



**BHARATI VIDYAPEETH'S**  
**INSTITUTE OF COMPUTER APPLICATIONS & MANAGEMENT (BVICAM)**  
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## Lesson Plan Version 1.0

<b>Course: BAJMC -101 - COMMUNICATION: CONCEPTS &amp; PROCESSES</b>		
<b>BAJMC - 1<sup>st</sup>Semester</b>	<b>No. of Theory Hours per Week: 04</b>	<b>No. of Practical Hours per Week: 02 (01 Labs of 02 Hours each)</b>

### Course Outcome (CO):

<b>COs for Theory (BAJMC -101):</b>	
CO1	Illustrate the concepts and elements of Communication. (BTL2)
CO2	Apply the concepts of mass communication to media activism. (BTL3)
CO3	Analyze the varied models of communication and their relevance in the present context. (BTL4)
CO4	Appraise the varied theories of Mass Communication. (BTL5)
CO5	Elaborate the current trends in media through effective communication strategies. (BTL6)

### Recommended Books:

<b>Books</b>	<b>S.N.</b>	<b>Details of the Books</b>
<b>Text Books</b>	1.	Handbook of Journalism and Mass Communication. New Delhi: Concept Publishing. Aggarwal, V. B., & Gupta, V. S. (2001) [HJMC]
<b>Reference Books</b>	1.	McQuail's Reader in Mass Communication Theory. London: Sage Publications. McQuail, D. (2002).
	2.	Mass Communication Principles and Concepts. New Delhi: CBS Publishers & Distributors. Hasan, S. (2013).

**Lesson Plan for Theory:**

Lecture No.	Topics / Concepts to be Covered	Reference of the Book and its Chapter
<b>UNIT - I</b>		
1.	Introduction of Course, CO explanation	Chapter 1- [HJMC]
2.	Introduction to Communications - The Definition , Concepts - Functional requirement of society	Chapter 1- [HJMC]
3.	Introduction to Communications- Elements - (5w+1H)	Chapter 1- [HJMC]
4.	Introduction to Communications- Characteristics & Process of Communications	Chapter 1- [HJMC]
5.	Types of communications - Origin and Development	Chapter 1- [HJMC]
6.	Types of communications: Media of Communication	Chapter 1- [HJMC]
7.	Types of communications: Other type of communications , Interpersonal , Intrapersonal , Group)	Chapter 1- [HJMC]
8.	Introduction to Mass communications as a type of communication	Chapter 1- [HJMC]
9.	Characteristics of Mass communication	Chapter 1- [HJMC]
10.	Buffer Class for Revision	
11.	Introduction to Barriers to Communications	Chapter 1- [HJMC]
12.	Different Types of Barriers to communications - Physical , Semantic , Cultural	Chapter 1- [HJMC]
13.	Different Types of Barriers to communications - Psychological , Environmental etc.	Chapter 1- [HJMC]
14.	Barriers caused by varying perception of reality	Chapter 1- [HJMC]

<b>Lecture No.</b>	<b>Topics / Concepts to be Covered</b>	<b>Reference of the Book and its Chapter</b>
15.	Introduction to 7C's of Communications - Its Importance and usages	Chapter 1- [HJMC]
16.	Introduction to 7C's of Communications - Different Types of C's	Chapter 1- [HJMC]
17.	Buffer Class for Revision	
<b>UNIT II</b>		
18.	Mass Communication: An Introduction with respect to different mediums	Chapter 1- [HJMC]
19.	Different Definitions of Mass communications	Chapter 1- [HJMC]
20.	Elements of Mass communications	Chapter 1- [HJMC]
21.	Process of Mass communications	Chapter 1- [HJMC]

Lecture No.	Topics / Concepts to be Covered	Reference of the Book and its Chapter
22.	Different characteristic feature of mass communications	Chapter 1- [HJMC]
23.	Functions of mass communications	Chapter 1- [HJMC]
24.	Buffer Reserved for Revision	
25.	Means of Mass Communication: Folk Media	Chapter 1- [HJMC]
26.	Means of Mass Communication: Traditional Media	Chapter 1- [HJMC]
27.	Means of Mass Communication: New Media	Chapter 1- [HJMC]
28.	Mass Media Activism : An Introduction	Chapter 1- [HJMC]
29.	Mass Media Activism : Definition and Concept	Chapter 1- [HJMC]
30.	Mass Media Activism: Examples and overview	Chapter 1- [HJMC]
31.	Buffer Reserved for Revision	
<b>UNIT III</b>		
32.	Communication Models: definition, scope	Chapter 1- [HJMC]
33.	Communication Models: Purpose	Chapter 1- [HJMC]
34.	Basic Communication Models: Aristotle's Classical Model;	Chapter 1- [HJMC]
35.	Basic Communication Models: Shannon-Weaver's Mathematical Model;	Chapter 1- [HJMC]
36.	Basic Communication Models: Wilbur Schramm's Model; Laswell's Model	Chapter 1- [HJMC]

Lecture No.	Topics / Concepts to be Covered	Reference of the Book and its Chapter
37.	Advanced Communication Models: An Introduction	Chapter 1- [HJMC]
38.	Advanced Communication Models: Newcomb's Model; Westley-Mclean's Model	Chapter 1- [HJMC]
39.	Advanced Communication Models:George Gerbner's Model; Mccombs and Shaw's Agenda Setting Model	Chapter 1- [HJMC]
40.	Advanced Communication Models:Spiral of Silence Model	Chapter 1- [HJMC]
41.	Relevance of Communication Models	Chapter 1- [HJMC]
42.	Buffer Reserved for Revision	
<b>UNIT IV</b>		
43.	Introduction to theory of Mass communication	Chapter 1- [HJMC]
44.	Bullet Theory, Two-Step Theory – Definition and Concept	Chapter 1- [HJMC]
45.	Multi Step Theory - Definition and Concept	Chapter 1- [HJMC]
46.	Cognitive Dissonance Theory – The meaning & concept	Chapter 1- [HJMC]
47.	Uses and Gratification Theory, Cultivation Theory	Chapter 1- [HJMC]
48.	Normative Theories: An Introduction, Concept and Scope	Chapter 1- [HJMC]
49.	Authoritarian, Libertarian, Soviet-Communist,	Chapter 1- [HJMC]
50.	Social Responsibility, Developmental, Democratic Participation	Chapter 1- [HJMC]
51.	Buffer Reserved for Revision	

<b>Course: BAJMC-151 Communication Skills Lab</b>	
<b>BAJMC - 1<sup>st</sup> Semester</b>	<b>: No. of Practical Hours per Week: 02 (01 Labs of 02 Hours each)</b>

**Course Outcome (CO):**

<b>COs for Practical (BAJMC-151):Communication Skills Lab</b>	
CO1	Apply communication skills to make effective presentations. (BTL3)
CO2	Make use of appropriate communication etiquettes to make a dialogue. (BTL3)
CO3	Inspect and review audio programmes. (BTL4)
CO4	Design formal letter to editor on any current topic of concern. (BTL6)
CO5	Elaborate and analyse newspaper/magazine content on basis of models/theories of mass communication. (BTL6)

**Lesson Plan for Practical:**

Week No.	Lab No.	Topics / Concepts to be Covered	Reference of Lab Manual
1.	1.	Introduction to Extempore	Assignment A
		Create a short Presentation on Your Self : Extempore (1-2 minutes). Record the same using appropriate tool.	AP1
2.	2.	Introduction to Different Dialogue types & Scripting	Assignment B
		Record a dialogue on a contemporary topic mobile camera ( Recording)	BP1
3.	3.	Group Discussion Etiquettes	Assignment C
		Group discussion on any Social topic	CP1
4.	4.	Intrinsic of Review	Assignment D
		Listening and reviewing of an audio program - Podcast	DP1

Week No.	Lab No.	Topics / Concepts to be Covered	Reference of Lab Manual
5.	5.	Basics of Report Writing	DP2
		Identify and analyse newspaper/ magazine content based on one or more models of communication	DP3
6.	6.	Identify and analyse newspaper/ magazine content based on one or more models of communication : Report Writing	DP4
		Identify and analyse newspaper/ magazine content based on one or more theories of mass communication	DP5
7.	7.	Introduction to Letter to Editor	Assignment E
		Parts of Letter to Editor - Construction and Letter to editor E-mail writing	EP1
8.	8.	Cut and Paste Letter to editor from Newspaper : Any five and review it	EP2
9.	9.	Introduction to Multi-media Presentations	Assignment - F
		Multimedia Presentation on Theories/Models of Mass communication	FP1
10.	10.	Multimedia Presentation on any Social topic	FP2
	11.	Buffer Reserved for Revision	

**Testing Schedule:**

Nature of Test	December	January	February	March
Surprise Test (ST)	-	-	ST in any of the Weeks	-
Mid Term Test (MT)	-	MT in 2 <sup>nd</sup> / 3 <sup>rd</sup> Week	-	-
Class Test (CT)	CT1 in any of the Weeks	-	-	CT2 in any of the Weeks
Supplementary Test (Sp.T)	-	-	-	Sp. T in 1 <sup>st</sup> week
Assignment Submission Schedule	<p><b>Assignment-1</b> is to be submitted One Week after completion of Unit-1 and Unit-2.</p> <p><b>Assignment-2</b> is to be submitted One Week after completion of Unit-3.</p> <p><b>Assignment-3</b> is to be submitted One Week after completion of Unit-4.</p>			

**Suggested Topics for Presentation:**

S. No.	Suggested Topics for Presentation
1.	Mass Media Activism
2.	Fake News
3.	7 C's of Communications
4.	Democratic Participation Theory
5.	New trends in communications

**Suggested Topics for Group Discussion:**

S. No.	Suggested Topics for Group Discussion
1.	Television v/s Print Media
2.	Role of New Media in Mass communication
3.	Media literacy and culture
4.	Media as a 4 <sup>th</sup> pillar of democracy