

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.	Unit -1 : History of Print Media Chapter 1 : Language and society, Invention of printing press and paper, Early communication systems in India. Chapter 2 : Indian independence movement and the press, Birth of the India press language press & Marathwada region Chapter 3 : Marathwada newspaper, Godateer Samachar, Champavati, Siddheshwar Samschar.	08 July 19 to 25 July 19	14		Unit Test - I 21-9-19 to 30-9-19
		Unit – 2 : Contribution to Print Media Chapter 1 : Raja Ram Mohan Roy, Lokmanya Tilak and Dr. B. R. Ambedkar, Mahatma Gandhi, Anant Bhalerao and his Journalism Chapter 2 : History of Marathi Press in 19 th century with special reference to Darpan, Kesari, Sakal.	26 July 19 to 20 Aug. 19	15		
		Unit – 3 : Development of Radio & T.V. : Chapter 1 : Development of Radio as a medium of Mass Communication, Emergence of AIR, Commercial broadcasting, FM.	21 Aug. 19 to 30 Sept. 19	16		



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	<p>Chapter 2 : Television: Development of Television.</p> <p>Chapter 3 : Historical Perspective of Television in India, Satellite and Cable television in India.</p> <p>Unit – 4 : History of Fillms & New Media :</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>Unit – 1 : Ownership partterns of media : 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>Unit – 2 : Press Commissions : Chapter 1 : Press Commission First & Second. Chapter 2 : PCI, DAVP, INS, ABC, RNI, and PIB unions of media men and media women. Chapter 3 : Professional organizations. Working Journalist & Wage Boards.</p> <p>Unit 3 : Media Management : Chapter 1 : Management for Social Media, Branding & Event Management. Chapter 2 : Foreign Direct 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>

	Unit 4 : Agency Management 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.	Unit – 1 : Understanding Advertising – 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. Unit – 2 : Digital Advertising : 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	08 July 19 to 29 July 19	15		Unit Test - I 21-9-19 to 30-9-19
			30 July 19 to 22 Aug 19	14		

		<p>Unit – 3 : Introduction of Corporate Communication : Chapter 1 : Definition, Role, scope, functions & 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>Unit – 4 : Corporate Communication Strategies and Tools : 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 & 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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		<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 Campaings, 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>Unit – 4 : Media & Employee Relation in Digital age</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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