

# LORETO COLLEGE

## TIME PLAN 2024

**Name of the teacher: Dr Soumya Dutta**

**Initials: SD**

### Teaching Objective:

The students will be able to:-

- Understand the basics of Journalism & Mass Communication
- Engage in field work as part of their tutorial project

### First year General 1st Semester Minor-I Topic-wise Time Plan

Topics	Hours allotted	Topics (as per curriculum)	Teaching method	Learning outcome(output)	Assessment
Unit 1	23	<ul style="list-style-type: none"><li>• Types of Media: Print, Broadcast and New Media (Digital and Social Media)</li><li>• Structure of newspaper organization</li><li>• News:Definition,types,elements; News Sources</li><li>• Structure of news: Inverted Pyramid; Intro or Lead</li><li>• Objectivity</li><li>• Political reporting, Financial reporting, Sports reporting</li><li>• News Agencies: functions; International News Agencies</li></ul>	Lecture, discussion method, power point presentations.	Evaluate the role of different types of media; understand structure of newspaper organisation, what is new and the structures of newspaper writing. Understand different types of reporting and the role of news agencies.	Mid Term Examination
Unit 2	23	<ul style="list-style-type: none"><li>• Print Media Editing: Principles of Editing</li><li>• Headlines – Types</li><li>• Page Making – Principles</li><li>• Photo journalism: Definition; Photo Journalist; Caption Writing</li><li>• Feature: Definition, Types</li><li>• Editorial</li><li>• Column and Columnist</li></ul>	Lecture, discussion method, power point presentations	Understand print media printing process, learn how to write headlines and page making, explore different aspects of photo journalism, learn about features, editorials and columns and get an	Mid Term Examination

		<ul style="list-style-type: none"> <li>Interviewing: Research, planning, framing questions</li> </ul>		idea about how to conduct interviews	
Unit 3	23	<ul style="list-style-type: none"> <li>Understanding Communication: Definition and Components (Sender, Message, Channel, Receiver, feedback, noise)</li> <li>Processes and Semiotic school; Forms of Communication (verbal, non-verbal, paralanguage, iconic, semiotic etc.)</li> <li>Levels of Communication (intrapersonal, interpersonal, group, public, mass communication)</li> <li>Functions of communication and mass communication (surveillance, correlation, transmission, entertainment, validation, mobilization)</li> </ul>	Lecture, discussion method, power point presentations.	Understand the different aspects of the communication process	Mid Term Examination
Unit 4	21	<ul style="list-style-type: none"> <li>Tutorial Project: Field Work and its Printable Outcome: Different types of News writing from student's own locality with proper headlines and suitable intro</li> </ul>	Explain the students how to conduct field work and collect news from the possible sources	Hands on knowledge about news reporting and news writing from actual field situations.	PowerPoint presentations by each group of 7 to 8 students

# LORETO COLLEGE

## TIME PLAN 2024

**Name of the teacher: Dr Soumya Dutta**

**Initials: SD**

### Teaching Objective:

The students will be able to:-

- Understand the broad spectrum of advertising and public relations.
- Learn about writing reports, features, articles and the usage of software for newspaper designing and preparing advertisement copies.

### Second year General 3rd Semester GE-3 Topic-wise Time Plan

Topics	Hours allotted	Topics (as per curriculum)	Teaching method	Learning outcome(output)	Assessment
Unit 1	23	<ul style="list-style-type: none"><li>• Advertising:Definition; Different types; Classified and display</li><li>• Advertisement medium; different types; relative advantages; Selection criteria; Ethics of Advertising; Market Research</li><li>• Brand positioning; Creative strategy; Market and its segmentation; Sales promotion</li></ul>	Lecture, discussion method, power point presentations.	Understand the concept and types of advertisement, ethics of advertisement, marketing and its different segments.	Continuous Internal Assessment and Internal Examinations.
Unit 2	23	<ul style="list-style-type: none"><li>• Advertising agency: structure, functions, important functionaries</li><li>• Client-Agency relationship</li><li>• Copy writing; Types of Copy; How to prepare; Principles of writing; Main features; Copy writer: qualities, duties and responsibilities</li></ul>	Lecture, discussion method, power point presentations.	Analyze the relationship between the client and the advertising agency along with the concept of copy writing and its different types, principles, features, and responsibilities.	Continuous Internal Assessment and Internal Examinations.

Unit 3	23	<ul style="list-style-type: none"> <li>• Public Relations: Definition; PR as a management function; Publics in PR; Importance of PR</li> <li>• PRO: Qualities and Duties; PR in Public Sector; PR for Private Sector</li> <li>• PR Tools; Press Release; Press Conference; Press Rejoinder</li> <li>• Community Relations, Media Relations; Corporate PR; House Journal; PR Institutions: PRSI, IPR; Crisis PR; Corporate Social Responsibility (CSR)</li> </ul>	Lecture, discussion method, power point presentations.	Understand the concept of public relation and its different aspects.	Continuous Internal Assessment and Internal Examinations.
Unit 4 (Practical)	21	<ul style="list-style-type: none"> <li>• Basic knowledge of Computer for print journalism</li> <li>• Writing a News Report in about 150 words from given points;</li> <li>• Writing Headlines from News Stories; Writing Headline, Intro; Writing</li> <li>• Anchor Story; Writing article</li> <li>• Creating a display advertisement on Photo Editing Software</li> </ul>	Writing exercises in the class room, Creating display advertisements using photoshop at the media lab computers.	Justify the importance of some basic knowledge of computers for print journalism including the knowledge of writing a report along with its various aspects.	Practical Examination