TEACHING PLAN (CBCS) - ODD SEMESTER DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION PASS (JORG)

SEMESTER- I

TOPIC	SUB-TOPIC	TEACHER	CLASS HOURS	TEACHING METHODS
JORG-CC/GE-	11	6.0		
1-1-TH+TU:	Unit-1 Newspaper and socio-economic and cultural	SB		Interactive, Learner centric
Basics of	development in India;			methods
Journalism	News: Definition; Elements of news; News Sources;			methous
	Different types of news;		6	
	The Editor: functions and responsibilities; Editorial		0	
	freedom; Role of the editor;			
	News Editor: duties and responsibilities;			
	Chief Sub-Editor; Sub-Editors: duties and qualities.			
	Unit-2			
	Duties and Responsibilities of Reporter, Chief			
	Reporter;			
	Foreign Correspondent;			
	Special Correspondent,			
	Bureau Chief, District Correspondent;			
	Structure of news: inverted pyramid; Intro; Lead;			
	Language of news writing; Objectivity;			
	Feature: Definition, Types;		6	
	Editorial: Importance, Choice of subjects,			
	Arrangement, Style of presentation.			
JORG-CC/GE- 1-1-TH+TU:	<u>Unit-3</u>	SC		Interactive,
Basics of	Editing: Principles of Editing;			Learner centric
Journalism	Copy Testing; Computer Editing;			methods
	Different types of Headlines;		6	
	Computer applications; Page Make-up; Front page			
	and other pages; Principles to be followed;			
	Photo journalism: Definition, Importance; Duties,			
	responsibilities of a news photographer; Caption			
	writing; Photo printing process.			
	<u>Unit-4</u> Column and Columnist; Importance of column;			
	Letters to the Editor; Importance;		6	
	Proof reading; Symbols of proof reading; Duties and			
	responsibilities of proof readers;			
	The News Agencies: functions; Styles of Agency			
	reporting; Various international News Agencies;			
	Political reporting,			
	Financial reporting,			
	Sports reporting.			

SEMESTER-III

TOPIC	SUB-TOPIC	TEACHER	CLASS HOURS	TEACHING METHODS
JORG-CC/GE- 3-3-TH: Advertising and Public Relations	Unit-1 Advertising: Definition; Different types; Classified and display; Advertisement medium; different types; relative advantages; Selection criteria; Ethics of Advertising; Market research; Brand positioning; Creative strategy; Market and its segmentation; Sales promotion;	SB	5	Interactive, Learner centric methods
	<u>Unit-2</u> Advertising agency: structure, functions, important functionaries; Client-Agency relationship; Copy writing; Types of Copy; How to prepare; Principles of writing; Main features; Copy writer: qualities, duties and responsibilities.	SC	5	
	Unit-3 Public Relations: Definition; PR as a management function; Publics in PR; Importance of PR; PRO: Qualities and Duties; PR in Public Sector; PR for Private Sector;	SB	3	
	PR Tools: Press Release; Press Conference; Press Rejoinder; Community Relations, Media Relations; Corporate PR; House Journal; PR Institutions: PRSI, IPR; Crisis PR; Corporate Social Responsibility (CSR)	SC	3	
JORG-CC/GE- 3-3-TH: Advertising and Public Relations	Unit-4 Basic knowledge of Computer for print journalism; Writing a News Report in about 150 words from given points; Writing Headlines from News Stories; Writing Headline, Intro; Writing Anchor Story; Writing article;	SB	8	Interactive, Learner centric methods & Experiential learning(hands on training)
	Creating a display advertisement on Photo Editing Software.	SC	8	

SEMESTER-V

TOPIC	SUB-TOPIC	TEACHER	CLASS HOURS	TEACHING METHODS
JORG-DSE-A- 5-1-TH+TU: Film Studies	Unit-1 Film as a medium of mass communication; Early Indian Cinema, Adaptation of literature in cinema, Concepts of Avant GardeCinemaand Underground Cinema; Brief history of Documentary Cinema in India.	SB	6	Interactive, Learner centric methods
	Unit-2 Film Movements: French New Wave, Italian Neorealism; Post-independence popular Bombay films, Growth of regional cinema in India; Contemporary Indian film genres: Masala Films, Underworld films, Art or Parallel cinema		6	
JORG-DSE-A- 5-1-TH+TU: Film Studies	Unit-3 Contributions of Eminent Filmmakers: Sergei Eisenstein, Akira Kurosawa, Charles Chaplin, Satyajit Ray, MrinalSen, RitwikGhatak. Landmarks of Indian Cinema: PatherPanchali, GupiGyneBaghaByne, Meghe Dhaka Tara, Subarnarekha, Akaler Sandhane,Guide, Sholey, Jane Bhi Do Yaaro, Albert Pinto Ko Gussa Kiyun Ata Hain, Dahan, Chitrangada	SC	6	Interactive, Learner centric methods
Or	Unit-4 Stages of Film Production: Pre-production, production, and post-production methods; Basic camera use in films; Principles of film editing: Aesthetic, technical; Use of Software in Film editing; Film marketing		6	

Or

TOPIC	SUB-TOPIC	TEACHER	CLASS HOURS	TEACHING METHODS
JORG-DSE-A- 5-2-TH+TU: Specialized Writings	Unit-1 Writing on various social issues: fashion, music and art, education, employment opportunities; health, environment, crime, legal;	SB	6	Interactive, Learner centric methods
	Unit-2 Press Conference and Interview; Techniques, stages of preparing an Interview; Different types of interview; Assignments on Interviewing;		6	
JORG-DSE-A- 5-2-TH+TU: Specialized Writings	Unit-3 Women and mass media; Women's page; Women's magazines: Scope in India; Assignments	SC	6	Interactive, Learner centric methods
	Unit-4 Ad-Copy for electronicmedia and print media;Storyboard writing;Writing Press Release		6	

PAPER	FULL MARKS	TOPIC	TEACHER	CLASS HOUR	TEACHING METHOD
JORG- SEC-A- 3/5	80	JORG-SEC-A-3/5-1: Journalistic Writings: Writing News (Hard News, Soft News, Anchor News) Feature (News Feature), Editorial. / JORG-SEC-A-3/5-2: Newspaper Designing: Front Page, International Page, Business Page, Sports Page of a Newspaper through Page-making Software. / JORG-SEC-A-3/5-3: Film Appreciation: Analytical appreciation on 5 films (above mentioned); / JORG-SEC-A-3/5-4: Print Advertising: Making a display advertisement using suitable photo editing software;		4 4	Experiential learning(hands on training)
				Total=8	