Class: BAMC-4th sem **Subject:** Paper-XIX: Development Communication

**Teacher name: Monika Jakhar**

|  |  |  |  |
| --- | --- | --- | --- |
| Sr. No. | Month | Week | Topic |
|  | Feb | Week I | Exam |
|  | Week II | exam |
|  | Week III | Definition, meaning and process of development Concept of Development: Evolution, Historical perspectives and debates |
|  | Week IV | Various Models of Development Role of Government in Development |
|  | March | Week I | : Evolution of Planning process and new approaches |
|  | Week II | Development and Marginal communities: Women |
|  | Week III | Economic and social indicators of development |
|  | Week IV | Role of Government in Development: Evolution of Planning process and new approaches |
|  | April | Week I | Communication for rural development |
|  | Week II | Strengthening of Panchayat Raj |
|  | Week III | Advancement in farming and alternative employment Conservation of rural culture – tradition |
|  | Week IV | Holidays |
|  | May | Week I | Communication for urban development: |
|  | Week II | Urban sanitation Consumer awareness, Slum development |
|  | Week III | Revision |
|  | Week IV | Revision |
|  |  |  |  |

Signature

Class: BAMC-6th sem **Subject:** Paper-XXX: Current Affair & Media Issues-IV

**Teacher name: Subhash Sharma**

|  |  |  |  |
| --- | --- | --- | --- |
| Sr. No. | Month | Week | Topic |
|  | Jan | Week I | Major current international, |
|  | Week II | national & regional developments and issues during the semester |
|  | Week III | Major Political, social, cultural, |
|  | Week IV | Media & Economic issues. |
|  | Feb | Week I | Important people and their positions people in news. |
|  | Week II | Important issues covered by print/ radio. |
|  | Week III | Follow up of major stories and editorials, during the semester |
|  | Week IV | television and web & Social media |
|  | March | Week I | Follows up/ discussion of popular columns write ups, |
|  | Week II | articles, features middles, letter to editors and blogs. Important talk shows, Interview, Discussion. |
|  | Week III | Comparative study of issues covered by various media platforms, Discussion on photo feature, photo journalism, cartoons and other material of print media, |
|  | Week IV | Holidays |
|  | April | Week I | Discussion on content/ footage/style/presentation etc. |
|  | Week II | Discussion on the issue taken up by various television channel radio stations/news and other platforms |
|  | Week III | Discussion on the issue taken up by various television channel radio stations/news and other platforms |
|  | Week IV | Revision |

Signature

Class: BAMC-6th sem **Subject:** Paper-XXVII: Television Production

**Teacher name: Abhishek Goel**

|  |  |  |  |
| --- | --- | --- | --- |
| Sr. No. | Month | Week | Topic |
|  | Jan | Week I | Introduction to Television Production |
|  | Week II | Various stages of T.V. Production |
|  | Week III | Different Television Programme formats |
|  | Week IV | Television Station Structure |
|  | Feb | Week I | Functions and duties of Team Members |
|  | Week II | Idea Generation , Synopsis , Proposal, Different types of Script formats |
|  | Week III | Style and techniques of script writing |
|  | Week IV | How television script is different from newspaper and radio |
|  | March | Week I | Creativity and Television Writing |
|  | Week II | Types of Studio , Basic of Studio Setup, Basic of Recording |
|  | Week III | Different types of Equipments: light, Camera, Sound Different types of Video formats, Introduction of Video Editing, |
|  | Week IV | Holidays |
|  | April | Week I | Importance of video editing,  Different software's for Non Linear Editing |
|  | Week II | Types of video editing: Linear editing, Non-linear editing, live editing, |
|  | Week III | Introduction to the equipment's of editing |
|  | Week IV | Revision |

Signature

Class: BAMC-4th sem **Subject:** New Media

**Teacher name: Amit Pahwa**

|  |  |  |  |
| --- | --- | --- | --- |
| Sr. No. | Month | Week | Topic |
|  | Feb | Week I | Exam |
|  | Week II | Exam |
|  | Week III | Reach and access of Internet in India  Various applications of Internet  Internet as a medium of communication  History and evolution of internet |
|  | Week IV | Growth and development of online journalism in India. Important news websites and their characteristics |
|  | March | Week I | Characteristics of online journalism- hypertext, multimedia; |
|  | Week II | online aesthetics — content, design, colours, font, templates, navigation bars, and hyperlinks |
|  | Week III | Online Writing & Editing: do’s and don’ts. Live writing ,Participatory journalism; portals;  Blogging, |
|  | Week IV | Holidays |
|  | April | Week I | podcasting, video casting, micro blogging |
|  | Week II | Web team members – project manager, visualizer, graphics designer, animator |
|  | Week III | audio-video expert, web site manager |
|  | Week IV | Web and its uses in different media |
|  | May | Week I | Web as a medium of communication |
|  | Week II | Social impact of Web and Various Social Media Platform |
|  | Week III | Revision |
|  | Week IV |  |

Signature

Class: BAMC-4th sem **Subject:** Paper-XX: Current Affair & Media Issues-II

**Teacher name: Dr. Mehar Singh**

|  |  |  |  |
| --- | --- | --- | --- |
| Sr. No. | Month | Week | Topic |
|  | Feb | Week I | Uni. Exam |
|  | Week II | Uni. Exam |
|  | Week III | Major current international, national & regional developments and issues during the semester, |
|  | Week IV | Major Political, social, cultural, Media & Economic issues. |
|  | March | Week I | Important people and their positions people in news. Important issues covered by print/ radio. |
|  | Week II | Follow up of major stories and editorials, during the semester, television and web & Social media |
|  | Week III | Follows up/ discussion of popular columns write ups, articles, features middles, letter to editors and blogs. |
|  | Week IV | Holiday |
|  | April | Week I | Important talk shows, Interview, Discussion. Comparative study of issues covered by various media platforms, |
|  | Week II | Discussion on photo feature, photo journalism, cartoons and other material of print media, |
|  | Week III | Discussion on content/ footage/style/presentation etc. |
|  | Week IV | Discussion on the issue taken up by various television channel radio stations/news and other platforms |
|  | May | Week I | Revision |
|  | Week II | Revision & Class Test |
|  | Week III |  |
|  | Week IV |  |

Signature

Class: BAMC-6th sem **Subject:** Print Production

**Teacher name: Virender Singh**

|  |  |  |  |
| --- | --- | --- | --- |
| Sr. No. | Month | Week | Topic |
|  | JAN. | Week I | Design concept & importance |
|  | Week II | Basic principles of layout designing  Tools of layout designing |
|  | Week III | Terms in layout planning : Press layout, page layout, dummy, cover layout, |
|  | Week IV | make up,4 model, story board  Stages in layout, Types of layout |
|  | FEB. | Week I | Principles of design |
|  | Week II | Introduction to page maker and its features  Introduction to quark express and its applications |
|  | Week III | Introduction to In-design and its applications |
|  | Week IV | Introduction to photoshop and its various applications Desk Top Publishing |
|  | MARCH | Week I | Basic principles of photo editing |
|  | Week II | Visual importance and functions, Categories of visual  Selection and placement of photos |
|  | Week III | Introductions to Photoshop and its various applications, Photo cropping & caption writing. Newspaper designing, design principles |
|  | Week IV | HOLIDAY |
|  | APRIL | Week I | page make up, front page, editorial page, section page, colour pages |
|  | Week II | Newspaper format, Various design elements, |
|  | Week III | Process of Producing a Lab Journal, News letter, Newspaper, Magazine |
|  | Week IV | INTERNAL ASSESMENT TEST |

Signature

Class: BAMC-6th sem **Subject:** Research Methodology

**Teacher name: Virender Singh**

|  |  |  |  |
| --- | --- | --- | --- |
| Sr. No. | Month | Week | Topic |
|  | JAN. | Week I | Communication research: Meaning & Concept |
|  | Week II | 1. Scope and importance of communication research |
|  | Week III | Development of Media Research   1. Ethics of Media Research |
|  | Week IV | 1. Research Process |
|  | FEB. | Week I | 1. Research Method: Survey, Interview |
|  | Week II | 1. Research Design – Experimental, Descriptive, Exploratory |
|  | Week III | 1. Sampling Method– Probability and Non- Probability |
|  | Week IV | Primary and Secondary data |
|  | MARCH | Week I | Data Collection Tools |
|  | Week II | Questionnaire Preparation |
|  | Week III | Research Questions, Writing research report |
|  | Week IV | HOLIDAY |
|  | April | Week I | Analysis and interpretation of data |
|  | Week II | Basics of Research Writing |
|  | Week III | Role of computer in communication research |
|  | Week IV | Assessment work |

Signature

Class: BAMC-2nd sem **Subject:** Media & Polity

**Teacher name: Amit Pahwa**

|  |  |  |  |
| --- | --- | --- | --- |
| Sr. No. | Month | Week | Topic |
|  | April | Week I | Introduction to the Indian constitution, framing of Indian constitution, |
|  | Week II | Salient feature of Indian constitution Components of Indian constitution, |
|  | Week III | preamble of the constitution Fundamental rights and duties. |
|  | Week IV | Democracy in India, Issues and challenges before Indian Democracy, |
|  | May | Week I | Parliamentary System, Lok Sabha |
|  | Week II | , Rajya Sabha |
|  | Week III | its functions and power, System of Election of Lok Sabha & Rajya Sabha |
|  | Week IV | Organs of Indian Political System, Legislature: Power and Functions, |
|  | June | Week I | Executive: Power and Function , |
|  | Week II | Judiciary: Power and Function ,Role of Press in Indian Democracy |
|  | Week III | Introduction to union Government, president, vice president, |
|  | Week IV | prime minister and council of ministry.Different ministries, their nature, functions and roles. |
|  | July | Week I | Introduction to state Government, Governor Chief Minister and council of ministry |
|  | Week II | , Panchyati Raj System in India and its key features |
|  | Week III | Revision |
|  | Week IV |  |

Signature

Class: BAMC-2nd sem **Subject:** Basics of Mass Communication

**Teacher name: Amit Pahwa**

|  |  |  |  |
| --- | --- | --- | --- |
| Sr. No. | Month | Week | Topic |
|  | April | Week I | Concept of communication in ancient Indian texts, Indian perspective of communication, |
|  | Week II | Narad as a communicator, Concept of Sadharnikaran, Modern Indian thoughts of communication, |
|  | Week III | Modern Indian Communicator |
|  | Week IV | Mass Communication, Key concept, terms, definition, |
|  | May | Week I | feature, functions, characteristics of audience of mass media, types of mass media, |
|  | Week II | print, electronic and new media, their reach, |
|  | Week III | advantages and limitations |
|  | Week IV | Definition, concept, origin of communication models |
|  | June | Week I | , difference between model and theory, SMR, SMCR, Aristotle model, |
|  | Week II | Lass well’s model, Berlo model, Shannon and Waver’s, Osgood model |
|  | Week III | Communication theory and overview of the emergence and development, |
|  | Week IV | Bullet theory, personal influence- two step flow |
|  | July | Week I | and multi-step flow, individual difference theory |
|  | Week II | Cultivation theory, agenda setting theory. |
|  | Week III | Revision |
|  | Week IV |  |

Signature

Class: BAMC-6th sem **Subject:** **Personality Development and Presentation**

**Teacher name: Mehar Singh**

|  |  |  |  |
| --- | --- | --- | --- |
| Sr. No. | Month | Week | Topic |
|  | JAN. | Week I | Introduction to Personality Development The concept of personality–Significance of personality development. |
|  | Week II | The concept of success and failure: What is success? |
|  | Week III | Hurdles in achieving success - Overcoming hurdles |
|  | Week IV | - Factors responsible for success – What is failure - Causes of failure. SWOT analysis. |
|  | FEB. | Week I | Attitude & Motivation Attitude, Concept, Significance, |
|  | Week II | Factors affecting attitudes, Positive attitude – Advantages –Negative attitude, |
|  | Week III | Disadvantages - Ways to develop positive attitude - Differences between personalities having positive and negative attitude. |
|  | Week IV | Concept of motivation, Significance, Internal and external motives, Importance of self- motivation- Factors leading to de-motivation |
|  | MARCH | Week I | Self-esteem Term self-esteem - Symptoms - Advantages - Do's and Don’ts to develop positive self-esteem – Low self esteem - Symptoms - Personality having low self esteem - Positive and negative |
|  | Week II | self esteem. Interpersonal Relationships – Defining the difference between aggressive, submissive and assertive behaviours - Lateral thinking. |
|  | Week III | Development Body language, Problem-solving, Conflict and Stress Management - Decision-making skills, Leadership and qualities of a successful leader, Character building, Team-work, |
|  | Week IV | Holiday |
|  | April | Week I | Time management, Work ethics, Good manners and etiquette, Employability Quotient Resume building-. |
|  | Week II | The art of participating in Group Discussion – Facing the Personal (HR & Technical |
|  | Week III | Interview -Frequently Asked Questions, Mock Interview Sessions. Power point Presentation |
|  | Week IV | Revision |

Signature

Class: BAMC-4thsem **Subject:Media Law& Ethic**

**Teacher name: Subhash Sharma**

|  |  |  |  |
| --- | --- | --- | --- |
| Sr. No. | Month | Week | Topic |
|  | FEB. | Week I | Exam |
|  | Week II | exam |
|  | Week III | Freedom of Speech and Expression: Main features, Scope and Importance of Article 19  Interpretation of Article 19: Defining the freedom of the Press and Media |
|  | Week IV | Supreme Court Judgments related to Article 19  Fundamental Rights and Duties |
|  | MARCH | Week I | Official secrets act 1923  Law of defamation |
|  | Week II | Contempt of court act 1971  Copyright act. |
|  | Week III | Right to privacy  Cable TV network regulation Act 1995  Information technology Act 2000 |
|  | Week IV | Holidays |
|  | April | Week I | Ethics in journalism, freedom and responsibility of press |
|  | Week II | RTI act, 2005 with its importance and background  Law relating to covering of election |
|  | Week III | Guidelines for parliamentary coverage  AIR code for election coverage. Press commissions |
|  | Week IV | Holiday |
|  | May | Week I | Press Council of India, The Editor build of India, |
|  | Week II | NBA, BCC of India Working Journalist Act  Autonomy of public broadcasting |
|  | Week III |  |
|  | Week IV |  |

Signature

Class: BAMC-2nd sem **Subject: Basics of Reporting and Editing**

**Teacher name: Dr. Abhisek Goel**

|  |  |  |  |
| --- | --- | --- | --- |
| Sr. No. | Month | Week | Topic |
|  | FEB. | Week I | Exam |
|  | Week II | Concept, definitions and elements of Reporting  Sources of News, |
|  | Week III | |  | | --- | | News gathering, Verification and Validation of facts | |
|  | Week IV | Cultivation of sources, types of sources, significance of sources in news gathering  Reporting hierarchy in a Newspaper |
|  | MARCH | Week I | Skills required to being a reporter  Press conference, Press briefing, Meet the press and Conducting interviews |
|  | Week II | Types of beat: Political, Crime, Life style, Entertainment, Sports, Health, Education |
|  | Week III | Agriculture, Science & Technology, Business, Investigative |
|  | Week IV | Holidays |
|  | April | Week I | |  | | --- | | Editing: concept, definition and significance  Principles of Copy Editing Role of News Editor, | |
|  | Week II | Chief Sub Editor and Copy Editor, Skills required to being a copy editor |
|  | Week III | News Editing: Copy writing, copy selection, story structure |
|  | Week IV | |  | | --- | | Design: meaning and significance  Elements and principles of design  Concept and Utility of Dummy | |
|  | May | Week I | Basic knowledge of designing softwares like Quark &Indesign |
|  | Week II | Revision |
|  | Week III | Revision |

Signature