UNIVERSITY OF RAJASTHAN
JAIPUR

SYLLABUS

FACULTY OF SOCIAL SCIENCE

Master of Mass Communication
(Public Relations & Advertising)
(Semester Scheme)
For the Academic Session
2015-2017

Eligibility: Bachelor Degree in any discipline

University of Rajasthan has adopted these Courses of Haridev Joshi
University of Journalism & Mass Communication

Dy. Registrar
(Academic)
University of Rajasthan
Course Rationale

Public Relations and Advertising are considered as important tools of communication. They play vital role in marketing, corporate communication as well as in social communication. This Post Graduate programme will provide opportunities for students who wish to specialise in these respective fields. It will develop their communication and creative skills which are imperative for the advertising as well as the public relations industry. During the programme, training will be imparted in media planning, corporate outlook apart from the creative skills pertaining advertising and PR such as copywriting, visualisation, graphics, audio-video production, writing and speaking skills etc. They will also learn administrative and managerial skills of advertising and PR professionals. Moreover, this programme also aims at broadening the students’ knowledge through critical thinking, analysis and practical training. This will instill confidence among the students and will make them employable for corporate sector and in advertising and public relations.

Objectives

- To examine the fundamental role of mass communication in public and private organisations.

- To make the students familiar with the key aspects of advertising and public relations.

- To hone creative, conceptual and planning skills of the students.

- To provide important insight into research use for advertising and public relations.

- To provide professional exposure to the students.
## MMC (PRA), HJUJ

### Course Structure and Scheme of Examination

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<td>Internal Exam</td>
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<td>3101</td>
<td>Communication Theory and Research</td>
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*Besides the Papers, students will have to undergo Internship (mandatory) after the completion of second semester in any of the Public/Corporate Organizations/Ad Agencies/Media Houses (4 to 6 weeks).

They will be required to present a report on the basis of their learnings in the organisation.
Semester-I

Paper-3101 Communication Theory and Research

Objective: To introduce the concept of communication and mass communication to the students.

Unit-I
Mass Communication (1)
Meaning and concept / Functions of mass communication
Mass communication theories (Dependency Theory, Cultivation Theory, Agenda Setting Theory, Use and Gratification Theory, Hypodermic Needle Theory, Limited Effects Theory)

Unit-IV
Mass Communication (2)
Propaganda, Persuasion and Rhetoric / Intercultural communication
Foundations and role of Journalism in society /
Journalism and Indian Democracy (Concept of fourth estate) / Development communication

Unit-III
Mass Media
Role of mass media in opinion making
Effects of mass media


Unit-IV (already there in SEM-III, AD and PR Research paper)

Communication Research
Definition and Concept / Role of research in communication
Types of Research (Qualitative and Quantitative) / Research Methodology

Suggested Readings:
- Mass Communication in India, Keval J Kumar, Jaico Publishing House
- Dynamics of Mass Communication: Theory and practice, Uma Narula
- Handbook of Communication: Models and perspectives, Uma Narula
- Patrakaritakaithasavamjansancharmadhyam (Hindi), Dr.Bhanawat, University press
- Jansancharavam Patrakarita (Hindi), Prof. Ramesh Jain, Mangaldeep Publication
- Hindi patrakaritakivasyatra (Hindi), Asha Gupta, Kanishka Publishers Delhi
- Propaganda and persuasion, Jowett and Victoria

Suggested Practicals
- Research Design
- Preparing a Questionnaire

Dy. Registrar
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Objective: To make the students understand the various concepts of marketing and to work into the emerging trends in marketing

Unit-I
Concepts of Marketing:
Meaning of market / Defining marketing
Importance of marketing
Core concepts of Marketing (Production, Product, Selling, Marketing, Customer and Holistic)
Product Life Cycle

Unit-II
Marketing Mix and Communication
Product (Types and Levels) / Price
Place / Promotion / Service Marketing (7 Ps)
Promotion Mix (Advertising, Public Relation, Personal Selling and Sales Promotion)

Unit-III
Consumer Behaviour
Consumers and Target Customers / Consumer Behaviour
Theories on motivation: Freud, Maslow and Herzberg
Social and Psychological influences on consumer behaviour

Unit-IV
Buying Behaviour of Consumers
Buying decision making process / Segmentation, Targeting & Positioning (STP) analysis
Values, Attitudes & Lifestyles (VALS) network

Emerging Trends in marketing
Integrated marketing communication
Social Marketing / Customer relationship management (CRM)
Digital marketing / Niche marketing

Suggested Readings:
- Marketing Management, Kotler, Keller, Koshy, Jha, PHI
- Marketing Management, Namakumari Ramaswamy, Tata McGraw Hill
- International Marketing Management, Subhash C Jain, CBS Publisher
- International Marketing in Indian perspectives, Varshney R. L, Varshney & B Bhattacharyya
- Marketing Communication, Jimblythe, PHI
- Vigyanpanam Jansamparak (Hindi), Vijay Kulshreshth and Pratul Athiyya
- Vigyanpanam Jansamparak (Hindi), Jayshri Jethwani, Sagar Publication

Suggested Practicals:
- Simulation on launch of a new product
- Brand activation
Objective: To provide working knowledge of oral and visual art especially graphics communication to the students.

Unit-I

Oral Communication

Origin of oral communication / Folk media for oral communication
Using technology for oral communication

Unit-II

Visual Communication

Social and Visual semiotics
Psychological aspects and moods of colour, shapes and symbols
Cultural aspects of colours and symbols

Unit-III

Graphics Communication

Definition of Graphics / Elements of Graphics
Importance of graphics / Types of graphic communication

Unit-IV

Designing graphic Communication

Corporate Identity (Name, Logo, Symbol, Tagline, Slogan and Captions)
Designing Mailers, Posters, Pamphlets, Dummies, POPs, Packaging Designs and Sales material

Genesis of Sign and Symbol language

Uses of visuals in media

Application of folk and modern media in marketing and social communication

Suggested Readings:

- Corporate Communication, Jaishri Jethwaney, Oxford University Press.
- Vigyanapanam Jansamparak (Hindi), Jayshri Jethwani, Sagar Publication.
- Graphic Designing, Rajasthan Hindi Grahnta Academy.

Suggested Practical:

Making a corporate identity manual (house style)
Paper-3184 Language and Communication Skills

Objective: To hone the language and communication skills of the students.

Unit-I
Communication (meaning and nature)
Barriers of communication
Types of communication
Communication process
Models of communication (Linear, Laswell, Shannon-Weaver, Non-linear and Functional)

Unit-II (this is a problem because of English and Hindi medium students)

Language Skills:
Functional grammar - Tenses, Noun, Pronoun, Adjectives, Verb, Adverb
Active and Passive voice
Direct and indirect speech
Modals
Prepositions
Compound words and conjunction

Unit III
Importance and relevance of effective communication skills
Writing (sentence structure, types and building paragraphs)
Reading (skimming the main idea, read between the lines, tone and style of the content)
Effective listening
Speaking Skills (Presentation skills, public speaking skills and effective use of voice)

Unit-IV
Non-Verbal Communication Skills
Body language/Kinesics and Eye contact
Facial Expressions and Gestures
Spatial distance and Proximity

Suggested Readings:
- Cambridge Advanced English : Student’s Book, Leo Jones
- Business Communication, M.J. Mathew, RBSA
- The Oxford Guide to Writing and Speaking, John Seely
- An introduction to Academic writing, Lloyd Davis and Susan Mackry
- Essentials of Business Communication, Rajendra Pal, J. S. Korlahalli, S. Chand, New Delhi
- Business Communication, Asha Kaul, Prentice Hall, New Delhi

Suggested Practicals:
- Presentations
- Writing short paragraph on any topic

Dy. Registrar
Semester-II

Paper-3201 Advertising Principles, Concepts and Practice

Objective: To introduce the basics of advertising and other aspects of advertising management to the students.

Unit-I
History and evolution of Advertising
Types of Advertising
Role and impact of Advertising in Society (Socio-Economic Development)

Advertising Communication Models
DAGMAR Approach, AIDA Model and Hierarchy of needs model (Repetition)

Unit-II
Advertising Management
Structure and function of an advertising department
Ad agency (concept)
Remuneration (Commission system, Fee system and Service charges)
Client-Agency Relationship
Major Departments (Copywriting, Visualisation, Client Servicing and Production)

Unit-III
Media Planning
Classification of media
Selection of media
Role of a media planner
Media planning process (situation analysis, implementation and monitoring)
Media planning strategies (reach, frequency and scheduling)

Unit-IV
Brand Management
Meaning of Brand (Product and Perceptual Concept)
Types of brands (Symbolic, Experiential and Functional)
Brand Portfolio
Brand Positioning Strategies
Global Brands (Standardisation and Customisation)
Suggested Readings:

- Advertising Principles and Practice, William Wells, John Burnett and Sandra Moriarty, Pearson education.
- Foundations of Advertising Theory and Practice, Chunawala and Sethia, Himalaya Publishing House
- Advertising and Sales Promotion, Satish Batra & Kazmi
- Integrated Advertising Promotion and Marketing Communication, PHI
- Sales Promotion and Advertising Management, MN mishra, Himalaya Publishing House
- Consumer Behaviour, Schiffman and Lazar, Pearson education.
- Marketing Communication, Jimblythe, PHI.
- Corporate Communication, Jaishri Jethwaney, Oxford University Press.
- Vighyapanavam Jansamparak (Hindi), Jayshri Jethwani, Sagar Publication
- Vighyapanavam Jansamparak (Hindi), Vijay Kulshresht and Pratul Athiyya
- Vighyapan Taknikevam Siddhant, Narendra Singh Yadav, Rajasthan Hindi Grahnta Academy.
- Vighyapan Prabhanda, Narendra Singh Yadav, Rajasthan Hindi Grahnta Academy.
- Jansamparkevam Sanchar Prabhandan, Shailesh Sengupta (Translated by Shipra Mathur) Rajasthan Hindi Grahnta Academy.
- Jansamparkevam Vighyapan, Dr. Sanjeev Bhanawat, Rajasthan Hindi Grahnta Academy.

Suggested Practicals:

- Devising new positioning strategy for any brand
- Devising media planning strategy for a new product/brand
Paper 3202 Public Relations Principles and Practice

Objective: To introduce the principles and practice of public relations to the students.

Unit-I
History and evolution of PR (Global and India)
Definition, Scope and structure of PR
Differences between Advertising, PR, Publicity and Propaganda

Unit-II
Four Models of PR (Press Agentry / Publicity model, Public Information model, One-way asymmetrical model, Two-way symmetrical model)
Major roles of PR in management (Image Building, Goodwill and Crisis Communication)
PR process (RACE Approach)
Challenges in PR

Unit-III
Publics in PR (Internal and External)
Customers / Government
Media / Employees and potential employees
Competitors / Opinion makers and Special interest groups
Stakeholders

Tools of PR (Internal and External)
House Journals/Magazines, Press Conference, Press Brief, Press kit
Press Release, Rejoinder, AV material, Brochure, Advertorial, Suggestion Boxes

Unit-IV
PR practice
PR in government sector / Role of a PR manager
Role of PR agencies and their functions / Political PR

Suggested Readings:
- Handbook of Public Relations in India- D.S. Mehta, Publisher: Allied Publishers
- VigyanpanavamJansamparad (Hindi): JayshriJethwani, Sagar Publication
- JansanscharavamPatrakarita (Hindi): Prof. Ramesh Jain, Mangaldeep Publication
- Public Relations in India, J.MKaul.
- This is PR-Realities of PR, Newson. Turk, Kurckeberg, Thomas Asia PTE Ltd.
- Corporate Communication, JaishriJethwaney, Oxford University Press.
- Vigyanap-TaknikeyamSiddhant, Narendra Singh Yadav, Rajasthan Hindi Grahnta Academy.
- VigyanapPrabhand, Narendra Singh Yadav, Rajasthan Hindi Grahnta Academy.
- JansamparkevamVigyanap, Dr. Sanjeev Bhanawat, Rajasthan Hindi Grahnta Academy.

Suggested Practical:
- Planning a PR campaign
Objective: To provide a perspective on the legal and ethical aspects of Advertising and Public Relations.

Unit-I
Copyright Act
Law of Defamation
Prasar Bharti Act
Cinematographic Act
Cyber Laws Information Technology Act
MRTP Act
Competition Act (2002)
Consumer protection laws

Unit-II
Advertising Laws in India
Cigarettes and Other Tobacco Products Act, 2003 (COTPA)
Drugs and Cosmetics Act
Drug Price control Act
Drug and Magic Remedies Act
Emblems and Names Act
Invasion of Privacy (This can be deleted and in its place Laws on privacy can be added)
Trademarks and Patents (IPR)
Government policies that govern advertising

Unit-III
Ethical Aspects of Advertising
Deceptive and misleading advertising
Comparative advertising
Controversial advertising
Subliminal and surrogate advertising
Stereotype Portrayal
Indecent representation of women (it should be changed to indecent representation of women prohibition Act 1986)
Effects on children

Unit-IV
Self-Regulation
Self-Regulation Vs Mandatory regulation
ASCI code of ethics for advertising
DAVP’s code of conduct
AAA!
Public Relation Ethics

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Suggested Readings:

- P.K. Advertising law and ethics, P.B. Sawant and Badopadhyay, Universal Law Publishing company.
- Mass Communication in India, Keval J Kumar, Publisher: Jaico Publishing House.
- Press Kanoon aur Patrakarita (Hindi), Dr. Sanjeev Bhanavat, Publisher: University Book House.
- Laws of Press, Durga Das Basu, Lexis-Nexis India.
- Vidyapavam Jansamparak (Hindi), Vijay Kulshreshth and Pratul Athiyya.
- Advertising Principles and Practice, William Wells, John Burnett and Sandra Moriarty, Pearson education.
- Advertising and Sales Promotion, Satish Batra & Kazmi.
- Integrated Advertising Promotion and Marketing Communication, PHI.
- Vidyapan Taknikevam Siddhant, Narendra Singh Yadav, Rajasthan Hindi Grahnta Academy.
- Vidyapan Prabhand, Narendra Singh Yadav, Rajasthan Hindi Grahnta Academy.
- Jansamparkevam Sanchar Prabhandan, Shailesh Sengupta (Translated by Shipra Mathur) Rajasthan Hindi Grahnta Academy.
- Jansamparkevam Vidyapan, Dr. Sanjeev Bhanawat, Rajasthan Hindi Grahnta Academy.

Suggested Practicals:

- Group seminar on certain ethical issues
- Poster Presentation
- Analysis of ASCI cases
- Analysis of cases related to Advertising and PR ethics

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Objective: To enhance the creative writing skills of the students. They will also learn to develop the content on the basis of media used for communication.

Unit-I

Translation (Hindi to English and English to Hindi)
Writing books' reviews and films' reviews / Essay writing
Short story writing / Describing an event / Speech writing
Critical writing on any text/Letter to an editor

Unit-II

Writing for Internal Media
House Journal / Newsletter
Intranet (notice and circular) / Video magazines
Communication with employees / Drafting agenda and minutes of meeting

Unit-III

Writing for External Media
Print media: Press Release/Backgrounder / Press Note / Feature Writing
Writing advertorials

Unit-IV

Writing for External Media
Electronic Media: Corporate Films / Creating Advertisements (TVCs and Jingles)
Writing for social media and blog writing

Suggested Readings:

- The Oxford Guide to Writing and Speaking, John Seely
- Business Communication, M.J. Mathew, RBSA
- The Oxford Guide to Writing and Speaking, John Seely
- An introduction to Academic writing, Lloyd Davis and Susan Mackry
- Essentials of Business Communication, Rajendra Pal, J. S. Korakhalli, S. Chand, New Delhi
- Business Communication, Asha Kaul, Prentice Hall, New Delhi

Suggested Practicals:

- Preparing House journal
- Preparing Newsletter
- Writing a Press note
- Writing a Press release
Semester-III

Paper-3301 Creative Advertising and Campaign Planning

Objective: To acquaint the students with the creative skills and strategy required for planning an advertising campaign.

Unit-I
Concept of Creativity
Creative Brief and USP
Creative Thinking (lateral and divergent) only divergent should be there because lateral and divergent are same / Creative Process

Unit-II
Copywriting
Elements of an Ad copy (Headline, Sub-headline, Slogans, Captions, Tagline, Call outs, Bodycopy, Logo, Call for action) / Creative Ad Copy for different media (Print, Broadcast, Web and Outdoor)
Effective copywriting skills / Six Thinking Hats (Edward De Bono)

Unit-III
Advertising appeals (Rational and Emotional) / Message Design (Approaches / Execution Styles)
Psychological Effects in Advertising (Empty Space, Halo and Zeigernik)

Unit-IV
Ad Campaign Planning
Types of Campaign / Campaign Planning (Stages)

Suggested Readings:
- Advertising Principles and Practice, William Wells, John Burnett and Sandra Moriarty, Pearson education.
- Foundations of Advertising Theory and Practice, Chunawala and Sethia, Himalya Publishing House
- Advertising and Sales Promotion, Satish Batra & Kazmi
- Integrated Advertising Promotion and Marketing Communication, PHI
- Sales Promotion and Advertising Management, MN mishra, Himalya Publishing House
- Consumer Behaviour, Schifferman and Lazar, Pearson education.
- Advertising and Promotion, An integrated marketing communication perspective, George Belch and Michael Belch, McGraw Hill Publications.
- Marketing Communication, Jimblythe, PHI.
- Corporate Communication, Jaishri Jethwani, Oxford University Press.
- P.K. Advertising Law and ethics, P.B. Sawant and Badopadhyay, Universal Law Publishing company.
- Vigyapanavam Jansamparak (Hindi), Jayshri Jethwani, Sagar Publication
- Vigyapanavam Jansamparak (Hindi), Vijay Kulshresht and Pratul Athiyya
- VigyapantaShikshamSiddhant, Narendra Singh Yadav, Rajasthan Hindi Grahnta Academy.
- VigyapanPrabhand, Narendra Singh Yadav, Rajasthan Hindi Grahnta Academy.
- JansamparkevamSancharPrabhandan, ShaileshSengupta (Translated by ShipraMathur) Rajasthan Hindi Grahnta Academy.
- JansamparkevamVigyapan, Dr. Sanjeev Bhanawat, Rajasthan Hindi Grahnta Academy.

Suggested Practical:
- Campaign Production (Students can be asked to design their own Ad campaign for a given product/brand)
Objective: The objective of this paper is to deal with the theory and practice of corporate communication that is important for building any corporate entity.

Unit-I

Concept of Corporate Communication
Meaning and Definition
Organisational Communication
Target audience segmentation
Evolution
Importance

Unit-II

Corporate Communication Strategies (1)
Communication with media
Relations with government
Corporate Social Responsibility
Investor relations (RBI and SEBI regulation)

Unit-III

Corporate Communication Strategies (2)
Image Building
Corporate Branding (Philosophy and Image)
Corporate Culture
Webcasts
Specialities and Novelties
Trade Shows and Exhibitions
Events and Sponsorships
Crisis/Disaster Management
Institutional/Corporate Advertising

Unit-IV

Financial Communication
Understanding financial market
Financial institutions
Financial products
Financial communication process for IPOs
Legal and ethical considerations
Suggested Readings:

- Corporate Communication, Jaishri Jethwany, Oxford University Press.
- Marketing Communication, Jimblythe, PHI.
- Dynamics of Mass Communication: Theory and practice, Uma Narula
- Handbook of Communication: Models and perspectives, Uma Narula
- VigyapanavanamJansampar (Hindi), Vijay Kulshreshth and Pratul Athiyyya
- VigyapanavanamJansampar (Hindi), Jayshri Jethwani, Sagar Publication
- VigyapanTaknikevam Siddhant, Narendra Singh Yadav, Rajasthan Hindi Grahnta Academy.
- VigyapanPrabhand, Narendra Singh Yadav, Rajasthan Hindi Grahnta Academy.
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- JansamparkevamVigyapan, Dr. Sanjeev Bhanawat, Rajasthan Hindi Grahnta Academy.

Suggested Practicals:

- Analysis of case studies in financial communication
- Simulation on crisis communication
- Tracking media
- CSR strategy planning
Objective: To make the students understand the context and use of research in the field of Advertising and Public Relations

Unit-I
Fundamentals of Research
Definition and Meaning
Types of research
Research methods (Qualitative and Quantitative)

Unit-II
Research design
Research process
Sampling techniques
Collection of data (primary and secondary resources) and analysis
Variance analysis (one way and two way) because of level of students

Unit-III
Advertising Research
Importance of research in advertising
Consumer Research
Product Research
Media Research (IRS, TRP, GRP, RAM and TAM)
Copy Testing Methods
PACT (Positioning Advertising Copy Testing)
Pre-tests (Projective techniques and Physiological Rating Scales)
Post-tests (Communication and sales effects)

Unit-IV
Public Relations research
Formative research (analysis of situation, organisation and publics)
Action research
Evaluative research (Macnamara's pyramid model of PR research)
Preparation of research report
Suggested Readings:

- Marketing Research text and cases, W. Boyd Harper, Ralph Westfall and F. Stash, Stanely, Irwin
- Fundamentals of Advertising Research, Alan D. Fletcher and Tomas A. Bower, Wadsworth Publishing
- Advertising Research, Neil Holbert, American Marketing Association 1975, Joel Davis Prentice Hall
- Advertising Principles and Practice, William Wells, John Burnett and Sandra Moriarty, Pearson education
- Foundations of Advertising Theory and Practice, Chunawala and Sethia, Himalaya Publishing House
- Advertising and Sales Promotion, Satish Batra & Kazmi
- Integrated Advertising Promotion and Marketing Communication, Kenneth E. Clow, Donald Baack, PHI
- Sales Promotion and Advertising Management, MN Mishra, Himalaya Publishing House
- VignapavanamJansamparak (Hindi), Vijay Kulshreshth and Pratul Athiyya
- VignapavanamJansamparak (Hindi), Jayshri Jethwani, Sagar Publication
- Vipnanke Siddhart, Bhagwati Prakash Sharma, Rajeev Jain, Jayant Sharma, Harshita Shrimali, Apex Publishing House
- Vignapan Taknikevam Siddhart, Narendra Singh Yadav, Rajasthan Hindi Grahnta Academy.
- Vignapan Prabhanda, Narendra Singh Yadav, Rajasthan Hindi Grahnta Academy.
- Jansamparkevam Sanchar Prabhandan, Shailesh Sengupta (Translated by Shipra Mathur) Rajasthan Hindi Grahnta Academy.
- Jansamparkevam Vignapan, Dr. Sanjeev Bhanawat, Rajasthan Hindi Grahnta Academy.

Suggested Practicals:

- Consumer research
- Pre-testing of any campaign
Objective: To teach students the practical aspects of business communication.

Unit-I
Business Communication (Definition)
Difference between business communication and marketing communication
Types of Business Communication
Internal (Horizontal, Vertical, Diagonal and Grapevine)
External Communication
Principles of Effective Communication (7 Cs)

Unit-II
Oral Business Communication
Face to face
Telephonic conversation
Meetings
Seminars and Conferences
Group Discussions
Interviews (Types)

Unit-III
Written communication (1)
Business correspondence (Structure and forms)
Business letters
Enquiry letter, Quotation letter, Order letter, Sales letter, Claim letter, Adjustment letter, Invitation letter

Unit-IV
Written communication (2)
Personnel Letters
Reference letter, Appointment letter, Confirmation letter, Promotion letter, Warning letter,
Appreciation letter, Sympathy letter
Memo, Notice and Circulars
Formal Reports / Informal Reports
Resume writing with job application
Technical proposals

Suggested Readings:

- Business Communication, M.J. Mathew, RBSA
- Essentials of Business Communication, Rajendra Pal, J. S. Kordahalli, S. Chand, New Delhi
- Business Communication, Asha Kaul, Prentice Hall, New Delhi

Suggested Practicals:

- Group discussion
- Letter writing
- Resume writing

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University of Rajasthan
Paper-3401 Digital Communication

Objective: To apprise the students of the current trends in digital communication and also to teach them various digital communication strategies.

Unit-I
Digital Communication
Concept and importance
Evolution of digital media (Global and India)
Information and Communication technology
Convergence media

Unit-II
Various digital platforms
Forms of digital media (owned, paid and earned)
Digital media metrics (Page, hits, page impressions, clicks and reach)
Revenue metrics

Unit-III
Website strategy
E-marketing
Paid search marketing
Email marketing
Integrated e-marketing

Unit-IV
Social media communication
Mobile marketing
Digital PR
Online advertising
Regulation (IT Act 2000, National telecom policy 2012, TRAI)

Suggested Readings:

• Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation.
• Emarketing Excellence: Planning and Optimizing your Digital Marketing, Dave Chaffey & PR Smith, Routledge
• The Indian Media Business, Vanita Kohli Khandekar, Response Books
• India’s Communication revolution, Bullock cart to cyber marts, Everett M. Rogers & Arvind Singhal

Suggested Practicals:

• Designing e-marketing campaign
• Social media campaign
Objective: To equip the students with the knowledge of various audio-visual tools and graphic designing softwares

It is very ambitious. This can be divided into two papers and highlighted softwares can be deleted

Unit-I
Ad Layout and Design
Stages and types / Components / Principles of Design / Principles of Typography

Printing
Methods and processes of printing / Desktop Publishing
Artworks and digital technology in printing / Print ad production

Unit-II
Computer Softwares (1)
MS office (Powerpoint) / Pagemaker / Photoshop

Unit-III
Computer Softwares (2)
InDesign / Quark Express / Corel Draw / 2D and 3D animation

Unit-IV
Still photography for advertising and Public Relations
Camera techniques (should be specified)
Photo feature and captions

Audio-Visual production
AV equipments and their operations
Audio Production (Radio)
Techniques of AV production (Film and TV) – should be specified
Pre-production and Post-production work
Scripting, shooting and editing of Radio/TV commercials (and should be added between radio and TV)

Suggested Readings:
- G. Dalin, M.Sc software engineering, HSI PUBLICATIONS
- Video Production, Vasuki Belavadi, Oxford Higher Education
- Basics of Video Production, Deslyver and Graham Swainson, Focal Press
- Video Production Handbook, Gerald Mellerson, Focal press

Suggested Practicals:
Students will have to submit a practical assignment which may include:
- An Audio-Visual Presentation
- Making of a TVC/Radio Jingle
Objective: To make students work on conceptual, planning and research attributes.

Each student will have to prepare a dissertation/research under the supervision of a faculty member.

The research work can be on Public Relations, Advertising or Mass Communication.

The written dissertation of minimum 1000 words shall be typed and submitted in four copies to the head of the department at least 3 weeks before the commencement of the theory examinations.

The cover page of the dissertation shall be of light blue colour. The written work will be evaluated by an external examiner (for 150 marks) appointed by HJJUJ. Viva-voce based on the research work will be conducted by the external examiner in the presence of the supervisor.
Centre for Mass Communication
University of Rajasthan, Jaipur

M.A.
(Electronic Media Journalism)
Session 2016-18
Centre for Mass Communication  
University of Rajasthan, Jaipur  

M.A.  
(Electronic Media Journalism)  

Subject Code: JMC  
Course Category  
CCC: Compulsory Core Course  
Dis.: Dissertation  
PRJ: Project Work  
Contact Hours Per Week  
L: Lecture  
T: Tutorial  
P: Practicals  

Scheme of Examination  
1. Each theory paper EoSE shall carry 100 marks. The EoSE will be of 3 hourse duration. Part 'A' of the theory paper shall contain 10 Short Answer Questions of 20 marks, based on knowledge, understanding and applications of the topics/texts covered in the syllabus. Each question will carry two marks for correct answer.  
2. Part 'B' of paper will consist of four questions (with internal choice) of 20 marks each.  

Course Structure:  
The details of the courses with code, title and the credits assigned are as given below.  

Eligibility:  
Eligibility for admission in M.A. (Electronic Media Journalism) is first bachelor degree in any discipline from the recognized university with minimum 50%. Reservation of seats/relaxation of marks for different categories will be given as per university rules.
University of Rajasthan, Jaipur
M.A. (ELECTRONIC MEDIA JOURNALISM)
Syllabus
Semester Scheme 2016-18

First Semester

<table>
<thead>
<tr>
<th>S. No.</th>
<th>Subject Code</th>
<th>Course Title</th>
<th>Course Category</th>
<th>Credit</th>
<th>Contact Hours Per week</th>
<th>EoSE Duration (Hrs.)</th>
</tr>
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<tbody>
<tr>
<td>1.</td>
<td>EMJ 101</td>
<td>Introduction to Journalism and Mass Communication</td>
<td>CCC</td>
<td>09</td>
<td>6 3 0</td>
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<tr>
<td>2.</td>
<td>EMJ 102</td>
<td>History of Media</td>
<td>CCC</td>
<td>09</td>
<td>6 3 0</td>
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<tr>
<td>3.</td>
<td>EMJ 103</td>
<td>News Concepts and Reporting Techniques</td>
<td>CCC</td>
<td>09</td>
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<tr>
<td>4.</td>
<td>EMJ 104</td>
<td>Writing for Media</td>
<td>CCC</td>
<td>09</td>
<td>6 3 0</td>
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Second Semester

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<tr>
<th>S. No.</th>
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<th>Credit</th>
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<th>EoSE Duration (Hrs.)</th>
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<tbody>
<tr>
<td>1.</td>
<td>EMJ 201</td>
<td>Photojournalism</td>
<td>CCC</td>
<td>09</td>
<td>6 3 0</td>
<td>3 0</td>
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<tr>
<td>2.</td>
<td>EMJ 202</td>
<td>Television Journalism</td>
<td>CCC</td>
<td>09</td>
<td>6 3 0</td>
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<tr>
<td>3.</td>
<td>EMJ 203</td>
<td>Media Ethics &amp; Laws</td>
<td>CCC</td>
<td>09</td>
<td>6 3 0</td>
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<td>4.</td>
<td>EMJ 204</td>
<td>Computer Applications in Media</td>
<td>CCC</td>
<td>09</td>
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### Third Semester

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<tbody>
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<td></td>
<td>EMJ 301</td>
<td>Television Production theory</td>
<td>CCC</td>
<td>09</td>
<td>L 6 T 3 P 0</td>
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<tr>
<td></td>
<td>EMJ 302</td>
<td>Radio Journalism and Production</td>
<td>CCC</td>
<td>09</td>
<td>L 6 T 3 P 0</td>
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<tr>
<td></td>
<td>EMJ 303</td>
<td>Contemporary India</td>
<td>CCC</td>
<td>09</td>
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<td></td>
<td>EMJ 304</td>
<td>Television Production Practical</td>
<td>CCC</td>
<td>09</td>
<td>L 6 T 3 P 0</td>
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### Fourth Semester

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<th>EoSE Duration (Hrs.)</th>
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<td></td>
<td>EMJ 401</td>
<td>New Media</td>
<td>CCC</td>
<td>09</td>
<td>L 6 T 3 P 0</td>
<td>3 0</td>
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<tr>
<td></td>
<td>EMJ 402</td>
<td>Advertising and PR for Electronic Media</td>
<td>CCC</td>
<td>09</td>
<td>L 6 T 3 P 0</td>
<td>3 0</td>
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<td></td>
<td>EMJ 403</td>
<td>Human Rights and Media</td>
<td>CCC</td>
<td>09</td>
<td>L 6 T 3 P 0</td>
<td>3 0</td>
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<tr>
<td></td>
<td>EMJ 421</td>
<td>Dissertation / Audio-visual Documentaries</td>
<td>DIS/PRJ</td>
<td>09</td>
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</tbody>
</table>
MA in Journalism (Electronic Media Journalism)
Syllabus for 2016-18

Semester-I
EM 101 - Introduction to Journalism and Mass Communication

Unit – I

Unit – II

Unit – III
Journalism: Concept, Objective and Functions, Elements, Foundations and Role of Journalism in Society, Journalism and Democracy: Concept of Fourth Estate, Journalism and its accountability: Journalistic Ethics, Journalism: Contemporary Issues and Debates, Types of Journalism, Alternative Journalism, Citizen Journalism, Yellow Journalism, Investigative Journalism, Advocacy Journalism, Development Journalism

Suggested Readings:
1. Mass Communication in India, Keval J Kumar, Jaico Publishing House
2. Dynamics of Mass Communication: Theory and Practice, Uma Narula
3. Handbook of Communication: Models and Perspectives, Uma Narula
4. Propaganda and Persuasion, Jowett and Victoria
5. Patrakarita Ka Itihasa Avam Jansanchar Madhyam (Hindi), Dr. Bhanawat, University press
6. Jansanchar Avam Patrakarita (Hindi), Prof. Ramesh Jain, Mangaldeep Publication
7. Hindi Patrakarita Ki Vikas Yatra (Hindi), Asha Gupta, Kanishka Publishers Delhi

EM 102-History of Media

Unit I:
Introduction to Traditional Media, Meaning of Folk and Traditional Media, Nature and Scope of Folk and Traditional Media, Role in Rural Communication, Problem faced by Folk and Traditional Media, History of Print Media, Origin and Growth of Indian Press, Focus on Indian Press before and after Independence, Role of Journalism in Freedom movement; Mahatma Gandhi and his Journalism, Freedom Fighters as communicators (Raja Ram Mohan Roy, Bal Gandhar Tilak, Ganesh Shanker Vidharthi), Origin and Growth of Media in Rajasthan

Unit II
Some Major Newspapers of Pre-Independence Period, Hickey’s Bengal Gazette, Digdarshan, Samachar Darpan, Samvad Kaumudi, Udaant Martand, Samachar Sudhavaran, Rajputana Akhbar, Payame Azadi, Hindostan, Keshri, Young India, Harijan, Aaj, Major News Agencies in India.

Unit-III:
History of Electronic Media, Brief History of Radio in India; AIR, Formation of Prasar Bharati, FM Radio, Brief History of television in India, Development of Doordarshan, Emergence of Cable TV and Satellite Television in India, History of Indian Cinema and New Media, Brief History of Indian Cinema – Hindi Cinema; before and after Independence, Popular Cinema Vs Parallel Cinema, Brief History of New Media in India.

Suggested Readings:
1. Hindi Patrkarita ka Itihas by Jagdish Prashad Chaturvedi, Prabhat Publication
2. Hindi Patrkarita Ka Vrihad Itihas, Arjun Tiwari Vani Publication
3. Samachar Patro Ka Itihas by Ambika Prashad Bajpai
4. The Rise & Growth of Hindi Journalism, Dr. R.R. Bhatnagar Viswavidyalaya Prakashan
5. Mass Communication & Journalism in India, D.S. Mehta
6. Mass Communication in India, Kevel J. Kumar

EM 103- News Concepts and Reporting Techniques

Unit-I

Unit-II
News writing process, Structure of News: Five Ws and One H., Intro/Lead- Types, writing Intro/Lead, Body, Organizing the News Story: Angle, Attribution, Quote, Background and Context, Checking Facts: Ensuring Accuracy, Objectivity and Balance in News Story, Writing for news agency, magazines, television, and radio.

Unit III

Suggested Readings
1. Broadcast Journalism by Andrew Boyd, Focal Press, Elsevier
2. Professional Journalism, MV Kamath, Vikas Publishing House
3. Writing for Media, Usha Raman, Oxford University Press
4. Feature Writing, Friedlander, Lee, PHI Learning
5. Patrikarta Ki Vibhinn Vidhayein, Nishant Singh, Radha Publications (Hindi)
6. Smart Reporter, Shailish, Dr. Brijmohan, Vaani Prakashan (Hindi)
7. Samachar Avam Feature Lekhan, Dr. Sanjeev Bhanawat, Rajasthan Hindi Granth Akademi (Hindi)
8. Khoji Patrikarita, Dr. Vijay Kulshreshta, Rajasthan Hindi Granth Akademi (Hindi)

**EM 104 - Writing for Media**

**Unit-I**

Creative Writing and Communication Skills, Writing to Inform, Entertain, Educate, 7 C's of Communication, Serving the News – Inverted Pyramid; Hourglass Structure, Translation to Transcreation, Practicing Translation from Hindi to English / English to Hindi, Writing for Print, Essentials of writing for print, Writing features: Meaning and concept of features; ingredients of feature writing, Practicing News Report and Feature Writing, Press Release, press brief, rejoinder

**Unit-II**

Writing for Radio, Essentials of writing for Radio script - Writing for ear, Shared medium, Practicing Radio news writing- Scriptwriting, Radio Plays, commentary, talk shows, interview, Feature Writing.

**Unit-III**

Writing for Television and Web, Essentials of writing for television – Scriptwriting, Writing to Pictures – writing for the Eye and the Ear, Practicing Television news writing – Headlines, Anchor Links, Body, Writing news for Web, Writing Special stories and Reviews, Writing with creativity and colour; Art of writing with flair, Difference between writing for different medium - TV, Radio, Newspaper, Web., Special Stories and articles, Book Reviews, Film Reviews

**Suggested Readings:**

1. Writing for the Mass Media, James Stovall, Pearson Publishers
2. Writing for Visual Media, Anthony Friedmann, Taylor & Francis
3. Writing for Media, Usha Raman, Oxford University Press
5. Samachar Avam Feature Lekhan, Sanjeev Bhanawat, Rajasthan Hindi Granth Akademi

**Semester-II**

**EM 201 - Photo Journalism**

**Unit 1**

Introduction to Photography, History and development of photography, Photography – elements and principle, Types of Camera- Box camera, Polaroid cameras Single lens reflex cameras, Auto SLR cameras, Twin lens reflex cameras & Digital cameras, Principles of composition, subject and Basic lighting, Equipments of Photography, Photographic equipments-lens types and functions, film-types and functions, Tripod, Flash, lens-hood, reflectors & other accessories, Shots, Focus, Aperture,
Shutter speed, Selection of subject, depth of field, focal length, White Balancing, types of exposure, Photographic filters and effects, Exposure meter.

Unit II

Introduction to Photojournalism, Photo Journalism: Writing Photo Captions, Photo Features and Photo Essay, Qualities essential for photo journalism, Internet Photo Journalism, Characteristics of Photojournalism, Photojournalism Code of Ethics

Unit III

Techniques of Photojournalism, Photographic techniques-blur, freeze, panning, Selective focusing, Frame within frame, Zooming, Multi Exposure, Long Exposure, Panorama, Fill in flash, flash away from camera, Candid Photography, Digital Photography, Production Work, Students will be required to click photographs on themes discussed in the class and make an e-portfolio, Students will be asked to make Photo Essay and Photo features. They will make a photo-story on any given topic with ten photographs.

EM 202-Television Journalism

Unit I

Understanding the medium, Evolution and development of TV; Strengths and weaknesses of the medium; History of TV in India -SITE, Terrestrial, Cable and Satellite ; Public Service and Commercial TV Broadcasting ; Working of a TV Camera: various camera parts, shots and angles for news coverage, types of ENG cameras, Organisation and Working of the Newsroom, The TV newsroom-Input, Output, Assignment Desks; Functionaries and their roles in a news room - reporters, copy editors, input editors, output editors, news producers, cameramen, video editors; Backroom researchers, reference library or archives people, graphic artists

Unit II

TV News - Reporting and Skills, News values, significance of timeliness, news as it happens ; sources of news, news agencies; breaking news : definition and practice ; news priorities for TV, comparison with other news media; reporting skills: understanding deadlines, gathering information, cultivating sources, spotting, developing and designing a story ; presentation skills: VOs, voice modulation, body language; Piece-to-camera (PtoCs ) ; interview skills : significance of sound-bytes, vox pops, door-stoppers, detailed news interviews.

Unit III

Writing/Scripting for TV News, Writing to Pictures, thinking audio and video ; Conversational style: words, visuals and writing in 'aural' style; Elements and Formats of News Script; Preventing information overload and Permitting visuals to breathe: the significance of silence and Natural Sounds; Writing News Features, Anchor Leads, voice over scripts. Editing and Presenting TV News, Basics of Editing – Dos and Donts, Pre-Roll, Post-Roll ; Structure of a news bulletin: headlines, individual stories ; The LIVE Report- Phonos, Stand Ups, OBs, Walkabouts; Compilation of a bulletin-the run downs, leads, teasers, live feed ; The Anchor’s Role and Skills : news sense, screen presence, alert mind, interview skills, ad-libbing.

Suggested Readings:

1. Writing for Television, Radio and New Media by Hilliard R.I; Wadsworth, Denmark.

Dy. Registrar
(Academic)
4. India on Television by Nalin Mehta, Harper Collins
5. Before the Headlines by Chandrakant P. Singh, Macmillan India Ltd
7. Electronic Media by Ramesh Jain, University Book House (Hindi)
8. Television Production by Dev Vrat Singh, MLCRPV (Hindi)

EM 203- Media Ethics and Laws

Unit-I


Unit-II


Unit-III


Suggested Readings
1. Media Ethics- truth, fairness and objectivity, Pranjoy GuhaThakurta, Oxford University Press
2. Introduction to the Constitution of India, DD Basu, SC Sarkar &Sons pvt ltd
3. Media Law and Ethics, M. Neelamalar, PHI learning
5. Media Ethics, Issues and cases, Philip Patterson, Lee Wilkins, Mc Graw Hill
7. Bharat ka Samvidhan –Ek Parichay, DD Basu (Hindi)
8. Media Ka Underworld: Paid News, Corporate Aurloktantra, Dilip Mandal, Radhakrishnan Prakashan (Hindi)
9. Bharat Mein Patrakarita, Alok Mehta, National book trust (Hindi)
10. Press Kanoon Aur Patrakarita, Dr Sanjeev Bhanawat, Rajasthan Hindi Grantha Akademi

EM 204-Computer Applications in Media

Unit-I


Dy. Registrar
(Academic)
MS Windows Operating System Desktop Operations, Windows Explorer, Files and Folders, Control Panel, Basic concepts of word processor, Tools and Menus of MS Word, Importance of Shortcut key, types of font, Formatting a Page by using different tool of MS Word like Page Setup, Text and Paragraph Formatting, Computer typing.

Unit-II
Uploading Videos through FTP, Introduction to Window Movie Maker, Various tools of Window Movie Maker and its uses, Various types of Video and audio file formats, Process to Convert and Send the Videos on ftp servers.

Unit-III
Basics of Multimedia, Concepts, Definition and Elements of Multimedia, Applications of Multimedia, Components of Multimedia, Picture files, History and Development of Internet, History and Advantages of Internet, Types of Internet Connections, Interconnecting Protocols-TCP IP, FTP, HTP, WWW, Web page Websites, web browser, Search Engines, Internet Services-Chattng Blogging, Email and Video Conferencing

Suggested Readings:
1. IT Tools and Application by Satish Jain BPB Publication
2. Computer Fundamental (Hindi and English) by Pradeep and Priti Sinha, BPB Publication
3. Computer and Information Technology Fundamentals by Ashok Sharma, College Book House
4. Web Patrakarta by Shyam Mathur, Rajasthan Hindi Granth Academy

Semester-III
EM 301-Television Production Theory

Unit-I
Understanding the camera, Video Camera-Types- Camcorders, ENG, EFP, Studio Cameras, Camera mounting Equipment- Monopod, tripod, studio pedestal, Special Camera mounts, Video Camera features and parts- White balance, Focus, Depth of field, Shutter, zoom, Filters, Aspect Ratio, Lenses- Different types; wide angle, zoom, telephoto, Production process and techniques, Visual Grammar-Composition, Classification of shots, Camera Movements, Rule of thirds, Stages of production - Pre production, Production & Post Production, Lighting- Three point Lighting, Reflectors, Lighting grid, Lighting accessories, Sound - characteristics, Signal to Noise Ratio, acoustics, types of Microphones, Writing for Television- Story boarding and Script writing, Voice Broadcast Skills- Enunciation, Flow, Modulation

Unit II
Basics of Television Studio, Single Camera and Multi-camera set-ups, PCR, VTR, Multi Preview Monitors, Video Switcher, audio mixer, Talkbacks, Floor Plan, Floor Manager- cues and commands, Operational items and Controls of Studio, Use of Teleprompter.

Unit III
Basics of Video Editing, Grammar of editing, Liner / Nonlinear Editing, transitions, Nonlinear editing Software and Digital Effects, Video and Broadcast Technology, Analogue and Digital Technology,
Video Tape Formats-VHS, U-Matic, Beta, Mini DV, HD, Broadcast Standards-NTSC, PAL, SECAM, Satellite & Cable TV Broadcasting

Suggested Readings

1. Television Production Handbook, Herbert Zettl, Cengage Learning
2. Video Production, Vasuki Belavadi, Oxford University Press
3. Producing Videos, Martha Mollison, Viva Books
8. Television Production (Hindi), Dev Vrat Singh, Makhanlal Chaturvedi Vishwavidyalaya
9. Video Production (Hindi), Gopal Singh, Kanishka Publishers

EM 302 - Radio Journalism and Production

Unit-I
Radio as a medium of mass communication, Development of radio in India, Radio as a tool of development, Basics of radio Production, Microphones (Types and Importance), Radio Studio Set Up

Unit-II
Radio Writing, News writing, Preparation of news bulletin, Various formats of news and programmes, Art of writing different radio programme formats (Talk, Play, Feature and Commentary)

Unit-III
Production and Presentation, Voice Training: Effective use of voice (Enunciation, Flow, Pronunciation, Modulation), Radio Interviews-Preparing and Planning, Types of Interviews on Radio, Live and Recorded Interviews, Moderating skills for radio discussion programmes, Handling interactive live transmission, Future of Radio, FM, Internet Radio, Satellite Radio, Community radio: Concept and Importance

Suggested Readings:

1. The Known World of Broadcast News, Ajay Das, MLS publishers
4. Radio and TV Journalism, Jan R Jonge and PP Singh
5. History of Broadcasting in India, Kaushalendra Saran Singh, Kanishka Publishers
6. Broadcast Journalism, CS Shrivastava, RK Parekh, Crescent Publishing Corporation
7. Electronic Media Lekhan (Hindi), Harish Arora
8. Akashvani Ki Awaz ka Jadugar Udghoshak (Hindi), Alok Saxena, Kanishka Publishers
9. Electronic Yug mein Patrakarita ka Badalta Swarup (Hindi), MeenakshiVashishta, Rajasthans Hindi Grantha Academy
10. Media Lekhan aur Sampadan Kala (Hindi), Govind Prasad and Anupam Pandey, Discovery Publishing House

EM 303-Contemporary India
Unit I


Unit II

Economic System of India, Main features and trends of Indian economy – Inflation, Recession, GDP, Management of Economy: Finance Ministry, Planning Commission, Reserve Bank, Problems of Poverty, Hunger, Malnutrition, Unemployment, Agrarian crisis and problems of Rural India.

Unit III


Suggested Readings:

1. India’s Struggle for Independence by Bipan Chandra et al, Penguin Publishers
2. India after Gandhi by Ramachandra Guha, Picador India [ also available in Hindi ]
3. India since Independence by Bipan Chandra et al, Penguin Publishers
4. Introduction to Constitution of India by DD Basu, Prentice Hall, New Delhi
5. The Argumentative Indian by Amartya Sen, Penguin Publishers

EM 304-Television Production Practical

Students will be given hands-on practical training of television and studio production.
• Students will produce news stories.
• Students will produce group programs like discussions, features.
• Students will make a few advertisements, talk shows, etc
• Students will be given hands on practical training of TV production.

Semester-IV

EM 401 : New Media

Unit-I

Introduction to New Media; Development of New Media, New Media Technology, Communication Technology (C.T.)-Concept and Scope, Telephone, electronic, digital exchange, C-Dot-Pagers, cellular,

Unit-II

Writing News Stories, Features and Articles with Visual and Graphics on the Web, Blogging: Concept, development and basic features, Writing for Blogs, Role of blogging in Alternative Journalism, Online Versions (E-Papers, Magazine, Radio/FM and Television channels)

Unit-III

Orkut, Facebook, Twitter, Social messaging and journalism: Twitter phenomenon, Ethical issues: Importance of comments and controversies of anonymous comments, Experiments in Citizen Journalism in India, The Students will come up with the Production Work based on the inputs given.

Suggested Readings:

1. Hand Book of New Media by Lievrouw and Livingston, Sage (Student Edition)
3. The Revenge of Low Tech: autolabs, telecentros and tactical media in Sao Paulo by Richard Rosas, from Crisis Media Sarai Reader 04

EM 402- Advertising and Public Relations for Electronic Media

Unit-I

Advertising – concept and definition, History and development of advertising, Media for Advertising-print, radio, television, outdoor and interactive media, Types of Advertising, Socio-economic effects of advertising, Media planning: Media strategies and selection of media, Advertising Agency: Types, Structure and Functions

Unit-II

Advertising copy for Print Media, Visualization: Illustrations, Colour and Layout, Effects in advertising (Zeigernik, Halo, Empty space effect), Copy writing for radio commercials, TV, Outdoor and Interactive media, Advertising creativity: Stages in the creative process, advertising appeals and Message Approaches/Execution Styles, Advertising campaigns: Types and Phases

Unit-III


Suggested Readings:
2. Foundations of Advertising Theory and Practice, Chunawala and Sethia,Himalya Publishing House
3. Advertising and Sales Promotion, Satish Batra & Kazmi
4. Sales Promotion and Advertising Management, MN Mishra, Himalya Publishing House
5. Corporate Communication, Jaishri Jethwaney, Oxford University Press.
8. Vigyapan Avam Jansamparak (Hindi), Jayshri Jethwani, Sagar Publication
9. Vigyapan Avam Jansamparak (Hindi), Vijay Kulkshreshth and PratulAtthiya
12. Vigyapan Prabhandha (Hindi), Narendra Singh Yadav, Rajasthan Hindi Grahnta Academy.

EM 403: Human Rights and Media

Unit I


Unit-II


Unit-III


Dy. Registrar (Academic)
University of Rajasthan
Suggested Readings

2. H.O. Aggarwal: International Law & Human rights; Allahabad, Central Law Publications

EM 421 : Dissertation/Documentary

The Dissertation is required to be submitted at least fifteen days before the commencement of the IV semester examination. Students will be required to submit a dissertation on a Electronic Media related topic after conducting research under the guidance of a faculty member and with the approval of the Head of the Department.

OR

Students can opt to create Audio-visual Documentaries in groups of not more than 4 students per group.

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Dy. Registrar
(Academic)
University of Rajasthan
Jaipur