



**PREM CHAND MARKANDA SD COLLEGE FOR WOMEN,
JALANDHAR CITY**

Re-accredited 'A+' grade (2nd Cycle) by NAAC Bangalore

A unique prestigious Post Graduate Institution of Northern India

**DEPARTMENT OF MASS COMMUNICATION & VIDEO
PRODUCTION TEACHING PLAN
(Session 2025-26)**

Program: Bachelor of Arts

Program Outcome: PO No.	Upon Completion of the Programme, the graduates will be able to:
PO.1	Teamwork and Collaboration Work effectively in teams, demonstrating leadership, interpersonal skills, and the ability to collaborate on media projects and campaigns.
PO.2	Innovation and Creativity Foster creativity in storytelling across platforms—print, broadcast, digital, and multimedia—using innovative formats and techniques.
PO.3	Ethical and Legal Awareness Understand and apply ethical principles and legal frameworks in journalism, including freedom of speech, privacy rights, and responsible reporting.
PO.4	Communication Proficiency Acquire effective verbal, non-verbal, and written communication skills across various media platforms, adapting messages for diverse audiences.

PO.5	Technical Competence Gain hands-on experience with media production tools and technologies including photography, video production, editing, digital design, and web publishing.
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Teaching Plan
Session 2025-26
Odd Semester
CLASS: BA 1st Sem
SUBJECT: Mass Communication & Video Production
Faculty Name: Ms.Priyanka

TOPIC	DURATION	TEACHING TOOLS
Models of Communication: Aristotle, Shannon and Weaver, Wilbur Schramm, Lasswell and Berlo, Osgood, Dance, Gatekeeping Model Practical-Training in communication skills, discussions & seminars. Theories of Communication: Hypodermic Needle Theory, Two-step and Multi step theory, Uses and Gratification Theory Practical-Power Point Presentations in accordance with Syllabus.	July-August	Lecture-based teaching, group teaching, and learning through problem-solving,
- Communication- Definition, Meaning, Nature, Need, Process and Functions - Traditional and Folk Media - 7C's of Communication,	September	Lecture-based teaching, group teaching, and learning through problem-solving.

Barriers of Communication - Verbal and Non-verbal communication - Latest trend (Internet) - Invasion of satellite channels		
- Types of Communication (Intrapersonal, Interpersonal, Group and Mass Communication) Practical-Training in Communication Skills Making a Power point presentation and presenting it (Time limit 5 Minutes) Classroom Discussions and Seminars	October	Lecture-based teaching, Inquirybased Learning and Group teaching
Revision and Tests	November	

Course outcome

CO.1	To create awareness among students with respect to various ramifications of communication	
CO.2	To encourage the students to develop and inculcate optimism and to gain self-confidence	
CO.3	They will able to Involve in conversations without fear, shy and apprehension and Become more self-confident and develop strong determination.	
CO.4	To make the students aware of various kinds of barriers of communication	
CO.5	. Deal with practical situations and communicate accordingly,	

Teaching Plan
Session 2025-26
Odd Semester
CLASS: BA 3rd Sem

SUBJECT: Mass Communication & Video Production**Faculty Name: Ms.Priyanka**

TOPIC	DURATION	TEACHING TOOLS
Sound: Meaning, Characteristics, Propagation, Acoustic Reverberation Script Writing: Basics, Elements of Good Script Writing, Role of Writer, Structure of Script Subject Research (Idea, Visualisation & Script Sources of Information), Formats of Script Writing, Story Board Practicals-Writing script for various radio formats.	July-August	Lecture-based teaching, group teaching, and learning through problem-solving,
- Microphones: Selection of Microphones, Types of Microphones	September	Lecture-based teaching, group teaching, and learning through problem-solving.
MAGNETIC RECORDING PRINCIPLES Audio Cables & Connectors (Types & Uses), Noise & Distortion, Dope Sheet/Exposure Sheet Sound Recordist's role in production crew, Audio console Practical acquaintance with sound equipments	October	Lecture-based teaching, group teaching, and learning through problem-solving, Practical learning
Revision and Tests	November	

Course outcome

CO.1	Students will develop and apply foundational knowledge and skills in music theory, music technologies.	
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CO.2	Understand the workflow and roles in film sound production	
CO.3	Understand about the different types of microphones	
CO.4	The purpose of the course is to learn about film and television screenplay structure, analyze dramatic strategies in film and television, learn and apply correct script form, and creatively engage in the various stages of original scriptwriting. The assignments will include the writing of scenes, a treatment and a half-hour script, with special emphasis on the steps leading toward creating a final screenplay.	
CO.5	. What are the benefits of script writing for students? Scriptwriting helps students focus on register, adjacency pairs, vocabulary in context, and fluency	

Teaching Plan
Session 2025-26
Odd Semester
CLASS: BA 5th Sem
SUBJECT: Mass Communication & Video Production
Faculty Name: Ms.Priyanka

TOPIC	DURATION	TEACHING TOOLS
Video camera • Basic Design (Lens, Zoom, Aperture, Focal Length, Shutter) • Camera Angles, Movements, Shots & Mountings. • Types of Cameras (VHS), Umatic, Betacam, High Eight, Video Eight) Camera Crew (Director, Producer, Production Manager, Floor Manager, Art Director, Makeup Man, Dress Designer, Choreographer Lighting (Types, Luminants, accessories, lamps, & lighting problems)	July-August	Lecture-based teaching, group teaching, and learning through problem-solving.

Programme Proposal Budgeting Location Survey Shooting Script	September	Lecture-based teaching, Inquirybased Learning and Group teaching, Practical learning.
Pre & Post Production Meeting Single Camera & Multicamera Shooting Indoor & Outdoor Shooting	October	Lecture-based teaching, group teaching, and learning through problem-solving, Practical
Camera Handling • Script Writing • Making program proposal for any channel Revision and Tests	November	Practicals learning.

Course outcome

CO.1	To provide students knowledge about video camera.	
CO.2	To learn about parts of video camera and how to use it.	
CO.3	To learn about lighting	
CO.4	To know about how to shoot a film	
CO.5	Single Camera & Multicamera Shooting Indoor & Outdoor Shooting	