

LORETO COLLEGE

LESSON PLAN 2022-2023

JOURNALISM & MASS COMMUNICATION SEMESTER II

Name of the teacher: Dr Soumya Dutta

Initials: SD

Teaching Objective:

The students will be able to:-

- Understand Media Management

First year General 2nd Semester GE-II Topic-wise Time Plan

Topics	Hours allotted	Topics (as per curriculum)	Teaching method	Learning outcome(output)	Assessment
Unit 1	22	<ul style="list-style-type: none">• Newspaper as a business enterprise and its public service role-Indian experience• Ownership of Newspapers: Different types in India; Cross-media Ownership, Media Conglomeration & Convergence• Sources of revenue of newspapers; Scope in India• Departments of Newspaper organizations and functions• Front page of a daily newspaper• Film review; Book review; Music review; Radio and Television review	Lecture, discussion method, power point presentations	Evaluate and verify the role of newspaper as a business enterprise, its public service role, ownership pattern, their sources of revenue, working of various departments, the design of the front page and the various reviews appearing on newspapers. .	Continuous Internal Assessment and Internal Examinations
Unit 2	20	<ul style="list-style-type: none">• Circulation of newspapers; Circulation factors: Geographical factor, Social Factor, Economic,	Lecture, discussion method, power point	Understand how circulation of newspaper works and the various factors	Continuous Internal Assessment and Internal

		<p>Technological factor</p> <ul style="list-style-type: none"> • Promoting circulation; Newspaper's policy • Circulation department; Organization; Functions; Duties and responsibilities of the circulation manager • RNI; Audit Bureau of Circulation (ABC), National Readership Survey (NRS) 	presentations	<p>promoting circulation. The operations of the circulation department and the functioning of ABC, RNI and NRS.</p>	Examinations
Unit 3	20	<ul style="list-style-type: none"> • Advertisement department of a Newspaper; Administration of Ad-department • Advertisement Manager: Duties and responsibilities • Different types of advertisement in newspapers : classified and display • Newspaper as a medium of advertisement 	Lecture, discussion method, power point presentations	<p>Understand the operations of the advertisement department of a newspaper, the duties and responsibilities of the advertisement manager, different types of advertisements appearing on newspapers and the effectiveness of newspaper as a medium of advertisement.</p>	Continuous Internal Assessment and Internal Examinations
Unit 4	20	<ul style="list-style-type: none"> • Newspaper Printing: Evolution of newspaper printing process • Public Service Broadcasting: PrasarBharati • Electronic Media Management: Licensing, Organizational Patterns • TRAI; The Broadcasting Bill 1997 	Lecture, discussion method, power point presentations	<p>Understand the newspaper printing process, learn about the public service broadcasting, electronic media management, TRAI and the broadcasting bill of 1997</p>	Continuous Internal Assessment and Internal Examinations