

DEPARTMENT OF JOURNALISM & MASS COMMUNICATION
LESSON PLAN
SESSION 2023-24
SEMESTER – III

NAME OF TEACHER: ARPITA BAL

PAPER ALLOTTED: CC5: INTRODUCTION TO BROADCAST MEDIA, CC6: MEDIA AND CULTURAL STUDIES

Month	Paper	Topic	No of classes
September 2023 25.09.2023	JORACOR05T	Unit III- What is an image	1
		Unit III- What is visual	2
	JORACOR06T	Unit II- Frankfurt School, Media as Cultural Industries	3
October 2023	JORACOR05T	Unit III –Basics of camera	2
		Unit III- Visual Grammar-Types of Shots	2
		Class Test	2
	JORACOR05P	Unit II -Operation of camera	2
	JORACOR06T	Unit II- Political Economy	2
		Unit II-Hegemony & Ideology	2
		Class Test	2
		PUJA VACATION (19.10.2023 – 15.11.2023)	
November 2023 16.11. 2023	JORACOR05T	Unit III-Visual Grammar- Camera Movement	2
		Unit III- Visual Perspective	2
	JORACOR05P	Unit II –How to handle and operate camera	2
	JORACOR06T	Unit IV- Uses & Gratification Approach	2
		Unit IV- Reception Studies	2
December 2023	JORACOR05T	Unit III –Characteristics of Television as a medium	1
		Unit III- Elements of Television news story a	2
		Unit III- Elements of Television news bulletin	1
		Class Test	2
	JORACOR05P	Unit II-Shooting Technique	2
		Unit II-Shooting Technique	2
		Unit II -TV script writing	2
		Unit II -TV script writing	2
	JORACOR06T	Unit IV-Active audience	2
Unit IV- Women as audience		2	
Unit IV-Sub Cultures –Music & popular fandom		2	

		Class Test	2
December 2023 26.12.2023 to 02.01.2024		Internal Examination	
First Half of January 2024 27.01.2024	JORACOR05P	Unit II-Basics of Editing of TV programme	2
		Unit II-Basics of Editing of TV programme	2
		END SEMESTER EXAMINATION	
Total Classes			56

NAME OF TEACHER: ANUTRI DUTTA

**PAPER ALLOTTED: CC5: INTROCUCTION TO BROADCAST MEDIA, CC6:
MEDIA AND CULTURAL STUDIES, CC7: ADVERTISING AND PUBLIC
RELATION**

Month	Paper	Topic	No of classes
September 2023 25.09.2023	JORACC5	Unit 1- Types of Sound- sync, non sync, natural sound, ambience sound	1
	JORA CC6	Unit-1: Mass Culture, Popular Culture , Folk Culture	3
October 2023	JORACC5	Unit 1: Charecteristic of radio as medium, elements of radio news story: Gathering , writing /reporting	3
	JORACC6	Unit-3: Elite culture, Comercial culture, media and culture	3
	JORA CC7	Unit 1: Meaning and history, Advertising importance and functions CLASS TEST	2
	PUJA VACATION (19.10.2023 – 15.11.2023)		
November 2023	JORACC5	Unit 1:Elements of radio news bulletins, Working in a radio news room	2
	JORA CC6	Unit 3: Media as Texts, Sign and codes in media	3
	JORA CC7	Unit 1: Advertising as a tool of communication, Role of advertising in marketing mix, PR	2
		CLASS TEST	2
December 2023	JORA CC6	Discourse Analysis , Genres, Representation of nation, class and gender issues in media	4
	JORA CC7	Unit 1; Advertising Theories and Models- AIDA model, DAGMAR model, Maslow's Hierarchy model,	1

		communication theories applied to advertising	2
		Types of advertising and New trends	1
		Economic, cultural, Psychological and Social aspects of advertising	
		Ethical and Regulatory Aspects of Advertising- Apex Bodies of Advertising- AAAI, ASCI and their codes	1
		Unit 2: Types of Media for Advertising	1
		Advertising Objectives Segmentation, Positioning, Targetting	2
		Media selection, planning and scheduling, marketing strategy and research and branding, advertising department vs agency- structure and functions, advertising budget, campaign planning, creation and production	6
26.12 2023			
to			
02.01.2024		Internal Examination	
27.01.2024		END SEMESTER EXAMINATION	
Total Classes			41

NAME OF TEACHER: JYOTI PRAKASH MANDAL

PAPER ALLOTTED: CORE 05: INTRODUCTION TO BROADCAST MEDIA, CORE 06: MEDIA AND CULTURAL STUDIES, CORE 07: ADVERTISEMENT AND PUBLIC RELATIONS

Month	Paper	Topic	No of classes
September 2023 25.09.2023	JORACOR05T	Public Service Broadcasters – AIR and DD News - Voice of India? (Analysis of News on National Broadcasters);	2
	JORACOR06T	Folk Media as a form of Mass Culture, live performance;	2
	JORACOR07T	Introduction to Public Relations Growth and development of PR;	2
	SEC 1	Broadcast Formats: Public service advertisements, Jingles, Radio magazine Interview, Talk Show, Discussion, Feature, Documentary	3
October 2023	JORACOR05T	Changing Character of Television News; 24 hrs news format; • News Production cycle, News 'Lingo', News 'Formulae'?; •	4
	JORACOR06T	Audience in live Performance • Media technologies;	2
	JORACOR7T	Importance, Role and Functions of PR; Principles and Tools of Public relations; Organization of Public relations: In house department vs. consultancy. PR in govt. and Private Sectors; [Govt's Print, Electronic, Publicity, Film and Related Media Organizations	6

	SEC 1	Brightness, Contrast, Mid tones, Highlights, Colour tones; Basics of Photoshop; Photo editing software: (Microsoft Office Picture Manager, CorelDraw, Adobe Photoshop Elements, Photoshop CC (Creative Cloud).	4
	PUJA VACATION (19.10.2023 – 15.11.2023)		
November 2023	JORACOR05T JORACOR05P	News as an Event, Performance and Construction. Preparing Radio News Script (5min), Preparing Radio Talk (5 Mins)	7
	JORACOR06T	Medium is the Message; Technological Determinism	2
	JORACOR07T	Research for PR; Managing promotions and functions; PR Campaign - planning, execution, evaluation; Role of PR in Crisis management; Ethical issues in PR - Apex bodies in PR - IPRA code – PRSI and its codes.;	7
	SEC1	Broadcast Production Techniques: Working of a Production Control Room & Studio: Types and functions, acoustics, input and output chain, studio console: recording and mixing. Personnel in Production process – Role and Responsibilities.	4
December 2023	JORACOR 05P	Sound recording techniques • Sound Design - Its Meaning with examples from different forms;	3
	JORA COR06T	New Media and Cultural form	2
	JORACOR07T	Social Media Technologies and Management; Integrated Marketing Communication; Developing Social Networks; Social Media Strategies, Tactics and Ethics; Social Media Tools; Measurement Strategies and ROI.	2
	SEC 1	Stages of Radio Production: Pre-Production – (Idea, research, RADIO script), Production – Creative use of Sound; Listening, Recording, using archived sounds, (execution, requisite, challenges). Editing: Creative use of Sound Editing	4
December 2023 26.12 2023 to 02.01.2024		Internal Examination & Class for Slow Learners	4
27.01.2024		END SEMESTER EXAMINATION	
Total Classes			60

