

MEHR CHAND MAHAJAN DAV COLLEGE FOR WOMEN

SECTOR 36-A, CHANDIGARH

SESSION: 2023-24

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
16.08.2023- 31.08.2023	Communication: Meaning & Definition of communication, Functions of Communication- Modern & Classical	Lecture, PPT, discussion, assignment, doubts session
01.09.2023- 30.09.2023	Process & Elements of Communication, Forms of Communication- Intrapersonal, Interpersonal, Group, Mass Communication	Lecture, PPT, discussion, assignment, doubts session
01.10.2023- 31.10.2023	Mass Communication Importance & Characteristics, Characteristics of various media of mass communication: Print, Electronic & Traditional	Lecture, PPT, discussion, assignment, doubts session
01.11.2023- 30.11.2023	Models of Mass Communication: Meaning and Definition, Introduction to Development Communication	Lecture, PPT, discussion, assignment, doubts session

Name of the Teacher: Dr. Preeti Gambhir

Subject: Print Media (102)

Date	Topics	Academic Activity
16.08.2023- 31.08.2023	News: Definition, Concept, Elements, Values, Sources, Structure, Inverted Pyramid, Types and Styles of lead writing	Lecture, PPT, discussion, assignment, doubts session

01.09.2023- 30.09.2023	Introduction to Online Journalism, Role and Responsibilities of Reporting Staff, Importance of research, Concept of Beats,	Lecture, PPT, discussion, assignment, doubts session
01.10.2023- 31.10.2023	Interviews: Types, Purpose, Techniques, Preparation, Skills. Writing: News Analysis, Features, Articles, Editorials	Lecture, PPT, discussion, assignment, doubts session
01.11.2023- 30.11.2023	Subbing and Editing: Principles, Importance, Subbing Symbols, Introduction to DTP	Lecture, PPT, discussion, assignment, doubts session

Name of the Teacher: Dr. Preeti Gambhir

Subject: Advertising and Public Relations (104)

Date	Topics	Academic Activity
16.08.2023- 31.08.2023	Definition, scope and concept of advertising, Advertising in marketing-mix, Types of Advertising: Media based classification, purpose based classification	Lecture, PPT, discussion, assignment, doubts session
01.09.2023- 30.09.2023	Characteristics of advertising media, Preparation of media plan: Media buying and Media scheduling, Code of ethics of advertising	Lecture, PPT, discussion, assignment, doubts session
01.10.2023- 31.10.2023	PR Definition & Role, PR activities, PR in Marketing Mix, Introduction to IMC, Organisation, different types of organisation, Importance of Communication within Organisation, Different types of channels of communication	Lecture, PPT, discussion, assignment, doubts session
01.11.2023- 30.11.2023	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
16.08.2023- 31.08.2023	News stories, interviews of prominent persons	Lecture, PPT, discussion, assignment, doubts session
01.09.2023- 30.09.2023	Identification of different types of ads	Lecture, PPT, discussion, assignment, doubts session
01.10.2023- 31.10.2023	Radio programme review, Article Writing	Lecture, PPT, discussion, assignment, doubts session
01.11.2023- 30.11.2023	Feature writing	Lecture, PPT, discussion, assignment, doubts session

Name of the Teacher: Ms. Sukarma Verma

Subject: Electronic Media (103)

Date	Topics	Academic Activity
16.08.2023- 31.08.2023	Introduction to the course contents, orientation to the programme	Discussion method, Black board, interactive session
01.09.2023- 30.09.2023	History of radio in India: Origin & Development of radio as a medium, Characteristics of radio: Strength & Weakness of radio, Radio as a medium: Role, Reach & Future, Relevance in present times, Basics of writing script for radio	Lecture method, Black board, classroom discussion, audio visual aids, PPT
01.10.2023- 31.10.2023	All India Radio: Development & Organisational Structure, Types of Radio Programmes: Radio News: components & writing style, Radio Interviews: Basic principles of conducting interviews for radio, Radio talks & discussion, Radio features: meaning & components	Lecture method, Black board, interactive session, audio visual aids
17.11.2023- 30.11.2023	History of TV in India: Origin & Development of TV as a medium, Characteristics of	Lecture method, Black board, interactive session, audio visual aids, PPT

	TV, TV:Role, Reach, Future, Formats of TV programmes: TV Interviews: types, role, preparation & techniques of conducting TV interviews, Discussion Programmes on TV, TV Documentary: meaning, role & documentary making	
--	---	--

SEMESTER-II

Name of the Teacher: Dr. Preeti Gambhir

Subject: Introduction to Mass Communication (106)

Date	Topics	Academic Activity
02.01.2024- 31.01.2024	Theories of Mass Communication: Meaning and Definitions; Two-step Flow, Diffusion of Innovations, Four Rings of Defences	Lecture, PPT, discussion, assignment, doubts session
01.02.2024- 28.02.2024	Agenda Setting Theory, Uses and Gratification Theory	Lecture, PPT, discussion, assignment, doubts session
01.03.2024- 31.03.2024	Normative Media Theories: Authoritarian Theory, Libertarian theory, Social Responsibility Theory, Totalitarian Theory	Lecture, PPT, discussion, assignment, doubts session
01.04.2024- 30.04.2024	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
02.01.2024- 31.01.2024	Criteria for judging news copy, organisational structure of the editorial department of a newspaper	Lecture, PPT, discussion, assignment, doubts session
01.02.2024- 28.02.2024	Functions of News Editor, Chief Sub Editor and Sub Editor	Lecture, PPT, discussion, assignment, doubts session
01.03.2024- 31.03.2024	Mechanics of headline writing, typographical patterns, purpose,	Lecture, PPT, discussion, assignment, doubts session

	kinds of headlines, dummy, page make up. Selection, editing and cropping of pictures, placement of photographs, writing captions	
01.04.2024- 30.04.2024	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
02.01.2024- 31.01.2024	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
01.02.2024- 28.02.2024	Advertising agency: structure & functions, Advertising Campaign	Lecture, PPT, discussion, assignment, doubts session
01.03.2024- 31.03.2024	Brief Intro to PR process, Fact finding & Feedback, planning & programming, communication & action, evaluation	Lecture, PPT, discussion, assignment, doubts session
01.04.2024- 30.04.2024	PR tools, Types of tools: House journals, pamphlets, brochures, newsletter, billboards, press conferences, cable TV, exhibitions, new media	Lecture, PPT, discussion, assignment, doubts session

Name of the Teacher: Dr. Preeti Gambhir

Subject: Practical (110)

Date	Topics	Academic Activity
02.01.2024- 31.01.2024	Photo Caption Writing, Press Release	Lecture, PPT, discussion, assignment, doubts session
01.02.2024- 28.02.2024	Script writing for radio news and for TV news	Lecture, PPT, discussion, assignment, doubts session

01.03.2024- 31.03.2024	Story board of a commercial, analysis of an advertising campaign	Lecture, PPT, discussion, assignment, doubts session
01.04.2024- 30.04.2024	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
02.01.2024- 31.01.2024	Organisational structure of News Service Division of DD & AIR, TV bulletins: Structure, gathering, compiling, condensing and presenting TV news, basics of script writing for TV & Radio, News package: meaning, structure & basic ingredients	Lecture method, black board PPT, interactive session, audio visual aids
01.02.2024- 28.02.2024	Television bulletins: Structure, gathering, compiling, condensing and presenting TV news, meaning of script & basics of TV script writing, types of script: narrative style, split page & camera script, Introduction to above and below the line function in TV production	Lecture method, black board PPT, interactive session, audio visual aids, classroom presentation
01.03.2024- 31.03.2024	Introduction to camera, camera shots: meaning and types, basics of camera movement, basic camera angles, fundamental of camera composition, perspective & transitions	Lecture method, black board PPT, interactive session, audio visual aids, classroom presentation
01.04.2024- 30.04.2024	Basics of programmes editing: meaning & fundamentals, Linear & Non-Linear Editing, introduction to process of programme production	Lecture method, black board PPT, interactive session, audio visual aids, classroom presentation