

V. Anitha, MJMC M.Phil

Lesson plan

2020-2021

Even semester

Film Studies - UARVCC7 - 6 hours

development Communication - UBRVCC13 - 5 hrs

Media Management - UBRVCC14 - 5 hrs

	1	2	3	4	5
D1		<u>II 04</u>			
D2	<u>04-II</u>			<u>III 04</u>	
D3		<u>III 04</u>			<u>III 04</u>
D4			<u>III 04</u>		
D5				<u>04-III</u>	
D6	<u>III 04</u>			<u>04-II</u>	

Theory - 16 hrs

Day order : D1

Date : 04/01/2021

Hours : III - IV . V

II - year - FS

Indian Cinema :- The Indian Cinema has undergone a massive change over the years. It started in 1913 from silent movies to the first talkie in 1931 to the coloured movies to the hi-tech ones today.

III - year - DC

Development Communication

- \* use of communication to further development
- \* Messages are designed to transform the behaviours of people.
- \* Communication to change or improve the way of living of the citizen of a country.
- \* identification and proper utilization of appropriate expertise in the development process.

III year - MM

Media Management - is the practices of directing and controlling media related businesses and business functions.

Day order : D1

Date : 09/02/2021

Hours : IV

III Year

## Process of social advertisement

Define problem - based on analysis  
Community assessment already completed

Identify behavior change / Actions  
that could reduce / Eliminate problem

Identify potential Audience for  
marketing interventions.



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M. SCORER 10  
 Dept of viscom  
 JS college

Even semester  
 2020 - 2021

Art appreciation - 5 hrs  
 Script writing - 4 hrs  
 Gender studies - 2 hrs

<u>Hours</u>					
<u>Days</u>	1	2	3	4	5
D1		AA		AA	MM
D2	AA	GS		Script writing	
D3	GS		AA		
D4		AA		Script writing	
D5			AA		
D6		MM			

Theory - 7 hrs  
 Practical - 4 hrs  


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 11 hrs  


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Day order : D<sub>2</sub>

Date : 5/1/2021

Hours : 2, 3

## Reporting and News Editing

### News

N - North

E - East

W - West

S - South

} News → information.

### Structure of News

- Headlines -

- Lead

- body

- Tail.

Headlines - simple wording, short wording.

The headline is important of News

Lead - SW, 1H

Tail - early story or, next stage

1 Year Aged Appreciation (IV)

R. Anandhi

Date: 10/02/2021 MCB

## Media democracy

In today's world, media is a great source of information to people within and outside the defined boundaries.

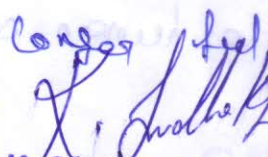
Media basic source of information, with the help of technology and easy access, media has defined a great role especially in a democratic country where it is expected of the media to be free from any biases.

## MCI


\* Human development

Major changes and new emphases have appeared on the development scene. Societies are opening to debate and markets to individual initiative.

New technologies are becoming widely available. Management of government service is gradually being relocated closer to the users. Government of developing countries can no longer fulfill all social and regulatory.

  
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