

Rajarshi Shahu Mahavidyalaya, Latur

(Autonomous)

Structured Work Plan for Teaching

(Dec – 2018 to March . 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 IIsem	Dr.Sitam Sonwane	Mass Communication & Journalism	Communication Research

2. Summary of Lesson Plan

Name of Teacher:Class

:M.A.M.C.J. I years (Second 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>Unit -1 : Research Chapter 1 : Definition, elements of research – scientific approach – research and communication theories. Chapter 2 : Function-scope and importance of communication research basic and applied research</p> <p>Unit -2 : Methods of communication Research Chapter 1 : Census method, Chapter 2 : Survey method, Chapter 3 : Observation method method- Chapter 4 : clinical studies – case studies - Content analysis.</p> <p>Unit – 3 : Tools of data collection : Chapter 1 : Sources media source book Chapter 2 : Questionnaire and schedules, peoples meter, method, field studies. Logistic groups, focus groups telephone, surveys, online polls. Chapter 3 : Random sampling method and representativeness of the sample, sampling errors and distributions in the findings</p>	<p>03 Dec 18 to 22 Dec 18</p> <p>23 Dec 18 to 12 Jan. 19</p> <p>13 Jan 19 to 30 Jan 19</p>	<p>14</p> <p>14</p> <p>14</p>		<p>Unit Test - I 21-1-19 to 24-1-19</p>

	<p>Unit – 4 : Media Research Chapter 1 : Evaluation, feedback – feed forward – media habits. Chapter 2 : Public opinion surveys – election studies and exit polls. Chapter 3 : Reporting writing : data analysis techniques – coding and tabulation – non statistical methods – descriptive – historical – statistical analysis – parametric and non-parametric – unit variety – by variety – multi – variety – tests of significance – levels of measurement – central tendency – tests of reliability and validity Chapter 4 : SPSS and other statistical packages. Unit 5 : Media Research as a tool of reporting Chapter 1 : Readership and audience surveys Chapter 2 : Preparation of research reports / projects / dissertations / theses. Chapter 3 : Ethical perspectives of mass media research.</p>	<p>31 Jan 19 to 18 Feb 19</p> <p>19 Feb 19 to 21 Mar 19</p>	<p>15</p> <p>15</p>		<p>Unit Test - II 23-3-19 to 30-3-19</p>
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HOD
Mass Communication and Journalism
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LATUR-413512



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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 IIsem	Dr.Sitam Sonwane	Mass Communication & Journalism	Issues, Ideas and Challenges

2. Summary of Lesson Plan

Name of Teacher:Class

:M.A.M.C.J. I years (Second 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>Unit 1 : Global Politics Chapter 1 : Insight into the 20 century : European Imperialism and world wars Chapter 2 : cold war and post-cold war Chapter 3 : ideological divides, emergence of super powers Chapter 4 : third world and non-aligned movement regional cooperation towards a new world order.</p> <p>Unit 2 : International Actors Chapter 1 : UN, IMF, Worldbank Chapter 2 : WTO, GATT and World trade regional organizations like SAARC, ASEAN etc.</p> <p>Unit 3 : Major issues Chapter 1 : Globalization, changing nature of capitalism. Chapter 2 : International conflicts like war Chapter 3 : ethnicity or fundamentalism, terrorism Chapter 4 : human rights and other contemporary issues.</p> <p>Unit 4 : Political process Chapter 1 : Constitution of India, Parties, leaders and groups Chapter 2 : ideologies and policies, electoral politics, communism, casteism. Class</p>	<p>03 Dec 18 to 22 Dec 18</p> <p>23 Dec 18 to 12 Jan. 19</p> <p>13 Jan 19 to 30 Jan 19</p> <p>31 Jan 19 to 18 Feb 19</p>	<p>14</p> <p>14</p> <p>14</p> <p>15</p>		<p>Unit Test - I 21-1-19 to 24-1-19</p>

	<p>formations, regionalism, sub-nationalism, challenges and solutions</p> <p>Unit 5 : Politics of Maharashtra in above framework with added inputs on</p> <p>Chapter 1 : Geography of the state</p> <p>Chapter 2 : natural resurces</p> <p>Chapter 3 : development issues, regional features. Agriculational, industrialization, urbanization</p> <p>Chapter 4 : education and other issues relevant at present.</p>	<p>19 Feb 19 to 21 Mar 19</p>	<p>15</p>		<p>Unit Test - II 23-3-19 to 30-3-19</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 IIIsem	Dr.Sitam Sonwane	Mass Communication & Journalism	Current Affairs

2. Summary of Lesson Plan

Name of Teacher:Class :M.A.M.C.J. II years (Third 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>Unit 1 : Indian Police Chapter 1 : India and neighboring country, Indian current issue Chapter 2 : Indian foreing Police Chapter 3 : International image of India</p> <p>Unit 2 : Indian Internal Issue & Policy Chapter 1 : Prime minister national health programme – Swachh Bharat Abhiyan in India. Chapter 2 : Maharashtra Jalyukt Shivhar Abhiyan Chapter 3 : Marathwada drought and planning</p> <p>Unit 3 : Major issues Chapter 1 : Globalization, changing nature of capitalism. Chapter 2 : International conflicts like war Chapter 3 : ethnicity or fundamentalism, terrorism</p> <p>Unit 4 : Politics of India - Maharashtra Chapter 1 : Geography of the India – Maharashtra state Chapter 2 : natural resurces Chapter 3 : development issues, regional features. Agriculational, industrialization, urbanization Chapter 4 : education and other issues relevant at present. Chapter 5 : National – International Awards</p>	<p>03 Dec 18 to 30 Dec 18</p> <p>31 Dec 18 to 21 Jan. 19</p> <p>22 Jan 19 to 18 Feb 19</p> <p>19 Feb 19 to 21 Mar 19</p>	<p>20</p> <p>18</p> <p>18</p>	<p>7 Jan. Workshop</p>	<p>Unit Test - I 21-1-19 to 24-1-19</p> <p>Unit Test - II 23-3-19 to 30-3-19</p>


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

2. Summary of Lesson Plan

Name of Teacher:Class :M.A.M.C.J. II years (Third 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>Unit 1 : Fundamentals Chapter 1 : Fundamentals of communication, introducing communication theories. Chapter 2 : What is new media, what differentiates 'new' from 'traditional ?' New media theorists. Chapter 3 : New media and technology.</p> <p>Unit 2 : Introducing digital and social media Chapter 1 : Role of user-generated content on digital media. Chapter 2 : The digital market and its economics. Chapter 3 : Fundamentals of marketing, marketing for the digital medium. Chapter 4 : Digital marketing tools – SEO, SEM, SMO. Staying in touch – e-mail marketing and newsletters.</p> <p>Unit 3 : using Social Media Chapter 1 : Using Social Media Platforms for Online Content Making a blog page and blogging Making a blog page and blogging Making a facebook page and uploading the information Chapter 2 : Making a Twitter page and uploading the</p>	<p>03 Dec 18 to 30 Dec 18</p> <p>31 Dec 18 to 21 Jan. 19</p> <p>22 Jan 19 to 18Feb 19</p>	<p>20</p> <p>18</p> <p>18</p>		<p>Unit Test - I 21-1-19 to 24-1-19</p>

	<p>information</p> <p>Chapter 3 : Making a Instagram page and uploading the information</p> <p>Chapter 4 : Making a You Tube channel uploading the information.</p> <p>Unit 4 : Social media marketing:</p> <p>Chapter 1 : Facebook, Twitter, Instagram, YouTube</p> <p>Chapter 2 : Content marketing – creating and disseminating communication for and on digital media.</p> <p>Chapter 3 : Making digital noise – influencer marketing.</p> <p>Chapter 4 : Crisis management on digital media – The maggi Controversy.</p> <p>Chapter 5 : Privacy / Safety / Security / Security / Ethics.</p>	<p>19Feb 19</p> <p>to</p> <p>21Mar 19</p>	<p>18</p>	<p>Unit Test - II</p> <p>23-3-19 to</p> <p>30-3-19</p>
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