

**Rajarshi Shahu Mahavidyalaya, Latur**  
**(Autonomous)**  
**Structured Work Plan for Teaching**  
**(July 2019 to Nov. 2019)**

**1. Details of Classes to be taught**

Sr. No.	Class	Name of Asstt. Prof.	Subject	Paper
1	M.A.M.C.J. I year Isem	Dr.Sitam Sonwane	Mass Communication & Journalism	Introduction to Media

**2. Summary of Lesson Plan**

Name of Teacher : Class                      M.A.M.C.J. I years ( First Semester)

Sr. No.	Subject	Unit and Chapter to be covered	Date	No. of Lectures	Academic activities to be organized	No. of Test / Assignment with topic and date
1	Mass Comm.	<p><b>Unit -1 : History of Print Media</b></p> <p>Chapter 1 : Language and society, Invention of printing press and paper, Early communication systems in India.</p> <p>Chapter 2 : Indian independence movement and the press, Birth of the India press language press &amp; Marathwada region</p> <p>Chapter 3 : Marathawada newspaper, Godateer Samachar, Champavati, Siddheshwar Samschar.</p> <p><b>Unit – 2 : Contribution to Print Media</b></p> <p>Chapter 1 : Raja Ram Mohan Roy, Lokmanya Tilak and Dr. B. R. Ambedkar, Mahatma Gandhi, Anant Bhalerao and his Journalism</p> <p>Chapter 2 : History of Marathi Press in 19<sup>th</sup> century with special reference to Darpan, Kesari, Sakal.</p> <p><b>Unit – 3 : Development of Radio &amp; T.V. :</b></p> <p>Chapter 1 : Development of Radio as a medium of Mass Communication, Emergence of AIR, Commercial broadcasting, FM.</p>	<p>08 July 19 to 25 July 19</p> <p>26 July 19 to 20 Aug. 19</p> <p>21 Aug. 19 to 30 Sept. 19</p>	<p>14</p> <p>15</p> <p>16</p>		<p>Unit Test - I 21-9-19 to 30-9-19</p>

	<p>Chapter 2 : Television: Development of Television. Chapter 3 : Historical Perspective of Television in India, Satellite and Cable television in India.</p> <p><b>Unit – 4 : History of Fillms &amp; New Media :</b></p> <p>Chapter 1 : Early efforts Film, Historical Development of Indian Films</p> <p>Chapter 2 : Silent era, Indian Cinema after independence, Parallel Cinema / Commercial cinema, Issues and Problems of Indian Cinema.</p> <p>Chapter 3 : New Media Development of New Media, Convergenment Internet.</p>	<p>1 Oct. 19 to 24 Oct. 19</p>	<p>13</p>		
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**1. Details of Classes to be taught**

Sr. No.	Class	Name of Asstt. Prof.	Subject	Paper
1	M.A.M.C.J. I year Isem	Dr.Sitam Sonwane	Mass Communication & Journalism	Media Management

**2. Summary of Lesson Plan**

Name of Teacher : Class                      M.A.M.C.J. I years ( First Semester)

Sr. No.	Subject	Unit and Chapter to be covered	Date	No. of Lectures	Academic activities to be organized	No. of Test / Assignment with topic and date
1	Mass Comm.	<p><b>Unit – 1 : Ownership partterns of media :</b>            Chapter 1 : Organizational structure of print, broadcast and social media.            Chapter 2 : Functions of the staff; editorial, advertising, circulation departments.            Chapter 3 : Newspaper ownership – proprietary, family – owned, trust, cross-media ownership, media chains. In India.            Chapter 4 : Procedure to launch a publication.</p> <p><b>Unit – 2 : Press Commissions :</b>            Chapter 1 : Press Commission First &amp; Second.            Chapter 2 : PCI, DAVP, INS, ABC, RNI, and PIB unions of media men and media women.            Chapter 3 : Professional organizations. Working Journalist &amp; Wage Boards.</p> <p><b>Unit 3 : Media Management :</b>            Chapter 1 : Management for Social Media, Branding &amp; Event Management.            Chapter 2 : Foreign Direst Investment, Commercialization of Media</p>	<p>8 July 19 to 31 July 19</p> <p>1 Aug 19 to 31 Aug 19</p> <p>3 Sept 19 to 30 Sept 19</p>	<p>16</p> <p>14</p> <p>15</p>		<p>Unit Test - I 21-1-19 to 24-1-19</p>

		<b>Unit 4 : Agency Management</b> Chapter 1 : Agency Management. Chapter 2 : Newspaper, Advertising, Public Relation, Chapter 3 : Social Media, Radio & T.V., Merits and demerits of all Managements.	1 Oct 19 to 24 Oct 19	15		
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**1. Details of Classes to be taught**

Sr. No.	Class	Name of Asstt. Prof.	Subject	Paper
1	M.A.M.C.J. II year III semester	Dr.Sitam Sonwane	Mass Communication & Journalism	Advertising & Corporate Communication

**2. Summary of Lesson Plan**

**Name of Teacher : Class**                      **M.A.M.C.J. I years ( First Semester)**

Sr. No.	Subject	Unit and Chapter to be covered	Date	No. of Lectures	Academic activities to be organized	No. of Test / Assignment with topic and date
1	Mass Comm.	<p><b>Unit – 1 : Understanding Advertising –</b>            Chapter 1 : Concept, Nature, Definition, Evaluation and History of Advertising, Role.            Chapter 2 : Objectives, Functions and Significance.            Chapter 3 : Types and classification of Advertising, Factors determining advertising            Chapter 4 : Opportunity of a product / services / idea, Types of Appeals and Advertising Messages.</p> <p><b>Unit – 2 : Digital Advertising :</b>            Chapter 1 : Digital Media Landscape, E-Mailers and Search Engine Optimization            Mobile Marketing.            Chapter 2 : Augmented Reality            Emerging Trends, How Mainstream advertising agencies are going digital and integration today.            Chapter 3 : Digital Media interaction across advertising, market research, activation etc.,            Advent of Hybrid Advertising.            Chapter 4 : Advertising and Gender Issues, Ethical Issues in Advertising, Laws in Advertising</p>	<p>08 July 19 to 29 July 19</p> <p>30 July 19 to 22 Aug 19</p>	<p>15</p> <p>14</p>		<p>Unit Test - I 21-9-19 to 30-9-19</p>

		<p><b>Unit – 3 : Introduction of Corporate Communication :</b>  Chapter 1 : Definition, Role, scope, functions &amp; Relevance of Corporate Communication.  Chapter 2 : Defining and segmenting stockholders in corporate communication,  Chapter 3 : Internal and External Communication, Elements of a Corporate Communication Plan.</p> <p><b>Unit – 4 : Corporate Communication Strategies and Tools :</b>  Chapter 1 : Corporate Governance, Crises Communication, Corporate Reputation, Management.  Chapter 2 : Corporate Identity, Events Sponsorships, Corporate Advertising.  Chapter 3 : PR in Brand Building, Corporate Social Responsibility &amp; Sustainable Development.  Chapter 4 : Financial Markets and Communication, Investor Relations.</p>	<p>23 Aug 19 to 20 Sept 19</p> <p>21 Sept 19 To 24 Oct 19</p>	<p>16</p> <p>14</p>		
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**1. Details of Classes to be taught**

Sr. No.	Class	Name of Asstt. Prof.	Subject	Paper
1	M.A.M.C.J. II year III semester	Dr.Sitam Sonwane	Mass Communication & Journalism	Public Relation & Digital PR

**2. Summary of Lesson Plan**

**Name of Teacher : Class**                      **M.A.M.C.J. I years ( First Semester)**

Sr. No.	Subject	Unit and Chapter to be covered	Date	No. of Lectures	Academic activities to be organized	No. of Test / Assignment with topic and date
1	Mass Comm.	<p><b>Unit – 1 : Public Relation Definition</b>            Chapter 1 : Public Relation Definition, objectives, brief history of public relations in India.            Chapter 2 : Organization and working of PR departments in governments.            Chapter 3 : Public sector undertakings, private sector, educational institutions, hospitals, NGOs PR public external and Internal.            Chapter 4 : Difference between PR, advertising and propaganda.</p> <p><b>Unit – 2 : PR Campaign :</b>            Chapter 1 : Press Releases, press conferences, conducting of tours, tools of PR.            Chapter 2 : Media Relation, Event Management, House Journal, Qualities of PR personnel.            Chapter 3 : PR in Crises management, Ethics of PR</p> <p><b>Unit – 3 : Digital PR</b>            Chapter 1 : PR in the age of Digital Media : Scope, challenges and opportunities</p>	<p>8 July 19 to 31 July 19</p> <p>1 Aug. 19 to 31 Aug. 19</p> <p>3 Sept. 19 to 30 Sept 19</p>	<p>16</p> <p>14</p> <p>15</p>		<p>Unit Test - I 21-9-19 to 30-9-19</p>

		<p>Chapter 2 : Changing trends and leveraging the potential of Digital Media, PR tools of Internet – Uses and their online Application (Online Media relation online media releases),</p> <p>Chapter 3 : Social Media – Platforms, Analytics and Campaigns, Online PR Strategies, Relationship Building in an Internet age – how organization use websites</p> <p>Chapter 4 : Social networking sites and other digital platforms to communicate with their stakeholders and media, Blogging Role, Scope and Influence of Image Management.</p> <p><b>Unit – 4 : Media &amp; Employee Relation in Digital age</b></p> <p>Chapter 1 : Platform, Strategies for building Media Relations</p> <p>Chapter 2 : Content Development, Interactive Newsroom, Various Media for Internal Communication (Social networking site, internet, blogosphere, portals, You Tube, Hangouts, Skype and Webcasts etc.)</p>	<p>1 Oct 19 to 24 Oct 19</p>	<p>15</p>		
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