

TENTATIVE LESSON PLAN (SEMESTERS)

SESSION: 2024-25

Name of the Teacher: SHIV KUMAR

Department: Mass Communication

Subject/Course: Mass Communication

Programme: BA

BA Semester: I

B24-MC-101

CC-A1 Introduction to Communication

Unit	Name of Topic/Contents	Tentative Dates/Days
1	COMMUNICATION Definition and Concept, Evolution, Indian concept, Element and Process of Communication. Need and scope of Communication.	JULY- AUGUST
2	Principles, Functions and Barriers of Communication. Verbal, Non verbal and Traditional Communication.	SEPTEMBER
3	Levels of Communication, Socialisation of Communication.	OCTOBER
4	Model of Communication- Sadharanikaran, Aristotle, SMR, SMCR, Barlo, Lasswell, Shannon and Weaver, Osgood, Schramm, Dance, New Comb.	OCTOBER-NOVEMBER

BA Semester: III

B24-MC-303

CC- C3 Introduction to Advertising

Unit	Name of Topic/Contents	Tentative Dates/Days
1	Advertising meaning, Concept, Function and Types. Advertising approach, Media, Aspects, Ethics, Development of Advertising in India	JULY- AUGUST
2	Advertising Agency, Role and Function, Types, Organisation structure, Selection of ad agency, Agency Commission, Client Agency relationship, Important advertising agencies, growth and development	SEPTEMBER
3	Advertising Campaign, Process and Planning, Audience measurement- Audit Bureau of Circulation, Indian Readership Survey, Media Scheduling and Budget allocation.	OCTOBER
4	Introduction to advertising research, Method of Measuring Advertising Effectiveness, Copy Testing, Television Rating Point, Gross Rating Point, Trends in Advertising	OCTOBER-NOVEMBER

BA Semester: V

MC-25

Radio and television production

Unit	Name of Topic/Contents	Tentative Dates/Days
1	Various stages of Production: Pre Production, Production, Post Production Production Team Members and their Role, Responsibilities, Functioning of Television Studio	JULY- AUGUST
2	What is Lighting, Types of Lights Importance of lighting in television Lighting techniques and problems	SEPTEMBER
3	Planning and production of programs in studio Floor management. Shooting an interview	OCTOBER
4	Television graphics and animation Concept of virtual studio Career in TV Industry	OCTOBER- NOVEMBER

