



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 2016-17

Month	No. Of Days	Topic	Remarks
June	8 (+ 2)	Unit1 Introduction to Communication Definition, Nature & Scope Types of Communication Verbal & Non-Verbal Communication, Intrapersonal Communication, Interpersonal Communication, Group Communication, Mass Communication.	
July	19(+2)	<u>3.) Models of Communication</u> - Shannon & Weaver Model, Lasswell's Model, Hypodermic Needle Model of Communication. Unit2 <u>1.) Mass Media</u> -History & Introduction to Print Media (Growth of Press: Pre & Post Independence) -History & Introduction to Radio (AIR, FM in India, Vividh Bharati, Development of Radio as a Mass Medium) -History & Introduction to Television (TV Genres, Contribution of Doordarshan to Development) <u>2.) Role & Function of Mass Communication In Society</u> -Providing Information, Education & Entertainment -Facilitating Social Change & Social Responsibility	

August	16(+2)	<p>Unit III</p> <p>1.) <u>Contemporary Newspaper In English</u> -Types of Newspapers & Magazines</p> <p>2.) <u>Elements of a Newspaper</u> (Headlines, blurb, deck, slug, anchor, news briefs)</p> <p>Unit IV</p> <p><u>Introduction to Journalistic form of Writing</u> Introduction to Journalism (Journalism, Brief Introduction to Online Journalism)</p> <p>Journalistic Writing & Style (Writing for Radio, T.V & Print) (News Process from the Event to the Reader)</p>	
September	15(+2)	<p>-Difference between Journalistic & Fictional Writing -Consideration of Time & Space -Meeting Deadlines</p> <p>2.) <u>Writing for Print</u> -What is a News story? -Different forms of Newspaper writing (spot news, features, articles, editorials & creative middles)</p> <p>3.) <u>Introduction to Photo Journalism</u> - Photo Journalism -Scope of Photo Journalism</p> <p>UNIT V</p> <p>1.) <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 62	



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

Lesson plan 2016-17

Month	No. Of Days	Topic	Remarks
November	13	Unit NEWS 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.	
December	15	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	
January	15	2.) <u>Impact of Satellite TV on Society</u> -Prasar Bharati -Field Trip	

		<p>-EDITING; News Room, Copy Editing, Integrating Copy, Rewriting, Research & Reference, Authenticating copies, Attribution to the Source.</p> <p>Unit IV</p> <p>1.) <u>History & Introduction to Films</u></p> <p>-History of the Talkies, New Wave of the 60s, Commercial Cinema, Parallel Cinema. -Introduction to Short Films & Documentaries.</p>	
February	13	<p>2.) CINEMA – Overview on Marketing in India & Overseas.</p> <p>Unit V</p> <p>1.) <u>Introduction to ONLINE Journalism</u></p> <p>-History & Evolvement of Online Journalism -Writing for Online Media -Internet, Blogs, Online Journals, Social Networking - Convergence of Print, Electronic & Online Journalism</p>	
March	04	Revision	
TOTAL CLASSES 60			

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B.A II SEM 3- MASS COMMUNICATION – REPORTING & WRITING

Lesson plan 2016-17

Month	No. Of Days	Topic	Remarks
June	8	Unit – I: Introduction to News Definition – Nature – Scope of News – Sources of News – News Values – Qualities of a reporter	
July	19	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. Unit – III: Elements of News story: Elements of a news story – Inverted pyramid style – Types of leads – Sources of Information – Types of Interview - Features	
August	16	Unit – IV: The Editing Process: The Editing Process – Types of a Copy – Integrating Copy – Rewriting - Agency Copy – Bureau Copy – Principles of Design and Layout – Readability Formula - Photo journalism – Photo Essay – Caption writing – Functions of Headlines – Headline Writing – Excerpts – Blurbs – Highlights – Infographics.	
September	15	Unit – V: 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	4	REVISION	
		TOTAL CLASSES 60	

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**B.A II - SEM 4 - MASS COMMUNICATION –WRITING FOR MEDIA
Lesson plan 2016-17**

Month	No. Of Days	Topic	Remarks
NOV	13	Unit 1 1.)NEWS -Concept of News -News Values -Types of News 2.) Reporting & Editing for Print Media -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.	
DEC	15	Unit 2 REVIEW WRITING -Introduction to Editorials, Articles -Writing reviews on Books, Films, Restaurants, and Cultural Events Unit III 1.) Introduction to Cable TV, Satellite TV & DTH - Growth of Cable TV, Satellite TV & DTH - Content of Cable TV, Satellite TV & DTH 2.) Impact of Satellite TV on Society -Prasar Bharati -Field Trip	

JAN	15	Unit IV 1.) History & Introduction to Films -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.	
FEB	13	Unit V 1.) Introduction to ONLINE Journalism -History & Evolvement of Online Journalism -Writing for Online Media -Internet, Blogs, Online Journals, Social Networking - Convergence of Print, Electronic & Online Journalism	
MARCH	4	REVISION	
TOTAL CLASSES 60			



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B.A III MASS COMMUNICATION –ADVERTISING AND PUBLIC RELATIONS

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Month	No. Of Days	Topic	Remarks
June	16	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	19	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	19	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	11	Unit IV: Introduction to Public Relations: Definition, nature and scope of PR, its purpose and role in developing countries.	
October	05	Public relations, public opinion and propaganda.	

November	20	Organisation and functions of a PR department, role and functions of a PR PROUnit 4 - The PR Process: PR Planning, tools of PR - press release, newsletter, brochures, house journals, advertising, exhibitions, annual reports.	
December	18	Internal and external publics of an organisation, tools of effective communication between an organisation and its different publics. Unit V: Public relations in the government, public sector and private sector organisations.	
January	12	PR and media relations, PR and Government, PR and Corporate Image. PIB, DIPR, DAVP and Directorate of Field Publicity.	
TOTAL CLASSES 120			



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B.A III MASS COMMUNICATION –MEDIA AND DEVELOPMENT

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Month	No. Of Days	Topic	Remarks
June	16	<u>UNIT: 1</u> Understanding economic development and human development—education, health, nutrition, population, environment, gender issues, problems of dalits and tribals.	
July	19	<u>UNIT 2:</u> Coverage of Development issues in print and electronic media. Folk and traditional media and their role in development communication.	
August	19	<u>UNIT: 3</u> Development of Andhra Pradesh- Agriculture, irrigation, industrial development	
September	11	Development of Andhra Pradesh- employment, social sector—education, health, population etc.	
October	5	<u>Unit: 4</u> Development, employment and welfare programmes of central and state governments	
November	20	Use of different media in promoting development programmes. Effectiveness of demonstrations, group discussions, meetings and field visits. Introduction to extension. Government agencies in development. newspapers, development related magazines and development related programmes on radio and television.	
December	18	<u>Unit:5</u> Writing on developmental issues, reports, interviews, articles and features.	
January	12	Development related features and special pages in Newspapers & Magazines.	
		TOTAL CLASSES 120	