

PG.GOV'T COLLEGE FOR GIRLS, SECTOR-42, CHANDIGARH

Teaching Plan

Class: PGDMC

Paper 101

Subject: Introduction of Mass Comm.

Session: 2015-16

S. No	Date From	Date Upto	Topics to be covered
Week 1	20 th July	25 th July	Ice Breaking session Introduction to Syllabus
Week 2	27 th July	1 st Aug	Communication – Meaning and Definition
Week 3	3 rd Aug	8 th Aug	Functions of Communication
Week 4	10 th Aug	15 th Aug	Process and Elements
Week 5	17 th Aug	22 nd Aug	Forms of Communication
Week 6	24 th Aug	29 th Aug	Group Communication
Week 7	31 st Aug	5 th Sept	Mass Communication
Week 8	7 th Sept	12 th Sept	Mid- Semester Test
Week 9	14 th Sept	19 th Sept	Theories and Models of Mass Communication
Week 10 (including mid term)	21 st Sept	3 rd Oct	Meaning and Definition
Week 11	5 th Oct	10 th Oct	Models – SMCR, Shannon and Weaver
Week 12	12 th Oct	21 st Oct	Laswell, Osgood and Schramm

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Teaching Plan

Class: PGDMC

Paper: 102 – Print Media

Subject: Mass Communication

Session: 2015-16

S. No.	Date From	Date Upto	Topics to be covered
Week 1	20 th July	25 th July	Introduction of Print Media
Week 2	27 th July	1 st Aug	Discussion of Different language Newspaper's Terms related to print media
Week 3	3 rd Aug	8 th Aug	Discuss different newspapers Print-lines, Test of terms related to Print Media
Week 4	10 th Aug	15 th Aug	Definition and Concept of News, Elements, Values and Sources of News
Week 5	17 th Aug	22 nd Aug	Structure – 5 Ws and IH, Inverted Pyramid Pattern,
Week 6	24 th Aug	29 th Aug	Different Types and styles of lead writing and test of Unit-1
Week 7	31 st Aug	5 th Sept	Principles of Reporting : Structure and test
Week 8	7 th Sept	12 th Sept	Role and Responsibilities of Reporting staff,
Week 9	14 th Sept	19 th Sept	Concept of Beats, (Test of Unit-2)
Week 10 (including mid term)	21 st Sept	3 rd Oct	Discussion on different Current topics
Week 11	5 th Oct	10 th Oct	Inter-views : Types, purposes, techniques, preparation.(for practice some interviews).
Week 12	12 th Oct	21 st Oct	Writing : News analysis, Features, Articles, Editorials (test of Unit -3)

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Teaching Plan

Class: PGDMC

Paper 103 Electronic Media

Subject: Mass Communication

Session: 2015-16

S. No	Date From	Date Upto	Topics to be covered
Week 1	20 th July	25 th July	Introduction of course Career in Mass Comm
Week 2	27 th July	1 st Aug	Introduction of subject Radio as Mass Medium
Week 3	3 rd Aug	8 th Aug	Topic presentation by a student Role of Radio, PPT
Week 4	10 th Aug	15 th Aug	Revision and test , PPT Review of test, Class Assignment
Week 5	17 th Aug	22 nd Aug	Reach of Radio Future of Radio, test Review of test, Class Assignment
Week 6	24 th Aug	29 th Aug	Introduction of AIR Topic presentation by a student Revision, Career in Radio ,PPT
Week 7	31 st Aug	5 th Sept	Organizational structure of AIR Review of topic Topic presentation by a student
Week 8	7 th Sept	12 th Sept	Different types of radio programmes : Interviews, Talks, Discussion Class Assignment ,PPT
Week 9	14 th Sept	19 th Sept	Revision, Test

			Review of test Radio Features, Special audience programme, PPT
Week 10 (including mid term)	21 st Sept	3 rd Oct	Topic presentation by a student Principals of radio News writing PPT
Week 11	5 th Oct	10 th Oct	TV as a Mass Medium Revision , Test , Review of test PPT
Week 12	12 th Oct	21 st Oct	Role Reach and future of TV Topic presentation by a student PPT

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Teaching Plan

Class: PGDMC

Paper: 104 – Advt. & PR

Subject: Mass Communication

Session: 2015-16

S. No.	Date From	Date Upto	Topics to be covered
Week 1	20 th July	25 th July	Basics of Advertisements/Abbreviations regarding Advt.
Week 2	27 th July	1 st Aug	Definition and scope of Advertising
Week 3	3 rd Aug	8 th Aug	Concept of Advertising , Advertising in marketing – mix
Week 4	10 th Aug	15 th Aug	Major types of Advertising : Classified; classified display; display.
Week 5	17 th Aug	22 nd Aug	Carrier and Non – carrier media of advertising
Week 6	24 th Aug	29 th Aug	Discussion on Newspaper Advertisements And types of Advt. in Print Media
Week 7	31 st Aug	5 th Sept	Test of Unit -1 Complete
Week 8	7 th Sept	12 th Sept	Mid Semester Test .
Week 9	14 th Sept	19 th Sept	Advertising Media: Characteristics and their application to different media. (contd.)
Week 10	21 st Sept	3 rd Oct	Advertising Media: Characteristics and their application to different media & Class Test
Week 11	5 th Oct	10 th Oct	PR: Definition and Role, PR vis-à-vis Publicity.
Week 12	12 th Oct	21 st Oct	Propaganda, Advertising, Distinguishing features of PR in Private and Govt. Organizations. Class Test

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Teaching Plan

Class: PGDMC

Paper: 105 – Practical Assignment

Subject: Mass Communication

Session: 2015-16

S. No.	Date From	Date Upto	Topics to be covered
Week 1	20 th July	25 th July	News Stories: Basics of news Discuss the different types of news
Week 2	27 th July	1 st Aug	Written some paragraphs on current topics
Week 3	3 rd Aug	8 th Aug	Covering major events in near by areas: like exibhitions, mela etc.
Week 4	10 th Aug	15 th Aug	Visit to some media institutions
Week 5	17 th Aug	22 nd Aug	Poster making for department
Week 6	24 th Aug	29 th Aug	Discussion on file work nd newspaper print-line
Week 7	31 st Aug	5 th Sept	Interviews of students : for practice
Week 8	7 th Sept	12 th Sept	Interviews of prominent persons
Week 9	14 th Sept	19 th Sept	Coverage of city events
Week 10 (including mid term)	21 st Sept	3 rd Oct	Translation of News Story: English to Hindi/Punjabi
Week 11	5 th Oct	10 th Oct	Practice of translations
Week 12	12 th Oct	21 st Oct	Translation of News Story: Hindi/Punjabi to English