



Bhavan's Vivekananda College
of Science, Humanities & Commerce
Sainikpuri, Secunderabad – 500094
Autonomous College - Affiliated to Osmania University
(Accredited with 'A' grade by NAAC)

B.A I- SEM I- MASS COMMUNICATION – INTRODUCTION TO COMMUNICATION
Lesson plan 2015-16

Month	No. Of Days	Topic	Remarks
July	21	Unit1 Introduction to Communication Definition, Nature & Scope Types of Communication Verbal & Non-Verbal Communication, Intrapersonal Communication, Interpersonal Communication, Group Communication, Mass Communication. <u>3.) Models of Communication</u> - Shannon & Weaver Model, Lasswell's Model, Hypodermic Needle Model of Communication.	
August	17	Unit2 <u>1.) Mass Media</u> -History & Introduction to Print Media -History & Introduction to Radio History & Introduction to Television <u>-Role & Function of Mass Communication In Society</u>	
September	21	Unit III 1.) <u>Contemporary Newspaper In English</u> -Types of Newspapers & Magazines 2.) <u>Elements of a Newspaper</u> Unit IV 1.) <u>Introduction to Journalistic form of Writing</u> Introduction to Journalism -Journalistic Writing & Style	

		<ul style="list-style-type: none"> -Difference between Journalistic & Fictional Writing -Consideration of Time & Space -Meeting Deadlines 	
October	16	<p>2.) <u>Writing for Print</u></p> <ul style="list-style-type: none"> -What is a News story? -Different forms of Newspaper writing <p>3.) <u>Introduction to Photo Journalism</u></p> <ul style="list-style-type: none"> - Photo Journalism -Scope of Photo Journalism <p>UNIT V</p> <p><u>Writing stories/reports</u> on Politics, Sports, Entertainment, Human interest, Interviews, Business, Crime, Civic Reporting/Citizen Journalism.</p> <p>2.) Assignments with Assessments (Report Writing, Features)</p>	
		TOTAL CLASSES 75	

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B.A I- SEM 2- MASS COMMUNICATION –INTRODUCTION TO JOURNALISM

Lesson plan 2015-16

Month	No. Of Days	Topic	Remarks
December	19	Unit 1 1.) <u>NEWS</u> -Concept of News -News Values -Types of News 2.) <u>Reporting & Editing for Print Media</u> -Introduction & Types of Reporting (Interviews, Observatory, Documentation) -Qualities of a Reporter -Duties & Responsibilities of a Reporter -Role of Photographers, What are Photo briefs. -EDITING; News Room, Copy Editing, Integrating Copy, Rewriting, Research & Reference, Authenticating copies, Attribution to the Source.	
January	16	Unit 2 <u>REVIEW WRITING</u> -Introduction to Editorials, Articles -Writing reviews on Books, Films, Restaurants, and Cultural Events Unit III 1.) <u>Introduction to Cable TV, Satellite TV & DTH</u> - Growth of Cable TV, Satellite TV & DTH - Content of Cable TV, Satellite TV & DTH 2.) <u>Impact of Satellite TV on Society</u> -Prasar Bharati -Field Trip	

February	20	Unit IV 1.) <u>History & Introduction to Films</u> -History of the Talkies, New Wave of the 60s, Commercial Cinema, Parallel Cinema. -Introduction to Short Films & Documentaries. 2.) CINEMA – Overview on Marketing in India & Overseas.	
March	15	Unit V 1.) <u>Introduction to ONLINE Journalism</u> -History & Evolvement of Online Journalism -Writing for Online Media -Internet, Blogs, Online Journals, Social Networking - Convergence of Print, Electronic & Online Journalism	
		TOTAL CLASSES 70	



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B.A II MASS COMMUNICATION – WRITING FOR MEDIA

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Month	No. Of Days	Topic	Remarks
June	16	Unit – I: Introduction to News Definition – Nature – Scope of News – Sources of News – News Values – Qualities of a reporter Unit – II: Newspaper organization structure - Newspaper organization structure – Writing a copy – Editing – News Selection – Qualities of a sub-editor – Editor – Path of a News Copy.	
July	20	Unit – III: Elements of News story: Elements of a news story – Inverted pyramid style – Types of leads – Sources of Information – Types of Interview – Features The Editing Process: The Editing Process – Types of a Copy – Integrating Copy – Rewriting - Agency Copy – Bureau Copy	
August	14	Principles of Design and Layout – Readability Formula - Photo journalism – Photo Essay – Caption writing – Functions of Headlines – Headline Writing – Excerpts – Blurbs – Highlights – Infographics.	
September	20	Media Ethics and Laws: Media Ethics and Laws – Contempt of Court – Gibes – Slander – Defamation – Copyright Act – Article 19 (1) (a) – Fairness – Public – Public Interest and privacy – Press Commission – Press Council of India (PCI) – Recommendations and status – Code of Ethics for Journalists	

October	9	<p>Concept of News. News values, Types of news - political, crime news, economic, business, financial, sports and others. Hard news and soft stories.</p> <p>Journalistic language and style. Considerations of space and time. Readability. Different forms of newspaper writing—spot news, features, articles, editorials and creative middles. Use of IT in newspaper production, electronic newsroom.</p>	
November	19	<p>News process - from the event to the reader. Profile of a journalist - Attitude, Knowledge and skills. Qualities of a good journalist. News bureau and editorial desk in a newspaper. Understanding of local, national and international, social, political and economic issues, language skills.</p>	
December	18	<p>Writing for Radio and Television. Unique demands of broadcast media. Different formats of Radio and T.V. News, features and documentaries.</p> <p>Unit V: Media laws and ethics - Defamation, Libel, Slander</p>	
January	09	<p>Contempt of House, Contempt of Court and Copyright Act. Codes of ethics.</p>	
TOTAL CLASSES 120			



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B.A III MASS COMMUNICATION –ADVERTISING AND PUBLIC RELATIONS

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Month	No. Of Days	Topic	Remarks
June	13	Unit I: Advertising - Definition, nature and scope of advertising, social relevance of advertising and its role in communication and marketing. The function of advertising in society in India and the developing countries, effects of advertising on different sections of the society.	
July	17	Unit-II: Types of advertising; Classification of different types and forms of advertisements, advertising through newspapers, magazines, radio, T.V., film, video, hoardings, billboards etc., their relative merits and demerits. Structure of an advertising agency: Functions of a copy writer, accounts executive etc	
August	11	Unit III: Objectives and basic principles of advertising campaign. Advertising campaign planning: product analysis and market research. Creating the advertisement: visualising and copy writing. Kinds of copy. Preparation of an advertisement from rough sketch to final release.	
September	17	Unit IV: Introduction to Public Relations: Definition, nature and scope of PR, its purpose and role in developing countries. Public relations, public opinion and propaganda	
October	07	Organisation and functions of a PR department, role and functions of a PRO	
November	15	Unit 4 - The PR Process: PR Planning, tools of PR - press release,	

		newsletter, brochures, house journals, advertising, exhibitions, annual reports. Internal and external publics of an organisation, tools of effective communication between an organisation and its different publics.	
December	14	Unit V: Public relations in the government, public sector and private sector organisations. PR and media relations, PR and Government, PR and Corporate Image. PIB, DIPR, DAVP and Directorate of Field Publicity.	
January	06	Revision	
TOTAL CLASSES 120			



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B.A III MASS COMMUNICATION –MEDIA & DEVELOPMENT

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Month	No. Of Days	Topic	Remarks
June	16	Media and Development (PAPER B) Unit I: Understanding economic development and human development—education, health, nutrition, population, environment, gender issues, problems of dalits and tribals.	
July	20	Unit II; Coverage of Development issues in print and electronic media. Folk and traditional media and their role in development communication.	
August	14	Unit III: Development of Telangana - Agriculture, irrigation, industrial development, employment,	
September	20	Unit III: Development of Telangana Social sector—education, health, population etc.	
October	9	Unit IV: Development, employment and welfare programmes of central government.	
November	19	Unit IV: Development, employment and welfare programmes of state governments. Use of different media in promoting development programmes. Effectiveness of demonstrations, group discussions, meetings and field visits. Introduction to extension. Government agencies in development.	
December	18	Unit V: Writing on developmental issues, reports, interviews, articles and features. Development related features and special pages in	

		newspapers, development related magazines and development related programmes on radio and television.	
January	9	Revision	
		TOTAL CLASSES 120	