

Lesson Plan

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Department: Mass Communication & Journalism

Lesson Plan: 18 Weeks (January-April 2018)

WEEK	DATE	Class: M.A. Mass Communication Sem: II Paper: VII Subject: Advertising Days: (3 days)	Class: M.A. Mass Communication Sem: II Paper: VIII Subject: Radio Journalism (T/P) Days: (3 days)	Class: M.A. Mass Communication Sem: II Paper: IX Subject: Photo Journalism (T/P) Days: (3 days)	Class: M.A. Mass Communication Sem: IV Paper: XVI Subject: Print Media Production Days: (3 days)
I	01-01-18	Definition, concept and process of advertising	Invention and development of radio	Concept of photojournalism	Printing processes
	02-01-18	Definition, concept and process of advertising	Invention and development of radio	Concept of photojournalism	Printing processes
	03-01-18	Growth and development of advertising	Strength and weaknesses of the medium	Power of visuals	Desktop publishing
	04-01-18		Types: interview for news gathering	Photo features, stories and photo essays	
	05-01-18		Types: interview for news gathering	Photo features, stories and photo essays	
	06-01-18		Vox-pop	Archive photos, photos from readers	
	07-01-18	Sunday			
II	08-01-18	Growth and development of advertising	Strength and weaknesses of the medium	Power of visuals	Desktop publishing
	09-01-18	Economic and social aspects of advertising	Sound recording and editing, skills of a radio news reporter: developing sources	Attributes of a good photograph (Aesthetic and technical)	Newspaper production-principles of design, newspaper makeup, dummy, effect of television and new media on newspaper makeup, newspaper form, design elements
	10-01-18	Economic and social aspects of advertising	Sound recording and editing, skills of a radio news reporter: developing sources	Attributes of a good photograph (Aesthetic and technical)	Newspaper production-principles of design, newspaper makeup, dummy, effect of

				television and new media on newspaper makeup, newspaper form, design elements
	11-01-18	Vox-pop	Archive photos, photos from readers	
	12-01-18	Structuring interview	Caption writing formats and outlines	
	13-01-18	Structuring interview	Caption writing formats and outlines	
	14-01-18	Sunday		
III	15-01-18	Media of advertising, characteristics of each medium	gathering news	Photo editing ,resolution and correction
	16-01-18	Media of advertising, characteristics of each medium	gathering news	Photo editing ,resolution and correction
	17-01-18	Types of advertisements and their elements	Anchoring and news reading skills: general awareness, presence of mind; clarity, diction, pronunciation etc.	Visuals News
	18-01-18		Programmes: personality, informative, issue based	Selection of photos for magazines
	19-01-18		Programmes: personality, informative, issue based	Selection of photos for magazines
	20-01-18		Skills of an interviewer: personality, language, knowledge, curiosity, communication skills; research	Responsibilities of photo editor
	21-01-18	Sunday		
IV	22-01-18	Vasant Panchmi Holiday		
	23-01-18	Types of advertisements and their elements	Anchoring and news reading skills: general awareness, presence of mind; clarity, diction, pronunciation etc.	Visuals News
				Press release and press handout

	24-01-18	Sir Chhotu Ram Jayanti Holiday			
	25-01-18			Skills of an interviewer: personality, language, knowledge, curiosity, communication skills; research	Responsibilities of photo editor
	26-01-18	Republic Day Holiday			
	27-01-18			Interview; from planning to production	Uses of illustration and graphics in photo journalism
	28-01-18	Sunday			
	29-01-18	Advertising industry: advertising agencies and the media of advertising	Characteristics of radio writing style: simple, conversational style; norms regarding use of adjectives, adverbs, numerals etc	Text vs. photo	Backgrounders and rejoinders
	30-01-18	Advertising industry: advertising agencies and the media of advertising	Characteristics of radio writing style: simple, conversational style; norms regarding use of adjectives, adverbs, numerals etc	Text vs. photo	Backgrounders and rejoinders
	31-01-18	Guru Ravi Das Birthday			
	01-02-18			Interview; from planning to production	Uses of illustration and graphics in photo journalism
	02-02-18			Overview of all programme formats fiction, non-fiction/news base, entertainment	Use of numbers and maps, teamwork of sub-editor and photographer
	03-02-18			Overview of all programme formats fiction, non-fiction/news base, entertainment	Use of numbers and maps, teamwork of sub-editor and photographer
	04-02-18	Sunday			
	05-02-18	Market mix and market segmentation	Writing radio news: rewriting news to suit brevity and clarity in radio news Editing news, types of leads; function of headlines in a news bulletin, writing headlines for radio news	Attributes of a news photo, events, action, mood, profile and other categories	Interviews
	06-02-18	Market mix and market segmentation	Writing radio news: rewriting news to suit	Attributes of a news photo, events, action,	Interviews

			brevity and clarity in radio news Editing news, types of leads; function of headlines in a news bulletin, writing headlines for radio news	mood, profile and other categories	
	07-02-18	Creative strategy and creative process	Types of bulletins	Use of photographs in newspapers	Exhibitions
	08-02-18		REVISION	Issues of invasion of privacy, copyright, authenticity of digital photos available on web portrayal of nudity, violence, accidents and gruesome events	
	09-02-18		REVISION	Issues of invasion of privacy, copyright, authenticity of digital photos available on web portrayal of nudity, violence, accidents and gruesome events	
	10-02-18		REVISION	Lifestyle and fashion photography	
	11-02-18	Sunday			
	12-02-18	Creative strategy and creative process	Types of bulletins	Use of photographs in newspapers	Exhibitions
	13-02-18	Maha Shivratri			
	14-02-18	Media planning and budgeting	Editing news for different Bulletins	Photo editing: coordination between photographer, reporter and sub-editor, instructing and	House journals
	15-02-18		REVISION	Lifestyle and fashion photography	
	16-02-18		REVISION	Case study of Indian magazine photography	
	17-02-18		REVISION	Case study of Indian magazine photography	
	18-02-18	Sunday			
	19-02-18	Media planning and budgeting	Editing news for different Bulletins	Photo editing: coordination between	House journals

				photographer, reporter and sub-editor, instructing and	
	20-02-18	Organizing advertising campaigns	Using voice-dispatches and other elements in a bulletin	Guiding photographers	Brochure
	21-02-18	Organizing advertising campaigns	Using voice-dispatches and other elements in a bulletin	Guiding photographers	Brochure
	22-02-18		REVISION	REVISION	
	23-02-18		REVISION	REVISION	
	24-02-18		REVISION	REVISION	
	25-02-18	Sunday			
	26-02-18	Case studies of advertising campaign	Sequencing, updating etc	Selection, placement of photos in newspapers	Annual reports
	27-02-18	Case studies of advertising campaign	Sequencing, updating etc	Selection, placement of photos in newspapers	Annual reports
	28-02-18	Holiday			
	01-03-18	Holiday			
	02-03-18	Holi			
	03-03-18	Holiday			
	04-03-18	Sunday			
	05-03-18	Social advertising	News updates and reports	Ethics of photojournalism	Bulletin boards
	06-03-18	Social advertising	News updates and reports	Ethics of photojournalism	Bulletin boards
	07-03-18	Social marketing and development	Newsreel etc	REVISION	Pamphlets/handbills
	08-03-18		REVISION	REVISION	
	09-03-18		REVISION	REVISION	
	10-03-18		REVISION	REVISION	
	11-03-18	Sunday			
	12-03-18	Communication strategies for NGOs	Newsreel etc	REVISION	Pamphlets/handbills
	13-03-18	Communication strategies for NGOs		REVISION	Posters
	14-03-18	Advertising standards council of India and other organisation in advertising		REVISION	Classified, display and display classified ad.
	15-03-18		REVISION	REVISION	

	16-03-18		REVISION	REVISION	
	17-03-18		REVISION	REVISION	
	18-03-18	Sunday			
	19-03-18	Advertising standards council of India and other organisation in advertising		REVISION	Classified, display and display classified ad.
	20-03-18	Ethics in advertising		REVISION	Magazine advertisement
	21-03-18	Ethics in advertising		REVISION	Magazine advertisement
	22-03-18		REVISION	REVISION	
	23-03-18	Shaheedi Diwas			
	24-03-18		REVISION	REVISION	
	25-03-18	Sunday			
	26-03-18	Advertising research		REVISION	Outdoor and other forms advertisement
	27-03-18	Advertising research		REVISION	Outdoor and other forms advertisement
	28-03-18	REVISION		REVISION	New trends in advertisement production
	29-03-18	Mahavir Jayanti			
	30-03-18		REVISION	REVISION	
	31-03-18		REVISION	REVISION	
	01-04-18	Sunday			
	02-04-18	REVISION		REVISION	New trends in advertisement production
	03-04-18	REVISION		REVISION	Point of purchase material production
	04-04-18	REVISION		REVISION	Point of purchase material production
	05-04-18		REVISION	REVISION	
	06-04-18		REVISION	REVISION	
	07-04-18		REVISION	REVISION	
	08-04-18	Sunday			
	09-04-18	REVISION		REVISION	Basic principles of photography
	10-04-18	REVISION		REVISION	Basic principles of

					photography
	11-04-18	REVISION		REVISION	Photographic equipments, still camera, lens, films and light
	12-04-18		REVISION	REVISION	
	13-04-18		REVISION	REVISION	
	14-04-18	Dr Ambedkar Jayanti / Vaisakhi			
	15-04-18	Sunday			
	16-04-18	REVISION		REVISION	Photographic equipments, still camera, lens, films and light
	17-04-18	REVISION		REVISION	Visualization of shot, composing a shot
	18-04-18	Parashurama Jayanti			
	19-04-18		REVISION	REVISION	
	20-04-18		REVISION	REVISION	
	21-04-18		REVISION	REVISION	
	22-04-18	Sunday			
	23-04-18	REVISION		REVISION	Visualization of shot, composing a shot
	24-04-18	REVISION		REVISION	Photography for newspaper and magazine
	25-04-18	REVISION		REVISION	Photography for newspaper and magazine
	26-04-18		REVISION	REVISION	
	27-04-18		REVISION	REVISION	
	28-04-18		REVISION	REVISION	
	29-04-18	Sunday			