

LESSON PLAN

DEPARTMENT NAME: JOURNALISM AND MASS COMMUNICATION

NAME OF FACULTY: SHEELITA DAS, ADITI DAS

PAPER NAME & CODE: DSCC-1: BASICS OF JOURNALISM AND MASS COMMUNICATION, SEMESTER-I, JULY-DECEMBER

Planned				After Implementation	
Unit / Group / Module / Article	Topics	Reference Books	No of Lecture Planned	Content Delivery Technique	Remarks / Comments
Unit 1	Types of Media: Print, Broadcast and New Media	1) Essentials of Practical Journalism by VirBalaAggarwal 2) Sangbad Pratibedan by Baidyanath Bhattacharya 3) SambadSangbadikSangbadikata by Sujit Roy 4) Reporting and Editing Practice by Sourin Banerjee	4	Delivering Lectures in class, discussing relevant question - answers.	If needed extra classes will be taken online.
	Structure of Newspaper Organization	”	1		
	News: Definition, Types, Elements	”	2		
	News sources, Structure of News, News objectivity	”	2		
	Political Reporting, Financial Reporting, Sports Reporting	”	2		
	News Agencies:	”			

Planned				After Implementation	
Unit / Group / Module / Article	Topics	Reference Books	No of Lecture Planned	Content Delivery Technique	Remarks / Comments
	functions, International News Agencies				
Unit 2	Print Media Editing, Principles of Editing	”	2	Delivering Lectures in class, discussing relevant question - answers.	If needed extra classes will be taken online.
	Headlines: types	”	2		
	Page Making-principles	”	3		
	Photo Journalism, definition, Photo Journalist	”	2		
	Caption writing, feature writing, Types	”	2		
	Editorial, column, columnist	”	2		
	Interviewing: Research, planning, framing	”	3		

Planned				After Implementation	
Unit / Group / Module / Article	Topics	Reference Books	No of Lecture Planned	Content Delivery Technique	Remarks / Comments
	questions				
Unit 3	Understanding Communication: Definition and Components (Sender, Message, Channel, Receiver, feedback, noise);	1) Handbook of Journalism and Mass Communication by V. S. Gupta and VirBalaAggarwal 2) AbirChattopadhyay: Communication, Media and Cultural Studies; Progressive Publishers 3) Mass Communication; Principles and Concepts by SeemaHasan 4) AbirChattopadhyay: Jnapontatwo O Sankriti; Progressive Publishers	2	Delivering Lectures in class, discussing relevant question - answers.	If needed extra classes will be taken online.
	Processes and Semiotic school;		2		
	Forms of Communication (verbal, non-verbal, paralanguage, iconic, semiotic etc.)		3		
	Levels of Communication (intrapersonal ,		5		

Planned				After Implementation	
Unit / Group / Module / Article	Topics	Reference Books	No of Lecture Planned	Content Delivery Technique	Remarks / Comments
Unit 4	interpersonal, group, public, mass communication),				
	Functions of communication and mass communication (surveillance, correlation, transmission, entertainment, validation, mobilization)		2		
	Tutorial		4		

LESSON PLAN

DEPARTMENT NAME: JOURNALISM AND MASS COMMUNICATION

NAME OF FACULTY: SHEELITA DAS, ADITI DAS

PAPER NAME & CODE: IDC-1: INTRODUCTION TO J&MC, SEMESTER-I, JULY-DECEMBER

Planned				After Implementation	
Unit / Group / Module / Article	Topics	Reference Books	No of Lecture Planned	Content Delivery Technique	Remarks / Comments
Unit-1	News: Definition,	1) Essentials of Practical Journalism by VirBalaAggarwal 2) Sangbad Pratibedan by Baidyanath Bhattacharya 3) SambadSangbadikSangbadikata by Sujit Roy 4) Reporting and Editing Practice by Sourin Banerjee	01	Delivering Lectures in class, discussing relevant question-answers	If needed extra classes will be taken online.
	Elements of news		01		
	News Sources;		01		
	Different types of news; Structure of news: inverted pyramid; Intro; Lead; Language of news writing; Objectivity;		03		
	Feature: Definition, Types;		02		
	Editorial: Importance, Choice of subjects;		02		
	Column and Columnist;		01		
	Interviewing: Research, planning, framing questions,		03		
	The News Agencies: functions; various international		03		

Planned				After Implementation	
Unit / Group / Module / Article	Topics	Reference Books	No of Lecture Planned	Content Delivery Technique	Remarks / Comments
	News Agencies;				
Unit-2	Communication : Definition, Process and Semiotic School	1) Mass Communication; Principles and Concepts by SeemaHasan 2) GyanogyaponTatwe o Prayoge by ParthaChattopadhyay	3	Delivering Lectures in class, discussing relevant question-answers.	If needed extra classes will be taken online.
	Forms of Communication	”	2		
	Levels of Communication	”	2		
	Functions of communication and mass communication	”	3		
Unit-3	Tutorial	-----	5	Students' Individual Presentation on subject topics.	

LESSON PLAN

DEPARTMENT NAME: JOURNALISM AND MASS COMMUNICATION

NAME OF FACULTY: SHEELITA DAS, ADITI DAS

**PAPER NAME & CODE: MD-SEC-TH PRINT ADVERTISING (4 CREDITS)
SEMESTER-I, JULY-DECEMBER**

Planned				After Implementation	
Unit / Group / Module / Article	Topics	Reference Books	No of Lecture Planned	Content Delivery Technique	Remarks / Comments
Unit 1	Advertising: Definition; Types of Advertising; Classification of Advertising	5) Alok Bajpaye: Advertising Management 6) Sarojit Datta: advertising Today: The Indian Context; Kolkata Profile Publishers	4	Delivering Lectures in class, discussing relevant question-answers.	If needed extra classes will be taken online.
	Classified and Display Advertising	„	2		
	Basic idea of Modern Print Advertising	„	2		
	History of Print Advertising in India	„	2		
Unit 2	Types of Newspaper Advertisements	„	2	Delivering Lectures in class, discussing relevant question-answers.	If needed extra classes will be taken online.
	Display Board Advertising	„	3		
	Definition with examples	„			
	Leaflets, Pamphlets	„	2		

Planned				After Implementation	
Unit / Group / Module / Article	Topics	Reference Books	No of Lecture Planned	Content Delivery Technique	Remarks / Comments
Unit 3	Ad-Copy; Headlines, Sub-headlines, Slogan, Logo; Writings	5) Alok Bajpaye: Advertising Management 6) Sarojit Datta: advertising Today: The Indian Context; Kolkata Profile Publishers	5	Delivering Lectures in class, discussing relevant question-answers.	If needed extra classes will be taken online.
	Ad –Layout: Thumbnail- Rough- Comprehensive Layouts	„	5		
Unit 4	Ad-Agencies: Definition; Functions	1) Alok Bajpaye: Advertising Management. 2) Sarojit Datta: advertising Today: The Indian Context; Kolkata Profile Publishers	3	Delivering Lectures in class, discussing relevant question-answers.	If needed extra classes will be taken online.
	Ad-Manager; Advertising Department of a Newspaper	„	3		



LESSON PLAN

DEPARTMENT NAME: JOURNALISM AND MASS COMMUNICATION

NAME OF FACULTY: SHEELITA DAS, ADITI DAS

PAPER NAME & CODE: DSCC-1: BASICS OF JOURNALISM AND MASS COMMUNICATION (MINOR), SEMESTER-III, JULY-DECEMBER

Planned				After Implementation	
Unit / Group / Module / Article	Topics	Reference Books	No of Lecture Planned	Content Delivery Technique	Remarks / Comments
Unit 1	Types of Media: Print, Broadcast and New Media	7) Essentials of Practical Journalism by VirBalaAggarwal 8) Sangbad Pratibedan by Baidyanath Bhattacharya 9) SambadSangbadikSangbadikata by Sujit Roy 10) Reporting and Editing Practice by Sourin Banerjee	4	Delivering Lectures in class, discussing relevant question - answers.	If needed extra classes will be taken online.
	Structure of Newspaper Organization	”	1		
	News: Definition, Types, Elements	”	2		
	News sources, Structure of News, News objectivity	”	2		
	Political Reporting, Financial Reporting, Sports Reporting	”	2		
	News Agencies:	”			

Planned				After Implementation	
Unit / Group / Module / Article	Topics	Reference Books	No of Lecture Planned	Content Delivery Technique	Remarks / Comments
	functions, International News Agencies				
Unit 2	Print Media Editing, Principles of Editing	”	2	Delivering Lectures in class, discussing relevant question - answers.	If needed extra classes will be taken online.
	Headlines: types	”	2		
	Page Making-principles	”	3		
	Photo Journalism, definition, Photo Journalist	”	2		
	Caption writing, feature writing, Types	”	2		
	Editorial, column, columnist	”	2		
	Interviewing: Research, planning, framing	”	3		

Planned				After Implementation	
Unit / Group / Module / Article	Topics	Reference Books	No of Lecture Planned	Content Delivery Technique	Remarks / Comments
	questions				
Unit 3	Understanding Communication: Definition and Components (Sender, Message, Channel, Receiver, feedback, noise);	7) Handbook of Journalism and Mass Communication by V. S. Gupta and VirBalaAggarwal 8) AbirChattopadhyay: Communication, Media and Cultural Studies; Progressive Publishers 9) Mass Communication; Principles and Concepts by SeemaHasan 10) AbirChattopadhyay: Jnapontatwo O Sankriti; Progressive Publishers	2	Delivering Lectures in class, discussing relevant question - answers.	If needed extra classes will be taken online.
	Processes and Semiotic school;		2		
	Forms of Communication (verbal, non-verbal, paralanguage, iconic, semiotic etc.)		3		
	Levels of Communication (intrapersonal		5		

Planned				After Implementation	
Unit / Group / Module / Article	Topics	Reference Books	No of Lecture Planned	Content Delivery Technique	Remarks / Comments
Unit 4	interpersonal, group, public, mass communication),				
	Functions of communication and mass communication (surveillance, correlation, transmission, entertainment, validation, mobilization)		2		
	Tutorial		4		

LESSON PLAN

DEPARTMENT NAME: JOURNALISM AND MASS COMMUNICATION

NAME OF FACULTY: SHEELITA DAS, ADITI DAS

PAPER NAME & CODE: IDC-3: INTRODUCTION TO J&MC, SEMESTER-III, JULY-DECEMBER

Planned				After Implementation	
Unit / Group / Module / Article	Topics	Reference Books	No of Lecture Planned	Content Delivery Technique	Remarks / Comments
Unit-1	News: Definition,	5) Essentials of Practical Journalism by VirBalaAggarwal 6) Sangbad Pratibedan by Baidyanath Bhattacharya 7) SambadSangbadikSangbadikata by Sujit Roy 8) Reporting and Editing Practice by Sourin Banerjee	01	Delivering Lectures in class, discussing relevant question-answers	If needed extra classes will be taken online.
	Elements of news		01		
	News Sources;		01		
	Different types of news; Structure of news: inverted pyramid; Intro; Lead; Language of news writing; Objectivity;		03		
	Feature: Definition, Types;		02		
	Editorial: Importance, Choice of subjects;		02		
	Column and Columnist;		01		
	Interviewing: Research, planning, framing questions,		03		
	The News Agencies: functions; various international		03		

Planned				After Implementation	
Unit / Group / Module / Article	Topics	Reference Books	No of Lecture Planned	Content Delivery Technique	Remarks / Comments
	News Agencies;				
Unit-2	Communication : Definition, Process and Semiotic School	3) Mass Communication; Principles and Concepts by SeemaHasan 4) GyanogyaponTatwe o Prayoge by ParthaChattopadhyay	3	Delivering Lectures in class, discussing relevant question-answers.	If needed extra classes will be taken online.
	Forms of Communication	”	2		
	Levels of Communication	”	2		
	Functions of communication and mass communication	”	3		
Unit-3	Tutorial	-----	5	Students' Individual Presentation on subject topics.	

LESSON PLAN

DEPARTMENT NAME: JOURNALISM AND MASS COMMUNICATION

NAME OF FACULTY: SHEELITA DAS, ADITI DAS

**PAPER NAME & CODE: MD-SEC-TH PRINT ADVERTISING (4 CREDITS)
SEMESTER-III, JULY-DECEMBER**

Planned				After Implementation	
Unit / Group / Module / Article	Topics	Reference Books	No of Lecture Planned	Content Delivery Technique	Remarks / Comments
Unit 1	Advertising: Definition; Types of Advertising; Classification of Advertising	11) Alok Bajpaye: Advertising Management 12) Sarojit Datta: advertising Today: The Indian Context; Kolkata Profile Publishers	4	Delivering Lectures in class, discussing relevant question-answers.	If needed extra classes will be taken online.
	Classified and Display Advertising	,,	2		
	Basic idea of Modern Print Advertising	,,	2		
	History of Print Advertising in India	,,	2		
Unit 2	Types of Newspaper Advertisements	,,	2	Delivering Lectures in class, discussing relevant question-answers.	If needed extra classes will be taken online.
	Display Board Advertising	,,	3		
	Definition with examples	,,			
	Leaflets, Pamphlets	,,	2		

Planned				After Implementation	
Unit / Group / Module / Article	Topics	Reference Books	No of Lecture Planned	Content Delivery Technique	Remarks / Comments
Unit 3	Ad-Copy; Headlines, Sub-headlines, Slogan, Logo; Writings	11) Alok Bajpaye: Advertising Management 12) Sarojit Datta: advertising Today: The Indian Context; Kolkata Profile Publishers	5	Delivering Lectures in class, discussing relevant question- answers.	If needed extra classes will be taken online.
	Ad –Layout: Thumbnail- Rough- Comprehensive Layouts	„	5		
Unit 4	Ad-Agencies: Definition; Functions	3) Alok Bajpaye: Advertising Management. 4) Sarojit Datta: advertising Today: The Indian Context; Kolkata Profile Publishers	3	Delivering Lectures in class, discussing relevant question- answers.	If needed extra classes will be taken online.
	Ad-Manager; Advertising Department of a Newspaper	„	3		

LESSON PLAN

DEPARTMENT NAME: JOURNALISM AND MASS COMMUNICATION

NAME OF FACULTY: SHEELITA DAS, ADITI DAS

**PAPER NAME & CODE: DSCC-3: COMMUNICATION MEDIA & SOCIETY (MDC),
SEMESTER-III, JULY-DECEMBER**

Planned				After Implementation	
Unit / Group / Module / Article	Topics	Reference Books	No of Lecture Planned	Content Delivery Technique	Remarks / Comments
Unit-1	General Linear models of Communication	9) McQuail's Communication Theory by Denis McQuail 10) Jnapontatwo O Sanskriti by Abir Chattopadhyay 11) Introduction to Communication Studies by John Fiske	01	Delivering Lectures in class, discussing relevant question-answers	If needed extra classes will be taken online.
	Shanon-Weaver's Mathematical model		01		
	Schramm-Osgood's Interactive Model;		01		
	Newcomb's Systemic model; Westley-McLean's Mass Communication model; David Berlo's Linear model; Roman Jakobson's communication model;		03		
	Concepts of Semiology: Sign, Code; Text and Signification		02		
	Normative theories of press: Four Models of communication: Transmission Model, Ritual or Expressive, Publicity Model, Reception Model;		02		
	McQuail's four theories of mass communication;		01		
	Social Scientific		03		

Planned				After Implementation	
Unit / Group / Module / Article	Topics	Reference Books	No of Lecture Planned	Content Delivery Technique	Remarks / Comments
	Theory				
	Normative theory, Operational Theory, Everyday or Common Sense theory;		03		
Unit-2	Communication: Definition, Process and Semiotic School	5) Mass Communication; Principles and Concepts by SeemaHasan 6) GyanogyaponTatwe o Prayoge by ParthaChattopadhyay	3	Delivering Lectures in class, discussing relevant question-answers.	If needed extra classes will be taken online.
	Forms of Communication	„	2		
	Levels of Communication	„	2		
	Functions of communication and mass communication	„	3		
Unit-4	Tutorial	-----	5	Students' Individual Presentation on subject topics.	

LESSON PLAN

DEPARTMENT NAME: JOURNALISM AND MASS COMMUNICATION

NAME OF FACULTY: ADITI DAS

**PAPER NAME & CODE: DSCC-6, REPORTING & EDITING (3TH+ 1TU), SEMESTER-V
JULY-DECEMBER**

Planned				After Implementation	
Unit / Group / Module / Article	Topics	Reference Books	No of Lecture Planned	Content Delivery Technique	Remarks / Comments
Unit-1	Positions, qualities, duties and responsibilities of: Correspondents: Special Correspondent, District Correspondent, Foreign Correspondent;	<ol style="list-style-type: none"> 1. M.V. Kamath: Professional Journalism; Vikas Publishing, New Delhi 2. K.M. Srivastava News Reporting and Editing; Sterling Publishers Pvt Ltd (2003) 3. Sourin Banerjee: Reporting and Editing Practice 	04	Delivering Lectures in class, discussing relevant question-answers	If needed extra classes will be taken online.
	Columnist, Photo Journalist, News Coordinator, Executive Editor, Assistant Editor,		03		
	Chief Reporter, Chief Sub-Editor, Sub-Editor, News Editor, Chief of News Bureau;		05		
	Headline: types, importance, writing headline for newspaper;		04		
	Principle of writing an Editorial, Post Editorial;		03		

Planned				After Implementation	
Unit / Group / Module / Article	Topics	Reference Books	No of Lecture Planned	Content Delivery Technique	Remarks / Comments
	Principles of Sub-Editing;				
Unit-2	Specialization in Journalism: Interpretative and Investigative Journalism,	”	03	Delivering Lectures in class, discussing relevant question-answers.	If needed extra classes will be taken online.
	Political Journalism, Crime and Legal Journalism, Public Affairs Reporting,		04		
	Human Interest Stories and Human Rights Reporting, Corporate, Economic, Financial and Business Journalism		04		
Unit-3	Agriculture Journalism, Science Journalism, Sports Journalism,	”	04		
	Film Journalism,		07		

Planned				After Implementation	
Unit / Group / Module / Article	Topics	Reference Books	No of Lecture Planned	Content Delivery Technique	Remarks / Comments
	Environment Journalism, Fashion and Entertainment Journalism, Page-3 Reporting,				
	Column Writing, Writing for Magazine, Special and supplementary Pages.		03		
Unit-4	Term paper on any paper topic	..	5	Students' Individual Presentation on subject topics	

LESSON PLAN

DEPARTMENT NAME: JOURNALISM AND MASS COMMUNICATION

NAME OF FACULTY: SHEELITA DAS, ADITI DAS

PAPER NAME & CODE: DSCC-7: HISTORY OF INDIAN JOURNALISM , SEMESTER-V, JULY-DECEMBER

Planned				After Implementation	
Unit / Group / Module / Article	Topics	Reference Books	No of Lecture Planned	Content Delivery Technique	Remarks / Comments
Unit-1	Early Indian Journalism: Contributions of James Augustus Hickey, James Silk Buckingham, Calcutta Journal	12) History of Indian Journalism by Natarajan Sangbad 13) A History of Indian Journalism by Mohit Moitra 14) Bharatiya Rajniti O Shashon Byabostha by D. C. Bhattacharya	04	Delivering Lectures in class, discussing relevant question-answers	If needed extra classes will be taken online.
	Serampore Baptist Missionary Press: Digdarshan, Samachar Darpan;		01		
	Social Reform Movement and Raja Rammohan Roy		01		
	H.L.V. Derozio and Young Bengal Movement		03		
	Iswar Chandra Gupta and Sambad Prabhakar;		02		
	History of Press Ordinances and Liberation of Press		02		
	Inception and Rise of Nationalist Journalism;		01		
	Hindu Patriot and Contribution of Harish Chandra Mukherjee;		02		
	Somprakash; Movement against Vernacular Press Act		03		

Planned				After Implementation	
Unit / Group / Module / Article	Topics	Reference Books	No of Lecture Planned	Content Delivery Technique	Remarks / Comments
Unit-2	Extremist Press: Sandhya, Bande-Mataram and Jugantar; Contribution of Bipin Chandra Pal and Bal Gangadhar Tilak;	1) History of Indian Journalism by Natarajan Sangbad 2) A History of Indian Journalism by Mohit Moitra 3) Bharatiya Rajniti O Shashon Byabostha by D. C. Bhattacharya	3	Delivering Lectures in class, discussing relevant question-answers.	If needed extra classes will be taken online.
	Contribution of Mahatma Gandhi in Indian Journalism;	„	2		
	Contributions of Nationalist Press in Freedom Movement: National Herald, The Hindustan Times, the Indian Express	„	2		
	Functions of communication and mass communication	„	3		
Unit-3	Recommendations of Indian Press Commissions; Rise of Newspaper Houses; Ananda Bazar Patrika-The Telegraph, National Herald, The Hindu, The Times of India, The Statesman;	„	7	Delivering Lectures in class, discussing relevant question-answers.	If needed extra classes will be taken online.

Planned				After Implementation	
Unit / Group / Module / Article	Topics	Reference Books	No of Lecture Planned	Content Delivery Technique	Remarks / Comments
	Development of News Agencies;	1) History of Indian Journalism by Natarajan Sangbad 2) A History of Indian Journalism by Mohit Moitra 3) Bharatiya Rajniti O Shashon Byabostha by D. C. Bhattacharya	2		
	Contributions of Eminent Journalists: m. Chalapathi Rau, Vivekananda Mukhopadhyay, Barun Sengupta, Dilip Padgaonkar, N. Ram	”	6		
Unit-4	Tutorial	”	4	Students' Individual Term Paper on subject topics.	

LESSON PLAN

DEPARTMENT NAME: JOURNALISM AND MASS COMMUNICATION

NAME OF FACULTY: SHEELITA DAS, ADITI DAS

PAPER NAME & CODE: MINOR -5.1: COMMUNICATION MEDIA & SOCIETY (3TH +1 TU), SEMESTER-V, JULY-DECEMBER

Planned				After Implementation	
Unit / Group / Module / Article	Topics	Reference Books	No of Lecture Planned	Content Delivery Technique	Remarks / Comments
Unit-1	General Linear models of Communication	15) McQuail's Communication Theory by Denis McQuail 16) Jnapontatwo O Sanskriti by Abir Chattopadhyay 17) Introduction to Communication Studies by John Fiske	01	Delivering Lectures in class, discussing relevant question-answers	If needed extra classes will be taken online.
	Shanon-Weaver's Mathematical model		01		
	Schramm-Osgood's Interactive Model;		01		
	Newcomb's Systemic model; Westley-McLean's Mass Communication model; David Berlo's Linear model; Roman Jakobson's communication model;		03		
	Concepts of Semiology: Sign, Code; Text and Signification		02		
	Normative theories of press: Four Models of communication: Transmission Model, Ritual or Expressive, Publicity Model, Reception Model;		02		
	McQuail's four theories of mass communication;		01		
	Social Scientific Theory		03		
	Normative theory,		03		

Planned				After Implementation	
Unit / Group / Module / Article	Topics	Reference Books	No of Lecture Planned	Content Delivery Technique	Remarks / Comments
	Operational Theory, Everyday or Common Sense theory;				
Unit-2	Communication: Definition, Process and Semiotic School	7) Mass Communication; Principles and Concepts by Seema Hasan 8) Gyanogyapon Tatwe o Prayoge by Partha Chattopadhyay	3	Delivering Lectures in class, discussing relevant question-answers.	If needed extra classes will be taken online.
	Forms of Communication	„	2		
	Levels of Communication	„	2		
	Functions of communication and mass communication	„	3		
Unit-3	Tutorial	-----	5	Students' Individual Presentation on subject topics.	

LESSON PLAN

DEPARTMENT NAME: JOURNALISM AND MASS COMMUNICATION

NAME OF FACULTY: ADITI DAS

**PAPER NAME & CODE: MINOR-5.2: PUBLIC RELATIONS (3TH + 1PR),
SEMESTER-V, JULY-DECEMBER**

Planned				After Implementation	
Unit / Group / Module / Article	Topics	Reference Books	No of Lecture Planned	Content Delivery Technique	Remarks / Comments
Unit-1	PR-Definitions, historical overview of the discipline, PR as Management function,	(1) Frank Jefkins: Public Relations Made Simple; Heinemann; London (2) Subir Ghosh: Public Relations Today; Rupa & Co (3) Samar Ghosh: Jana Sanjog; Paschim Banga Rajyo Pustak Parshad	03	Delivering Lectures in class, discussing relevant question-answers	If needed extra classes will be taken online.
	Image Management; Public Relations versus Advertisement;		03		
	Non-PR issues: Publicity, Propaganda, Public Opinion and Marketing;		04		
	Publics: Definition, types;		01		
	Integrated Marketing Communication		02		
Unit-2	PR Theories and principles: Research, planning, implementation and evaluation;	”	03	Delivering Lectures in class, discussing relevant question-answers.	If needed extra classes will be taken online.

Planned				After Implementation	
Unit / Group / Module / Article	Topics	Reference Books	No of Lecture Planned	Content Delivery Technique	Remarks / Comments
	James Grunig's Four PR models: Publicity model, Public Information model, Two-way asymmetrical model, Two-way symmetrical model;		03		
	Strategic Communication; PRO: Role, Qualities and Functions		04		
Unit-3	Tools of PR: Press Release, Annual Report, House Journal, Press Conference and Press Tour, Corporate Film;	,,	05		
	Relationship Management: Media Relations, Community Relations and CSR, Internal		03		

Planned				After Implementation	
Unit / Group / Module / Article	Topics	Reference Books	No of Lecture Planned	Content Delivery Technique	Remarks / Comments
	or Employee Relations				
	Financial PR; Crisis PR: Issue-emergency-crisis, Crisis PR strategies; PR Agency: New Trends, In-house PR vs Agency, Client Agency relationship		06		
Unit-4	Writing Press Release, Press Rejoinder, making corporate advertisement, making House journal format, framing Annual Report, Strategic communication exercises on community relations (Issue based corporate field project)	„	11		

