

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

NAME OF TEACHER: ARPITA BAL

PAPER ALLOTTED: CC 10: MEDIA ETHICS AND LAW

Month	Paper	Topic	No of classes
March 2024 02.03.2024	JORACOR10T	Unit 1- Freedom of Expression and Article 1(a)	2
		Defamation	2
		Right to Information	2
		Privacy and Surveillance	2
April 2024	JORACOR10T	Unit 1- Trial by Media	1
		Unit 2- Live reporting and ethics	1
		Unit 4- Regulatory bodies and ethical guidelines	2
		Unit 2- Legality and ethicality of sting operation	2
		Unit 2- IT Act 2000	2
May 2024	JORACOR10T	Unit 2- Broadcast Bill- BAI –Cross Media Ownership	2
		Unit 3- Advertisement and Women, Pornography	3
		Unit 3-Indecent representation of Women (Prohibition) Act, 1986 [L] and rules 1987, Protection of Women against Sexual Harassment Bill 2007 and Act 2013, Sec 67 of IT Act 2000 and 292 IPC	2
		Unit 4- Regulatory bodies, Codes and Ethical Guidelines	2
		Unit 4- Censorship and Media	2
		Unit 4- and Unit 5- Debates on morality and Accountability: Taste, Culture and Taboo and Media reportage of marginalized sections- children, dalits, tribals, Gender	2
		Unit 5- Economic Pressures	2
Unit 5- Media coverage of violence and related laws - inflammatory writing (IPC 353), Sedition- incitement to violence, hate Speech.	2		
07.06.2024		Internal Examination	
13.07.2024		END SEMESTER EXAMINATION	
Total Classes			33

NAME OF TEACHER: ANUTRI DUTTA

PAPER ALLOTTED: CC9: DEVELOPMENT COMMUNICATION

Month	Paper	Topic	No of classes
March 2024 02.03.2024	JORACC9	Unit 1- Development: Concepts, concerns ,paradigms Models of Development Basics needs model: Nehruvian model, Gandhian model, Panchayati raj Unit-2:Development communication: Concept and approaches, Paradigms of development: Dominant paradigms, dependency,alternative paradigms Devcomm models-diffusion of innovation, empathy, magic multiplier	18
April 2024	JORACC9	Unit 2: Alternative Devcomm.Approaches: Sustainable development, Participatory Development, Inclusive Development, Gender and Development Development support comm-definition, genesis, area of woods triangle Unit-3: Role of media in development- Mass media as a tool for development Creativity role and performance of each media- comperative study of pre and post liberalization eras Role performance record of each medium-print ,radio,tv,video,traditional media Role of development agencies and Ngo's in development communication Critical appraisal of devvcommprogrammes and govt schemes: SITE, KrishiDarshan, Kheda, Jhabua, MNREGA Classtest	20
May 2024	JORACC9	Unit 3- Cyber media dev- e-governance, e-chaupal, national knowledge network, ICT for dev narrow casting	2
		Unit 3-Development support communication in India in the areas of: agriculture, health and family welfare, population, women empowerment, poverty, unemployment, energy and environment, literacy, consumer awareness	6
		Unit 4- Practising development communication- Strategiesfor designing messages for print, community radio and development	2
		Unit 4- Television programmes for rural India(KrishiDarshan), Using new media technologies for development, Development journalism and rural reporting in India	3

		Unit 5- Rural Journalism- information needs in rural areas, use of traditional media for development in rural areas, rural newspapers, critical appraisal of mainstream media's reportage on rural problems and issues	4
07.06.2024		Internal Examination	
13.07.2024		END SEMESTER EXAMINATION	
Total Classes			55

NAME OF TEACHER: JYOTI PRAKASH MANDAL

PAPER ALLOTTED: JORACOR08 (INTRODUCTION TO NEW MEDIA)

Month	Paper	Topic	No of classes
March 2024 02.03.2024	JORACC8	Unit 1: Defining new media, terminologies and their meanings	2
		Unit 1: Digital media, new media, online media	3
		Unit 1: Information society and new media,	2
		Unit 1: Technological Determinism, Computer – mediated - Communication (CMC),	4
		Unit 1: Networked Society	1
		Class Test	1
		Unit 2 : Understanding Virtual Cultures and Digital Journalism;	3
April 2024	JORACC8	Unit 2: Internet and its Beginnings,	2
		Unit 2: Remediation and New Media technologies,	2
		Unit 2: Online Communities, User	2
		Unit 2: Generated Content and Web 2.0, Networked Journalism,	4
		Unit 2: Alternative Journalism; Social Media in Context	4
		Unit 2: Activism and New Media.	2
		Class Test	1
		Unit 3 - Digitization of Journalism;	2
		Unit 3: Authorship and what it means in a digital age	2
		Unit 3 :Piracy, Copyright, Copy left and Open Source, Digital archives, New Media and Ethics.	5
Class Test	1		
May 2024	JORACC8	Unit 4 - Overview of Web Writing;	2
		Unit 4: Linear and Non - linear writing,	3
		Unit 4 - Contextualized Journalism,	2
		Unit 4 - Writing Techniques, Linking, Multimedia, Storytelling structures.	6
			2

		Unit 5 - Visual and Content Design;	4
		Unit 5 - Website planning and visual design,	4
		Unit 5 - Content strategy and Audience Analysis,	2
		Unit 5 - Brief history of Blogging,	4
		Unit 5 - Creating and Promoting a Blog.	
June 2024 07.06.2024		Internal Examination & Class for Slow Learners	6
13.07.2024		END SEMESTER EXAMINATION	
Total Classes			78