perceptual barriers to communication; Socialization and role of communication in socialization. Meaning in communication; Basics of signs, symbols and codes.	September & October	Assignment Work Class test
III	COMMUNICATION MODELS	One-way and two-way models of communication; SMCR model; Lasswell formula; Osgood and Schramm mode	October & November	Diwali Breaks Class test
IV	COMMUNICATION THEORIES:	Bullet theory; Personal influence theory; Normative theories: Authoritarian, libertarian, social responsibility and democratic participant media theories.	November & December	Assignment Work Class test, Mid Term Exams.
		w.e.f. 01-01-2023 to 05-02-2023	January	Winter Breaks
		Revision-Units-I & II	February	
		Revision-Units-III & IV	March	

**Maharana Pratap Government College, Amb, District Una, H.P.**

**Teaching Plan**

**BA-1<sup>st</sup> Year ( JMC)**

**Course No**BJMCPAC-102 (DSC–II ) ,

**Course title: Introduction to Radio & TV**

<b>Unit</b>	<b>Name of Topic</b>	<b>Details</b>	<b>Months</b>	<b>Remarks</b>
I	RADIO vs. TELEVISION	Characteristics of radio and television; Development of radio and television in India; Strengths and weaknesses of radio and television; Role and functions of radio and television in society	July and August	Class Test
II	TV PROGRAMMING GENRES	Types of programming: Fiction, Non-fiction and Mixed; Live, Packaged and Mixed; Programme format for television: News, current affairs, interviews, documentary, discussions, talk shows, reality TV, soap operas, game shows, educational programmes, lifestyle, travel and food, music shows, religious discourse, events – live and recorded, sports, etc	September & October	Assignment Work, Class test
III	RADIO PROGRAMMING:	Talks and discussions, news and current affairs, commentary on public events, radio drama, comedy and light entertainment, music, programmes for family welfare, education, rural audience, youth and armed forces, phone-in programmes.	October & November	Diwali Breaks Class test, Assignment Work
IV	BROADCAST INDUSTRY	Doordarshan: Organisation structure; Doordarshan Kendras; Private Television Ownership and control in India; Analog Transmission: AM and FM; Growth of private FM channels in India; Community Radio; Campus Radio; Digital radio: Internet radio, satellite radio, visual radio.	November & December	Mid Term Exams.
		Wef 01-01-2023 to 05-02-2023	January	Winter Breaks
		Revision-Units-I & II	February	
		Revision-Units-III & IV	March	

**Maharana Pratap Government College, Amb, District Una, H.P.**

**Teaching Plan**

**BA-2<sup>nd</sup> Year ( JMC)**

**Course No. BJMCPAC-201 ( DSC – I)**

**Course title: Introduction to Advertising and Public Relations**

<b>Unit</b>	<b>Name of Topic</b>	<b>Details</b>	<b>Months</b>	<b>Remarks</b>
I	MARKETING MIX	Marketing Mix: Meaning and components; Factors Determining Marketing Mix; Advertising as tools of Marketing; PR as a tool of Marketing; Evolution of Public Relations; Evolution of Advertising.	July & August	Class Test
II	ADVERTISING – BASIC CONCEPTS	Definition, origin & development; Scope, need and functions of advertising; Process of advertising; Advertising and Sales Promotion; Advertising and Publicity; Advertising and Personal Selling; Advertising and Public Relations.	September & October	Assignment Work  Class test
III	PR – BASIC CONCEPTS	Public Relations: meaning, definition and objectives; Importance and functions of Public Relations; Types of public; Process of Public Relations; Principles of Public Relations.	October & November	Diwali Breaks Class test, Assignment Work
IV	ESSENTIALS OF AD AND PR	Types of advertising; Campaign approach to advertising; ASCI's code of Advertising Practice; Ethical issues in Public Relations; PRSI code of ethics for PR.	November & December	Mid Term Exams.
		W.e.f. 01-01-2023 to 05-02-2023	January	Winter Breaks
		Revision-Units-I & II	February	
		Revision-Units-III & IV	March	

**Maharana Pratap Government College, Amb, District Una, H.P.**

**Teaching Plan**

**BA-2<sup>nd</sup>Year ( JMC)**

**Course No. BJMCPAC-202 (DSC –II ),**

**Course title:New Media Communication**

<b>Unit</b>	<b>Name of Topic</b>	<b>Details</b>	<b>Months</b>	<b>Remarks</b>
I	NEW MEDIA AND NEW TECHNOLOGIES	New media: what they are; Characteristics of new media: Integrated, digital, interactive, hypertextual, virtual, networked, and simulated; Old media versus new: comparison and similarities; Convergence: Blurring of boundaries between IT, telecommunications and media;	July and August	Class Test
II	INTERNET	History and development; Forces that shape internet; Web 2.0 technologies: Meaning and applications; Social networking and mobile media; Web 3.0: Concept.	September & October	Assignment Work, Class test
III	SOCIETY IN THE INFORMATION AGE	Concepts of information society, network society and mass society. Networks: Evolution of human networks. Levels of social networks: individual relations, group and organizational relations, societal relations, global relations; Historical and social causes for rise of networks; Comparison of mass society with network society.	October & November	Diwali Breaks. Class test, Assignment Work
IV	NEW MEDIA IN EVERYDAY LIFE	WWW, search engines, Email, bulletin boards, MUD, chat, email, blogs, social networking sites, wikis, games, communities, digital TV, digital music, digital cinema. Issues in new media: Information overload; Digital divide; Internet addiction; Intrusion of family life; Pornography; Invasion of privacy and surveillance; Copyright and piracy.	November & December	Mid Term Exams.
		Wef 01-01-2023 to 05-02-2023	January	Winter Breaks
		Revision-Units-I & II	February	
		Revision-Units-III & IV	March	

**Maharana Pratap Government College, Amb, District Una, H.P.**

**Teaching Plan**

**BA-2<sup>nd</sup> Year ( JMC)**

**Course No. BJMCPAS-203P (SEC-1 ),**

**Course title: Reporting, Editing and Feature Writing**

<b>Unit</b>	<b>Name of Topic</b>	<b>Details</b>	<b>Months</b>	<b>Remarks</b>
I	NEWS BASICS	News: Concept and definition News Values (traditional): Impact, proximity, timeliness, prominence, topicality, novelty, conflict, disasters, human interest; Sources of news; Structure of a news story; Five 'W's and one 'H'.	July and August	Class Test
II	BASIC REPORTING-I	City Beats: Concept of beat reporter; Key city beats: Local government, subordinate administrators, educational and health institutions, law and order; Speeches, news conferences, meetings and interviews: Preparing for speech, news conference and meeting, getting the correct content, describing the participants, covering the event, structuring the story.	September & October	Assignment Work, Class test
III	BASIC REPORTING-II	Accident, disasters and crime stories: The scene of incident; Sources of information: police reports, victims, witnesses, hospitals and other emergency services, other possible sources.	October & November	Diwali Breaks. Class test, Assignment Work
IV	EDITING	Process and functions of editing; Selection of news items; Principles of editing. Features: Definition and characteristics; Steps in writing features: Getting ideas, getting information, getting anecdotes, getting good quotes, structure of a feature.	November & December	Mid Term Exams.
		Wef 01-01-2023 to 05-02-2023	January	Winter Breaks
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		Revision-Units-III & IV	March	

**Maharana Pratap Government College, Amb, District Una, H.P.**

**Teaching Plan**

**BA-3<sup>rd</sup> Year (JMC)**

**Course No.), BJMCPAS204P**

**Course title: Skills for New Media**

<b>Unit</b>	<b>Name of Topic</b>	<b>Details</b>	<b>Months</b>	<b>Remarks</b>
I	STARTING BLOCKS	Digital information: Megabytes, gigabytes and terabytes; Internet: Web browsers, search engines, websites, FTP; RSS readers and feeds; Iconic services: Google, Google Maps, MySpace, Instagram, YouTube, Digg, del.icio.us, Ebay, Amazon; Tags and tag clouds; Mobile internet connectivity	July and August	Class Test
II	ONLINE NEWS GATHERING	What is online journalism News gathering: Shared database, crowd-sourcing, distributed, collaborative or open-source reporting, online research; Virtual newsroom; Information graphics: How to use them and why.	September & October	Assignment Work, Class test
III	ONLINE NEWS WRITING:	Storytelling: Non-linear storytelling, using chunks in a story, using multiple media; Integrating online features for storytelling: Immediacy, global reach, multiple media, archives, hyper-linking – internal and external, interactivity. 15	October & November	Diwali Breaks. Class test, Assignment Work
IV	BLOGS	Meaning and origin; Individual and professional blogs; Basic terminology: Post, permalink, trackback, blogroll, link-blog, vlog, moblog; Maintaining a blog: Think e-mail, Link, summarize and analyze, specific headlines; authority and personality; short posts; frequency; handling comments; Using photos and screenshots; Essentials of blog writing: Timely and relevant; lively and tight writing; time stamps, headlines, Contextual hyper linking; Audio-visual elements; Interactivity, context.	November & December	Mid Term Exams.
		Wef 01-01-2023 to 05-02-2023	January	Winter Breaks
		Revision-Units-I & II	February	
		Revision-Units-III & IV	March	

**Maharana Pratap Government College, Amb, District Una, H.P.**

**Teaching Plan**

**BA-3<sup>rd</sup> Year ( JMC)**

**Course No. BJMCPAD301**

**Course title: CommunityandTraditionalMedia**

<b>Unit</b>	<b>Name of Topic</b>	<b>Details</b>	<b>Months</b>	<b>Remarks</b>
I	BASIC CONCEPTS:	Community: its concept and importance; Community as Place; Community as Identity/Belonging; Community as Ideology; Locality, place and neighbourhood; Virtual Communities; Imagined Communities.	July and August	Class Test
II	COMMUNITY MEDIA AS ALTERNATIVE MEDIA:	Concept, need and origin; Types of Alternative Media: Alternative media as serving a community; alternative media as an alternative to mainstream media; linking alternative media to civil society; and alternative media as collaborative media.	September & October	Assignment Work, Class test
III	COMMUNITY MEDIA SPACE:	Alternative Print media: strengths and weakness with examples; Alternative Television with special focus on Public Access Television; Alternative Radio with special focus on Community Radio; Internet Virtual Communities with special focus on blogging and microblogging.	October & November	Diwali Breaks. Class test, Assignment Work
IV	TRADITIONAL MEDIA:	Meaning; Importance of traditional media in communication; Different forms of traditional media; Types of traditional media in Himachal Pradesh;	November & December	Mid Term Exams.
		Wef 01-01-2023 to 05-02-2023	January	Winter Breaks
		Revision-Units-I & II	February	
		Revision-Units-III & IV	March	

**Maharana Pratap Government College, Amb, District Una, H.P.**

**Teaching Plan**

**BA-3<sup>rd</sup> Year (JMC)**

**Course No. BJMCPAD302P**

**Course Title: Introduction to Photojournalism**

<b>Unit</b>	<b>Name of Topic</b>	<b>Details</b>	<b>Months</b>	<b>Remarks</b>
I	ESSENTIALS:	Photojournalism: Concept, difference of news photography from other photography, difference of news photographer's job from new reporter and copy editors; The newspaper photo section: Chief Photographer, photographers and freelancers; Importance of photographs in news; News values for photographs; Responsibilities of a photojournalist	July and August	Class Test
II	TECHNOLOGY AND CREATIVE RULES:	Camera: Elements of a camera – viewfinder, lens, iris, shutter, film chamber, light metre; Camera Designs: pinhole camera, view camera, compact camera, TLR , SLR, Instant/Polaroid camera, digital camera; Picture composition: Framing, rule of thirds, perspective, angle of view, backgrounds; Framing: Visual quality and photographic meaning through conscious framing.	September & October	Assignment Work, Class test
III	CREATIVE OPTIONS:	Light: direct and indirect light; cool and warm; Three-point lighting; Focus: Concepts of Aperture and f-stop; Lenses – Types of lenses and their functions; Depth of field; Exposure: Relationship between light, aperture and shutter speed; Time and motion.	October & November	Diwali Breaks. Class test, Assignment Work
IV	PHOTO EDITING:	Image sizes: captured image size, screen display size, printing size; concept of pixels per inch; Image formats: Digital camera formats (JPEG, TIFF, RAW), web formats (FPX, GIF, PNG), printing format (EPS, PDF), editing format (PSD, PIC, BMP); Image manipulation: Resizing, cropping, rotation.	November & December	Mid Term Exams.
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**Maharana Pratap Government College, Amb, District Una, H.P.**

**Teaching Plan**

**BA-3<sup>rd</sup>Year BJMC**

**Course No. BJMCPAS303P**

**Course title: Communication Skills**

Unit	Name of Topic	Details	Months	Remarks
I	SELF-ESTEEM	Subunit I(a): Spiral model of personal development; Steps to developing self-esteem: The five freedoms, you are unique, set a new goal, know yourself, personal strengths, relaxation, self-talk, identify problem areas, take off your dark glasses, spot the danger signals, be realistic, ask for help, improve your communication skills, you are taller than you think. Subunit I(b): Practice exercises from the chapters 'Self-esteem' and 'Selfawareness and self-knowledge,' in Mandy Kotzman and Anne Kotzman (2008), Listen to me listen to you: A step-by-step guide to communication skills training, (pp.19-46).	July and August	Class Test
II	LISTENING	Subunit II(a): Importance of listening; Difference between active and reflective listening; Reflective Listening: Meaning; Five Response Styles: Judgemental, explanatory, reassuring, exploratory, empathic; Listening skills: Attending, following, reflecting; Subunit II(b): Practice exercises from the chapter 'Effective listening,' in Mandy Kotzman and Anne Kotzman (2008), Listen to me listen to you: A step-by-step guide to communication skills training, (pp. 47-72).	September & October	Assignment Work, Class test
III	SELF-ASSERTION	Subunit III(a): Self assertion: concept and need; Assertive Behaviour and Self-Esteem; 'Rights' in interpersonal communication; Assertion skills: Psychological skills – managing anxiety and stress, nonverbal skills – facial expression, gestures, voice (timing, tone, volume, pitch, fluency), eye contact, movement, distance; verbal Skills – 'I' messages, negotiation towards a workable compromise, free information, self-disclosure, negative assertion, setting limits, negative inquiry; Fogging; Broken record; The five-star plan. Subunit III(b): Practice exercises from the chapter 'Self-assertion,' in Mandy Kotzman and Anne Kotzman (2008), Listen to me listen to you: A step-by-step guide to communication skills training, (pp.73-99).	October & November	Diwali Breaks. Class test, Assignment Work
IV	Theories of Development	Classical theories (Smith, Ricardo, Malthus); Marxian theory of capitalist development. Big push, Balanced vs Unbalanced growth. Balance between agriculture and industry, import substitution vs export promotion, neo-liberal vs interventionist policies.	November & December	Mid Term Exams.
		Wef 01-01-2023 to 05-02-2023	January	Winter Breaks
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**Maharana Pratap Government College, Amb, District Una, H.P.**

**Teaching Plan**

**BA-3<sup>rd</sup> Year ( JMC)**

**Course No. BJMCPAS304**

**Course title: Film Appreciation Skills**

Unit	Name of Topic	Details	Months	Remarks
I	STARTING BLOCKS:	Digital information: Megabytes, gigabytes and terabytes; Internet: Web browsers, search engines, websites, FTP; RSS readers and feeds; Iconic services: Google, Google Maps, MySpace, Instagram, YouTube, Digg, del.icio.us, Ebay, Amazon; Tags and tag clouds; Mobile internet connectivity.	July and August	Class Test
II	ONLINE NEWS GATHERING:	What is online journalism News gathering: Shared database, crowd-sourcing, distributed, collaborative or open-source reporting, online research; Virtual newsroom; Information graphics: How to use them and why.	September & October	Assignment Work, Class test
III	ONLINE NEWS WRITING:	Storytelling: Non-linear storytelling, using chunks in a story, using multiple media; Integrating online features for storytelling: Immediacy, global reach, multiple media, archives, hyper-linking – internal and external, interactivity.	October & November	Diwali Breaks. Class test, Assignment Work
IV	BLOGS:	Meaning and origin; Individual and professional blogs; Basic terminology: Post, permalink, trackback, blogroll, link-blog, vlog, moblog; Maintaining a blog: Think e-mail, Link, summarize and analyze, specific headlines; authority and personality; short posts; frequency; handling comments; Using photos and screenshots; Essentials of blog writing: Timely and relevant; lively and tight writing; time stamps, headlines, Contextual hyper linking; Audio-visual elements; Interactivity, context.	November & December	Mid Term Exams.

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