

Mehr Chand Mahajan DAV College for Women, Chandigarh
Monthly Teaching Plan
Session: 2021-22
Class: Postgraduate Diploma in Mass Communication

Name of the teacher: Dr. Preeti Gambhir

Subject: Introduction to Mass Communication (101)

Semester:I

Month	Topics	Academic activity
September	Communication: Meaning & Definition of Communication, Functions of Communication	Lecture, PPT, discussion, assignment, doubt sessions
October	Process & Elements of Communication, Forms of Communication- Intrapersonal, Interpersonal, Group, Mass Communication importance & characteristics	
November	Characteristics of various media of Mass Communication: Print, Electronic, Traditional	
December	Models of Mass Communication: Meaning & Definition	
January	Introduction to Development Communication	

Name of the teacher: Dr. Preeti Gambhir

Subject: Print Media (102)

Semester: I

Month	Topics	Academic activity
September	News: Definition, Concept, Elements, Values, Sources, Structure, Inverted Pyramid, Types and Styles of lead writing	Lecture, PPT, discussion, assignment, doubt sessions
October	Role and Responsibilities of Reporting Staff, Importance of research, Concept of Beats	
November	Interviews: Types, Purpose, Techniques, Preparation, Skills. Writing: News Analysis, Features, Articles, Editorials	
December	Subbing and Editing: Principles, Importance, Subbing Symbols, Introduction to DTP	
January	Introduction to Online Journalism	

Name of the teacher: Dr. Preeti Gambhir

Subject: Advertising and Public Relations (104)

Semester: I

Month	Topics	Academic activity
September	Definition, scope, concept and function of advertising, Advertising in marketing-mix, Types of Advertising Media based classification, purpose based classification	Lecture, PPT, discussion, assignment, doubt sessions
October	Characteristics of advertising media, Preparation of media plan, Code of ethics of advertising in India	
November	PR: Definition and role, PR activities, PR in Marketing mix, Brief Introduction to IMC	
December	Organisation, different types of organisation, Importance of communication in organization Different types of channels of communication	
January	Publics in PR: Internal & External & their importance, Code of Ethics in PR	

Name of the teacher: Dr. Preeti Gambhir
Subject: Practical (105)

Semester: I

Month	Topic
September	News stories, interviews of prominent persons
October	Identification of different types of ads
November	Radio programme review
December	Feature writing
January	Article Writing

