

**Annexure I**  
**Asian Institute of Management and Technology**  
**August - December 2016**

<b>University:</b>	<b>Semester:</b>	<b>Course:</b>	<b>Subject:-</b>	<b>INTRODUCTION TO COMMUNICATION</b>
<b>Gauhati</b>	<b>I</b>	<b>BMC</b>		

Date	Day	Class Days	College Events/Holidays	TOPIC	Sub Topic
31-Jul-16	Sun				
1-Aug-16	Mon				
2-Aug-16	Tue				
3-Aug-16	Wed				
4-Aug-16	Thu	Class 1	Commencement of Classes	Introductory Class	
5-Aug-16	Fri	Class 2		Introduction to Communication	Concept of Communication
6-Aug-16	Sat	Class 3		Introduction to Communication	Concept of Communication
7-Aug-16	Sun				
8-Aug-16	Mon	Class 4		Introduction to Communication	A brief history of human communication
9-Aug-16	Tue	Class 5		Introduction to Communication	A brief history of human communication
10-Aug-16	Wed	Class 6		Introduction to Communication	Meaning of Communication
11-Aug-16	Thu	Class 7		Introduction to Communication	Meaning of Communication
12-Aug-16	Fri	Class 8		Introduction to Communication	Definitions of Communication
13-Aug-16	Sat	Class 9		Introduction to Communication	Definitions of Communication
14-Aug-16	Sun				
15-Aug-16	Mon		INDEPENDENCE DAY		
16-Aug-16	Tue	Class 10		Introduction to Communication	Importance of Communication
17-Aug-16	Wed	Class 11		Introduction to Communication	Importance of Communication
18-Aug-16	Thu		Guest Lecture		
19-Aug-16	Fri	Class 12		Functions of communication	Information
20-Aug-16	Sat	Class 13		Functions of communication	Education
21-Aug-16	Sun				
22-Aug-16	Mon	Class 14		Functions of communication	Entertainment
23-Aug-16	Tue	Class 15		Functions of communication	Socialization
24-Aug-16	Wed	Class 16		Functions of communication	Agenda-setting
25-Aug-16	Thu	Class 17		Functions of communication	Motivation
26-Aug-16	Fri	Class 18		Functions of communication	Social change
27-Aug-16	Sat	Class 19		Functions of communication	Transfer of experience
28-Aug-16	Sun				
29-Aug-16	Mon	Class 20		Cannons of communication	Clarity
30-Aug-16	Tue	Class 21		Cannons of communication	Completeness
31-Aug-16	Wed		Guest lecture		
1-Sep-16	Thu	Class 22		Cannons of communication	Conciseness
2-Sep-16	Fri	Class 23		Cannons of communication	Credibility
3-Sep-16	Sat	Class 24		Cannons of communication	Comprehensiveness
4-Sep-16	Sun				
5-Sep-16	Mon	Class 25		Cannons of communication	Coherency
6-Sep-16	Tue	Class 26		Cannons of communication	Continuity
7-Sep-16	Wed	Class 27		Types of Communication	Verbal
8-Sep-16	Thu		Drama/Videography Workshop		
9-Sep-16	Fri		Drama/Videography Workshop		
10-Sep-16	Sat		Drama/Videography Workshop		
11-Sep-16	Sun				
12-Sep-16	Mon		ID UL ZUHA		
13-Sep-16	Tue	Class 28		Types of Communication	Verbal

14-Sep-16	Wed	Class 29		Types of Communication	Non - verbal
15-Sep-16	Thu	Class 30		Types of Communication	Intra - personal
16-Sep-16	Fri	Class 31		Types of Communication	Intra - personal
17-Sep-16	Sat	Class 32	First Performance Report/PTM		Inter - personal
18-Sep-16	Sun				
19-Sep-16	Mon	Class 33		Types of Communication	Inter - personal
20-Sep-16	Tue	Class 34		Types of Communication	Group
21-Sep-16	Wed			Guest lecture	
22-Sep-16	Thu	Class 36		Types of Communication	Group
23-Sep-16	Fri	Class 37		Types of groups	Small
24-Sep-16	Sat	Class 38		Types of groups	Large
25-Sep-16	Sun				
26-Sep-16	Mon	Class 39		Types of groups	Public
27-Sep-16	Tue	Class 40		Types of groups	Public
28-Sep-16	Wed	Class 41		Types of groups	Mass
29-Sep-16	Thu	Class 42		Types of groups	Mass
30-Sep-16	Fri			Guest lecture	
1-Oct-16	Sat	Class 43		Functions of Mass Comm	Information
2-Oct-16	Sun				
3-Oct-16	Mon	Class 44		Functions of Mass Comm	Information
4-Oct-16	Tue	Class 45		Functions of Mass Comm	Entertainment
5-Oct-16	Wed	Class 46		Functions of Mass Comm	Entertainment
6-Oct-16	Thu	Class 47		Functions of Mass Comm	Persuasion
7-Oct-16	Fri	Class 48		Functions of Mass Comm	Persuasion
8-Oct-16	Sat	Class 49		Functions of Mass Comm	Transmission of culture
9-Oct-16	Sun				
10-Oct-16	Mon		DUSSEHRA		
11-Oct-16	Tue				
12-Oct-16	Wed		MUHARRAM		
13-Oct-16	Thu	Class 50		Functions of Mass Comm	Transmission of culture
14-Oct-16	Fri	Class 51		Elements of Mass Comm	Audience
15-Oct-16	Sat	Class 52		Elements of Mass Comm	Audience
16-Oct-16	Sun				
17-Oct-16	Mon	Class 53		Elements of Mass Comm	Source
18-Oct-16	Tue		KATI BIHU		
19-Oct-16	Wed	Class 54		Elements of Mass Comm	Source
20-Oct-16	Thu	Class 55		Elements of Mass Comm	Medium
21-Oct-16	Fri	Class 56		Elements of Mass Comm	Medium
22-Oct-16	Sat	Class 57		Elements of Mass Comm	Message
23-Oct-16	Sun				
24-Oct-16	Mon	Class 58		Elements of Mass Comm	Delayed Feedback
25-Oct-16	Tue	Class 59		Elements of Mass Comm	Delayed Feedback
26-Oct-16	Wed	Class 60		Elements of Mass Comm	Noise
27-Oct-16	Thurs	Class 61		Difference between	Communication & Mass Communication
28-Oct-16	Fri	Class 62	Social Activity		Communication & Mass Communication
29-Oct-16	Sat	Class 63		Introduction to the models	Concept of Model
30-Oct-16	Sun		DEEPAWALI		
31-Oct-16	Mon	Class 64		Introduction to the models	SMR model
1-Nov-16	Tue	Class 65		Introduction to the models	SMCR model
2-Nov-16	Wed	Class 66		Introduction to the models	Shannon & Weaver model
3-Nov-16	Thurs				
4-Nov-16	Fri				
5-Nov-16	Sat				
6-Nov-16	Sun				
7-Nov-16	Mon	Class 67		Introduction to the models	Lasswell's model
8-Nov-16	Tue	Class 68		Introduction to the models	Osgood's model
9-Nov-16	Wed	Class 69		Introduction to the models	Schram's model
10-Nov-16	Thurs	Class 70		Introduction to the models	Gate keeping model
11-Nov-16	Fri	Class 71		Introduction to the models	Selective exposure
12-Nov-16	Sat	Class 72		Introduction to the models	Selective perception

13-Nov-16	Sun				
14-Nov-16	Mon	GURU NANAK'S BIRTHDAY			
15-Nov-16	Tue	Class 73		Introduction to the models	Authoritarian, Libertarian
16-Nov-16	Wed	Guest lecture			
17-Nov-16	Thurs	Class 74		Introduction to the models	Socialistic, Social responsibility
18-Nov-16	Fri	Class 75		Introduction to the models	Development, Participatory
19-Nov-16	Sat	Class 76		Introduction to the models	Soviet Communist, Hypodermic needle
20-Nov-16	Sun				
21-Nov-16	Mon	Class 76		Introduction to the models	Need gratification
22-Nov-16	Tue	Class 77		Introduction to the models	Agenda setting
23-Nov-16	Wed		Selection Test		
24-Nov-16	Thurs		Selection Test		
25-Nov-16	Fri		Selection Test		
26-Nov-16	Sat		Selection Test		
27-Nov-16	Sun				
28-Nov-16	Mon	Second Performance Report/ PTM			
29-Nov-16	Tue				
30-Nov-16	Wed				
1-Dec-16	Thurs				
2-Dec-16	Fri				
3-Dec-16	Sat				
4-Dec-16	Sun				
5-Dec-16	Mon				
6-Dec-16	Tue				
7-Dec-16	Wed				
8-Dec-16	Thurs				
9-Dec-16	Fri				
10-Dec-16	Sat				
11-Dec-16	Sun				
12-Dec-16	Mon				
13-Dec-16	Tue				
14-Dec-16	Wed				
15-Dec-16	Thurs				
16-Dec-16	Fri				
17-Dec-16	Sat				
18-Dec-16	Sun				
19-Dec-16	Mon				
20-Dec-16	Tue				
21-Dec-16	Wed				
22-Dec-16	Thurs				
23-Dec-16	Fri				
24-Dec-16	Sat				
25-Dec-16	Sun	CHRISTMAS DAY			

## Annexure I

## Asian Institute of Management and Science

ACADEMIC CALENDER, August--- December 2016

<b>University:</b>	<b>Semester:</b>	<b>Course:</b>		
Gauhati University	I	BMC		
<b>Subject :- Journalism</b>				
<b>Faculty : - Dr. Rupa Rani Sonowal</b>				
<b>Mandates to be followed</b>				
<i>2 Unit Test (Sessional Exams) for each semester and 3 for annual pattern is a necessity.</i>				
<i>1 Terminal Exam (Semester Exam)</i>				
<i>2 Assignments by students per semester and 3 for annual pattern</i>				
<i>1 workshop for each semester and 2 for annual pattern</i>				
<i>2 Case Studies for each semester and 2 for annual pattern</i>				
<i>2 Presentation each semester and 2 for annual pattern</i>				
<i>1 Social Activity for each batch semester pattern</i>				
<i>1 Industrial Visit for per semester, the report of the visit are to be prepared and submitted by the students either in defined groups or individually to the concerned</i>				
<i>1 Parent Teacher Meeting (PTM) semester-wise.</i>				
<i>1 Counselling of Students (as required) for each semester and annual pattern.</i>				
<i>1 compulsory National Level Seminar for every department</i>				
<i>10 Guest Lectures in each semester per department</i>				
<i>2 Performance Report of students (consolidated) to be shared with parents through Speed Post along with acknowledgement for each semester.</i>				
<i>90 classes are to be are to be conducted in a semester per subject.</i>				
<i>All departments should publish one "Department Journal" with ISBN No.</i>				
<i>1 outdoor event every week is a mandate for the Mass Communication Department.</i>				
<i>All events and activities are to be reported to PR personnel for uploading in the Facebook page and Website the same day of the event or the next day.</i>				
<i>The various clubs under Mass Communication Department such as PR Club, Event Management Club, Drama Club, Photography and Videography Club etc., are to play active role in all outdoor activities of the parent department and also support other department's events.</i>				
<b>Date</b>	<b>Day</b>	<b>Class Days</b>	<b>College Events/Holidays</b>	<b>Sub Topic</b>
31-Jul-16	Sun			
01-Aug-16	Mon			
02-Aug-16	Tue			
03-Aug-16	Wed			
04-Aug-16	Thu	Class 1		Introductory class
05-Aug-16	Fri	Class 2		News, Criteria of news
06-Aug-16	Sat	Class 3		Concept, Defination
07-Aug-16	Sun			
08-Aug-16	Mon	Class 4		Purpose of journalism
09-Aug-16	Tue	Class 5		Verification and accuracy
10-Aug-16	Wed	Class 6		Different between news and information
11-Aug-16	Thu	Class 7		News values
12-Aug-16	Fri	Class 8		News values
13-Aug-16	Sat	Class 9		News as a tool - Positive and Negative
14-Aug-16	Sun			
15-Aug-16	Mon		<b>INDEPENDENCE DAY</b>	

16-Aug-16	Tue	Class 10		<b>Assignment 1</b>
17-Aug-16	Wed	Class 11		Sources of News
18-Aug-16	Thu		<b>Guest Lecture</b>	
19-Aug-16	Fri	Class 12		News agencies
20-Aug-16	Sat	Class 13		News agencies
21-Aug-16	Sun			
22-Aug-16	Mon	Class 14		News beat
23-Aug-16	Tue	Class 15		News beat
24-Aug-16	Wed	Class 16		Objectives of news reporting
25-Aug-16	Thu	Class 17		How to organize a story
26-Aug-16	Fri	Class 18		Types of news
27-Aug-16	Sat	Class 19		Hard, soft, exclusive
28-Aug-16	Sun			
29-Aug-16	Mon	Class 20		Scoop, breaking news
30-Aug-16	Tue	Class 21		Feature news, Online news
31-Aug-16	Wed		<b>Guest lecture</b>	
01-Sep-16	Thu	Class 22		<b>Presenttion (1)</b>
02-Sep-16	Fri	Class 23		<b>Presenttion (1)</b>
03-Sep-16	Sat	Class 24		<b>Presenttion (1)</b>
04-Sep-16	Sun			
05-Sep-16	Mon	Class 25		Cultivation sources of news
06-Sep-16	Tue	Class 26		Formal and officil sources
07-Sep-16	Wed	Class 27		Personal sources
08-Sep-16	Thu		<b>Drama/Videography Workshop</b>	
09-Sep-16	Fri			
10-Sep-16	Sat			
11-Sep-16	Sun			
12-Sep-16	Mon		ID UL ZUHA	
13-Sep-16	Tue	Class 28		<b>Test (1)</b>
14-Sep-16	Wed	Class 29		Introduction of functioning of news agencies
15-Sep-16	Thu	Class 30		Social media and news agencies
16-Sep-16	Fri	Class 31		Class assignment on news reporting through social media
17-Sep-16	Sat	Class 32	<b>First Performance Report/PTM</b>	
18-Sep-16	Sun			
19-Sep-16	Mon	Class 33		The Different Types of Journalism
20-Sep-16	Tue	Class 34		The Different Types of Journalism
21-Sep-16	Wed		<b>Guest lecture</b>	
22-Sep-16	Thu	Class 36		<b>Case study (1)</b>
23-Sep-16	Fri	Class 37		Difference between stringer, reported, correspondent, stringer, independent reporter
24-Sep-16	Sat	Class 38		Difference between stringer, reported, correspondent, stringer, independent reporter
25-Sep-16	Sun			
26-Sep-16	Mon	Class 39		Some of the current news event around the city
27-Sep-16	Tue	Class 40		Some of the current news event around the Region
28-Sep-16	Wed	Class 41		Some of the current news event around the Country
29-Sep-16	Thu	Class 42		Some of the current news event around the world
30-Sep-16	Fri		<b>Guest lecture</b>	
01-Oct-16	Sat	Class 43		<b>Assignment (2)</b>

02-Oct-16	Sun			
03-Oct-16	Mon	Class 44	<b>Industrial Visit (Print/Electronic Media)</b>	
04-Oct-16	Tue	Class 45		Editing
05-Oct-16	Wed	Class 46		System of print media editing
06-Oct-16	Thu	Class 47		Class assignments on editing in paper
07-Oct-16	Fri	Class 48		General newsroom arrangement details
08-Oct-16	Sat	Class 49		Functions of organization structures in News room
09-Oct-16	Sun			
10-Oct-16	Mon		DUSSEHRA	
11-Oct-16	Tue			
12-Oct-16	Wed		MUHARRAM	
13-Oct-16	Thu	Class 50		Broadcasting news
14-Oct-16	Fri	Class 51		Broadcasting news
15-Oct-16	Sat	Class 52		Class assignments on types of news
16-Oct-16	Sun			
17-Oct-16	Mon	Class 53		<b>Case Study (2)</b>
18-Oct-16	Tue		KATI BIHU	
19-Oct-16	Wed	Class 54		News editor,city editor, night editor
20-Oct-16	Thu	Class 55		News editor,city editor, night editor
21-Oct-16	Fri	Class 56		Different parts of newspapers
22-Oct-16	Sat	Class 57		Copyediting Symbols
23-Oct-16	Sun			
24-Oct-16	Mon	Class 58		Newspaper different elements
25-Oct-16	Tue	Class 59		Newspaper different elements
26-Oct-16	Wed	Class 60		Different newspaper formats
27-Oct-16	Thurs	Class 61		Different newspaper formats
28-Oct-16	Fri	Class 64	Social Activity	
29-Oct-16	Sat	Class 65		News for magazine
30-Oct-16	Sun		DEEPAWALI	
31-Oct-16	Mon	Class 66		<b>Presentation (2)</b>
01-Nov-16	Tue	Class 67		<b>Presentation (2)</b>
02-Nov-16	Wed	Class 68		<b>Presentation (2)</b>
03-Nov-16	Thurs		<b>CONVENSTER 2016 (Ignited, Pictogram, Film Screening)</b>	
04-Nov-16	Fri			
05-Nov-16	Sat			
06-Nov-16	Sun			
07-Nov-16	Mon	Class 69		Television news
08-Nov-16	Tue	Class 70		Radio News
09-Nov-16	Wed	Class 71		Online news
10-Nov-16	Thurs	Class 72		Online convergence
11-Nov-16	Fri	Class 73		Interview
12-Nov-16	Sat	Class 74		Telephonic interview
13-Nov-16	Sun			
14-Nov-16	Mon		GURU NANAK'S BIRTHDAY	
15-Nov-16	Tue	Class 75		Personal interview
16-Nov-16	Wed		Guest lecture	
17-Nov-16	Thurs	Class 76		NORMS OF JOURNALISTIC CONDUCT
18-Nov-16	Fri	Class 77		Revision
19-Nov-16	Sat	Class 78		Revision
20-Nov-16	Sun			

21-Nov-16	Mon		Selection Test	
22-Nov-16	Tue		Selection Test	
23-Nov-16	Wed		Selection Test	
24-Nov-16	Thurs		Selection Test	
25-Nov-16	Fri		Selection Test	
26-Nov-16	Sat		Selection Test	
27-Nov-16	Sun			
28-Nov-16	Mon		Second Performance Report/ PTM	
29-Nov-16	Tue			
30-Nov-16	Wed			
01-Dec-16	Thurs			
02-Dec-16	Fri			
03-Dec-16	Sat			
04-Dec-16	Sun			
05-Dec-16	Mon			
06-Dec-16	Tue			
07-Dec-16	Wed			
08-Dec-16	Thurs			
09-Dec-16	Fri			
10-Dec-16	Sat			
11-Dec-16	Sun			
12-Dec-16	Mon			
13-Dec-16	Tue			
14-Dec-16	Wed			
15-Dec-16	Thurs			
16-Dec-16	Fri			
17-Dec-16	Sat			
18-Dec-16	Sun			
19-Dec-16	Mon			
20-Dec-16	Tue			
21-Dec-16	Wed			
22-Dec-16	Thurs			
23-Dec-16	Fri			
24-Dec-16	Sat			
25-Dec-16	Sun		CHRISTMAS DAY	



Annexure I			
Asian Institute of Management and Science			
ACADEMIC CALENDER, July--- December 2016			
University: GU		Semester: 1st	Course: BMC
		Faculty: DS Borbora	Paper 1.4: Functional English
<b>Mandates to be followed</b>			
<i>2 Unit Test (Sessional Exams) for each semester and 3 for annual pattern is a necessity.</i>			
<i>1 Terminal Exam (Semester Exam)</i>			
<i>2 Assignments by students per semester and 3 for annual pattern</i>			
<i>1 workshop for each semester and 2 for annual pattern</i>			
<i>2 Case Studies for each semester and 2 for annual pattern</i>			
<i>2 Presentation each semester and 2 for annual pattern</i>			
<i>1 Social Activity for each batch semester pattern</i>			
<i>1 Industrial Visit for per semester, the report of the visit are to be prepared and submitted by the students either in defined groups or individually to the</i>			
<i>1 Parent Teacher Meeting (PTM) semester-wise.</i>			
<i>1 Counselling of Students (as required) for each semester and annual pattern.</i>			
<i>1 compulsory National Level Seminar for every department</i>			
<i>10 Guest Lectures in each semester per department</i>			
<i>2 Performance Report of students (consolidated) to be shared with parents through Speed Post along with acknowledgement for each semester.</i>			
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<i>All events and activities are to be reported to PR personnel for uploading in the Facebook page and Website the same day of the event or the next day.</i>			
<i>The various clubs under Mass Communication Department such as PR Club, Event Management Club, Drama Club, Photography and Videography Club etc., are to play active role in all outdoor activities of the parent department and also support other department's events.</i>			
Date	Day	Class Days	College Events/Holidays
02-Aug-16	Tue		Orientation
03-Aug-16	Wed		
04-Aug-16	Thu	Class 1	Introduction to Standard English
05-Aug-16	Fri	Class 2	Grammar as a Science
06-Aug-16	Sat	Class 3	The Use of Articles
07-Aug-16	Sun		
08-Aug-16	Mon	Class 4	The Use of Articles
09-Aug-16	Tue	Class 5	The Parts of Speech
10-Aug-16	Wed	Class 6	The Parts of Speech
11-Aug-16	Thu	Class 7	The Parts of Speech
12-Aug-16	Fri	Class 8	The Parts of Speech
13-Aug-16	Sat	Class 9	The Parts of Speech
14-Aug-16	Sun		
15-Aug-16	Mon		<b>INDEPENDENCE DAY</b>
16-Aug-16	Tue	Class 10	The Tenses
17-Aug-16	Wed	Class 11	The Tenses
18-Aug-16	Thu	Class 12	The Tenses
19-Aug-16	Fri	Class 13	The Tenses



20-Aug-16	Sat	Class 14	Assignment-1(20 marks)
21-Aug-16	Sun		
22-Aug-16	Mon	Class 15	The Tenses
23-Aug-16	Tue	Class 16	The Tenses
24-Aug-16	Wed	Class 17	The Tenses
25-Aug-16	Thu	Class 18	The Tenses
26-Aug-16	Fri	Class 19	Seminar-I/Presentation-1/Viva-1(10 marks)
27-Aug-16	Sat	Class 20	
28-Aug-16	Sun		
29-Aug-16	Mon	Class 21	The Use of Prepositions (in detail)
30-Aug-16	Tue	Class 22	The Use of Prepositions (in detail)
31-Aug-16	Wed	Class 23	The Use of Prepositions (in detail)
01-Sep-16	Thu	Class 24	Subject-Verb Agreement
02-Sep-16	Fri	Class 25	Subject-Verb Agreement
03-Sep-16	Sat	Class 26	Subject-Verb Agreement
04-Sep-16	Sun		
05-Sep-16	Mon	Class 27	Narration
06-Sep-16	Tue	Class 28	Unit Test-I(20 marks)
07-Sep-16	Wed	Class 29	Narration
08-Sep-16	Thu	Class 30	Narration
09-Sep-16	Fri	Class 31	Narration
10-Sep-16	Sat	Class 32	Case Study-1(10 marks)
11-Sep-16	Sun		
12-Sep-16	Mon		ID UL ZUHA
13-Sep-16	Tue	Class 33	Active Voice- Passive Voice
14-Sep-16	Wed	Class 34	Active Voice- Passive Voice
15-Sep-16	Thu	Class 35	Active Voice- Passive Voice
16-Sep-16	Fri	Class 36	Active Voice- Passive Voice
17-Sep-16	Sat	Class 37	First Performance Report/PTM
18-Sep-16	Sun		
19-Sep-16	Mon	Class 38	Assignment 2 (20- marks)
20-Sep-16	Tue	Class 39	Synonyms
21-Sep-16	Wed	Class 40	Antonyms
22-Sep-16	Thu	Class 41	Idioms and Phrases
23-Sep-16	Fri	Class 42	Idioms and Phrases
24-Sep-16	Sat	Class 43	Idioms and Phrases
25-Sep-16	Sun		
26-Sep-16	Mon	Class 44	Common Grammatical Errors
27-Sep-16	Tue	Class 45	Common Grammatical Errors
28-Sep-16	Wed	Class 46	Paragraph Writing
29-Sep-16	Thu	Class 47	Notice Writing
30-Sep-16	Fri	Class 48	Letter Writing
01-Oct-16	Sat	Class 49	Letter Writing
02-Oct-16	Sun		
03-Oct-16	Mon	Class 50	Application Writing
04-Oct-16	Tue	Class 51	Unit Test-II(20 marks)
05-Oct-16	Wed	Class 52	
06-Oct-16	Thu	Class 53	
07-Oct-16	Fri	Class 54	
08-Oct-16	Sat	Class 55	CV Writing

09-Oct-16	Sun		
10-Oct-16	Mon		DUSSEHRA
11-Oct-16	Tue		
12-Oct-16	Wed		MUHARRAM
13-Oct-16	Thu	Class 56	Presentation Skills
14-Oct-16	Fri	Class 57	Presentation Skills
15-Oct-16	Sat	Class 58	Seminar-II/Presentation-II/Viva-II(10 marks)
16-Oct-16	Sun		
17-Oct-16	Mon	Class 59	Creative Writing
18-Oct-16	Tue		KATI BIHU
19-Oct-16	Wed	Class 60	Creative Writing
20-Oct-16	Thu	Class 61	Phonetics (The IPA)
21-Oct-16	Fri	Class 62	Phonetics (The IPA)
22-Oct-16	Sat	Class 63	Workshop (10 marks)
23-Oct-16	Sun		
24-Oct-16	Mon	Class 64	Phonetics (The IPA)
25-Oct-16	Tue	Class 65	Phonetics(The IPA)
26-Oct-16	Wed	Class 66	Word Stress
27-Oct-16	Thurs	Class 67	Word Stress
28-Oct-16	Fri	Class 68	Word Stress
29-Oct-16	Sat	Class 69	Social Activity 1 (10 Marks)
30-Oct-16	Sun		DEEPAWALI
31-Oct-16	Mon	Class 70	Intonation
01-Nov-16	Tue	Class 71	Intonation
02-Nov-16	Wed	Class 72	Case Study-II(10 marks)
03-Nov-16	Thurs	Class 73	Phonetical Transcription
04-Nov-16	Fri	Class 74	Phonetical Transcription
05-Nov-16	Sat	Class 75	Phonetical Transcription
06-Nov-16	Sun		
07-Nov-16	Mon	Class 76	Public Speaking
08-Nov-16	Tue	Class 77	Public Speaking
09-Nov-16	Wed	Class 78	Press Notes
10-Nov-16	Thurs	Class 79	Press Notes
11-Nov-16	Fri	Class 80	Media Oral Skills
12-Nov-16	Sat	Class 81	Media Oral Skills
13-Nov-16	Sun		
14-Nov-16	Mon		GURU NANAK'S BIRTHDAY
15-Nov-16	Tue	Class 82	Doubt Clearing Session
16-Nov-16	Wed	Class 83	Doubt Clearing Session
17-Nov-16	Thurs	Class 84	Doubt Clearing Session
18-Nov-16	Fri	Class 85	Doubt Clearing Session
19-Nov-16	Sat	Class 86	Doubt Clearing Session
20-Nov-16	Sun		
21-Nov-16	Mon		Selection Test(80 marks)
22-Nov-16	Tue		
23-Nov-16	Wed		
24-Nov-16	Thurs		
25-Nov-16	Fri		
26-Nov-16	Sat		
27-Nov-16	Sun		

28-Nov-16	Mon		Second Performance Report/ PTM
29-Nov-16	Tue		
30-Nov-16	Wed		
01-Dec-16	Thurs		
02-Dec-16	Fri		
03-Dec-16	Sat		
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17-Dec-16	Sat		
18-Dec-16	Sun		
19-Dec-16	Mon		
20-Dec-16	Tue		
21-Dec-16	Wed		
22-Dec-16	Thurs		
23-Dec-16	Fri		
24-Dec-16	Sat		
25-Dec-16	Sun		<b>CHRISTMAS DAY</b>

## Annexure I

## Asian Institute of Management and Science

## ACADEMIC CALENDER, August--- December 2016

<b>University:</b>	<b>Semester:</b>	<b>Course:</b>
<b>GAUHATI</b>	<b>1</b>	<b>BMC</b>
<b>Subject:-</b>	<b>Mass Communication &amp; Media</b>	
<b>Faculty:-</b>	<b>Namrata Saikia</b>	

**Mandates to be followed**

2 Unit Test (Sessional Exams) for each semester and 3 for annual pattern is a necessity.

1 Terminal Exam (Semester Exam)

2 Assignments by students per semester and 3 for annual pattern

1 workshop for each semester and 2 for annual pattern

2 Case Studies for each semester and 2 for annual pattern

2 Presentation each semester and 2 for annual pattern

1 Social Activity for each batch semester pattern

1 Industrial Visit for per semester, the report of the visit are to be prepared and submitted by the students either in defined groups or

1 Parent Teacher Meeting (PTM) semester-wise.

1 Counselling of Students (as required) for each semester and annual pattern.

1 compulsory National Level Seminar for every department

10 Guest Lectures in each semester per department

2 Performance Report of students (consolidated) to be shared with parents through Speed Post along with acknowledgement for each

90 classes are to be are to be conducted in a semester per subject.

All departments should publish one "Department Journal" with ISBN No.

1 outdoor event every week is a mandate for the Mass Communication Department.

All events and activities are to be reported to PR personnel for uploading in the Facebook page and Website the same day of the event or the next day.

The various clubs under Mass Communication Department such as PR Club, Event Management Club, Drama Club, Photography and Videography Club etc., are to play active

Subject:-

**MASS COMMUNICATION AND MEDIA**

Date	Day	Class Days	College Events/Holidays	Sub Topic
31-Jul-16	Sun			
1-Aug-16	Mon			
2-Aug-16	Tue			
3-Aug-16	Wed			
4-Aug-16	Thu	Class 1		phases in development of human communication
5-Aug-16	Fri	Class 2		phases in development of human communication
6-Aug-16	Sat	Class 3		History of communication
7-Aug-16	Sun			
8-Aug-16	Mon	Class 4		What is communication definations and concepts
9-Aug-16	Tue	Class 5		Types of mass communication
10-Aug-16	Wed	Class 6		Types of mass communication
11-Aug-16	Thu	Class 7		
12-Aug-16	Fri	Class 8		Mass communication as tool to change society
13-Aug-16	Sat	Class 9		Mass communication as tool to change society
14-Aug-16	Sun			
15-Aug-16	Mon		<b>INDEPENDENCE DAY</b>	
16-Aug-16	Tue	Class 10		Assignment 1
17-Aug-16	Wed	Class 11		Media of mass communication
18-Aug-16	Thu		<b>Guest Lecture</b>	

19-Aug-16	Fri	Class 12		Media of mass communication
20-Aug-16	Sat	Class 13		Case study
21-Aug-16	Sun			
22-Aug-16	Mon	Class 14		Case study
23-Aug-16	Tue	Class 15		CLASS TEST
24-Aug-16	Wed	Class 16		Characteristics of different mass media
25-Aug-16	Thu	Class 17		
26-Aug-16	Fri	Class 18		Characteristics of different mass media
27-Aug-16	Sat	Class 19		what is audience role in communication cycle
28-Aug-16	Sun			
29-Aug-16	Mon	Class 20		Reach and accesses to audience
30-Aug-16	Tue	Class 21		History of print media
31-Aug-16	Wed		<b>Guest lecture</b>	
1-Sep-16	Thu	Class 22		
2-Sep-16	Fri	Class 23		History of print media in India
3-Sep-16	Sat	Class 24		Assignment 2
4-Sep-16	Sun			
5-Sep-16	Mon	Class 25		Early efforts in publishing newspaper
6-Sep-16	Tue	Class 26		
7-Sep-16	Wed	Class 27		Role of media during independence era
8-Sep-16	Thu		<b>Drama/Videography Workshop</b>	
9-Sep-16	Fri			
10-Sep-16	Sat			
11-Sep-16	Sun			
12-Sep-16	Mon		ID UL ZUHA	
13-Sep-16	Tue	Class 28		
14-Sep-16	Wed	Class 29		Development of media post independence
15-Sep-16	Thu	Class 30		
16-Sep-16	Fri	Class 31		Development of media post independence
17-Sep-16	Sat	Class 32	<b>First Performance Report/PTM</b>	
18-Sep-16	Sun			
19-Sep-16	Mon	Class 33		Discussion on class presentartion topic
20-Sep-16	Tue	Class 34		Language and regional media
21-Sep-16	Wed		<b>Guest lecture</b>	
22-Sep-16	Thu	Class 36		
23-Sep-16	Fri	Class 37		Language and regional media
24-Sep-16	Sat	Class 38		language and regional media
25-Sep-16	Sun			
26-Sep-16	Mon	Class 39		presentation
27-Sep-16	Tue	Class 40		presentation
28-Sep-16	Wed	Class 41		presentation
29-Sep-16	Thu	Class 42		
30-Sep-16	Fri		<b>Guest lecture</b>	
1-Oct-16	Sat	Class 43		
2-Oct-16	Sun			
3-Oct-16	Mon	Class 44		Difference betwwen, Radio, television, print
4-Oct-16	Tue	Class 45		Difference betwwen, Radio, television, print
5-Oct-16	Wed	Class 46		
6-Oct-16	Thu	Class 47		
7-Oct-16	Fri	Class 48		History and role of radio

8-Oct-16	Sat	Class 49		History and role of radio
9-Oct-16	Sun			
10-Oct-16	Mon		DUSSEHRA	
11-Oct-16	Tue			
12-Oct-16	Wed		MUHARRAM	
13-Oct-16	Thu	Class 50		
14-Oct-16	Fri	Class 51		Radio and mass media
15-Oct-16	Sat	Class 52		Radio and mass media and its target audience
16-Oct-16	Sun			
17-Oct-16	Mon	Class 53		History of television
18-Oct-16	Tue		KATI BIHU	
19-Oct-16	Wed	Class 54		role of tv
20-Oct-16	Thu	Class 55		present status of radio
21-Oct-16	Fri	Class 56		present status of television
22-Oct-16	Sat	Class 57		Film as medium of communication
23-Oct-16	Sun			
24-Oct-16	Mon		SESSIONAL EXAM 2	Different film directors
25-Oct-16	Tue			Different film directors
26-Oct-16	Wed			Class TEST
27-Oct-16	Thurs			
28-Oct-16	Fri		Social Activity	
29-Oct-16	Sat	Class 58		Film as medium of communication
30-Oct-16	Sun		DEEPAWALI	
31-Oct-16	Mon	Class 59		Film CONCEPTS
1-Nov-16	Tue	Class 60		NEW MEDIA
2-Nov-16	Wed	Class 61		Challenges to traditional media
3-Nov-16	Thurs		CONVENSTER 2016 (Ignited, Pictogram, Film Screening)	
4-Nov-16	Fri			
5-Nov-16	Sat			
6-Nov-16	Sun			
7-Nov-16	Mon	Class 62		
8-Nov-16	Tue	Class 63		New media and ethics
9-Nov-16	Wed	Class 64		case study
10-Nov-16	Thurs	Class 65		
11-Nov-16	Fri	Class 66		twitter, facebook and its impact on youth
12-Nov-16	Sat	Class 67		Blogging. Citizen journalist
13-Nov-16	Sun			
14-Nov-16	Mon		GURU NANAK'S BIRTHDAY	
15-Nov-16	Tue	Class 68		Blogging. Citizen journalist
16-Nov-16	Wed		Guest lecture	
17-Nov-16	Thurs	Class 69		REVISION
18-Nov-16	Fri	Class 70		REVISION
19-Nov-16	Sat	Class 71		REVISION
20-Nov-16	Sun			
21-Nov-16	Mon		Selection Test	
22-Nov-16	Tue		Selection Test	
23-Nov-16	Wed		Selection Test	
24-Nov-16	Thurs		Selection Test	
25-Nov-16	Fri		Selection Test	
26-Nov-16	Sat		Selection Test	

27-Nov-16	Sun			
28-Nov-16	Mon		Second Performance Report/ PTM	
29-Nov-16	Tue			
30-Nov-16	Wed			
1-Dec-16	Thurs			
2-Dec-16	Fri			
3-Dec-16	Sat			
4-Dec-16	Sun			
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