

Lesson Plan

Academic Session	2016-19
Paper ID	24102
Paper Code	BA(JMC):104
Paper Title	Print Journalism-1
Semester	II
Date of Commencement	(As per the GGSIPU)
Date of cessation of classes	(As per the GGSIPU)
No. of hours allotted to complete the syllabus*	48 hours (As per the GGSIPU)

				Text/Ref.		
Week No.	Topic Details	Hours Required	Methodology ***			
1 st Week	UNIT-1: {News} Introduction of Journalism, Journalism as fourth estate, Who is a Journalist? Role of a Journalist	4	Lecture Method	MODERN JOURNALISM: M V KAMATH HANDBOOK OD JOURNALISM: VIR BALA AGARWAL Practical Journalism: Amit Aggarwal The Professional Journalist: Hohnberg John		
2 nd Week	Responsibilities of a Journalist, What is News? Describe N E W S, Elements of News	4	Lecture Method			
3 rd Week	News Values, Types of News, News Sources Article, Feature	4	Lecture Method			
4 th Week	Backgrounder, editorial, Class Test Assignment	4	Lecture Method			
5 TH week	UNIT-2 {News Writing} News Writing	4	Lecture Method			
6 th Week	Concept of 5 W 1 H, News Style, Inverted Pyramid, Headline Writing	4	Lecture Method			
7 th Week	Headline: Types, Headline :Functions Jargons, Ugly News Writing	4	Lecture Method			
8 th Week	UNIT-3 {News Reporting} News Reporting, What is News Reporting	4	Lecture Method			
9 th week	Various types of Reporting, Investigative Reporting, Reporting for Newspaper Reporting for Magazines	4	Lecture Method			
10 th Week	Reporting for News agencies, Embargo, Off the record, Reporting-attribution	4	Lecture Method			
11 th Week	UNIT-4 {Reporter} Reporter, Reporters: Qualities and Responsibilities	4	Lecture Method			
12 th Week	Set up of city reporting, Bureau Chief, Chief Reporter, Correspondent, Stringers, News Bureau, Reporting Staff	4	Lecture Method			

Lesson Plan

Academic Session	2016- 2019
Paper ID	24104
Paper Code	BA(JMC) 104
Paper Title	MEDIA LAWS & ETHICS
Semester	Second
Date of commencement of classes	As per the GGSIPU)
Date of cessation of classes	As per the GGSIPU)
No. of hours allotted to complete the syllabi*	48 hours (As per the GGSIPU)

Week No.	Topic Details	Hours Required	Methodology ***	Text		
				1.	2.	3.
1 st Week	Unit I-[Freedom of the Press and the Law] Laws - Bills and Acts, Ordinance, Regulations, Statute, Code, Norms, Conventions Freedom of the press and the Constitution-need for a free press in a democracy	4	Lecture Method	1. Press & Media Law Manual, Universal Law by Vidisha Barua Publishing Co. Pvt. Ltd. 2001	2. Freedom of Press and Right to Information in India, by Dr. Ambrish	3. Relevant Sections of IPC from Criminal Law Manual, Universal
2 nd Week	Article 19(1) (a) of the Indian Constitution-Freedom of speech and expression, Article 19(1)2 reasonable restrictions to freedom of the press	4	Lecture Method			
3 rd Week	Supreme Court decisions on freedom of the press, Press laws before Independence and after, First Press Commission after Independence	4	Lecture Method			
4 th Week	The Press Council Acts, National Emergency, Composition, role, powers, guidelines and functions of the Press Council	4	Lecture Method			
5 th Week	Unit-II [Media laws pertaining to the State, Citizens, Judiciary, Legislature and Parliament] The State: Sedition-incitement to violence (section 121 IPC) IPC 121 read with 511 inflammatory writing (IPC 353) Citizens: Defamation (IPC (499) 500) civil and criminal defamation-libel, slander	4	Lecture Method			
6 th Week	Legislature: Parliamentary privileges Articles 105 (Parliament) Article 194 (State Legislation) A day in the Parliament/ State Legislature Judiciary: Contempt of Court, Covering and reporting court proceedings (Article 361A)	4	Lecture Method			
7 th Week	Common court terminology - Plaintiff, dependent, affidavit, evidence, prosecution, conviction, accused, acquittal, bail, prima facie, Subjudice Media Ethics- Why Media Ethics- truth-accuracy-balance-decency-human rights	4	Lecture Method			
8 th Week	Unit-III [Acts and Laws] Press Registration of Books Act. 1867/1955 role of RNI, Role and functions of the Registrar of Newspapers	4	Lecture Method			
9 th Week	Intellectual Property Rights, Copyright Act 1957, Official Secrets Act 1923	4	Lecture Method			
10 th Week	Right to Information Act 2005 ,General Acts: Juvenile Justice Act, Domestic Violence Act, NDPS Act, Working Journalist Act	4	Lecture Method			
11 th Week	Unit-IV [Electronic and New Media Laws] Emergence of electronic and new media law ,The AIR Code ,The Commercial Code of AIR & Doordarshan	4	Lecture Method			
12 th Week	Cable Television Act and Rules, Advertising Standards Council, Media regulations: self or govt.?	4	Lecture Method			

Lesson Plan

<i>Academic Session</i>		2018- 2021		
<i>Paper ID</i>		24108		
<i>Paper Code</i>		BJMC-108		
<i>Paper Title</i>		Still Photography		
<i>Semester</i>		Second		
<i>No. of hours allotted to complete the syllabi*</i>		48 hours (As per the GGSIPU)		
Week No.	Topic Details	Hours Required	Methodology** *	Books
1 st Week	Unit-I [Introduction to Photography] What is photography, Brief history of photography, How camera works	4	Lecture Method	1 Michael Langford Basic Photography, Focal Press 2 Lee Frost Photography, Hodder Headline 3. O.P. Sharma Practical Photography, Hind Pocket Books
2 nd Week	The role and importance of photography, Principles of camera obscure	4	Lecture Method	
3 rd Week	Unit-II [Camera] What is Camera? Basic Parts of single lens reflex (SLR) [film & digital]: Lens, Film Chamber (CCD & CMOS), Aperture, Shutter, View finder, Pentaprism, Memory (Internal & External), Camera formats – 35mm, medium format, large format	4	Lecture Method	
4 th Week	Camera design & it's working – simple camera, compact camera, view camera, range finder & reflex camera, TLR, SLR, POLOROID, UNDERWATER CAMERA, DIGITAL CAMERA	4	Lecture Method	
5 th Week	Lenses – controlling the image, Photographic lenses – prime & zoom lens, angle of view (Narrow & Wide Angle Lens), Aperture, Focal No. & Focal Length, Depth of focus, Depth of Field and How they work, Lens care, Lens perspective, film speed, flash gun, light meter	4	Lecture Method	
6 th Week	Exposure, Measurement of light – exposure metering system, Exposure control – relationship between shutter speed and aperture, Camera accessories: Tripod, monopod, filters, Lens hood	4	Lecture Method	
7 th Week	UNIT-III [Lighting And Visual Communication] Lighting, Sources of light : Natural & Artificial, Nature and physical properties of light, Direction & angle of light : Front, side, top & back	4	Lecture Method	1 Michael Langford Basic Photography, 2 Lee Frost Photography, Hodder Headline 3. O.P. Sharma Practical Photography, Hind
8 th Week	Lighting contrast and its control by fill in lights, One, two & three point lighting : Key, fill and back light	4	Lecture Method	
9 th Week	Principles of Photographic composition	4	Lecture Method	
10 th Week	Various types of photography: Portrait, Wildlife, Nature, Photo Journalism, Advertising and Night photography	4	Lecture Method	
11 th Week	UNIT-IV [Printing of Photograph] Steps involved in printing of digital photographs : manipulation, choice of paper and choice of printers	4	Lecture Method	
12 th Week	Converting developed photograph into digital photograph, Photo appreciation, Different problems related to Photography	4	Lecture Method	

Lesson Plan

Academic Session	2016-2019
Paper ID	17108
Paper Code	BA(JMC) 108
Paper Title	HEALTH COMMUNICATION
Semester	SECOND
Date of Commencement	As per the GGSIPU)
Date of cessation of classes	As per the GGSIPU)
No. of hours allotted to complete the syllabi*	48 hours (As per the GGSIPU)

Week No.	Topic Details	Hours Required	Methodology ***	Books			
				References			
1 st Week	<u>Unit -1</u> Public Health: Definition & Concept. Health Awareness & Role and Importance of yoga	4	Lecture Method	Jethwaney, J.N.(2016), Social Sector Communication in India:Concept, Practice, and Case Studies: New Delhi.: Sage Publication. Robert C.Hornik (2002) Public Health Communication: Evidence for Behavior Change, Contributors, Lawrence Erlbaum Associates Schwitzer, G.(2009). The state of health journalism in the U.S. Menlo Park, CA:Henry J. Kaiser Family Foundation. S.Reneta(2013), Health Communication, From Theory to practice, John Wiley & Sons.			
2 nd Week	Major Public health and Lifestyle Issues in India, India as a Medical Tourism Destination	4	Lecture Method				
3 rd Week	Public Health Care System in India : Issues & Problems in Rural and Urban India	4	Lecture Method				
4 th Week	<u>Unit -2</u> Health Journalism: Concept, Need and Importance, Roles & Responsibilities of a Health Journalist	4	Lecture Method				
5 th Week	Sources of Health Reporting: NFHS reports, UNICEF reports, WHO, Census	4	Lecture Method				
6 th Week	Roles of Media in Public Health Care Campaign: Polio, HIV, AIDS, Reproductive Child Health.	4	Lecture Method				
7 th Week	<u>Unit -3</u> Ethics in Health Reporting, Structure and Guidelines for Health Reporting	4	Lecture Method				
8 th Week	Health Reporting for Various Media: Traditional and Digital Media.	4	Lecture Method				
9 th Week	Writing for Public Health Care: Think Globally and Write locally	4	Lecture Method				
10 th Week	<u>Unit-4</u> Define Information Education Communication (IEC): Concept & Functions, Define Behaviour Change Communication (BCC): Concept & Functions.	4	Lecture Method				
11 th Week	Design Communication Campaign: Pre-Test and Evaluation.	4	Lecture Method				
12 th Week	Future of Health Communication and Career Prospects	4	Lecture Method				

Lesson Plan

<i>Academic Session</i>	2016- 2019
<i>Paper ID</i>	24110
<i>Paper Code</i>	BA(JMC)-110
<i>Paper Title</i>	<i>Sports Journalism</i>
<i>Semester</i>	<i>Second</i>
<i>Date of commencement of classes</i>	(As per the GGSIPU)
<i>Date of cessation of classes</i>	(As per the GGSIPU)
<i>No. of hours allotted to complete the syllabi*</i>	48 hours (As per the GGSIPU)

Week No.	Topic Details	Hours Required	Methodology ***	Text		
1 st Week	Unit I: Sports Journalism Definition Sports Journalism, Role and Function of Sports Organization: FIFA, ICC, IOC, IPC, Commonwealth Games, Asian Games, National Games	4	Lecture Method	1 Sports Journalism : A Practical Introduction 2 Sports Writing: A Beginner's Guide 3. A Practical Introduction: Sage Publication		
2 nd Week	Sports Authority of India, Its Importance in the promotion and Management of Sports	4	Lecture Method			
3 rd Week	News Sources for Sports Journalism	4	Lecture Method			
4 th Week	UNIT-2 Sports Reporting and Writing News Values and Ethics for Sports Reporting and Writing, Types and techniques of Writing sports stories	4	Lecture Method			
5 th Week	Sports Photography: Equipment ,Editing ,Publishing and Uploading	4	Lecture Method			
6 th Week	Editing and use of Info-graphic, Layout of Sports News	4	Lecture Method			
7 th Week	UNIT-III Sports Management and Organization Understanding Sports Management : Planning, Organizing, Coordinating and Controlling Pre, During and Post Event Issues. Sports Marketing and Promotion	4	Lecture Method			
8 th Week	-The Role ,Significance, functions and need of WADA AND NADA	4	Lecture Method			
9 th Week	Emerging Professional Sporting Leagues :IPL,ISL,IHL	4	Lecture Method			
10 th Week	UNIT-4 Emerging Trends and Opportunities in Sports Writing for Print , Broadcast and Online: Commentaries: Live Telecast, Sportscast , Web Commentaries and News Alerts For Mobiles	4	Lecture Method			
11 th Week	New Trends In Sports Journalism :E-Magazines and Blogs, Role of Sports Journalist in Promoting Physical and Mental Wellbeing Through Sports	4	Lecture Method			
12 th Week	Future of Sports Journalism and Career Opportunities	4	Lecture Method			

Lesson Plan

<i>Academic Session</i>	2015- 2018
<i>Paper ID</i>	24202
<i>Paper Code</i>	BA(JMC)-202
<i>Paper Title</i>	T V Journalism and Production
<i>Semester</i>	Fourth
<i>Date of commencement of classes</i>	(As per the GGSIPU)
<i>Date of cessation of classes</i>	(As per the GGSIPU)
<i>No. of hours allotted to complete the syllabi*</i>	48 hours (As per the GGSIPU)

Week No.	Topic Details	Hours Required	Methodology ***	Text			
1 st Week	Unit -1 Introduction :-T V as a medium Understanding TV as a medium, Nature and language of TV	4	Lecture Method	1. Herbert Zettl Handbook of Television Production, Publisher: Wadsworth, 2. Ralph Donald, Thomas Spann Fundamentals of TV 3. Thomas D Burrows, Lynne S Gross Video Production, Mc Graw Hill 4. Neill Hicks Screen Writing, Michael Wiese Productions			
2 nd Week	Formats and types of TV Programmes, TV news script format	4	Lecture Method				
3 rd Week	Scripting for fiction and non- fiction [Unit-2 TV News Gathering] Fundamentals of TV reporting – reporting skills, Ethics of TV reporting	4	Lecture Method				
4 th Week	Writing for TV, Finding the story, Developing the sources	4	Lecture Method				
5 th Week	Gathering the facts, Types of news interview, Types of news interview	4	Lecture Method				
6 th Week	Art of conducting a good interview, Anchoring a live show Packaging of a news programme	4	Lecture Method				
7 th Week	[UNIT-3 Programme Production] Steps involved in production, Utilization of a TV programme	4	Lecture Method				
8 th Week	Stages of production - Pre-production, Production Post-production	4	Lecture Method				
9 th Week	Production personnel of single camera, Production personnel of multi camera	4	Lecture Method				
10 th Week	Use of graphics and special effects, Developing a video brief	4	Lecture Method				
11 th Week	[UNIT-4 Basics of video editing and programme evaluation) Aesthetic factor of video editing, Types of video editing	4	Lecture Method				
12 th Week	Non – linear editing, Cut- to –cut editing, Assemble and insert editing, On line and off line editing	4	Lecture Method				

Lesson Plan

Academic Session	2015-18
Paper ID	24204
Paper Code	BA(JMC) :204
Paper Title	Introduction to Advertising
Semester	IV
Date of Commencement	(As per the GGSIPU)
Date of cessation of classes	(As per the GGSIPU)
No. of hours allotted to complete the syllabus*	48 Hours

Week No.	Topic Details	Hours	Methodology	Text /Ref.
1 st Week	UNIT-1 Introduction of Advertising, Definition & Meaning of Advertising, Advertising in India, Role of Advertising, Function of Advertising	4	Lecture Method	Mohan Mahender Advertising Management: Concepts & Cases Douglas Torin The Complete Guide to Advertising: MacMilan, Little Field James E & Kirkpatrick C.A.: Advertising: Mass Communication in Marketing:
2 nd Week	Growth of Advertising, History: Indian advertising Development of ad in World, Global Scenario of ad	4	Lecture Method	
3 rd Week	Ethical & Regulatory Aspects of Advertising-1, Ethical & Regulatory Aspects of Advertising-2 Class Test, Assignment	4	Lecture Method	
4 th Week	Advertising as a communication tool, USP	4	Lecture Method	
5 th Week	Theories of Advertising, AIDA Model DAGMAR Model	4	Lecture Method	
6 th Week	Maslow's Model, Advertising as a Social Process Advertising as a Social	4	Lecture Method	
7 th Week	UNIT-3 Classification of Advertising, Target Audience Geographical Area, Medium, Purpose, Advertising Creativity, Creativity: Definition & Importance	4	Lecture Method	
8 th Week	Print Advertising, Copy, slogan, identification mark, Clashing illustrations. Broadcast Media Print Media, Support Media	4	Lecture Method	
9 th Week	Direct Media, Class Test , Assignment	4	Lecture Method	
10 th Week	UNIT-4 Ad Agency, Ad Agency: Structure, Ad Agency: Functions, Ad Agency: Role, Ad Agency: Client	4	Lecture Method	
11 th Week	Client Relationship, Ad Agency: Types, Class Test Importance of ad agency	4	Lecture	
12 th Week	Ad Agency: Agency relationship, Ad agency-Role, Types, Structure of ad Agency, functions of ad Agency	4	Lecture Method	

Lesson Plan

Academic Session	2017- 2020
Paper ID	24206
Paper Code	BA(JMC)206
Paper Title	Basics of Public Relation
Semester	Fourth
No. of hours allotted to complete the syllabi*	48 hours (As per the GGSIPU)

Week No.	Topic Details	Hours Required	Methodology ***	Text		
1 st Week	UNIT 1: PUBLIC RELATIONS Definition of Public Relations - Its need, nature and scope, Types of Publics, Functions of PR	4	Lecture Method	1. Practical Public Relations – Sam Black	2. Applied Public Relations and Communication by K.R. Balan. Anmol Publication	3. Public Relations Techniques by Frank Jefkins
2 nd Week	How PR is different from advertising, publicity and propaganda, Corporate Communication, Difference between Corporate communication & PR	4	Lecture Method			
3 rd Week	Ethics of PR - IPRA code - professionalism, PRSI	4	Lecture Method			
4 th Week	Unit-II [Tools & Techniques] Tools and techniques of Corporate Communication	4	Lecture Method			
5 th Week	News release - seven point formula, Media relations - press conference and press tours	4	Lecture Method			
6 th Week	Media relations - press conference and press tours	4	Lecture Method			
7 th Week	Unit - III [Role of PR] Role of PR in developing countries	4	Lecture Method			
8 th Week	Role of PR in Educational and Research Institutions, Role of PR in Rural Sector	4	Lecture Method			
9 th Week	Role of PR in Defense, Role of PR in Political and Election Campaigns	4	Lecture Method			
10 th Week	PR for Individuals Unit - IV [PR Campaign] Finding a problem	4	Lecture Method			
11 th Week	PR campaign - programme planning, evaluation	4	Lecture Method			
12 th Week	Research in PR	4	Lecture Method			

Lesson Plan

Academic Session	2015- 2018
Paper ID	24208
Paper Code	BA(JMC)-208
Paper Title	NEW MEDIA
Semester	Fourth
Date of commencement of classes	(As per the GGSIPU)
Date of cessation of classes	(As per the GGSIPU)
No. of hours allotted to complete the syllabi*	48 hours (As per the GGSIPU)

Week No.	Topic Details	Hours Required	Methodology ***	Books
1 st Week	Unit-I [Online Communication and Internet] Online Communication, Meaning and definition, Features of Online Communication	4	Lecture Method	1. Ronal Dewolk Introduction to Online Journalism Allyn 2 John Vernon Pavlik New Media Technology Allyn & Bacon ISBN 020527093X 3. O.P. Sharma Practical Photography, Hind Pocket Books
2 nd Week	Internet, Characteristics, Networking, ISP and browsers	4	Lecture Method	
3 rd Week	Types of websites, Video conferencing, Webcasting	4	Lecture Method	
4 th Week	Unit-II [New Media] Digital media and communication, ICT and digital divide, Information Society, New World Information Order and E-governance	4	Lecture Method	
5 th Week	Convergence : Need, nature and future of convergence	4	Lecture Method	
6 th Week	Emerging Trends: Mobile Technology, Social Media & Web 2.	4	Lecture Method	
7 th Week	Unit-III [Online Journalism, Laws and Ethics] Traditional vs. Online Journalism-difference in news consumption,	4	Lecture Method	
8 th Week	Presentation and uses	4	Lecture Method	
9 th Week	Online Writing & Editing: do's and don'ts, Cyber Crimes & Security : Types and Dimension	4	Lecture Method	
10 th Week	Cyber Laws & Ethics and the difficulty in enforcing them	4	Lecture Method	
11 th Week	Unit-IV [Web Designing] Elements & Principles of Web Designing	4	Lecture Method	
12 th Week	ii. Basic Programming for Web Designing—HTML	4	Lecture Method	

Lesson Plan

Academic Session	2014- 2017
Paper ID	24302
Paper Code	BA(JMC)-302
Paper Title	Media Organization And Mgt.
Semester	Sixth
Date of commencement of classes	(As per the GGSIPU)
Date of cessation of classes	(As per the GGSIPU)
No. of hours allotted to complete the syllabi*	48 Hours (As Per The GGSIPU)

Week No.	Topic Details	Hours Required	Methodology ***	Books
1 st Week	Unit-I [Management : Functions & Principles] Management – Definition, Nature, Principles and Need for Management, Management Functions	4	Lecture Method	1. Essentials of Management By T.N. Chhabara 2 Organisational Behaviour By L.M.Prasad 3. HandBook Of Journalism By Virbala Aggarwal
2 nd Week	Responsibility, Authority and Accountability of Management, Planning – Definition, process and importance	4	Lecture Method	
3 rd Week	Planning-organizing, directing and controlling, Human Resource Planning	4	Lecture Method	
4 th Week	Unit-II [Behaviour and Leadership] Foundations of behavior, Attitudes, Personality and Learning	4	Lecture Method	
5 th Week	Leadership its meaning, Importance and major types of leadership	4	Lecture Method	
6 th Week	Motivation and Conflict management	4	Lecture Method	
7 th Week	Unit-III [Organizations : Structure and functions] Media Organizations: Meaning, Nature, process and importance. Ownership patterns of media organizations.	4	Lecture Method	
8 th Week	Organizational structure of media organizations: Print/Electronic and their functions.	4	Lecture Method	
9 th Week	Cross media ownership, conglomerates	4	Lecture Method	
10 th Week	Unit-IV [Economics of Media Organizations] Economics of newspapers, Electronic and Print media organization – cost and revenue relationship.	4	Lecture Method	
11 th Week	Cost and revenue relationship. FDI in India	4	Lecture Method	
12 th Week	Establishing a media organization – steps involved, Importance of entrepreneurship and fund-raising	4	Lecture Method	

Lesson Plan

Academic Session	2014- 2017
Paper ID	24304
Paper Code	BA(JMC)-304
Paper Title	Contemporary Issues
Semester	Sixth
Date of commencement of classes	(As per the GGSIPU)
Date of cessation of classes	(As per the GGSIPU)
No. of hours allotted to complete the syllabi*	48 hours (As per the GGSIPU)

Week No.	Topic Details	Hours Required	Methodology ***	Text		
1 st Week	Unit-I Indian Foreign Relations India's Foreign Policy , India's relations with its neighbors especially	4	Lecture Method	1. Indian's Foreign Policy: Contemporary Trends by R.S. Yadav(ed.) 2. Manorama Year Book, Human Rights Gender and Environment, Vina Books, by Tapan Biswal- 3. Political Issues by Muchkund Dubey, S.R. Sharma by Indian Foreign Policy		
2 nd Week	Pakistan, Sri lanka, Bangladesh and Nepal	4	Lecture Method			
3 rd Week	India and NAM, India and SAARC	4	Lecture Method			
4 th Week	India and UN, India and ICTs	4	Lecture Method			
5 th Week	Unit-II India and Major Concerns Rapid Urbanization, Major poverty alleviation programs	4	Lecture Method			
6 th Week	Major poverty alleviation programs, Food Self-Sufficiency	4	Lecture Method			
7 th Week	Indian Industry: An Overview, Disinvestment and BPOs	4	Lecture Method			
8 th Week	Indian Sports Scenario	4	Lecture Method			
9 th Week	Unit-III Security Concerns India as a Nuclear Power, India's Defence.	4	Lecture Method			
10 th Week	Criminalization of Politics, Naxalism	4	Lecture Method			
11 th Week	Unit-IV Global Issues Terrorism and anti-terror measures, Human Rights Issues	4	Lecture Method			
12 th Week	Gender Issues, Consumerism	4	Lecture Method			

Lesson Plan

<i>Academic Session</i>	2016- 2019
<i>Paper ID</i>	24304
<i>Paper Code</i>	BJ(MC) 304
<i>Paper Title</i>	GLOBAL MEDIA SCENARIO
<i>Semester</i>	Sixth
<i>No. of hours allotted to complete the syllabi*</i>	48hours (As per the GGSIPU)

Week No.	Topic Details	Hours Required	Methodology ***	Text			
1 st Week	Unit-1: The Great North – South Divide.	4	Lecture Method	1. Basu, C. R. (2008) Business Organization and Management, McGraw Hill Education			
2 nd Week	Domination of Transnational news agencies Global news and information flow: the flip side	4	Lecture Method				
3 rd Week	Barriers to the flow of news and information Unit-II: Demand for NWICO	4	Lecture Method				
4 th Week	MacBride Commission	4	Lecture Method				
5 th Week	a. Recommendations of MacBride Commission b. Recommendations of NWICO	4	Lecture Method				
6 th Week	Role of UN & UNESCO in bridging the gap between north and south	4	Lecture Method				
7 th Week	Bi-lateral, Multi-lateral and Regional /information Co-operation	4	Lecture Method				
8 th Week	Unit III Emergence of Global village of media	4	Lecture Method				
9 th Week	The policies of global communication	4	Lecture Method				
10 th Week	-Democratization of communication Unit IV Hegemony of International media mughals	4	Lecture Method				
11 th Week	Transnational media and India	4	Lecture Method				
12 th Week	Global media and the promotion of the cult of stars. Hollywood's foray into film industry	4	Lecture Method				