

MEHR CHAND MAHAJAN DAV COLLEGE FOR WOMEN

SECTOR 36-A, CHANDIGARH

SESSION: 2022-23

MONTHLY TEACHING PLAN

CLASS: POSTGRADUATE DIPLOMA IN MASS COMMUNICATION

SEMESTER-I

Name of the Teacher: Dr. Preeti Gambhir

Subject: Introduction to Mass Communication (101)

Date	Topics	Academic Activity
12.09.2022- 30.09.2022	Communication: Meaning & Definition of communication, Functions of Communication- Modern & Classical	Lecture, PPT, discussion, assignment, doubts session
01.10.2022- 31.10.2022	Process & Elements of Communication, Forms of Communication- Intrapersonal, Interpersonal, Group, Mass Comm	Lecture, PPT, discussion, assignment, doubts session
01.11.2022- 27.11.2022	Characteristics of various media of mass communication: Print, Electronic & Traditional, Models of Mass Communication: Meaning and Definition	Lecture, PPT, discussion, assignment, doubts session

Name of the Teacher: Dr. Preeti Gambhir

Subject: Print Media (102)

Date	Topics	Academic Activity
12.09.2022- 30.09.2022	News: Definition, Concept, Elements, Values, Sources, Structure, Inverted Pyramid, Types and Styles of lead writing	Lecture, PPT, discussion, assignment, doubts session
01.10.2022- 31.10.2022	Role and Responsibilities of Reporting Staff, Importance of research, Concept of Beats, Subbing and Editing: Principles, Importance,	Lecture, PPT, discussion, assignment, doubts session

	Subbing Symbols, Introduction to DTP	
01.11.2022- 27.11.2022	Interviews: Types, Purpose, Techniques, Preparation, Skills. Writing: News Analysis, Features, Articles, Editorials	Lecture, PPT, discussion, assignment, doubts session

Name of the Teacher: Dr. Preeti Gambhir

Subject: Advertising and Public Relations (104)

Date	Topics	Academic Activity
12.09.2022- 30.09.2022	Definition, scope and concept of advertising, Advertising in marketing-mix, Types of Advertising	Lecture, PPT, discussion, assignment, doubts session
01.10.2022- 31.10.2022	Characteristics of advertising media, Preparation of media plan, Code of ethics of advertising, Brief Introduction to Mass Communication	Lecture, PPT, discussion, assignment, doubts session
01.11.2022- 27.11.2022	PR Definition, PR in Marketing Mix, Introduction to IMC, Organisation, different types of organisation, Publics in PR & their importance, Code of ethics in PR	Lecture, PPT, discussion, assignment, doubts session

Name of the Teacher: Dr. Preeti Gambhir

Subject: Practical (105)

Date	Topics	Academic Activity
12.09.2022- 30.09.2022	News stories, interviews of prominent persons	Lecture, PPT, discussion, assignment, doubts session
01.10.2022- 31.10.2022	Identification of different types of ads, Feature writing	Lecture, PPT, discussion, assignment, doubts session
01.11.2022- 27.11.2022	Radio programme review, Article Writing PR	Lecture, PPT, discussion, assignment, doubts session

Name of the Teacher: Ms. Sukarma Verma

Subject: Electronic Media (103)

Date	Topics	Academic Activity
12.09.2022- 30.09.2022	Characteristics of radio: Strength & Weakness of radio, History of TV in India:Origin & Development of TV as a medium, Characteristics of TV	Lecture, PPT, discussion, assignment, doubts session
01.10.2022- 31.10.2022	History of radio in India:Origin & Development of radio as a medium, Radio as a medium:Role, Reach & Future, Relevance in present times, Basics of writing script for radio, AIR: Development & Organisation Structure	Lecture, PPT, discussion, assignment, doubts session
01.11.2022- 27.11.2022	Types of Radio Programmes: News , Interviews, Talks, Discussion, Feature;TV:Role, Reach, Future, TV programmes: Interview, Discussion, Documentary	Lecture, PPT, discussion, assignment, doubts session

SEMESTER-II

Name of the Teacher: Dr. Preeti Gambhir

Subject: Introduction to Mass Communication (106)

Date	Topics	Academic Activity
16.01.2023- 31.01.2023	Theories of Mass Communication: Meaning and Definitions; Two-step Flow, Diffusion of Innovations, Four Rings of Defences	Lecture, PPT, discussion, assignment, doubts session
01.02.2023- 28.02.2023	Agenda Setting Theory, Uses and Gratification Theory	Lecture, PPT, discussion, assignment, doubts session
01.03.2023- 31.03.2023	Normative Media Theories: Authoritarian Theory, Libertarian theory, Social Responsibility Theory, Totalitarian Theory	Lecture, PPT, discussion, assignment, doubts session
01.04.2023- 29.04.2023	Development Media theory, Democratic-Participant Media Theory	Lecture, PPT, discussion, assignment, doubts session

Name of the Teacher: Dr. Preeti Gambhir

Subject: Print Media (107)

Date	Topics	Academic Activity
16.01.2023- 31.01.2023	Criteria for judging news copy, organisational structure of the editorial department of a newspaper	Lecture, PPT, discussion, assignment, doubts session
01.02.2023- 28.02.2023	Functions of News Editor, Chief Sub Editor and Sub Editor	Lecture, PPT, discussion, assignment, doubts session
01.03.2023- 31.03.2023	Mechanics of headline writing, typographical patterns, purpose, kinds of headlines, dummy, page make up. Selection, editing and cropping of pictures, placement of photographs, writing captions	Lecture, PPT, discussion, assignment, doubts session
01.04.2023- 29.04.2023	Code of ethics for journalists (Press Council of India), Copyright Act, Law of Defamation, Contempt of Court, Official Secrets Act, RTI Act, Contempt of Legislature, Law of Obscenity, IT Act	Lecture, PPT, discussion, assignment, doubts session

Name of the Teacher: Dr. Preeti Gambhir

Subject: Advertising and Public Relations (109)

Date	Topics	Academic Activity
16.01.2023- 31.01.2023	Advertising Copywriting: Definition, Principles; do's & don'ts; USP, AIDA, Intro to Advertising copy element, Advertising layout and design, design vocabulary & design principles, stages of layout	Lecture, PPT, discussion, assignment, doubts session
01.02.2023- 28.02.2023	Advertising agency: structure & functions, Advertising Campaign	Lecture, PPT, discussion, assignment, doubts session
01.03.2023- 31.03.2023	Brief Intro to PR process, Fact finding & Feedback, planning & programming, communication & action, evaluation	Lecture, PPT, discussion, assignment, doubts session
01.04.2023- 29.04.2023	PR tools, Types of tools: House	Lecture, PPT, discussion,

	journals, pamphlets, brochures, newsletter, billboards, press conferences, cable TV, exhibitions, new media	assignment, doubts session
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Name of the Teacher: Dr. Preeti Gambhir

Subject: Practical (110)

Date	Topics	Academic Activity
16.01.2023- 31.01.2023	Photo Caption Writing, Press Release	Lecture, PPT, discussion, assignment, doubts session
01.02.2023- 28.02.2023	Script writing for radio news and for TV news	Lecture, PPT, discussion, assignment, doubts session
01.03.2023- 31.03.2023	Story board of a commercial, analysis of an advertising campaign	Lecture, PPT, discussion, assignment, doubts session
01.04.2023- 29.04.2023	Brochure, Dummy of two pages of a newspaper	Lecture, PPT, discussion, assignment, doubts session

Name of the Teacher: Ms. Sukarma Verma

Subject: Electronic Media (108)

Date	Topics	Academic Activity
16.01.2023- 31.01.2023	Organisational structure of NSD in DD & AIR, Structure & preparation of a TV bulletin, basic principles of writing news for radio & TV, News packages	Lecture, PPT, discussion, assignment, doubts session
01.02.2023- 28.02.2023	Basics of radio & TV script writing, types of scripts, above & below the line function in TV production	Lecture, PPT, discussion, assignment, doubts session
01.03.2023- 31.03.2023	Basic camera shots, camera movements, principles of composition & transitions, Intro to radio sound: mixing, blending & reshaping	Lecture, PPT, discussion, assignment, doubts session
01.04.2023- 29.04.2023	Basics of programmes editing: Linear & Non-Linear Editing, Basic Process of Radio & TV programme production: Pre-production, production, post-production	Lecture, PPT, discussion, assignment, doubts session

