

Lesson plan - January, 2024
(Even Semesters)

Dr. Amit Bhardway

Class: B.A. - I

SEMESTER - II

Time: 3hrs

Mass Media - History & Development

Max. Marks: 80

Week/days	UNIT-I <i>Syllabus</i>
Jan., 2024	<ul style="list-style-type: none">• Origin of Indian Print Media, History & Growth.• Characteristic features of Print Media.• Role of Print Media in India Freedom Movement, Role of Print Media in Society.• Important Indian Newspapers- National/Regional, News Agencies- PTI, UNI, VAARTA, BHASHA.
Feb., 2024	<p>UNIT-II</p> <ul style="list-style-type: none">• Radio as a Medium of Communication.• Radio- Characteristic Features.• History of Radio in India, A.I.R., Present status of Radio in India.• Role of Radio in Society, Community Radio, Educational Role of Radio, FM Channels
March, 2024	<p>UNIT-III</p> <ul style="list-style-type: none">• Television as a Medium of Communication, Characteristic Features of Television.• History of Television in India, Doordarshan.• Various T.V. Channels- National/Regional.• Popular T.V. Serials, T.V. Anchors, Recent Trends in Television.
April, 2024	<p>UNIT-IV</p> <ul style="list-style-type: none">• Cinema as a Medium of Mass Communication.• Brief Introduction of Indian Cinema, History & Development Journey.• Role & Impact of Cinema on Society.• Popular films, actors - actresses, New trends of Indian cinema, Feature Films, Documentary Films.

Amit

Lesson - Plan — Jan. 2024
(Even Semester)

Dr. Armit Bhardway

B. A-II

SEMESTER - IV

Time: 3hrs

Reporting & Editing

Max. Marks: 80

Week Days	Syllabus
Jan., 2024	<p align="center"><u>UNIT-1</u></p> <ul style="list-style-type: none"> ❖ Reporting- Concept, Definition. ❖ News, Elements of News, News Value, News Sources. ❖ Tools of Reporting, News Gathering Process. ❖ Reporter- Definition, Qualities, Duties & Responsibilities. ❖ Reporting – Print, Electronic (Radio/TV).
Feb., 2024	<p align="center"><u>UNIT-2</u></p> <ul style="list-style-type: none"> ❖ Structure- Reporting Desk in News Papers, ❖ Duties & Functions of Bureau Chief, Chief Reporter, Staff Reporter etc., Reporting Beat(s), ❖ Citizen Journalist, Role & Importance of Citizen Journalist. ❖ Types of Reporting- Political, Crime, Sports, Education, Development, etc.
March, 2024	<p align="center"><u>UNIT-3</u></p> <ul style="list-style-type: none"> ❖ Editing- Introduction, Definition. ❖ Principles and Elements of Editing. ❖ Editing-its significance in Journalism. ❖ Editing & Proof Reading-New Trends.
April, 2024	<p align="center"><u>UNIT-4</u></p> <ul style="list-style-type: none"> ❖ Editorial Desk in News Papers- Structure & Functions. ❖ Role and Responsibilities of Editor, News Editor, Chief Sub- Editor, Sub-Editor. ❖ Editorial Page in News Papers- Contents and Importance. ❖ Headlines, Lead/Intro, Editing Symbols, Copy Editing, Preparing Copy for Press.

Armit

Lesson Plan

Dr. Armit Bhardway

—Jan. 2024
(Even Semester)

MA (JMC) - (Previous) SEMESTER – II MJMC 08 (CORE) – 16MJM22C3

Media Laws & Ethics

Time allowed : 3 Hours

Max. Marks : 80

Note : The question paper will be divided into Five Units carrying equal marks i.e. 16 marks for each question. Each of the First Four Units will contain two questions and the students shall be asked to attempt one question from each unit. Unit Five shall contain eight short answer type questions without any internal choice and it shall be covering the entire syllabus. As such, all question in Unit five shall be compulsory.

Week day	Unit 1	Syllabus
Jan., 2024	1.1 1.2 1.3 1.4	Press Regulation : A Historical Perspective Censorship and Media : A Historical Perspective Emergency & Censorship : Indian Experience Freedom of Speech and Expression in the Constitution of India
Feb., 2024	Unit 2 2.1 2.2 2.3 2.4	Media and Right to Information Contempt of Court Act 1971 Defamation Law in India Right to Privacy
March 2024	Unit 3 3.1 3.2 3.3 3.4	Press and Registration of Books Act, 1867 Copy Right Act 1957 Consumer Protection Act 1986 Prasar Bharti Act 1996
April 2024	Unit 4 4.1 4.2 4.3 4.4	Media Ethics – Meaning and Concept Media Ethics – A Historical perspective Code of ethics for Media Professionals Ombudsmen – Definition, Role & Responsibility.

Internal Assessment

Total Marks : 20

Note : The Break up of 20 marks for Internal Assessment (Theory Paper) is as under :

1. House Test
2. Class Attendance
3. Term Paper/Assignment

10 Marks
05 Marks
05 Marks

Armit

Lesson Plan

Dr. Armit Bhardwaj

Jan. 2024
(Even Semester)

MA (JMC) - (Previous) SEMESTER - II
MJMC 10 (II) (DSE) - 16MJM22D2

Environment & Media

Time allowed : 3 Hours

Max. Marks : 80

Note : The question paper will be divided into Five Units carrying equal marks i.e. 16 marks for each question. Each of the First Four Units will contain two questions and the students shall be asked to attempt one question from each unit. Unit Five shall contain eight short answer type questions without any internal choice and it shall be covering the entire syllabus. As such, all question in Unit five shall be compulsory.

Week Days	Unit I	Syllabus
Jan, 2024	1.1 1.2 1.3 1.4	Environment Studies-Meaning & concept Role & Relevance of Environment Studies Impact of Development on Environment Major Environmental issues: Global Warming, Pollution, etc.
Feb., 2024	Unit 2 2 ⁰¹ 2 ⁰² 2 ⁰³ 2 ⁰⁴	Prominent Environmental Movements-World & India. Environmental Protection & the Role of NGOs Chipko Movement Narmada Bachao Andolan
March 2024	Unit 3 3.1 3.2 3.3 3.4	Nature & Coverage of Environmental issues/movements in media Impact of Environmental Movements on Masses Environment & Media – International Perspective Green Peace & other International Environmental groups
April, 2024	Unit 4 4.1 4.2 4.3 4.4	Environmental crisis- Present state & Future Challenges Various Government policies regarding environment Environment related programmes in the media Reports & features, film & documentaries on Environment, Prominent environment- activists.

Internal Assessment

Note : The Break up of 20 marks for Internal Assessment (Theory Paper) is as under :

1. House Test
2. Class Attendance
3. Term Paper/Assignment

Total Marks : 20

10 Marks
05 Marks
05 Marks

Armit

Lesson Plan

Dr. Anurag Bhardwaj

Jan. 2024
(Even semester)
PG-CBCS

(Open Elective) [for students of other Dept.] - 16JRM01

MJMC- 20

MEDIA & SOCIETY

L T P

3 0 0

Week Days	Syllabus
Jan., 2024	Unit I 1. Media Definition 2. Relationship of Media in Society 3. Impact of Media on society- recent trends 4. Media and Social Development
Feb., 2024	Unit II 1. Media Literacy 2. Impact of Media on children and youth 3. Media and gender issues 4. Media and Rural Society
March 2024	Unit III 1. Media and Violence 2. Media and Rising Crime 3. Media and Democracy 4. Media and development of Scientific temperament 5. Media and environmental issues
April 2024	Unit-IV 1. Media Accountability 2. Media and Economic Development 3. Media and Nation Building 4. Popular Culture and Media

Dr. Anurag Bhardwaj

To be offered in 2nd Semester by the Dept of Journalism

Foundation Elective- Introduction to Mass Media

Time allowed: 3 Hours

Total Marks:50

Theory Marks: 40

Internal Assessment: 10

Note: The question paper will be divided into Five Units carrying equal marks i.e. 16 marks for each question. Each of the First Four Units will contain two questions and the students shall be asked to attempt one question from each unit. Unit Five shall contain eight short answer type questions without any internal choice and it shall be covering the entire syllabus. As such, all question in Unit five shall be compulsory.

Paper-17JRM01

INTRODUCTION TO MASS MEDIA

Course Outcomes

Course Outcomes:

CO1: Students would gain knowledge about Mass Media and its various types including their role and importance.

CO2: Students would gain knowledge about developmental journey of Print Media, role of print media, challenges before print media, and new trends in print media.

CO3: Students would learn about the role and development of Radio and Television as medium of mass communication in India, their importance and current status.

CO4: Students would gain knowledge about history and developmental journey of Cinema in India, its importance as a medium of mass communication, current status and its new trends.

CO5: Students would learn about New Media (Web Journalism), Challenges and emerging trends.

Week Days	Syllabus	
Jan., 2024	Unit 1	
	1.1	Mass Media: Definition, Meaning & Concept
	1.2	Types of Mass Media
	1.3	Traditional & Folk Media- Characteristic Features
	1.4	Print Media, Electronic Media, New Media- Characteristic Features
	Unit 2	

Amit

Feb., 2024	<p>2.1 Print Media- Brief History, Evolution from early times</p> <p>2.2 Print Media in India- Role in freedom struggle, growth of print media after independence</p> <p>2.3 Important newspapers and magazines of India, noted journalists; current role and importance of print media</p> <p>2.4 Emergence of Regional Print Media, Challenges before Print Media, Emerging trends of Print Media</p>
March 2024	<p>Unit 3</p> <p>3.1 Origin and Development of Radio in India; role and importance of radio as a medium</p> <p>3.2 A.I.R, Private FM, Community Radio;, Current status of Radio in India</p> <p>3.3 Origin and Development of Television in India</p> <p>3.4 Public and Commercial Television; role and importance of Television as a medium; present status of Television industry in India</p>
April 2024	<p>Unit 4</p> <p>4.1 Brief History and Development of Cinema in India</p> <p>4.2 Cinema as a medium if mass communication- role and importance; Emerging trends in Indian Cinema</p> <p>4.3 New Media- salient features, social media, social sharing to social activism- new media as a medium of mass communication</p> <p>4.4 Current status of New Media, especially Web Journalism; Emerging trends & challenges</p>

Internal Assessment

Total Marks : 10

Note : The Break up of 20 marks for Internal Assessment (Theory Paper) is as under :

1. House Test	5 Marks
2. Class Attendance	2.5 Marks
3. Term Paper/Assignment	2.5 Marks

Amib

Lesson Plan

2023
— Odd Semester

Dr. Amit Bhardwaj

Class: B.A-I

SEMESTER - I

Time: 3hrs

Basics of Communication & Journalism

Max. Marks: 80

week days	Syllabus
August, 2023	Unit - I <ul style="list-style-type: none">* Introduction to Communication.* Concept and definition of Communication.* Elements and process of Communication.* Functions of Communication.
Sep., 2023	Unit - II <ul style="list-style-type: none">* Human Communication.* Barriers to Communication* Communication and Socialization, Communication and Culture.* Types of Communication- Verbal, Non-Verbal; Intra personal, Interpersonal, Group and Mass Communication.
Oct., 2023	Unit - III <ul style="list-style-type: none">* Definition and Scope of Mass Communication.* Process and Features of Mass Communication.* Elements and Functions, Role of Mass Communication.* Tools of Mass Communication- Print (News papers/Magazines), Radio, T.V. Cinema, Folk Media.
Nov., 2023	Unit - IV <ul style="list-style-type: none">* Journalism- Definition, Nature, Scope.* History of Journalism- Origin, Development Journey.* Journalist-Definition; Duties & Responsibilities of Journalist.* Role of Journalist in Society & Challenges, Current issues in Journalism.

Amit

Lesson Plan

2023
(odd semester)

Dr. Amit Bhardwaj

Class: B.A-II

SEMESTER - III

Time: 3hrs

Media Writing

Max. Marks: 80

<u>Week</u>	<u>Days</u>	<u>Syllabus</u>
		<u>UNIT-1</u>
August,		<ul style="list-style-type: none">❖ Introduction to Writing – Purpose and Scope.❖ Basic Elements of Writing❖ Various genres/forms of writing – Prose, Poetry, Letters, Essays, News, Articles, etc.❖ Essentials of Good Writing.
2023		
		<u>UNIT-2</u>
Sep.,		<ul style="list-style-type: none">❖ Creative Writing – Definition, Essentials, Types.❖ Media Writing, Difference Between Creative & Media Writing.❖ News Writing – Basics.❖ Editorial & Feature, Writing.
2023		
		<u>UNIT-3</u>
Oct.,		<ul style="list-style-type: none">❖ Writing for Print Media, News, News- Stories.❖ Techniques of Writing for Print Media.❖ Headline Writing, Writing Hard News & Soft News.❖ Writing News Analysis, Interview.
2023		
		<u>UNIT-4</u>
Nov.,		<ul style="list-style-type: none">❖ Writing for Radio- Basics, Essentials Elements.❖ Writing Radio News, Radio Features, Radio Interview, Script writing.❖ Writing for Public Relations, Press Release Writing, Writing advertisement Copies, Writing for New Media.
2023		

Am

Lesson Plan - J

2023

(Odd Semester)

Dr Amit Bhardway

B.A - III

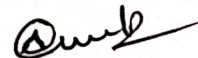
SEMESTER - V

Time: 3hrs

Public Relations & Advertising

Max. Marks: 80

Week Days	Syllabus
August 2023	<u>UNIT - 1</u> <ul style="list-style-type: none"> ❖ Public Relations- An Introduction, Definition. ❖ Concept of P.R., History of Public Relations, PR in India. ❖ Public Relations as Communication Function. ❖ Public Relations as Management Function.
Sep., 2023	<u>UNIT - 2</u> <ul style="list-style-type: none"> ❖ Public Relations- Publicity, Propaganda, Public Opinion ❖ Process of Public Relations, PR Publics- External & Internal ❖ Tools of Public Relations, Press Conference, Press Release, House Journal. ❖ PR Campaign, PR & Media Relations. ❖ P.R.O.- Duties & Responsibilities.
Nov., 2023	<u>UNIT - 3</u> <ul style="list-style-type: none"> ❖ Advertising- Definition, Concept, Scope, ❖ History of Advertising. ❖ Role & Functions of Advertising. ❖ Types of Advertising.
Dec., 2023	<u>UNIT - 4</u> <ul style="list-style-type: none"> ❖ Advertising Agencies – Structure & Functioning. ❖ Important Advertising Agencies, Popular Advertisements. ❖ Advertising Campaign, Advertising & Media Planning. ❖ Advertising & Creativity, Process of Preparing advertisements.



MAHARSHI DAYANAND UNIVERSITY ROHTAK

(A State University established under Haryana Act No. XXV of 1975)
 'A' Grade University Accredited by NAAC

MA (JMC) - (Previous) SEMESTER – I

MJMC-01 (CORE) - 16MJM21C1

Introduction to Communication and Journalism

Time allowed : 3 Hours

Max. Marks : 80

Note : The question paper will be divided into Five Units carrying equal marks i.e. 16 marks for each question. Each of the First Four Units will contain two questions and the students shall be asked to attempt one question from each unit. Unit Five shall contain eight short answer type questions without any internal choice and it shall be covering the entire syllabus. As such, all question in Unit five shall be compulsory.

Week Days	Unit 1	Syllabus
Aug., 2023	1.1 1.2 1.3 1.4	Concept, Nature and Process of Human Communication. Forms of Communication. Functions of Communication. Types of Communication : Inter personal, Intra personal, group and mass communication
Sep., 2023	Unit 2 2.1 2.2 2.3 2.4 2.5	Process of Communication. Source, Message, Channel, receiver, Feedback, Encoder, Decoder. Elements of Communication. Barriers to Communication Noise in Communication.
Oct., 2023	Unit 3 3.1 3.2 3.3 3.4	Language and Communication, Importance of Language. Communication & Socialization. Communication system in Indian context. Mass Communication-the process and characteristics, Mass Society, Emergence of Mass Media.
Nov., 2023	Unit 4 4.1 4.2 4.3 4.4 4.5	Journalism- Definition, Nature, Scope History of Journalism- Origin, Evolution as Profession. Journalist- Definition, Duties & Responsibilities. Journalistic Terminology. Current issues & Emerging trends.

Internal Assessment

Note : The Break up of 20 marks for Internal Assessment (Theory Paper) is as under :

1. House Test	10 Marks
2. Class Attendance	05 Marks
3. Term Paper/Assignment	05 Marks

Total Marks : 20

Armit

Lesson Plan

Aug. 2023

Dr. Amit Bhardwaj

(Odd Semester)

M.A.(JMC) - (Previous) SEMESTER - I

MJMC- 02 (CORE) - 16MJM21C2

Language Skills and Writing for Media

Time allowed : 3 Hours

Max. Marks : 80

Note : The question paper will be divided into Five Units carrying equal marks i.e. 16 marks for each question. Each of the First Four Units will contain two questions and the students shall be asked to attempt one question from each unit. Unit Five shall contain eight short answer type questions without any internal choice and it shall be covering the entire syllabus. As such, all question in Unit five shall be compulsory.

Week Days	Unit 1	Syllabus
Aug, 2023	1.1 1.2 1.3 1.4	Elements of language, language as a skill Importance of language in Communication Process Language Skills & Media Writing Essentials of good writing
Sep, 2023	Unit 2 2.1 2.2 2.3 2.4	Vocabulary- importance of right words. Sentences- Types, use, etc. Words & Phrases. Synonyms & antonyms Media Terminology- words/ terms commonly used in media/ journalism & mass communication
Oct, 2023	Unit 3 3.1 3.2 3.3 3.4	Paragraph- Principles of organizing & developing paragraph Paragraph- argument, counter- argument, explanation & illustration Methods of paragraphing, Summary Writing paragraph on contemporary issues.
Nov, 2023	Unit 4 4.1 4.2 4.3 4.4	Translation- Definition, significance, types, translation process- essentials Writing- Creative writing, journalistic writing, difference between both Writing- Various forms, essentials of effective writing Media Writing- Basic features for writing for Print Media, Electronic Media, New Media, writing for P.R, etc.

Internal Assessment

Total Marks : 20

Note : The Break up of 20 marks for Internal Assessment (Theory Paper) is as under :

1. House Test	10 Marks
2. Class Attendance	05 Marks
3. Term Paper/Assignment	05 Marks

Amk

Lesson Plan — Aug., 2023
Dr. Amit Bhardwaj (odd semester)

MA (JMC) - (Previous) SEMESTER - I
MJMC- 03 (CORE) - 16MJM21C3

Class — MJMC (Pre.) **Development of Media**

Time allowed : 3 Hours

Max. Marks : 80

Note : The question paper will be divided into Five Units carrying equal marks i.e. 16 marks for each question. Each of the First Four Units will contain two questions and the students shall be asked to attempt one question from each unit. Unit Five shall contain eight short answer type questions without any internal choice and it shall be covering the entire syllabus. As such, all question in Unit five shall be compulsory.

	Unit 1
Aug., 2023	1.1 Development of Print Media : Historical View 1.2 Indian Press; Post Independence 1.3 Origin of Indian News Agencies and their role 1.4 Management and ownership Pattern of Press
Sep., 2023	Unit 2 2.1 Development of Radio : Historical view 2.2 Development of Radio in India 2.3 Public and Private Radio Systems, FM, AM etc. 2.4 Organizational structure of the Radio
Oct., 2023	Unit 3 3.1 Development of Television : Historical view 3.2 Development of Television in India 3.3 Public and Private T.V. Channels 3.4 Organizational structure of the television Industry
Nov., 2023	Unit 4 4.1 Cinema : Historical View 4.2 Development of Cinema in India 4.3 Characteristics of Hindi Cinema 4.4 Cinema as a powerful medium of Mass Communication

Internal Assessment

Total Marks : 20

Note : The Break up of 20 marks for Internal Assessment (Theory Paper) is as under :

- | | |
|--------------------------|----------|
| 1. House Test | 10 Marks |
| 2. Class Attendance | 05 Marks |
| 3. Term Paper/Assignment | 05 Marks |

Dr. B

Dr. Amit Bhardwaj

SEMESTER-I

M. A. (Journalism & Mass Communication)

**PAPER-05 (II) [DSE]- 16MJM21D2
CURRENT ISSUES IN MEDIA**

Time allowed : 3 Hours

Max. Marks : 80

Note : The question paper will be divided into Five Units carrying equal marks i.e. 16 marks for each question. Each of the First Four Units will contain two questions and the students shall be asked to attempt one question from each unit. Unit Five shall contain eight short answer type questions without any internal choice and it shall be covering the entire syllabus. As such, all question in Unit five shall be compulsory.

Week Days	Unit I	Syllabus
Aug, 2023	1.1. 1.2. 1.3. 1.4.	Recent Trends in Media in India Emergence of Regional Media Emergence of Digital Media Media and Current Social Issues
Sep, 2023	Unit II 2.1 2.2 2.3 2.4	Coverage of Current Rural Issues in Media Media and Development Issues Media and Coverage of Human Rights Issues Media and Current Political Issues
Oct, 2023	Unit III 3.1 3.2 3.3 3.4	Coverage of Crime News in Media Media and Current Investigative News Stories Media and Current Gender Issues Media and Current Sports Related News
Nov, 2023	Unit IV 4.1 4.2 4.3 4.4	Media and Life Style Journalism Page 3 Journalism, Current Issues Celebrities in News, Places in News Positive News Stories, Inspiring News- Items

Internal Assessment

Total Marks : 20

Note : The Break up of 20 marks for Internal Assessment (Theory Paper) is as under :

1. House Test	10 Marks
2. Class Attendance	05 Marks
3. Term Paper/Assignment	05 Marks

Lesson Plan

Dr Amit Bhardwaj

August, 2023
(Odd Semester)

OPEN ELECTIVE-NEW MEDIA (18JRM02) to be Offered in 3rd semester

Time allowed : 3 Hours

Total Marks : 100

Max. Marks : 80

Internal Assessment : 20

Credit : 3

Note : The question paper will be divided into Five Units carrying equal marks i.e. 16 marks for each question. Each of the First Four Units will contain two questions and the students shall be asked to attempt one question from each unit. Unit Five shall contain eight short answer type questions without any internal choice and it shall be covering the entire syllabus. As such, all questions in Unit five shall be compulsory.

Course Outcomes

Course Outcomes:

- CO1: Students would gain knowledge about New Media, its characteristics features, and its applications.
- CO2: Students would be able to understand and analyze the interface about New Media and Society.
- CO3: Students would learn about the history, developmental journey of Internet, and its applications in the field of Journalism and Mass Communication.
- CO4: Students would gain knowledge about Online Journalism, its characteristic features, and the challenges & trends related to Online Journalism.
- CO5: Students would be able to understand the importance of social media and its applicability and also the aspects of Reliability, Truth and Credibility related to New Media.

Week Day	Unit I <i>Syllabus</i>
Aug., 2023	1.1 New Media- Introduction, Definition, Concept and Scope 1.2 Characteristic Features of New Media. 1.3 New Media and ICT (Information & Communication Technology), Convergence of Media. 1.4 Applications of New Media, New Media & Society, Digital learning.
Sep., 2023	Unit II 2.1 Internet as a medium of mass communication 2.2 History & Development of Internet, World Wide Web (WWW) 2.3 Computer-mediated – communication (CMC), Multimedia Web Search Engines – functions and uses. 2.4 Application of the Internet, especially in Journalism & Mass Communication; e-newspapers, e-magazines
Oct., 2023	Unit III 3.1 Online Journalism- Definition, meaning, concept brief history 3.2 Basic Elements of Online Journalism, Characteristic features

Amit

	3.3 Status of Online Journalism, Challenges & New Trends
	3.4 Open Source Journalism, Wikipedia, Wiki leaks, Online News Portals
	Unit IV
Nov, 2023	4.1 Impact of New media, Internet, and Online Journalism
	4.2 Social media – Definition, important social media platforms (Facebook, Twitter Instagram, You Tube, LinkedIn), Uses and applications
	4.3 Citizen Journalism, Participatory Journalism, Blogging as a form of Online Journalism
	4.4 Reliability, Truth and Credibility factors on new media/Social Media, Fake News, Trolling on Social media, and Values & Ethics in New Media.

INSTRUCTIONS FOR THE PAPER-SETTER

Note: The question paper will be divided into Five Units carrying equal marks i.e. 16 marks for each question. Each of the First Four Units will contain two questions and the students shall be asked to attempt one question from each unit. Unit Five shall contain eight short answer type questions without any internal choice and it shall be covering the entire syllabus. As such, all questions in Unit five shall be compulsory.

Note 1 : The Criteria for awarding internal assessment of 20 marks shall be as under:

A. Class test	:	10 marks.
B. Assignment & Presentation	:	5 marks
C. Attendance	:	5 marks

Dr. [Signature]