

MEHR CHAND MAHAJAN DAV COLLEGE FOR WOMEN

SECTOR 36-A, CHANDIGARH

SESSION: 2025-26

MONTHLY TEACHING PLAN

CLASS: MDC SEMESTER-I

SUBJECT: COMMUNICATION AND LEGACY MEDIA

Name of the Teacher: Ms. Sukarma Verma

Date	Topics	Academic Activity
01.08.2025- 31.08.2025	General Orientation and overview Communication : Definition, Elements, Process and Scope Forms of Communication Indian Philosophy of Communication	Lecture, PPT, discussion, assignment, doubts session
01.09.2025- 30.09.2025	Levels of Communication Growth of Indian Media, Role in Freedom Struggle, Rebuilding after Independence Importance and Functions of Journalism in Democracy	Lecture, PPT, discussion, assignment, doubts session
01.10.2025- 31.10.2025	Functions of Media Various Types of Legacy Media and Their Characteristics	Lecture, PPT, discussion, assignment, doubts session
01.11.2025- 13.11.2025	Practical Assignments Revision of Course Contents	Lecture, PPT, discussion, assignment, doubts session

CLASS: MDC SEMESTER-III

SUBJECT: GLOBAL POLITICS AND MEDIA

Name of the Teacher: Dr. Preeti Gambhir

Date	Topics	Academic Activity
01.08.2025- 31.08.2025	Globalisation: Meaning and role of media, role of media in global politics	Lecture, PPT, discussion, assignment, doubts session
01.09.2025- 30.09.2025	Media conglomerates, International news agencies: AFP, AP, Xinhua, Reuters, Kyodo	Lecture, PPT, discussion, assignment, doubts session
01.10.2025- 31.10.2025	Embedded journalism: meaning, nature and challenges	Lecture, PPT, discussion, assignment, doubts session
01.11.2025- 13.11.2025	World Press Freedom Index: Global media scenario and freedom of expression	Lecture, PPT, discussion, assignment, doubts session

CLASS: MDC SEMESTER-II

SUBJECT: DIGITAL AND SOCIAL MEDIA

Name of the Teacher: Dr. Preeti Gambhir

Date	Topics	Academic Activity
10.01.2026- 31.01.2026	Evolution of Internet and World Wide Web, Defining Digital Media and its various forms, Principles of effective online communication netiquette	Lecture, PPT, discussion, assignment, doubts session
01.02.2026- 28.02.2026	Psychology of social media engagement, applications of digital media: e-mail, search, video conferencing, webcasting, podcasting, photo sharing, blogs, portals, websites, social media platforms, wikis	Lecture, PPT, discussion, assignment, doubts session

01.03.2026- 31.03.2026	Use of social media, social networking sites, social media collaboration	Lecture, PPT, discussion, assignment, doubts session
01.04.2026- 25.04.2026	Best practices of online storytelling, introduction to SEO	Lecture, PPT, discussion, assignment, doubts session