

Lesson Plan

Name of the Assistant Professor–Ritu

Class- BAMC

Lesson Plan-17 Weeks (January-April 2018)

Week	Date	Class BAMC-2 <sup>nd</sup> Semester (Basic of Mass Communication)	Class BAMC- 4 <sup>th</sup> (Radio Production)	Class BAMC-6 <sup>th</sup> Semester (Public Relation)	Class BAMC-6 <sup>th</sup> Semester (Communication Research)
1	1-Jan-18	Introduction of Subject	Introduction of Subject	Introduction of Subject	Introduction of Subject
	2-Jan-18	Unit-2 introduction and Concept of Mass Communication &	Unit-1 Perspective of sound: analog and digital sound	Unit- 1 Concept of public relation	Unit-1 About Research
	3-Jan-18	Tools, Features and Functions of Mass communication	Concept of mono, stereo and surround sound	Definition and function of PR	Meaning of research and nature
	4-Jan-18	Characteristics of audience of Mass Media	Concept of mono, stereo and surround sound	Introduction to PRO	Areas of communication Research
	5-Jan-18	Holiday	Holiday	Holiday	Holiday
	6-Jan-18	Questioning to Students & Revision of the previous topics	Questioning to students & Revision of pervious topics	How to work PRO and their qualities	Areas of communication Research
	7-Jan-18	Sunday	Sunday	Sunday	Sunday
2	8-Jan-18	Discuss on Mass Media and Types of mass media	Discuss on Radio program formats- News	Introduction to PR departments/ organisation	Discuss on research
	9-Jan-18	Different kinds of Print Media and their reach, advantage & limitations.	Newsreel, Feature	Assignment on PR Discussion on PR	Questioning to students about research
	10-Jan-18	Electronic Media and their reach, advantage & limitations.	Practical activity- News & Newsreel	Questioning to students about PR	Types of research
	11-Jan-18	Presentation on what is Mass communication, tools & Functions.	Radio talk, Radio Discussion	Process of Public relation	Types of research
	12-Jan-18	Class Test of Mass Comm. Topic.	Darma & phone in program	Process of Public relation	Revision of unit 01
	13-Jan-18	Assignment on Types of Mass Media	Assignment of Radio program	Revision of pervious topics	Written test unit 01
	14-Jan-18	Sunday	Sunday	Sunday	Sunday
3	15-Jan-18	Revision of Unit – II	Revision of pervious topics	Need of Public relation	Introduction to unit 02 Hypothesis
	16-Jan-18	Discuss on New Media and their reach, advantage & limitations.	Written test of first two questions	Written test	Hypothesis
	17-Jan-18	Presentation on Print Media	Radio music programme & commentary	Scope of Public relation	Hypothesis testing
	18-Jan-18	Presentation on Electronic Media	Questioning to students and revision unit I	Presentation on PR	Research questions
	19-Jan-18	Presentation on New Media	Introduction to unit 02	Group discussion	Research questions
	20-Jan-18	Introduction to <b>Unit – 3 Communication Models</b>	Audio studio and its equipment	Growth and development of PR with special reference in India	Discussion on hypothesis and Research questions
	21-Jan-18	Sunday	Sunday	Sunday	Sunday
4	22-Jan-18	Vasant Panchami	Vasant Panchami	Vasant Panchami	Vasant Panchami
	23-Jan-18	Concept and origin of Communication Models	Audio studio and its equipment	Growth and development of PR with special reference in India	Oral test
	24-Jan-18	Sir Chotu Ram Jayanti	Sir Chotu Ram Jayanti	Sir Chotu Ram Jayanti	Sir Chotu Ram Jayanti
	25-Jan-18	Different between models and theory	Presentation on mono, stereo and surround sound	Presentation on process of PR	Assignment on hypothesis

	26-Jan-18	RepublicDay	RepublicDay	RepublicDay	RepublicDay
	27-Jan-18	SMR, SMCR and Aristotle Model	Nature and types of microphones	Revision of unit 01	Research design
	28-Jan-18	Sunday	Sunday	Sunday	Sunday
5	29-Jan-18	Shannon and Waver's Model & Lass Well's Models	Presentation on Audio studio and equipment	Assignment of unit 01	Research design
	30-Jan-18	Osgood Model & Berlo model	Selection and placement of microphones	Introduction to unit 02	How to Research design
	31-Jan-18	Guru Ravi Das Birthday	Guru Ravi Das Birthday	Guru Ravi Das Birthday	Guru Ravi Das Birthday
	1-Feb-18	Questioning to students, Assignment on Different communication models	Revision of unit 2	PR- Advertising: similarities and differences	Written Test of hypothesis
	2-Feb-18	Presentation on Berlo & Osgood model	Assignment of unit 2	Written test of Unit 01	Presentation on research
	3-Feb-18	Presentation on Shannon and Waver's model	Written test of Unit 02	PR- Propaganda : similarities and differences	Presentation on types of research
	4-Feb-18	Sunday	Sunday	Sunday	Sunday
6	5-Feb-18	Presentation on SMCR & Lass Well's Model	Practical activity- Radio discussion	Presentation on need of PR	Introduction to sampling
	6-Feb-18	Class Test on communication Models	Introduction to <b>Unit 03</b>	Oral test of PR, Advt., Propaganda	Meaning of sampling
	7-Feb-18	Introduction to <b>Unit –IV Communication Theory</b>	Basic of audio recording	PR- Publicity : similarities and differences	Types of sampling
	8-Feb-18	Communication theory and overview of emergence and	Basic of audio recording	PR-Corporate communication : similarities and differences	How to sampling
	9-Feb-18	overview of emergence and development.	Producing field based radio programs	Revision of PR, Advt., Publicity, Propaganda, Corporate comm.	Discussion on sampling
	10-Feb-18	Maharishi Dayanand Saraswati Jayanti	Maharishi Dayanand Saraswati Jayanti	Maharishi Dayanand Saraswati Jayanti	Maharishi Dayanand Saraswati Jayanti
	11-Feb-18	Sunday	Sunday	Sunday	Sunday
7	12-Feb-18	Bullet theory of communication	Presentation on types of microphone	Oral test of unit 01 and unit 02 first question	Presentation on research design
	13-Feb-18	MahaShivratri	MahaShivratri	MahaShivratri	MahaShivratri
	14-Feb-18	Two step theory & Multi-step theory	Radio production	PR set up in private sectors	Written test of research design
	15-Feb-18	Individual difference theory	Radio production team members	PR set up in public sectors	Introduction to survey
	16-Feb-18	Cultivation theory	Presentation on Basic of audio recording	Discussion on PR set-up	Random sampling survey
	17-Feb-18	Oral test from pervious theory	Assignment on audio recording	Revision of unit 01 and 02	Random sampling survey
	18-Feb-18	Sunday	Sunday	Sunday	Sunday
8	19-Feb-18	Presentation on Bullet, Two step theory	Presentation on radio production team members	Presentation on PR and Advertising	Presentation on sampling
	20-Feb-18	Presentation on Multi-step theory & Individual difference theory	Presentation on selection and placement of microphone	Introduction to PR agency	Revision of unit 02
	21-Feb-18	Agenda setting theory	Practical activity- radio program recording	Structure and function of PR agency	Written test of sampling
	22-Feb-18	Revision of theories	Written test of unit 03	Discuss on PR agency	Introduction of unit 03 source of data
	23-Feb-18	Presentation on cultivation theory	Presentation on signals, AM and FM	Assignment on PR agency	Primary source of data

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	24-Feb-18	Assignment on communication theories	Discuss with students about unit 03	Presentation on PR and publicity	Secondary source of data
	25-Feb-18	Sunday	Sunday	Sunday	Sunday
9	26-Feb-18	Class test unit- IV	Presentation on PR and propaganda	Presentation on PR and propaganda	Discussion on source of data
	27-Feb-18	Presentation on Agenda theory	Presentation on PR set up	Presentation on PR set up	Oral test
	28-Feb-18	Holiday	Holiday	Holiday	Holiday
	1-Mar-18	Holiday	Holiday	Holiday	Holiday
	2-Mar-18	Holi	Holi	Holi	Holi
	3-Mar-18	Holiday	Holiday	Holiday	Holiday
	4-Mar-18	Sunday	Sunday	Sunday	Sunday
10	5-Mar-18	Introduction to Communication unit- I	Tools of PR	Tools of PR	Introduction to questionnaire
	6-Mar-18	Concept of comm. In ancient Indian text	Tools of PR	Tools of PR	Structure of questionnaire
	7-Mar-18	Indian Perspective of communication	Presentation on PR agency	Presentation on PR agency	Types of questions
	8-Mar-18	Narad as a Communicator	Introduction to House journal	Introduction to House journal	How to prepare a questionnaire
	9-Mar-18	Revision of Pervious topics	Presentation to scope of PR	Presentation to scope of PR	Assignment prepare a questionnaire
	10-Mar-18	Class test of Pervious topics of unit I	Revision of UNIT 03	Revision of UNIT 03	Discussion on research questionnaire
	11-Mar-18	Sunday	Sunday	Sunday	Sunday
11	12-Mar-18	Concept on Sadharnikaran	Oral test of unit 03	Oral test of unit 03	Presentation on source of data
	13-Mar-18	Presentation on Narad as a communicator	Presentation on house journal	Presentation on house journal	Written test of source of data
	14-Mar-18	Modern Indian Thoughts of communication	Written test of unit 03	Written test of unit 03	Observation method
	15-Mar-18	Modern Indian Thoughts of communication	Presentation on tools of PR	Presentation on tools of PR	Observation method
	16-Mar-18	Presentation on Sadharnikaran	Group discussion	Group discussion	Discussion
	17-Mar-18	Discuss on Sadharnikaran, Modern Indian Thoughts of communication	Assignment on house journal	Assignment on house journal	Presentation on questionnaire
	18-Mar-18	Sunday	Sunday	Sunday	Sunday
12	19-Mar-18	Oral test of Unit – I	Introduction to unit 04 Internal publics	Introduction to unit 04 Internal publics	Interview method
	20-Mar-18	Modern Indian Communicator	External publics	External publics	Interview method
	21-Mar-18	Presentation on Modern Indian Thoughts of communication	Questioning to students about internal and external publics	Questioning to students about internal and external publics	Revision of unit 03
	22-Mar-18	Revision of unit I	PR Campaigns	PR Campaigns	Oral test of unit 03
	23-Mar-18	ShaheediDiwas	ShaheediDiwas	ShaheediDiwas	ShaheediDiwas
	24-Mar-18	Presentation on Modern Indian Communicator Assignment on unit I	PR Campaigns & Assignment on PR Campaigns	PR Campaigns & Assignment on PR Campaigns	Presentation on observation method
	25-Mar-18	Sunday	Sunday	Sunday	Sunday
13	26-Mar-18	Discussion - Unit II	Discussion on different PR Campaigns	Discussion on different PR Campaigns	Written test of unit 03
	27-Mar-18	Revision Unit II	Case study on PR Campaigns	Case study on PR Campaigns	Introduction to unit 04 tabulation
	28-Mar-18	Oral test Unit II	Revision of pervious topic of unit 04	Revision of pervious topic of unit 04	Tabulation

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	29-Mar-18	<u>MahavirJayanti</u>	<u>MahavirJayanti</u>	<u>MahavirJayanti</u>	<u>MahavirJayanti</u>
	30-Mar-18	Final assignment on Unit II	Oral test	Oral test	Classification of data
	31-Mar-18	Written test of Unit II	Careers in PR	Careers in PR	Discuss on tabulation and classification of data
	1-Apr-18	Sunday	Sunday	Sunday	Sunday
14	2-Apr-18	Discussion - Unit III	Careers in PR	Careers in PR	Introduction to Data analysis
	3-Apr-18	Revision Unit III	Revision Unit 04	Revision Unit 04	How to data analysis
	4-Apr-18	Oral test Unit III	Revision Unit 04	Revision Unit 04	Data Interpretation
	5-Apr-18	Revision Unit III	Written test Unit 04	Written test Unit 04	Data Interpretation
	6-Apr-18	Final assignment on Unit III	Discussion	Discussion	Presentation on tabulation and classification of data
	7-Apr-18	Written test of Unit III	Presentation on internal and external publics	Presentation on internal and external publics	Report writing
	8-Apr-18	Sunday	Sunday	Sunday	Sunday
15	9-Apr-18	Revision - Unit IV	Presentation on PR Campaigns	Presentation on PR Campaigns	Guidelines of Report writing
	10-Apr-18	Revision Unit IV	Revision Unit 01	Revision Unit 01	Introduction to Bibliography
	11-Apr-18	Oral test Unit IV	Revision Unit 01	Revision Unit 01	Revision of unit 04
	12-Apr-18	Final assignment on Unit IV	Oral test Unit 01	Oral test Unit 01	Revision of unit 04
	13-Apr-18	Written test of Unit IV	Final assignment on Unit 01	Final assignment on Unit 01	Presentation on data analysis and interpretation
	14-Apr-18	<u>Dr. AmbedkarJayanti /Vaisakhi</u>	<u>Dr. AmbedkarJayanti /Vaisakhi</u>	<u>Dr. AmbedkarJayanti /Vaisakhi</u>	<u>Dr. AmbedkarJayanti /Vaisakhi</u>
	15-Apr-18	Sunday	Sunday	Sunday	Sunday
16	16-Apr-18	Discussion - Unit I	Discussion - Unit 02	Discussion - Unit 02	Presentation on report writing
	17-Apr-18	Revision Unit I	Revision Unit 02	Revision Unit 02	Written test of unit 04
	18-Apr-18	<u>ParashuramaJayanti</u>	<u>ParashuramaJayanti</u>	<u>ParashuramaJayanti</u>	<u>ParashuramaJayanti</u>
	19-Apr-18	Final assignment on Unit I	Revision Unit 02	Revision Unit 02	Discussion
	20-Apr-18	Revision Unit Unit I	Final assignment on Unit 02	Final assignment on Unit 02	Discussion

<b>Week</b>	<b>Date</b>	<b>ClassBAMC- 2<sup>nd</sup> Semester ( Basic of Mass Communication</b>	<b>ClassBAMC- 4<sup>th</sup> (Radio Production)</b>	<b>ClassBAMC-6<sup>th</sup> Semester (Public Relation)</b>	<b>ClassBAMC-6<sup>th</sup> Semester (Communication</b>
	21-Apr-18	Oral test Unit I	Discussion - Unit 03 & 04	Discussion - Unit 03 & 04	Revision Unit 01
	22-Apr-18	Sunday	Sunday	Sunday	Sunday
17	23-Apr-18	Discussion - Unit II & III	Revision Unit 03 & 04	Revision Unit 03 & 04	Revision Unit 02
	24-Apr-18	Revision Unit II & III	Oral test Unit 03 & 04	Oral test Unit 03 & 04	Revision Unit 03
	25-Apr-18	Oral test Unit 01 & 02	Revision Unit 03 & 04	Revision Unit 03 & 04	Revision Unit 04
	26-Apr-18	Oral test Unit II & III	Final assignment on Unit 03 & 04	Final assignment on Unit 03 & 04	Discussion
	27-Apr-18	Revision Unit Unit II & III	Final assignment on Unit 03 & 04	Final assignment on Unit 03 & 04	Final assignment
	28-Apr-18	Final assignment on Unit II & III	Discussion	Discussion	Final assignment
	29-Apr-18	Sunday	Sunday	Sunday	Sunday