

LESSON PLAN (2026-27)

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 (2026-27)

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 (2026-27)

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 (2026-27)

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 (2026-27)

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 (2026-27)

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

SEMESTER:- 1st

Name : Dr. Kavita

Subject/Paper: - Development of Media

S.No.	Month	Syllabus
Unit-1	August	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	September	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	October	Unit 3 3.1 Development of Television: Historical Journey 3.2 Development of Television in India 3.3 Public and Private T.V. Channels 3.4 Organizational structure of the Television Industry, Present Status, New Trends
Unit-4	November	Unit 4 4.1 Cinema: Historical perspective 4.2 Development of Cinema in India 4.3 Characteristics of Hindi Cinema 4.4 Cinema as a medium of Mass Communication, Current Status, Emerging Trends