

LESSON PLAN (2025-26)

CLASS: M.A. (Journalism and Mass Communication)

SEMESTER: 3rd

NAME: Dr Kavita

SUBJECT/PAPER: **MEDIA MANAGEMENT**

S.No.	Month	Syllabus
Unit-1	August	Unit 1: 1.1 Present Media Scenario, explanation of media in India 1.2 Emergence of Digital Media, Regional Media, etc. 1.3 Media as a Corporate Entity, Media as an Industry 1.4 Media- Mission, or Profession, emerging trends & challenges
Unit-2	September	Unit 2: 2.1 Media Management- Principles, functions, significance 2.2 Ownership Pattern of Media- Individual Ownership, Trust, Society, Partnership, Private Ltd., Public Ltd. 2.3 Organizational structures of Media Organizations 2.4 New Trends in Media Management, Innovative practices
Unit-3	October	Unit 3: 3.1 Media Management- Different Management functions 3.2 Depts. Of media organizations- Editorial, Marketing, Circulation, Human Resources, Material Management 3.3 H.R. Policies for Media personnel, Wage Board, etc. 3.4 Brand Building for Media 3.4 Brand Building for Media
Unit-4	November	Unit 4: 4.1 Media Economics- Management & financial aspects of Media organizations 4.2 Revenue generation strategy, budgeting & finance, capital costs, production costs 4.3 Production and Scheduling, Commercial Marketing policies for revenue generation, Creativity in marketing 4.4 Media organizations- Indian Newspaper Society (INS), RNI, ABC, DAVP, etc.

LESSON PLAN (2025-26)

CLASS: M.A. (Journalism and Mass Communication)

SEMESTER: 3rd

NAME: Dr Kavita

SUBJECT/PAPER: MEDIA PRODUCTION

S.No.	Month	Syllabus
Unit-1	August	Unit 1: 1.1 Characteristics of Audio and Video Media 1.2 Stages of Audio and Video Programme Production: Pre-Production, Production, Post-Production 1.3 Audio-Video Programme Formats: Fictional, Non-Fictional 1.4 Writing for different Audio and Video Media, Overview of Television Studio, Equipment used in TV Studio
Unit-2	September	Unit 2: 2.1 Video Editing: Meaning and Importance 2.2 Process of Video Editing, Understanding the user interface of video editing software 2.3 Using Cut-in and Cut-away shots, Parallel Cut, and L-cut technique 2.4 Effects: Different Transitions and Video Filters
Unit-3	October	Unit 3: 3.1 Process of Audio Editing 3.2 Understanding the user interface of Audio editing software 3.4 Audio Effects: Audio Transitions and Audio Filters 3.5 Overview of Audio Studio and its equipment
Unit-4	November	Unit 4: 4.1 Roles and Responsibilities of Audio and Video Editors 4.2 Role of Director, Producer, Cameraperson, Technical Director, 4.3 Teleprompter Operator, Lightman, Sound recordist, Floor Manager, 4.4 Technical Assistant, Anchor, RJ etc. Career Opportunities in Audio and Video Production

LESSON PLAN (2025-26)

CLASS: M.A. (Journalism and Mass Communication)

SEMESTER: 3rd

NAME: Dr Kavita

SUBJECT/PAPER: CURRENT ISSUES IN MEDIA

S.No.	Month	Syllabus
Unit-1	August	Unit 1: 1.1. Recent Trends in Media in India 1.2. Emergence of Regional Media 1.3. Emergence of Digital Media 1.4. Media and Current Social Issues
Unit-2	September	Unit 2: 2.1 Coverage of Current Rural Issues in Media 2.2 Media and Development Issues 2.3 Media and Coverage of Human Rights Issues 2.4 Media and Current Political Issues
Unit-3	October	Unit 3: 3.1 Coverage of Crime News in Media 3.2 Media and Current Investigative News Stories 3.3 Media and Current Gender Issues 3.4 Media and Current Sports Related News
Unit-4	November	Unit 4: 4.1 Media and Life Style Journalism 4.2 Page 3 Journalism, Current Issues 4.3 Celebrities in News, Places in News 4.4 Positive News Stories, Inspiring News- Items

LESSON PLAN (2025-26)

CLASS: M.A. (Journalism and Mass Communication)

SEMESTER: 3rd

NAME: Dr Kavita

SUBJECT/PAPER: RESEARCH SURVEY AND DATA ANALYSIS

S.No.	Month	Syllabus
Unit-1	August	Unit 1: 1.1 Nature, scope, and significance of research 1.2 Types of research: basic, applied, qualitative, quantitative, mixed methods 1.3 Research process: problem identification, literature review, hypothesis formulation 1.4 Research design: exploratory, descriptive, experimental
Unit-2	September	Unit 2: 2.1 Survey as a research method: characteristics, strengths, limitations 2.2 Types of surveys: cross-sectional, longitudinal, online, offline 2.3 Sampling techniques: probability and non-probability sampling, sample size determination 2.4 Questionnaire design: types of questions, scaling, pre-testing, reliability and validity
Unit-3	October	Unit 3: 3.1 Data Collection- Tools and Techniques 3.2 Methods: interviews, focus groups, observation, content analysis 3.2 Tools: schedules, interview guides, coding sheets 3.4 Data collection procedures: ethics, consent, pilot studies, etc., Measurement levels
Unit-4	November	Unit 4: 4.1 Data Analysis-Meaning, Scope, Significance, Data preparation: coding, tabulation, data cleaning 4.2 Descriptive statistics (mean, median, mode, standard deviation) & Inferential statistics (chi-square, t-test, ANOVA, correlation, regression), Use of statistical software (e.g., SPSS, Excel) for data analysis 4.3 Qualitative data analysis: thematic coding, content analysis 4.4 Research report writing: structure, referencing, presentation of findings based on survey and data analysis

LESSON PLAN (2024-25)

CLASS: M.A. (Journalism and Mass Communication)

SEMESTER: 1st

NAME: Dr Kavita

SUBJECT/PAPER: Information and Communication Technology

S.No.	Month	Syllabus
Unit-1	August	Unit 1 1.1 Radio and television broadcasting 1.2 Satellite: history, types, frequency & functions Ku band, L band, C band. 1.3 Cable TV transmission, DTH, Digital Transmission, Over the Top Platforms 1.4 Signal generation & transmission, Video Streaming & It's formats, Signal transportation using FTP Spectrum & Spectrum Management, Microwave links, Terrestrial transmission, Optical fiber, wireless & advanced telephony, AM, FM & PM transmission.
Unit-2	September	Unit 2 2.1 Computers, LAN, WAN & MAN, 2.2 Internet & Intranet, E-mail, Development Journey of Internet 2.3 Role of computers in various mass media, Application of ICT in Mass Communication 2.4 Facsimile, videotext, Tele text, Multimedia
Unit-3	October	Unit 3 3.1 Printing Process 3.2 Letterpress 3.3 Offset printing, 3.4 Screen printing and other printing methods, Printing Design related softwares
Unit-4	November	Unit 4 4.1 Land line telephone, Mobile telephone, Use and applications of mobile in mass communication 4.2 Internet Technology for Journalism & Mass Communication 4.3 Media Convergence 4.4 Media Convergence for Mass Communication

LESSON PLAN (2025-26)

CLASS: M.A. (Journalism and Mass Communication)

SEMESTER: 1st

NAME: Dr Kavita

SUBJECT/PAPER: ADVERTISING

S.No.	Month	Syllabus
Unit-1	August	Unit 1 1.1 Advertising: Meaning and Concept 1.2 Historical perspective of advertising in India 1.3 Advertising: Nature and Types, popular advertisements 1.4 Role of Advertising: Social, Cultural, Economic
Unit-2	September	Unit 2 2.1 Objectives of Advertising: General & Specific 2.2 Legal, Ethical and Moral aspects of Advertising 2.3 Creativity in Advertising 2.4 Social Advertising, Public Interest Advertisements
Unit-3	October	Unit 3 3.1 Advertising Media: Print, Radio, TV and Digital 3.2 Outdoor Media, Alternative Media tools for advertising 3.3 Advertising campaign, planning & managing 3.4 Role of Research in Advertising
Unit-4	November	Unit 4 4.1 Copy writing: Different process, Copy language 4.2 Different types Of copy 4.3 Creative Brief and writing for different media, Copy testing 4.4 Graphic designing, Art and Layout, Use of Multimedia in Advertising

LESSON PLAN(2025-26)

CLASS : M.A. (Journalism and Mass Communication)

SEMESTER:- 1st

Name : - Dr. Kavita

Subject/Paper: - **Photography**

S.No.	Month	Syllabus
Unit-1	August	Unit 1 1.1 Photography: Meaning and Scope 1.2 Historical Development of Photography 1.3 Types of Cameras 1.4 Different Parts of Camera, Camera Lenses
Unit-2	September	Unit 2 2.1 Exposure Triangle: Aperture, ISO and Shutter Speed 2.2 Photographic Composition 2.3 Camera Angles and Shots 2.4 Concept of Focus and Depth of Field
Unit-3	October	Unit 3 3.1 Understanding Light 3.2 Photography Instruments 3.4 Lighting Sources and Lighting Technique 3.4 Understanding Photographic Filters
Unit-4	November	Unit 4 4.1 Different types of Photography: Portrait, Landscape, Sports, Wild-life 4.2 Photography, Nature Photography, Candid Photography. 4.3 Street Photography Studio and Outdoor Photography 4.4 Basics of Photoshop

LESSON PLAN (2025-26)

CLASS: B.A. (MDC)

SEMESTER: 1st

NAME: Dr Kavita

SUBJECT/PAPER: MEDIA IN OUR LIFE

S.No.	Month	Syllabus
Unit-1	August	Unit 1: <ul style="list-style-type: none">• What is Media? Definition and Concept• Characteristic Features of Media• Types of Media• Role and Functions of Media in our life, Impact of media on society
Unit-2	September	Unit 2: <ul style="list-style-type: none">• Traditional, Folk Media- Characteristic features• Print Media- Definition, Characteristic features• Brief History & Development Journey of Print Media in India• Role & functions of Print Media, Print Media and Society
Unit-3	October	Unit 3: <ul style="list-style-type: none">• Brief History and Development Journey of Radio in India• Role & functions of Radio in society and nation, present scenario• Brief History and Development Journey of Television in India• Role and functions of Television in our life, present scenario
Unit-4	November	Unit 4: <ul style="list-style-type: none">• Cinema as a medium of mass communication• Cinema and society; role and functions of cinema• Digital Media- Definition, nature and scope• Digital Media and Society, Digital Media in our life

LESSON PLAN (2025-26)

CLASS: B.A. (MDC)

SEMESTER:3rd

NAME: Dr Kavita

SUBJECT/PAPER: MASS MEDIA & SOCIETY

S.No.	Month	Syllabus
Unit-1	August	Unit 1: <ul style="list-style-type: none">• Media- Definition• Types of Media• Role of Media in Society• Mass Media and Information Society
Unit-2	September	Unit 2: <ul style="list-style-type: none">• Role of Media in Social Development• Media and Community• Impact of Media on Children Teens and Youth• Role of Media in Gender Sensitization
Unit-3	October	Unit 3: <ul style="list-style-type: none">• Media literacy• Role of Media in Democracy• Media and Civil Society• Media and Rural Society
Unit-4	November	Unit 4: <ul style="list-style-type: none">• Media and Environmental issues• Role of Media in development of Scientific temperament in society• Citizen Journalism, It's importance• Role of Media in promoting Culture and Heritage