

TEACHING PLAN (CBCS) - EVEN SEMESTER

DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION PASS (JORG)

SEMESTER- II

TOPIC	SUB-TOPIC	TEACHER	CLASS HOURS	TEACHING METHODS
JORG-CC/GE-2-2-TH+TU: Media Management	<p><u>Unit-1</u> Newspaper as a business enterprise and its public service role; Indian experience; Ownership of Newspapers: Different types in India; Cross-media Ownership, Media Conglomeration & Convergence; Sources of revenue of newspapers; Scope in India; Departments of Newspaper organizations and functions; Front page of a daily newspaper; Film review; Book review; Music review; Radio and Television review.</p>	SB	6	Interactive, Learner centric methods
	<p><u>Unit-2</u> Circulation of newspapers; Circulation factors: Geographical factor, Social Factor, Economic, Technological factor; Promoting circulation; Newspaper's policy; Circulation department; Organization; Functions; Duties and responsibilities of the circulation manager; RNI; Audit Bureau of Circulation (ABC), National Readership Survey (NRS);</p>		6	
JORG-CC/GE-2-2-TH+TU: Media Management	<p><u>Unit-3</u> Advertisement department of a Newspaper; Administration of Ad-department; Advertisement Manager: Duties and responsibilities; Different types of advertisement in newspapers: classified and display; Newspaper as a medium of advertisement;</p>	SC	6	Interactive, Learner centric methods
	<p><u>Unit-4</u> Newspaper Printing: Evolution of newspaper printing process; Public Service Broadcasting: Prasar Bharati; Electronic Media Management: Licensing, Organizational Patterns; TRAI; The Broadcasting Bill 1997.</p>		6	

SEMESTER- IV

TOPIC	SUB-TOPIC	TEACHER	CLASS HOURS	TEACHING METHODS
<p>JORG-CC/GE-4-4-TH+TU: Press Laws and Indian Constitution</p>	<p><u>Unit-1</u> Indian Constitution; Main features; Fundamental Rights; President of India: Power and position; Prime Minister: power and position; Chief Minister: Power and position; Governor: Power and position; Parliament; Supreme Court; and High Court; Local governments;</p> <p><u>Unit-2</u> Indian Foreign Policy; National Economic policy; New Industrial policy; Finance Commission and its functions; Five Year Plans: Objectives and Achievements;NitiAyog</p>	<p>SB</p>	<p style="text-align: center;">6</p>	<p>Interactive, Learner centric methods</p>
	<p>JORG-CC/GE-4-4-TH+TU: Press Laws and Indian Constitution</p>		<p><u>Unit-3</u> Press Laws: Defamation, Contempt of Court; Parliamentary Privileges Act; Article 19(1)A and freedom of press; Copyright Act; Official Secrets Act; WorkingJournalists' Act;</p> <p><u>Unit-4</u> Journalistic Ethics; Freedom and responsibility of the press; Press Commission and Press Council of India: Constitution, objectives and guidelines; Media Council of India.</p>	
				<p style="text-align: center;">6</p>

SEMESTER- VI

TOPIC	SUB-TOPIC	TEACHER	CLASS HOURS	TEACHING METHODS
JORG-DSE-B-6-1-TH+TU: Broadcasting Media	<p>Unit-1 Radio: Development of Radio broadcasting in India; Radio and society; Radio News: Elements of radio news; Differences in reporting and presentation between Radio and Television;</p>	SB	6	Interactive, Learner centric methods
	<p>Unit-2 FM Radio, Radio Jockey, Programme patterns of AIR, Radio Drama, Community Radio; Autonomy of Indian broadcasting; Impact of TV on Print media.</p>		6	
JORG-DSE-B-6-1-TH+TU: Broadcasting Media	<p>Unit-3 Television in India: Doordarshan; Satellite TV channels: BBC, CNN, NDTV, STAR Channels; TV as news medium and entertainment medium; Differences in news reporting and presentation between Radio &TV; Balanced Presentation and Objectivity; Basic camera movements.</p>	SC	6	Interactive, Learner centric methods
	<p>Unit-4 Television and national development; Television Soap Opera, Reality Shows, Impact of Television on Children, Women (assignments); Television Cartoon: Entertainment and Reality; Live Telecast for various TV programmes; Educational TV.</p>		6	

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TOPIC	SUB-TOPIC	TEACHER	CLASS HOURS	TEACHING METHODS
JORG-DSE-B-6-2-TH/TU: International Relations	Unit-1 Basic concepts in International Relations: Foreign policy and diplomacy, Non-alignment movement; Indian Foreign Policies; Indo-Pak, Indo-Bangladesh relations.	SB	6	Interactive, Learner centric methods
	Unit-2 United Nations: Formation, Charter and Objectives; UN and Millennium Development Goals; Indo-US relations; SAARC, ASEAN		6	
JORG-DSE-B-6-2-TH/TU: International Relations	Unit-3 UN Security Council: Concept of security- traditional and non-traditional, Disarmament and arms control; Sino-Indian relations	SC	6	Interactive, Learner centric methods
	Unit-4 Global Media Economy: Colonialism and Neoliberalism, IMF, World Bank, WTO		6	

PAPER	FULL MARKS	TOPIC	TEACHER	CLASS HOUR	TEACHING METHOD
JORG-SEC-B-4/6	80	JORG-SEC-B-4/6-1: Documentary Script Writing/	SB	4	Experiential learning(hands -on training)
		JORG-SEC-B-4/6-2: Radio-Television Script Writing/	SC	4	
		JORG-SEC-B-4/6-3: Anchoring/			
		JORG-SEC-B-4/6-4: Media Presentation			
				Total=8	