

Lesson Plan

DSC - 01 Semester
Mass Communication

UOM Multidisciplinary Program(s) with Hons. in One Major Program w.e.f 2024-25 session

As per Syllabi for Under Graduate Programme in Journalism & Mass Communication

Semester -1st

Session:2024-2025

Name of Program	Under Graduate with Hons. in Journalism & Mass Communication	Program Code	UMBA4
Name of the Course	Basics of Communication	Course Code	24JMCM401DS01
Hours per Week	4	Credits	4 (L:4, T: 0, P:0)
Maximum Marks	(70 External+ 30 Internal)= 100	Time of Examinations	3 Hours

Note:

Examiner will set nine questions and the candidates will be required to attempt five questions in all. Question number one will be compulsory containing short answer type questions from all units. Further, examiner will set two questions from each unit and the candidates will be required to attempt one question from each Unit. All questions will carry equal marks.

Course Learning Outcomes (CLO):

CLO 1: Students would gain conceptual knowledge about communication, its elements and process of communication.

CLO 2: Students would learn about the role and importance of communication in human life and society.

CLO 3: Student would gain knowledge about various types of communication, and their function.

Unit 1

- * Introduction to Communication.
- * Concept and definition of Communication.
- * The process of Communication.
- * Elements and functions of Communication.

Unit 2:

- * Human Communication.
- * Essentiality of Communication in Social Groups.
- * Communication and Socialization.
- * Communication and Culture.

Unit 3:

- * Intrapersonal Communication.
- * Interpersonal Communication.
- * Oral, Written and Visual Communication.
- * Verbal and Non-Verbal Communication.

Unit 4:

* Group Communication

M.D. University, Rohtak-124001 (Haryana)

Mass Communication - Introduction & concept

* Elements of Mass Communication

* Differences between Personal, Group & Mass Comm.

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Lesson Plan

DSC - 03rd Semester

Mass Communication

~~UG Multi-disciplinary Program(s) with Honors in One Major Program w.e.f. 2024-25 session~~

Further, examiner will set two questions from each unit and the candidates will be required to attempt one question from each Unit. All questions will carry equal marks.

Course Learning Outcomes (CLO):

CLO 1: Students would learn about print media, its development journey.

CLO 2: Students would understand the role and contribution of print media in society.

CLO 3: Students would learn about important print publications, prominent print journalists.

July August 2025	Unit 1 <ul style="list-style-type: none"> • Origin of Indian Print Media • Role of Press in Indian Freedom Movement • Prominent Journalists of earlier times. • Journalism as Mission and as Profession
Sept 2025	Unit 2: <ul style="list-style-type: none"> • Indian Print Media – its role Post independence • Role of Print Media in Democratic processes of the nation • Role of Print Media in Society. • Press Council of India, Press Commission (s)
Oct 2025	Unit 3: <ul style="list-style-type: none"> • News Agencies- History, Functions, Role; PTI, UNI, VAARTA, BHASHA, etc. • National Press, Regional Press • Emergence of Hindi Print Media • Challenges before Print Media today
Nov. 2025	Unit 4: <ul style="list-style-type: none"> • Emerging trends in Indian Print Media • Important News Papers of India • Introduction to important Magazines-News Magazines, Women's Magazines, Sports Magazines, Business Magazines, etc. • Prominent Print Media Journalists , Editors , etc. present times
	References: <ul style="list-style-type: none"> • Kewal J Kumar -Mass Communication in India. • Ranga Swamy Parthasaraty : Journalism in india. • Natrajan J. : History of Indian Journalism. • Jeffrey Robin, India's News Paper Revolution.

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Lesson Plan

Mass Communication

BA - (SEMESTER - V)

Public Relations & Advertising

July- August 2025	<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.
Sept. 2025	<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.
October 2025	<u>UNIT-3</u> <ul style="list-style-type: none">❖ Advertising- Definition, Concept, Scope,❖ History of Advertising.❖ Role & Functions of Advertising.❖ Types of Advertising.
November 2025	<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.

Dr. H. K. Singh

Lesson plan

Mass Communication

~~As per syllabi for minor course: Journalism: An Introduction~~

As per SYLLABI FOR MINOR COURSE: JOURNALISM: AN INTRODUCTION

~~UG~~ (MINOR)
(Semester ...1st)
Session: 2025-2026

Name of Program	Not to be filled	Program Code	Not to be filled
Name of the Course	Journalism : An Introduction	Course Code	24JMC 401 MI 01
Hours per Week	4	Credits	4 (L:4 T:0 P:0)
Maximum Marks	Internal 30, Theory 70 =100 marks	Time of Examinations	3 Hours

Note:

Examiner will set nine questions and the candidates will be required to attempt five questions in all. Question number one will be compulsory containing short answer type questions from all units. Further, examiner will set two questions from each unit and the candidates will be required to attempt one question from each Unit. All questions will carry equal marks.

Course Learning Outcomes (CLO):

CLO 1: To make the students aware about the basic concept, scope and purpose of Journalism

CLO 2: To make the students aware about the role and functional aspects of Journalist(s)

CLO 3: To make the students aware about the concept of news and the process of development of news

Unit 1:

- Journalism: Definition, nature and scope
- Functions of Journalism
- Relevance and impact of Journalism on society
- Journalism as a profession

Unit 2:

- Types of Journalism
- Green Journalism, Yellow Journalism
- Economic/ Business Journalism, Sports Journalism
- Citizen Journalism, Advocacy Journalism

Unit 3:

- What is News? Definition and Concept
- Basic Elements of News
- The Process of News- From News Gathering to Publication

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- Types of News: Soft News, Hard News, etc.

November
2025

Unit 4:

- Journalist- Role, duties and responsibilities
- Essential Qualities of Journalist
- Ethics and Conduct of Journalists
- Contemporary Issues in Journalism

References:

- Handbook of Journalism & Mass Communication: Vir Bala Aggarwal & V. S. Gupta (Concept Publishing)
- Mass Communication: Principles and Concepts- Seema Hasan (CBS Publishers)
- Mass Communication in India: Keval J Kumar (Jaico Publishing)
- The Media in Your Life- AN Introduction to Mass Communication- Jean Folkerts and Stephen Fry (Pearson)

Dr. J.

Lesson Plan

Mass Communication

~~Syllabi and S.O.P for Minor Course(s) for UG Programs w.e. 2024-25 session~~

As per SYLLABI FOR MINOR COURSE: BASICS OF REPORTING

MINOR
UG (Semester ... 3rd)

Session: 2024-2025

Name of Program	Not to be filled	Program Code	Not to be filled
Name of the Course	Basics of Reporting	Course Code	24JMC 402 MI 01
Hours per Week	4	Credits	4 (L:4 T:0 P:0)
Maximum Marks	Internal 30, Theory 70 =100 marks	Time of Examinations	3 Hours

Note:

Examiner will set nine questions and the candidates will be required to attempt five questions in all. Question number one will be compulsory containing short answer type questions from all units. Further, examiner will set two questions from each unit and the candidates will be required to attempt one question from each Unit. All questions will carry equal marks.

Course Learning Outcomes (CLO):

CLO 1: To make the students aware about the Basics of Reporting

CLO 2: To enable the students to know the practical aspects of Reporting

CLO 3: To equip the students with knowledge and skills to do Reporting

Unit 1:

- Reporting- Definition, Concept
- Basic principles of reporting
- News gathering, source of news, significance of sources in reporting news & writing
- Importance and relevance of Reporting

Unit 2:

- Reporting Techniques, News gathering
- Skills required to be reporter
- News elements in context of reporting
- Qualities, duties & responsibilities of a Reporter

Unit 3:

- Various types of news reports
- Reporting academic events- seminar/ conference/ workshops
- Reporting cultural, sports, social events
- Preparing reports on event coverage

Unit 4:

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November
2025

- Basics of Reporting for Print Media
- Basics of Reporting for Radio & Television
- Basics of Reporting for Digital Media
- Conducting Interviews, Ground Reporting

References:

- Professional Journalism: M. V. Kamath
- News Reporting and Editing: K. M. Srivastava
- Beat Reporting and Editing: Journalism in Digital Age- Surbhi Dahiya
- Smart Reporter: Dr. Brij Mohan

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Lesson Plan

MA(JMC)-I Sem.

Syllabus and S.O.E. for Post Graduate Program

As per Syllabi for Post Graduate Program in Introduction to Communication and Journalism

Semester: 1st

Name of Program	Post Graduate in Journalism and Mass Communication	Program Code	MJM2
Name of the Course	Introduction to Communication and Journalism	Course Code	24JMC201 DS01
Hours per Week	04	Credits	04 (L:4, T:0, P:0)
Maximum Marks	70 External + 30 Internal = 100 Marks	Time of Examinations	Three Hours

Note:

Examiner will set nine questions and the candidates will be required to attempt five questions in all. Question number one will be compulsory containing short answer type questions from all units. Further, examiner will set two questions from each unit and the candidates will be required to attempt one question from each Unit. All questions will carry equal marks.

Course Learning Outcomes (CLO):

Learning Outcomes:

1. The students will be able to understand the concept, nature, and process of human communication.
2. The students will be able to analyse the functions and roles of communication in interpersonal relationships.
3. They will be able to differentiate between various types of communication, such as interpersonal, intrapersonal, group, and mass communication.
4. The students will explore the relationship between language, communication, and socialization.
5. The students would know about the history of journalism and the responsibilities of journalists.

Unit 1:

- 1.1 Concept, Nature and Process of Human Communication.
- 1.2 Forms of Communication.
- 1.3 Functions of Communication.
- 1.4 Types of Communication: Interpersonal, Intrapersonal, group and mass communication

Unit 2:

- 2.1 Communication Process and Elements of Communication.
- 2.2 Seven Cs of Effective Communication
- 2.3 Barriers to Communication

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As per syllabi and S.O.E. for Post Graduate Program

October 2025	<p>2.4 Noise in Communication</p> <p>Unit 3:</p> <p>3.1 Language and Communication, Importance of Language.</p> <p>3.2 Communication & Socialization.</p> <p>3.3 Communication system in Indian context.</p> <p>3.4 Mass Communication-the process and characteristics, Mass Society, Emergence of Mass Media.</p>
November 2025	<p>Unit 4:</p> <p>4.1 Journalism-Definition, Nature, Scope</p> <p>4.2 History of Journalism-Origin, Evolution as Profession.</p> <p>4.3 Journalist-Definition, Duties & Responsibilities.</p> <p>4.4 Journalistic Terminology.</p> <p>4.5 Current issues & Emerging trends.</p>
	<p>References:</p> <ul style="list-style-type: none"> • David T. McMahan and Steve Duck, The Basics of Communication: A Relational Perspective. • Nira Konar, Communication Skills for Professionals. • C. S. Rayudu –Communication • Handbook of Journalism & Mass Communication: Vir Bala Aggarwal & V. S. Gupta (Concept Publishing) • Mass Communication: Principles and Concepts- Seema Hasan (CBS Publishers) • Mass Communication in India: Keval J Kumar (Jaico Publishing) • The Media in Your Life- AN Introduction to Mass Communication- Jean Folkerts and Stephen Fry (Pearson)

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Lesson Plan
MA (JMC)-01 Semester
~~Syllabi and SOE for Post Graduate Program~~

As per Syllabi for Post Graduate Program in

Writing for Media

Semester: 1st

Name of Program	Post Graduate in Journalism and Mass Communication	Program Code	MJM2
Name of the Course	Writing for Media	Course Code	24JMC201 DS02
Hours per Week	04	Credits	04 (L:4, T:0, P:0)
Maximum Marks	70 External + 30 Internal = 100 Marks	Time of Examinations	Three Hours

Note:

Examiner will set nine questions and the candidates will be required to attempt five questions in all. Question number one will be compulsory containing short answer type questions from all units. Further, examiner will set two questions from each unit and the candidates will be required to attempt one question from each Unit. All questions will carry equal marks.

Course Learning Outcomes (CLO):

Learning Outcomes:

- Students would be able to know the basic skills required for writing for media.
- Students would be able to comprehend the difference between journalistic writing and creative writing.
- Students would understand and identify the different genres of writing.
- Students would be able to develop requisite skills for writing for different types of media.
- Students would appreciate the importance of media writing, and built apt competencies for media writing.

Unit 1:

- Writing-An introduction, purpose, scope and relevance
- Basic Elements of writing
- Skills required for writing, Tools for Writing
- Essential for good writing

Unit 2:

July-
August
2025

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Unit-02 Syllabi and S.O.P. for Post Graduate Program

Sept
2025

- Journalistic writing, Genres of Journalistic Writing
- News Writing -Basics
- Writing for Print Media, Electronic Media, New Media ; Characteristic Features for Writing for Media
- Writing Articles, Opinion Pieces, Editorial, Letter to Editor

Oct
2025

Unit 3:

- Creative writing -Basic, Various Genres of Creative Writing
- Personal creative expression –Poetry & Prose , fiction writing
- Features, Writing features
- Writing Travel Reports, Writing on Arts & Culture

Nov,
2025

Unit 4:

- Writing Book Reviews, Film Reviews
- Writing on Food, Fashion, Lifestyle
- Writing on Social issues ,Human Interest, Community issues
- Writing on Science, Environment and Health issues.

References:

- Writing for Media- Usha Raman
- Media Lekhan- Sumit Mohan
- Media Lekhan- (Siddhant Aur Vjyayar)- Chandraprakash Mishra
- Samachar Lekhan evam reporting- Ashok Kumar
- Samachar Avdharna Evam Lekhan Prakriya- Subhash Dhuliya
- Bond Ruskin -How to be a writer.
- Raman, Usha- Writing for Media.
- Anjana Neira Dev, Anuradha Marwah, and Swati Pal-Creative Writing: A Beginner S Manual

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Lesson Plan
M.A. (JMC) - 01 Semester
~~Syllabi and S.O.E for Post Graduate Program~~
As per Syllabi for Post Graduate Program in
Development of Media

Semester: 1st

Name of Program	Post Graduate in Journalism and Mass Communication	Program Code	MJM2
Name of the Course	Development of Media	Course Code	24JMC201DS03
Hours per Week	04	Credits	04 (L:4, T:0, P:0)
Maximum Marks	70 External + 30 Internal = 100 Marks	Time of Examinations	Three Hours

Note:

Examiner will set nine questions and the candidates will be required to attempt five questions in all. Question number one will be compulsory containing short answer type questions from all units. Further, examiner will set two questions from each unit and the candidates will be required to attempt one question from each Unit. All questions will carry equal marks.

Course Learning Outcomes (CLO):

Learning Outcomes:

1. Students will explore the historical evolution of print media, radio, television, and cinema.
2. Students will know the origins and roles of Indian news agencies in shaping media content and dissemination, emphasizing their significance in the media landscape.
3. Students will learn about the ownership and management structures within the press, radio, television, and cinema industries.
4. Students will learn the characteristics and impact of cinema journalists.
5. Students would develop holistic understanding about evolution of media in India.

Unit 1:

- 1.1 Development of Print Media: Historical Journey
- 1.2 Indian Press; Post Independence
- 1.3 Origin of Indian News Agencies and their role
- 1.4 Management and ownership Pattern of Press

Unit 2:

- 2.1 Development of Radio: Historical Journey
- 2.2 Development of Radio in India
- 2.3 Public and Private Radio Systems, FM, AM etc.
- 2.4 Organizational structure of the Radio, Present Status, New Trends

Unit 3:

- 1.1 Development of Television: Historical Journey

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~~Syllabus for O.P.P. Post Graduate Program~~

OCT 2025	<p>1.2 Development of Television in India</p> <p>1.3 Public and Private T.V. Channels</p> <p>2.5 Organizational structure of the Television Industry, Present Status, New Trends</p>
NOV 2025	<p>Unit 4:</p> <p>1.5 Cinema: Historical perspective</p> <p>4.1 Development of Cinema in India</p> <p>4.2 Characteristics of Hindi Cinema</p> <p>4.3 Cinema as a medium of Mass Communication, Current Status, Emerging Trends</p>
<p>References:</p> <ul style="list-style-type: none">• Kewal J Kumar -Mass Communication in India.• Ranga Swamy, Parthasarthy -Journalism in india.• Natrajan J.- History of Indian Journalism.• Jeffrey Robin- India's News Paper Revolution.• Seema Hasan- Mass Communication: Principles and Concept• Handbook of Journalism & Mass Communication- Aggarwal, Vir Bala & Gupta, V. S.	

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Lesson Plan

M.A. (JMC) - 03rd Sem.

~~Syllabi and S.O.P. for Post Graduate Program~~

As per Syllabi for Post Graduate Program in

PRINT JOURNALISM (EDITORIAL AND FEATURE WRITING)

Semester: 3rd

Name of Program	Post Graduate in Journalism and Mass Communication	Program Code	MJM2
Name of the Course	Print Journalism (Editorial and Feature Writing)	Course Code	25JMC203DS01
Hours per Week	04	Credits	04 (L:4, T:0, P:0)
Maximum Marks	70 External + 30 Internal = 100 Marks	Time of Examination	Three Hours

Note:

Examiner will set nine questions and the candidates will be required to attempt five questions in all. Question number one will be compulsory containing short answer type questions from all units. Further, examiner will set two questions from each unit and the candidates will be required to attempt one question from each Unit. All questions will carry equal marks.

Course Learning Outcomes (CLO):

Learning Outcomes:

- CO1: Students would gain knowledge about role & importance of Editorial and Editorial Page. CO2: Students would be able to do editorial writing.
- CO3: Students would gain knowledge about functionaries of editorial department especially their duties and responsibilities.
- CO4: Students would gain conceptual knowledge of feature, and would be able to do feature writing.

July August 2025	Unit 1: 1.1 Editorial: Meaning & concept 1.2 Editorial page: role and relevance 1.3 Types of editorial 1.4 Editorial conference/meeting
Sept 2025	Unit 2: 2.1 Editorial Department: role and functions 2.2 Various editions_ regular, special & emergency 2.3 Editorial policy, concept of editorial independence 2.4 Relationship of Editorial Department with other departments
Oct 2025	Unit 3: 3.1 Editor – Responsibility & functions 3.2 Assistant Editor, Associate Editor, Feature Editor- Role and Responsibilities 3.3 News Editor, Chief Sub Editor- Role and Responsibilities

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As per

Syllabi and S.O.E. for Post Graduate Program

3.4 Sub Editors, Cartoonist - Role and Responsibilities

November
2025

Unit 4:

- 4.1 Features: Meaning & concept
- 4.2 Types of features
- 4.3 Characteristics of features, Basics of writing features
- 4.4 Qualities of a feature writer

References:

- UshaRaman : Writing for the Media
- N. MeeraRaghavendraRao :Feature Writing
- M.V.Kamath: Journalist's Handbook
- Sharon Wheeler:Feature Writing for Journalists (Media Skills)

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Lesson Plan

M.A. (JMC) - 03rd Sem.

As per Syllabi for Post Graduate Program in

CINEMA STUDIES

Semester: 3rd

Name of Program	Post Graduate in Journalism and Mass Communication	Program Code	MJM2
Name of the Course	Cinema Studies	Course Code	25JMC203DS05
Hours per Week	04	Credits	04 (L:4, T:0, P:0)
Maximum Marks	70 External + 30 Internal = 100 Marks	Time of Examination	Three Hours

Note:

Examiner will set nine questions and the candidates will be required to attempt five questions in all. Question number one will be compulsory containing short answer type questions from all units. Further, examiner will set two questions from each unit and the candidates will be required to attempt one question from each Unit. All questions will carry equal marks.

Course Learning Outcomes (CLO):

Learning Outcomes:

CO1: Students would gain knowledge about the history of Cinema, its developmental journey world-wide.

CO2: Students would be able to know and appreciate the technical aspects of Cinema.

CO3: Students would be able to appreciate films, write film reviews, and gain knowledge about the inter- relationship between cinema and society.

Unit 1:

- 1.1 Origin of Cinema as a medium of Mass Communication
- 1.2 Cinema in Modern Society
- 1.3 Entertainment Art in 20 th Century, Cinema as a medium of entertainment
- 1.4 Relationship of Cinema with other media- Print, Radio Television, New Media; Cinema genres

Unit 2:

- 2.1 Important stages in development of Cinema in India
- 2.2 Cinema in USA
- 2.3 Cinema in Western Europe, Russia and Eastern Europe
- 2.4 Cinema in Asia, Africa and Latin America

Unit 3:

- 3.1 Evolution of film language, from image to idea, Film Scripting Process
- 3.2 Scene and shots, Camera distance
- 3.3 Movement and angles, Visual imagery in Cinema
- 3.4 Use of sound in films (Sound Effects), Animation Films

Unit4:

- 4.1 Censorship of films in India

4.2 Film Journalism, Prominent Cinema Personalities

4.3 Film Society Movement in India,

FT II, NF A1

4.4. Impact of Cinema on Indian Society,
Film Review

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