

TENTATIVE LESSON PLAN (SEMESTERS)

SESSION: 2025-26

Name of the Teacher: **SHIV KUMAR**

Department: **MASS COMMUNICATION**

Subject/Course: **MASS COMMUNICATION**

Programme: **BA**

Semester: **BA 1 SEM. B24-MC-102 REPORTING AND EDITING**

<i>Unit</i>	<i>Name of Topic/Contents</i>	<i>Tentative Dates/Days</i>
<i>1.</i>	Concept, definitions of Reporting, Sources of NEWS, types Reporting hierarchy in a Newspaper	<i>JULY- AUG.</i>
<i>2.</i>	Skills required to being a reporter Press conference Types of beats	<i>SEPT.</i>
<i>3.</i>	Editing concept Principles of copy editing Role of News editor News editing	<i>OCT.</i>
<i>4.</i>	Design meaning Elements and principles of design Quark & indesign	<i>NOV-DEC.</i>

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Semester: **BA 3 SEM. B24-MC-303 INTRODUCTION TO ADVERTISEMENT**

<i>Unit</i>	<i>Name of Topic/Contents</i>	<i>Tentative Dates/Days</i>
<i>1.</i>	Advertising: Meaning, Features, Functions and Types Advertising approach: DAGMAR and AIDA Approach, Media of Advertising. Advertising Ethics	<i>JULY- AUG.</i>
<i>2.</i>	Advertising agency: Role and Function, Types, Agency commission, Client agency relationship. Important Advertising Agencies: growth and development	<i>SEPT.</i>
<i>3.</i>	Advertising Campaign: Process and Planning, Audience measurement: Audit Bureau of Circulation, Indian Readership Survey, Media Scheduling and Budget allocation	<i>OCT.</i>
<i>4.</i>	Introduction to Advertising research, Copy Testing Television Rating Point, Gross Rating Points, Trends in advertising	<i>NOV-DEC.</i>

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Semester: BA 5 SEM. VOC B24-MC-VOC-504 **SOCIAL MEDIA (V)**

Unit	Name of Topic/Contents	Tentative Dates/Days
1.	Definition, Features, and Scope of Social Media Evolution: From Blogs and Forums to Instagram and Threads Types of Social Media Platforms: Facebook, X (Twitter), Instagram, YouTube, LinkedIn, Snapchat, WhatsApp, Reddit, Traditional Media vs. social media	JULY- AUG.
2.	Social Media and Public Discourse Digital Identity and Online Behavior Social Movements and Activism (e.g., #MeToo, #BlackLivesMatter, #FarmersProtest) Misinformation, Fake News, and Fact-checking	SEPT.
3.	Role of Social Media in Journalism: News Gathering, Citizen Journalism Digital PR and Online Reputation Management Political Communication and Campaigning Social Media Marketing and Influencer Culture	OCT.
4.	<ul style="list-style-type: none">Basics of Content Strategy: Text, Image, Video, Memes, Reels Hashtags, Captions,SEO for Social MediaScheduling and Engagement Tools: Buffer, Hootsuite, Meta Business SuiteIntroduction to Social Media Analytics: Likes, Shares, Reach, Engagement Rate	NOV-DEC.

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Semester: 3 SEM. MDC-3 PHOTO JOURNALISM

<i>Unit</i>	<i>Name of Topic/Contents</i>	<i>Tentative Dates/Days</i>
<i>1.</i>	Photo Journalism - Role and importance Qualities of a good photograph Tools of Photography, types of cameras Traditional and digital camera, Part of Camera, Camera control	<i>JULY- AUG.</i>
<i>2.</i>	Digital Photography Selecting Images, Size, and quality Indoor and Outdoor Photography	<i>SEPT.</i>
<i>3.</i>	Lighting principles Different types of lighting and its uses Role of subject, quality of photograph Developing different sizes of photograph	<i>OCT.</i>
<i>4.</i>	Photograph Editing Techniques Cropping, Enlarging & reducing Filter, length, focus, Shots Photo feature, new trends in photography	<i>NOV-DEC.</i>

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Semester: BA 5 SEM. B24-MC-501 NEW MEDIA

<i>Unit</i>	<i>Name of Topic/Contents</i>	<i>Tentative Dates/Days</i>
<i>1.</i>	New Media: Definition, Concept and Scope Characteristics of New Media Functions of New Media, New Media Tools	<i>JULY- AUG.</i>
<i>2.</i>	New Media applications for Print, Radio, Television and Web New Media: Cyber Space and Cyber Culture Concept of Convergence, Digital Divide	<i>SEPT.</i>
<i>3.</i>	Social Media: Definition and Characteristics Usage and impact of social media, Participatory journalism; portals, Blogging, micro blogging, wikis, Chat boats, Podcasting	<i>OCT.</i>
<i>4.</i>	Web as a Source of Information New News Sources: X, Facebook, Blogs, YouTube, Government Websites and NGO's etc. Cyber laws. Ethics of New Media Fake News and fact check applications	<i>NOV-DEC.</i>