UNIVERSITY OF RAJASTHAN
JAIPUR

SYLLABUS

M.A.

(i) Electronic Media Journalism
(ii) Journalism and Mass Communication
(iii) Public Relation and Advertising

Semester Scheme

I & II Semester Examination 2018-2019
III & IV Semester Examination 2019-2020
University of Rajasthan, Jaipur

M.A.
(Electronic Media Journalism)
Session 2018-20
M.A. (Electronic Media Journalism)

Subject Code : EMJ
Course Category
CC : Compulsory Core Course
CE : Core Elective
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 a recognized university with a minimum of 50% marks. Reservation of seats/relaxation of marks for different categories will be given as per university rules.
<table>
<thead>
<tr>
<th>Sr.</th>
<th>Subject Code</th>
<th>Course Title</th>
<th>Course Category</th>
<th>Credit</th>
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<tbody>
<tr>
<td>1</td>
<td>EMJ 101</td>
<td>News Concepts and Reporting Techniques</td>
<td>CC</td>
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<td>2</td>
<td>EMJ 102</td>
<td>Photo Journalism</td>
<td>CC</td>
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<td>3</td>
<td>EMJ 103</td>
<td>Writing for Media</td>
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<td>4</td>
<td>EMJ 104</td>
<td>Contemporary India</td>
<td>CE</td>
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<td>5</td>
<td>EMJ 105</td>
<td>History of Journalism</td>
<td>CE</td>
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<td>6</td>
<td>EMJ 106</td>
<td>Introduction to Journalism and Mass Communication</td>
<td>CE</td>
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<td><strong>SECOND SEMESTER</strong></td>
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<td>1</td>
<td>EMJ 201</td>
<td>Radio Journalism &amp; Production</td>
<td>CC</td>
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<tr>
<td>2</td>
<td>EMJ 202</td>
<td>Media Laws and Ethics</td>
<td>CC</td>
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<td>3</td>
<td>EMJ 203</td>
<td>Photojournalism (Practical)</td>
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<td>EMJ 204</td>
<td>Television Journalism</td>
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<td>EMJ 205</td>
<td>Evolution of Broadcasting in India</td>
<td>CE</td>
<td>06</td>
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<td>6</td>
<td>EMJ 206</td>
<td>Computer Applications in Media</td>
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<td><strong>THIRD SEMESTER</strong></td>
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<td>Television Production Theory</td>
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<td>2</td>
<td>EMJ 302</td>
<td>Television Production Practical</td>
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<td>3</td>
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<td>Radio Production (Practical)</td>
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<td>EMJ 304</td>
<td>Human Rights and Media</td>
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<td>EMJ 305</td>
<td>Electronic Media Management</td>
<td>CE</td>
<td>06</td>
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<td>EMJ 306</td>
<td>Communication Research</td>
<td>CE</td>
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<td>New Media</td>
<td>CC</td>
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<td>2</td>
<td>EMJ 402</td>
<td>Cinema Studies</td>
<td>CC</td>
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<td>3</td>
<td>EMJ 403</td>
<td>Dissertation / Documentary</td>
<td>CC</td>
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<td>4</td>
<td>EMJ 404</td>
<td>Advertising and Marketing Communication</td>
<td>CE</td>
<td>06</td>
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<td>5</td>
<td>EMJ 405</td>
<td>Public Relations and Corporate Communication</td>
<td>CE</td>
<td>06</td>
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<td>6</td>
<td>EMJ 406</td>
<td>Development Communication</td>
<td>CE</td>
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</table>
MA (Electronic Media Journalism)
Syllabus for 2018-20

Semester-I

**EMJ 101 - News Concepts and Reporting Techniques**

**Unit I**


**Unit II**

Structure of News: Five Ws and One H, Intro/Lead- Types, Organizing the News Story: Angle, Attribution, Quote, Background and Context, Checking Facts: Ensuring Accuracy, Objectivity and Balance in News Story

**Unit III**


Suggested Readings:

12. Ward Mike, Journalism Online, Elsevier India.
15. Ward, Mike, Journalism Online, Focal Press, Oxford.
16. ग्रामीण स्थल (जगत), समाचार एवं फीवर लेखन, राजस्थान हिंदी विश्व अकादमी, जयपुर, 2009.
17. साप्ताहिक स्यं, देव प्रकाशित, राजस्थान हिंदी विश्व अकादमी, जयपुर, 2010.
18. संसद, संगठन एवं संवाददाता, हिंदी विश्व अकादमी, जयपुर, 2009.
19. दीप, नवीन, संसदीय सम्बन्ध रणनीति, राजस्थान हिंदी विश्व अकादमी, जयपुर, 2009.
20. बनपुर, वीरभद्र, फीवर लेखन, फीवर रिपोर्टिंग, दिल्ली.
21. तुम्हारे, हस्ताक्षर, दीप, नवीन, संसदीय रणनीति, राजस्थान हिंदी विश्व अकादमी, जयपुर, 2009.
22. सूचना, स्यं, सांसदीय सम्बन्ध रणनीति का कल्पना एवं कस्ट, हिंदी विश्व अकादमी, जयपुर, 2009.
23. द्य. Registrar (Academic)
University of Rajasthan
Jaipur
Unit I

History and development of photography - Camera Types - Box camera, Polaroid cameras, Single lens reflex cameras, Auto SLR cameras, Twin lens reflex cameras & Digital cameras; Principles of composition, lighting; Photo-equipments - lens types and functions, film-types and functions, Tripod, lens-hood and reflectors. Shots, Focus, Aperture, Shutter speed, depth of field, focal length; White Balance; Exposure techniques; Filters and Exposure meter.

Unit II

Photo Journalism: Writing Photo Captions, Photo Features and Photo Essay; Qualities essential for photo journalism; Internet Photo Journalism; Characteristics of Photojournalism.

Unit III

Techniques of Photojournalism - blur, freeze, panning; Selective focusing, Frame within frame; Zooming, long Exposure, Panorama; Fill in flash, flash away from camera, Candid Photography, Digital Photography

Suggested Readings:
1. Carline, Reuel Golden, Master of Photography,
2. Upton, John and Stone, Jim, Photography by Barbara Loden, (Prentice Hall)
3. Aiyer, Balakrishna, Digital Photojournalism
4. Chandra, PK, Visual Communication and Photojournalism, Swasti Publishers, Delhi,
5. Langton, Loup, Photojournalism and Today’s News: Creating Visual reality,

EMJ 103: Writing for Media

UNIT-I

Principles and methods of effective writing for mass media. Difference between writing for different medium - TV, Radio, Newspaper, Magazines & Web.

UNIT-II

Writing features - Meaning and concept of features; Types of features, ingredients of feature writing

UNIT-III

Writing for Various Target Audiences; Different types of writings: Travelogues, biography, Memoirs, film review. Writing Anchor reads/Dry Anchor, Bullet Points, Graphics, Documentary Scripts

Suggested Readings:
1. Ganesh, T.K., Essentials of Mass Media Writing, Authorspress, Delhi
2. Gupta, Om, Basic Aspects of Media Writing, Kanishka Publishers, Distributors, New Delhi
3. Raman, Usha, Writing for the Media, Oxford University Press, New Delhi
4. राणा, गौरीशंकर, संबंध माध्यम लेखन, वाणी प्रकाशन, नयी दिल्ली
5. शर्मा, मीना, हिंदी भाषा, मीडिया और सर्वजनिक लेखन, तरंग प्रकाशन, गाजियाबाद
6. प्राणकर, डी. मनोहर, पत्रकारी लेखन के आयाम, पंथी शाल प्रकाशन, जयपुर
7. बाला, सुषिंता, जन माध्यमों की लेखन विधाएं, कनिंक पदिथेरस, हिन्दीविद्यालय, नई दिल्ली
8. विपाली, डी. रमेश चन्द्र और अय्वाल, डी. फवन, मीडिया लेखन, भाषा प्रकाशन, लखनऊ
UNIT-I

UNIT-II

UNIT-III

Suggested Readings:
1. India Year Book. Publications Division, New Delhi.
4. Datt and Sundaram, Indian Economy, S. Chand, New Delhi.
5. प्रवास, ऐ. ऐ. सोहर, भारतरत्न, डॉ. संजीव (संपादक), साकारता महात, राजस्थान हिंदी प्रबंधकीय, जयपुर,
6. नेतृत्व, सुनीता, मुदुम्बी और मुकुटकोट्सी आदित्य, आजटी के बाद का पत्रकारिता, दिल्ली विश्वविद्यालय, दिल्ली
7. गुड़ा, रामनन्द, भारत सत्ता के बाद, पैंडुन कुमार.
8. कन्नूर, सुभाष, भारतीय सत्ता, एन.सी.ई.आर.टी, नई दिल्ली

EMJ 105: History Of Journalism
UNIT-I
Concept of Journalism—nature, scope, function and types (such as advocacy, campaign, investigative, immersive and citizen journalism)

UNIT-II

UNIT-III
Traditional Media: Folk Dances, Folk Theatre, Folk Music, Puppetry. Ways and means to keep them alive in the face of popularity of the electronic media.

Suggested Readings:
1. Parmar, Shyam, Traditional Folk Media in India. Geka Books, New Delhi.
5. गिरी: आ. क. मुंड बिहारी, हिंदी प्रकाशिता लोक भारती प्रकाश, इलाहाबाद.
6. वैदिक, डॉ. वेष्कटरात, हिंदी प्रकाशिता विभिन्न आयाम, हिंदी पुस्तक संसर्ग, नई दिल्ली.
7. श्रेष्ठ, विजयचंद, समर भारतीय प्रकाशिता (1760–1990) लांबवंद प्रकाश, इल्लिंग.
8. मानव, डॉ. साहित्य (संपादक), भारत में संसार प्रकाश, राजस्थान हिंदी प्रबंधकीय, जयपुर.
9. मालवत, डॉ. संजीव (संपादक), प्रकाशिता का इतिहास एवं जन संचार माध्यम, युविनसीटी, पश्चिमक्षेत्र, जयपुर.

Dy. Registrar
(Academic)
University of Rajasthan
Jodhpur
Unit - I

Unit - II

Unit - III

Suggested Readings:
5. सिंह, डॉ. श्रीकान्त संभाल. पत्रिकाएँ एवं सिद्धान्त, भारतीय पत्रिकाशास्त्र एवं दित्तमीत्रता, पंजाब.
6. सिंह ओम प्रकाश, संवार के मूल सिद्धान्त, क्षातिक विचारित्व कम्पनी नई दिल्ली.
7. हिंद, आशा और जैन, महु, परीक्षा सुपरिक, संवार के सिद्धान्त, राजस्थान हिन्दी ग्रन्थ अकादमी, जयपुर, 2009
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

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, Rajasthan Hindi Grantha Academy
10. Media Lekhan aur Sampadan Kala (Hindi), Govind Prasad and Anupam Pandey, Discovery Publishing House

UNIT-I

UNIT-II

UNIT-III
Ethical problems including privacy, right to reply, communal writing and sensational and yellow journalism; Press Council of India and its broad guidelines for the press and other professional organizations, Guidelines for broadcast Media.
Accountability and independence of media.
External Assessment & Viva - 70 marks
Internal Assessment - 30 marks

Students will be given practical training in Photojournalism and produce any five of the following:

- Students will give visual documentation of shooting fast and slow events.
- Students will give visual documentation of shooting news stories/news features.
- Students will give visual documentation of shooting social/environmental themes.
- Students will provide evidence of effective caption writing to pictures.
- Students will give visual documentation of handling themes in Black and White.
- Students will provide evidence of effectively handling Digital camera/photography.

Suggested Readings:


Unit-I
Strengths/weaknesses of TV as a News Medium; Using the TV Camera: camera parts, shots and angles for news coverage; Organisation and Working of TV Newsroom- Input, Output, Assignment Desks; Functionaries and their roles - reporters, copy editors, input editors, output editors, news producers, cameramen, video editors; Backroom researchers, Archives people, graphic artists

Unit-II
TV News - Values and Priorities for TV, comparison with other news media; Significance of News as it happens - Breaking news; definition and practice; Reporting skills: understanding deadlines, gathering information, cultivating sources, spotting/designing a story; Presentation skills: VOs, voice modulation, body language; Piece-to-camera (PtC): Interview skills: significance of sound-bytes, vox pops, door-stoppers, long interviews

Unit-III
Scripting for TV News: thinking audio and video; Writing to Pictures and in Conversational Style: Formats of News Scripts; Preventing information overload and Significance of Silence and Natural Sounds; Writing Anchor Leads, VO scripts; Basics of Video Editing - Dos and Don'ts; Compilation of a news bulletin: headlines, individual stories, the run downs, teasers, live feed; The LIVE Report: Phonos, Stand Ups, OBs, Walkabouts; The Anchor - 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
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 Devvrat Singh, MLCRPV (Hindi)
9. मुख, लेख, भारत में जनसंचार और प्रशासन मीडिया, सामाजिक प्रकाशन, नई दिल्ली, 2011
10. मानवता, और समाज (साधारण), इलेक्ट्रॉनिक मीडिया, राजस्थान हिंदी यथा अकादमी, जयपुर, 2009
Unit I

Invention of Radio and its advent as a tool of information/entertainment
Evolution of Radio as a tool of Mass Communication during World War-II and the modern world
History of Radio in India : Pre-Independence era. Start of Indian Radio Broadcasting -
Emergence of All India Radio / Akashwani. Development of Radio Broadcasting in India: Public Service. Commercial and Community service

Unit II

Evolution and development of TV; Strengths and weaknesses of the medium
History of TV in India - SITE, Growth of Doordarshan.
Public Service and Commercial TV Broadcasting
Emergence of Cable and Satellite Television in India
Formation of Prasar Bharati - Its Role and Limits; Private News Channels - Growth and Current Challenges

Unit III

History of Internet – Alternate Visions of written and audio-visual communication from Instant Communication to Virtual Reality
Growth and Prospects of Digital India ; Social Media and Challenges to Mainstream Media

Suggested Readings

2. India on Television by Nalin Mehta, Harper Collins
3. Before the Headlines by Chandrakant P. Singh, Macmillan India Ltd
5. Electronic Yug mein Patrakarita ka Badalta Swarup (Hindi), Meenakshi Vashishta, Rajasthan Hindi Granth Academy
6. मधुकर, देवभूषण. भारत में जनसाधारण और प्रसारण मीडिया, समाजशक्ति प्रकाशन, नई दिल्ली, 2011
7. मानवता, ओरिजिन (संपादक). इलेक्ट्रॉनिक मीडिया, राजस्थान हिंदी ग्रंथ अकादमी, जयपुर, 2009

Unit-I


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, HTTP, WWW. Web page Websites, web browser, Search Engines, Internet Services-Chatting 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 Books
4. Web Patrakarita by Shyam Mathur, Rajasthan Hindi Granth Academy
BMM 302 Television Production Practical

External Assessment & Viva - 70 marks
Internal Assessment - 30 marks

Students will be given hands-on practical training of television and studio production and will create any five of the following Tele-Productions:

- Students will produce news stories.
- Students will produce group programs like discussions, features.
- Students will make advertisements, talk shows, etc.
- Students will make short fictional or message films on social/environmental themes.

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
7. Television Production (Hindi), Dev Vrat Singh, Makhanlal Chaturvedi Vishwavidyalaya
8. Video Production (Hindi), Gopal Singh, Kanishka Publishers
External Assessment & Viva - 70 marks
Internal Assessment - 30 marks

Students will be given practical training in Radio Production and create any five of the following:
- Recording of radio programmes/News Stories
- Voice/presentation skills on radio
- Preparing of news bulletin/news piece for radio
- Feature writing for radio
- Moderation of a radio talk show
- Conduction of radio interviews
- Script writing for a radio play

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), Dr Harish Arora
8. Akashvani Ki Awaz ka Jadugar Udghoshak (Hindi), Alok Saxena, Kanishka Publishers
9. Electronic Yug mein Patrakarita ka Badalta Swarup (Hindi), Dr Meenakshi Vashishta, Rajasthan Hindi Grantha Academy
10. Media Lekhan aur Sampadan Kala (Hindi), Dr. Govind Prasad and Anupam Pandey, Discovery Publishing House

Unit-I
Human Right- concept, meaning and challenges.

Unit-II

Unit-III
International Human and Civil Rights Organizations— Amnesty International
Human Rights Commissions in India — NHRC, SHRC, Human Rights Courts in districts.
Human Rights and Media
Agenda setting- framing of issues- newsworthiness- Human Rights mechanism and the agencies.
Assessment of reports- reporting and writing for Human Rights and courts.

Suggested Readings
2. H.O. Aggarwal: International Law & Human rights; Allahabad, Central Law Publications
UNIT-I

Principles of Management practices in media industry: Different types of Media ownership patterns in India, FDI in Electronic Media, Organisational pattern of a 24X7 News Channel, functioning of editorial, HR, advertisement, marketing and distribution departments, inter-relationship and coordination among them.

UNIT-II


UNIT-III

Revenue Model of TV : Sponsorship, Advertisements and Rebroadcasting, Audience Rating: BARC, TRP and TAM, RAM, Branding TV; How to Win Audiences and Influence Viewers Introduction to major Indian professional organisations of media; NBA, IBF, BCCCI

Suggested Readings

1. Electronic Media Management, Revised(Paperback) by Peter Pringle, Michael F Starr
2. Media Management: Print, Electronic and Online, Dr. Vijay Agrawal, Publisher: publication.mcu@gmail.com
5. The TV Brand Builders: Andy Bryant and Charlie Mawer Kogan Page, London and Delhi
6. TRP-TV News aur Bazar- Dr. Mukesh Kumar, Vaani Prakashan

EMJ-306 - Communication Research

UNIT-I

Introduction: The Meaning of Research and the Scientific Method, Characteristics of Research and the Development of Mass Media Research, Classification of Research

The Elements of Research: Concepts, Constructs, Hypotheses, Research Questions and Instrumentation, Variables, Measurement, Scales

UNIT-II

Major Communication Research Methods: Experimental Research, Survey Research, Content, Analysis, Case study, Observational Research, in-depth Interview and Focus Group Discussion

Sampling: Meaning and Types of Sampling Population and Sample, Sample Size and Sampling Error

UNIT-III

Areas of Mass Communication Research: Print Media Research, Electronic Media Research, Public Relations Research, Advertising Research, Media Effects Research


Books Recommended:
15. मानवता, डॉ. संजीव (संपादक), संचार शोध प्रतिविद्यालय, राजस्थान हिन्दी विभाग अकादमी, जयपुर, 2009
16. आहुजा, राम , सामग्रिक संचारशास्त्र एवं अनुसंधान , साहित्य प्रकाशन, जयपुर
17. दयाल, डॉ. मनोज , मीडिया शोध , हरियाणा साहित्य अकादमी, पंचकुला

Dy Registrar,
(Admn)
University of Rajasthan
Jaipur
Semester-IV

Unit-I

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
Social messaging and journalism: Twitter phenomenon, Ethical issues: Importance of comments and controversies of anonymous comments, Experiments in Citizen Journalism in India.

Suggested Readings:
1. Hand Book of New Media by Lievrouw and Livingston, Sage (Student Edition)
2. Stephen McDowell & Kartik Pashupati (nd) "India's Internet policies: ownership, control, and purposes"; Unpublished Paper.
3. The Revenge of Low Tech: autolabs, telecentros and tactical media in Sao Paulo by Richard Rosas, from Crisis Media Sarai Reader 04

Unit-I
Conceptual Framework: History, Pioneers, Art or Commerce
Evolution of Cinema: Technological, Social and Economic
Introduction to major Film Genres. Debates on Cinema: Realism, Auteur, Ideological

Unit-II
Silent Era of Indian Cinema - Major Features and Personalities
The ‘Talkies’ - Advent of Sound in Indian Films
Studio System- its Collapse and Evolution of Independent Film Making
Popular Cinema, New Wave and ‘Middle’ Cinema, Short Films, Crowd Funding

Unit-III
Film Appreciation and Criticism. Writing Film Reviews; Censorship and Film bodies. Recent Trends, Diaspora Films, Multiplex Cinema

Suggested Readings:
5. Garga, B.D., So Many Cinemas - The Motion Picture in India, Vararity Book Depot, New Delhi.
6. माया, दी. वि.एन., स्वाक्षरी भारतीय हिंदी फिल्म: उदय विकास, राजस्थान प्रिंटिंग हाउस,दिल्ली।
7. माया, दी. एन., राजस्थान हिंदी फिल्म: उदय विकास, राजस्थान प्रिंटिंग हाउस,दिल्ली।
8. माया, दी. एन., राजस्थान हिंदी फिल्म: उदय विकास, राजस्थान प्रिंटिंग हाउस,दिल्ली।
9. माया, दी. एन., राजस्थान हिंदी फिल्म: उदय विकास, राजस्थान प्रिंटिंग हाउस,दिल्ली।
10. माया, दी. एन., राजस्थान हिंदी फिल्म: उदय विकास, राजस्थान प्रिंटिंग हाउस,दिल्ली।
11. माया, दी. एन., राजस्थान हिंदी फिल्म: उदय विकास, राजस्थान प्रिंटिंग हाउस,दिल्ली।
12. माया, दी. एन., राजस्थान हिंदी फिल्म: उदय विकास, राजस्थान प्रिंटिंग हाउस,दिल्ली।
13. माया, दी. एन., राजस्थान हिंदी फिल्म: उदय विकास, राजस्थान प्रिंटिंग हाउस,दिल्ली।
14. माया, दी. एन., राजस्थान हिंदी फिल्म: उदय विकास, राजस्थान प्रिंटिंग हाउस,दिल्ली।
15. माया, दी. एन., राजस्थान हिंदी फिल्म: उदय विकास, राजस्थान प्रिंटिंग हाउस,दिल्ली।
16. माया, दी. एन., राजस्थान हिंदी फिल्म: उदय विकास, राजस्थान प्रिंटिंग हाउस,दिल्ली।
17. माया, दी. एन., राजस्थान हिंदी फिल्म: उदय विकास, राजस्थान प्रिंटिंग हाउस,दिल्ली।
18. माया, दी. एन., राजस्थान हिंदी फिल्म: उदय विकास, राजस्थान प्रिंटिंग हाउस,दिल्ली।
19. माया, दी. एन., राजस्थान हिंदी फिल्म: उदय विकास, राजस्थान प्रिंटिंग हाउस,दिल्ली।
20. माया, दी. एन., राजस्थान हिंदी फिल्म: उदय विकास, राजस्थान प्रिंटिंग हाउस,दिल्ली।
21. माया, दी. एन., राजस्थान हिंदी फिल्म: उदय विकास, राजस्थान प्रिंटिंग हाउस,दिल्ली।
22. माया, दी. एन., राजस्थान हिंदी फिल्म: उदय विकास, राजस्थान प्रिंटिंग हाउस,दिल्ली।
23. माया, दी. एन., राजस्थान हिंदी फिल्म: उदय विकास, राजस्थान प्रिंटिंग हाउस,दिल्ली।
24. माया, दी. एन., राजस्थान हिंदी फिल्म: उदय विकास, राजस्थान प्रिंटिंग हाउस,दिल्ली।
25. माया, दी. एन., राजस्थान हिंदी फिल्म: उदय विकास, राजस्थान प्रिंटिंग हाउस,दिल्ली।
26. माया, दी. एन., राजस्थान हिंदी फिल्म: उदय विकास, राजस्थान प्रिंटिंग हाउस,दिल्ली।
27. माया, दी. एन., राजस्थान हिंदी फिल्म: उदय विकास, राजस्थान प्रिंटिंग हाउस,दिल्ली।
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29. माया, दी. एन., राजस्थान हिंदी फिल्म: उदय विकास, राजस्थान प्रिंटिंग हाउस,दिल्ली।
30. माया, दी. एन., राजस्थान हिंदी फिल्म: उदय विकास, राजस्थान प्रिंटिंग हाउस,दिल्ली।
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 relevant/significant Media related themes/issues 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/Presentations on topical themes either individually or in groups of not more than 3 students per group.

UNIT A
Definition of marketing, Importance of marketing, Marketing Mix - Product (Types, Levels and PLC), Price, Physical Distribution and Promotion, Integrated Marketing Communication.

Marketing of Services, Social Marketing.

UNIT B
Evolution of advertising, concept, classification, advertising in the era of globalisation, Socio-economic impact of advertising ethics of advertising (ASCI, AAAI code of conduct), surrogate advertising.

UNIT C
DAVP, Advertising Agency: structure and functions, client agency relationship, media planning, evaluation of advertising (pre-tests and post-tests)
USP, creative process, creative thinking, creative brief, advertising copy writing for various mass media, advertising campaign planning

Suggested Readings:
6. Shrivastava, KM, Social Media in Business and Governance, Sterling Publishers, New Delhi,
7. Prasad, Kiran, New Media and Pathways to Social Change, BR Publishers Corporation, Delhi
8. यादव, संजय रघुबर, विज्ञापन तकनीक एवं विज्ञापन, राजस्थान हिन्दी प्रथा अकादमी, जयपुर।
9. मानवता, प. अंबरजोश (संपादक), जनसंपर्क एवं विज्ञापन, राजस्थान हिन्दी प्रथा अकादमी, जयपुर, 2010

UNIT A
Public Relations and Corporate Communication- concept and scope, publicity, propaganda, advertising, and sales promotion, PR and public affairs Public Relations: Definition, objectives; brief history of public relations in India. Structure of PR and Corporate communication in State, Public and Private Sectors

UNIT B
Tools and techniques of PR and Corporate communication- corporate identity and reputation, media planning and selection for PR and corporate communication, Publics in corporate communication and PR, financial publics, opinion makers, lobbying, PR process (Race Approach), Qualities of PR personnel.

UNIT C
Crisis management- PR & corporate communication in damage control, third sector initiative Opportunities, challenges and issues for PR and corporate communication in the media environment. Ethical issues of Public Relations and Corporate Communication -standards and Code of Ethics, professional organizations and councils

Suggested Readings:

Dy. Registrar
(Academic)
University of Rajasthan
UNIT I
Concept of Development: Changes in the concept and scope of development, historical overview of
development, issues and indicators of development, review of Five Year Plans for
development in India.
Approach to development: Basic need, Integrated development, Local organisations, Self
development, Participatory development.
Role of Communication in Development.

UNIT II
Social and Rural Development: Social indicators of development—education, literacy, nutrition
and health, population control and family welfare, environment, women empowerment.
Coverage of contemporary social issues of importance to society such as gender, race, ethnicity,
religion, social class, poverty, development issues and public health, ethical and context specific
considerations in reporting such issues.

UNIT III
Development Communication: Concept and process, Dominant, Dependency and Participatory
Models of Communication.
Participatory message making, Decision making and action.
Role of interpersonal channels, traditional media, mass media, new information and
communication technology in development, with special reference to India.

Suggested Readings:
1. White, Shirley A., K. Sadanandan Nair and Joseph Ascroft, Participatory Communication: Working
   for Change and Development. Sage, New Delhi.
2. Servaes, Jan, Thomas L. Jacobson and Shirley A. White (Eds.), Participatory Communication for Social
   Change. Sage, New Delhi.
3. Thakur, B.S. and Binod Agrawal (Eds.), Media Utilization for the Development of Women and
   Publications, New Delhi.
   Publishing Houses, New Delhi.
10. Murthy, DVR, Development Communication, Kanishka Publishers & Distributors, Delhi, 2013
11. उत्तम, अनिल दुबेर, मनोरंजन एवं विकास संबंध, विज्ञान प्रकाशन मंडल, बालामपुर।
12. मानववित्त, ओ. संसाधक (संसाधक), विज्ञान एवं विकास संसाध, राजस्थान हिंदी विभाग अनुसंधान, जयपुर, 2010

XXX

Dy. Registrar
(Academic)
University of Rajasthan
JAIPUR
University of Rajasthan, Jaipur

M.A.
(Journalism and Mass Communication)

एम. ए. (पत्रकारिता एवं जनसंचार)

Session 2018-20
University of Rajasthan, Jaipur

M.A. (JOURNALISM AND MASS COMMUNICATION)
Syllabus
Semester Scheme 2018-20

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 hour
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.

3. In the case of JMC 402 : Project Work, Every student will be assigned the Project
during the Fourth Semester. The student will make his/her project on the given
subject/theme approved by the Head. The Project Report will be submitted by the
students at least four weeks prior to the date of commencement of the End-Term
Examination of the fourth Semester. At the time of viva, the students will make a
Power Point Presentation of the Final Project.
Project evaluation and viva will be taken by an external examiner from the
approved panel.

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. (Journalism and Mass Communication) 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.

Dy. Registrar
(Academic)
University of Rajasthan
(Chairperson, Board of JMC) 2018-20
### M.A. (Journalism and Mass Communication)

<table>
<thead>
<tr>
<th>Sr.</th>
<th>Subject Code</th>
<th>Course Title</th>
<th>Course Category</th>
<th>Credit</th>
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<tr>
<td>1</td>
<td>JMC 101</td>
<td>NEWS REPORTING AND WRITING</td>
<td>CC</td>
<td>06</td>
</tr>
<tr>
<td>2</td>
<td>JMC 102</td>
<td>FUNDAMENTALS OF EDITING</td>
<td>CC</td>
<td>06</td>
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<tr>
<td>3</td>
<td>JMC 103</td>
<td>WRITING FOR MEDIA</td>
<td>CC</td>
<td>06</td>
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<tr>
<td>4</td>
<td>JMC 104</td>
<td>CONTEMPORARY INDIA</td>
<td>CE</td>
<td>06</td>
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<tr>
<td>5</td>
<td>JMC 105</td>
<td>HISTORY OF JOURNALISM</td>
<td>CE</td>
<td>06</td>
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<td>JMC 106</td>
<td>THEORIES OF COMMUNICATION</td>
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**FIRST SEMESTER**

| 1.  | JMC 201 | GROWTH OF ELECTRONIC MEDIA                      | CC              |        |
| 2.  | JMC 202 | MEDIA LAWS AND ETHICS                           | CC              | 06     |
| 3.  | JMC 203 | COMPUTER APPLICATIONS                           | CC              | 06     |
| 4.  | JMC 204 | TELEVISION JOURNALISM                           | CE              | 06     |
| 5.  | JMC 205 | RADIO JOURNALISM AND PRODUCTION                 | CE              | 06     |
| 6.  | JMC 206 | SCIENCE AND ENVIRONMENTAL COMMUNICATION         | CE              | 06     |

**SECOND SEMESTER**

| 1.  | JMC 301 | MEDIA MANAGEMENT                                | CC              | 06     |
| 2.  | JMC 302 | COMMUNICATION RESEARCH                          | CC              | 06     |
| 3.  | JMC 303 | PAGE LAYOUT AND DESIGNING                       | CC              | 06     |
| 4.  | JMC 304 | NEW MEDIA TECHNOLOGY                            | CE              | 06     |
| 5.  | JMC 305 | DEVELOPMENT COMMUNICATION                       | CE              | 06     |
| 6.  | JMC 306 | HUMAN RIGHTS AND MEDIA                          | CE              | 06     |

**THIRD SEMESTER**

| 1.  | JMC 401 | PHOTO JOURNALISM                                | CC              | 06     |
| 2.  | JMC 402 | PROJECT WORK                                     | CC              | 06     |
| 3.  | JMC 403 | DISSERTATION OR PRACTICAL WORK                   | CC              | 06     |
| 4.  | JMC 404 | ADVERTISING AND MARKETING COMMUNICATION         | CE              | 06     |
| 5.  | JMC 405 | PUBLIC RELATIONS AND CORPORATE COMMUNICATION    | CE              | 06     |
| 6.  | JMC 406 | STATISTICAL METHODS IN COMMUNICATION RESEARCH   | CCE             | 06     |

**FOURTH SEMESTER**

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Dy. Registrar  
(Academic)  
University of Calcutta  
Director for M.A(JMC) 2018-20
SEMESTER I

JMC 101 - NEWS REPORTING AND WRITING

UNIT-I

Definitions of News, news values, sources of news, news gathering; categories of reporters, special correspondent the reporter and his beat, reporter's qualities and responsibilities. Reporting for a news agency and reporting for a daily newspaper; Essentials of news writing, news story structure, the inverted pyramid; importance and various kinds of leads.

UNIT-II


UNIT-III

News Portals, Blogs. Definition and characteristics of Online Media. New media as a tool for social change, interactivity and new media, Internet and impact on mass media, web newspapers, radio, and television.

Books Recommended:

12. Ward, Mike, Journalism Online. Focal Press, Oxford
13. मानवता, डॉ. संजीव (विशालक), समाचार एवं फीचर लेखन, राज, हिन्दी ग्रंथ अकादमी, जयपुर,
14. माधुर, रघुम, वेब पत्रकारिता, राजस्थान हिंदी ग्रंथ अकादमी, जयपुर, 2010
15. राजेंद्र, संवाद और संवाददाता, हिंदी ग्रंथ अकादमी,मध्यप्रदेश।
16. विश्वविद्यालय, गौतम, समाचार फीचर, राजस्थान हिंदी ग्रंथ अकादमी, जयपुर.
17. चतुर्वेदी, प्रेरणाय, फीचर लेखन, प्रकाशन विभाग, दिल्ली।
18. सुमन, हसराज एवं विक्रम एस, वेब पत्रकारिता, नटराज प्रकाशन, दिल्ली।
UNIT-I
Organization, structure and operation of the newsroom of a daily newspaper and news agency, Need for editing, tools of online editing; qualities and responsibilities of sub-editor, chief sub-editor, news editor and editor.

UNIT-II
Heading: various types and art of writing, Caption writing.
Photo journalism, Pictures: selection and editing, writing captions.

UNIT-III
Concept of reader's editor and Ombudsmen.
Editorial page and opinion writing.

Books Recommended:
14. संसाधन, डॉ. संजीव (संपादक), समाप्त एवं मुद्रण तकनीक, राजस्थान हिंदी ग्रंथ अकादमी, जयपुर।
15. लिखितक, मुद्रण सामग्री पृष्ठीयिक,मुद्रणदेश हिंदी ग्रंथ अकादमी,मोपाल।
16. नायक, कृष्ण समाप्त कला,कम्युनिकेशन हिंदी ग्रंथ अकादमी,मोपाल।
17. शर्मा, देवकुल, शर्मा, बिनोद कुमार,मुद्रण एवं सज्जा,राजस्थान हिंदी ग्रंथ अकादमी, जयपुर।
18. ओझा, प्र.प.र्मन्त्र, मुद्रण परियोजना, बिहार हिंदी ग्रंथ अकादमी,पटना।
19. यादव, नरेन्द्र रंजिष, फोटोग्राफी तकनीक एवं प्रयोग,राजस्थान हिंदी ग्रंथ अकादमी,जयपुर।
20. कोवाली, गुलाब, फोटो पत्रकारिता, पंचवीं वर्ष प्रकाशन ,जयपुर।
UNIT-I

Principles and methods of effective writing for mass media. Difference between writing for different medium—TV, Radio, Newspaper, Magazines & Web.

UNIT-II

Writing features—Meaning and concept of features. Types of features, ingredients of feature writing

UNIT-III

Writing for Various Target Audiences. Different types of writings : Travelogues, biography, Memoirs, film review, Documentary script writing

Books Recommended:
1. Ganesh, T.K., Essentials of Mass Media Writing, Authorspress, Delhi
2. Gupta, Om, Basic Aspects of Media Writing, Kanishka Publishers, Distributors, New Delhi
3. Raman, Uma, Writing for the Media, Oxford University Press, New Delhi
4. रामन, उषा, Writing for the Media, Oxford University Press, New Delhi
5. रामन, भूषण, संसार माध्यम लेखन, वाणी प्रकाशन, नई दिल्ली
6. लाल, चौंकाड, संसार माध्यम लेखन, वाणी प्रकाशन, गाजियाबाद
7. प्रभाकर, डॉ. मनोहर, पत्रकारी लेखन के आयाम, पंचवील प्रकाशन, जयपुर
8. उपाध्याय, डॉ. रघुवर चंद्र और आयवल, डॉ. पवन, मीडिया लेखन, भारत प्रकाशन, लखनऊ

UNIT-I


UNIT-II


UNIT-III

India’s foreign policy, Economic Development: Growth, GNP, removal of poverty and disparity in distribution of income; plan making, formulation & evaluation. Present State of agriculture and industry.

Books Recommended:
1. India Year Book, Publications Division, New Delhi.
4. Datt and Sundaram, Indian Economy, S. Chand, New Delhi
5. प्रभाकर, डॉ. मनोहर, भानवर, डॉ. संजीव (संगीतक), समकालीन भारत, राजस्थान हिंदी ग्रंथ अकादमी, जयपुर, 2009
6. चद्दू, विकास, मुखर्जी, गुप्ता और मुखर्जी आदित्य, आजादी के बाद का मात्र, दिल्ली विज्ञ, गुप्ता, समचार, भारत गांधी के बाद, पेंडिंग बुक्स
7. कश्यप, सुप्रभा, भारतीय संविधान, एन.सी.ई.आर.टी., नई दिल्ली
UNIT-I

Concept of Journalism—nature, scope, function and types (such as advocacy, campaign, investigative, immersive and citizen journalism). Important media committees.

UNIT-II


UNIT-III

Traditional Media: Folk Dances, Folk Theatre, Folk Music, Puppetry. Ways and means to keep them alive in the face of popularity of the electronic media.

Books Recommended:
1. Parmar, Shyam, Traditional Folk Media in India. Geka Books, New Delhi.
4. भारत, दृष्टि क्रांति, हिन्दी पत्रकारिता लोक भारती प्रकाशन, इलाहाबाद.
5. वैदिक, दृष्टि, वेदांत (संस्कृत), हिन्दी पत्रकारिता विकिया आयाम, हिन्दी बुक सेंटर, नई दिल्ली.
6. शोरीर, क्रांति, समस्त हिन्दी पत्रकारिता (1790–1900) लामचन प्रकाशन, इलाहाबाद.
7. भारत, दृष्टि, संस्कृत (संपादक), हिन्दी में संचार माध्यम, राजस्थान हिन्दी प्रसार उपकला, जयपुर.
8. भारत, दृष्टि, संस्कृत (संपादक), पत्रकारिता का इतिहास एवं जन संचार माध्यम, गुणितोत्तरी पुस्तकालय, जयपुर.

UNIT-I


UNIT-II

Foundations and role of Journalism in society, Journalism and Indian Democracy (Concept of fourth estate), Development communication, Role of mass media in opinion making, Effects of mass media.

UNIT-III


Books Recommended:
1. Kumar, Kev, J, Mass Communication in India, Jaico Publishing House, Delhi
5. भारत, दृष्टि, संस्कृत, पत्रकारिता का इतिहास एवं जनसंचार माध्यम, गुणितोत्तरी प्रेस, जयपुर.
6. सिंह, दृष्टि, श्रीकाकुल, संस्कृत : प्रतिलिपि एवं सिद्धांत, भारती प्रकाशन एवं धर्मसार, दिल्ली.
7. सिंह ओमप्रकाश, संचार के नृत्यरूप, कलाकृति पुस्तकालय, नई दिल्ली.
SEMESTER - II

DIGITAL GROWTH OF ELECTRONIC MEDIA

UNIT-I


UNIT-II

A historical perspective of television in India. An appraisal of Cable & DTH network and major News Channels in India.

UNIT-III

Advent and development of Hindi cinema - Indian cinema after Independence;

Documentaries, issues and problems of Indian cinema. History of Internet.

Books Recommended:

12. Murti, DVR, Gandhi and Journalism, Kanishka Publishers & Distributors, Delhi, 2013
13. हरगी, दीपक, समाजटा पांडुलिपि: हिंदी सिएंस, गांधी परिसर, राजस्थान, 2011
14. निमरा, जेवा, निमरा: एक जीवन, राजस्थान, 2011
15. यशवंत, दीपक (समाजवधि), हिंदी सिएंस, राजस्थान, 2009
16. साधु, शामी, सिनेमा साफ, राजस्थान, 2009
17. साधु, शामी, सिनेमा का साफ, राजस्थान, 2013

27

Dy. Registrar
(Academic)
University of Rajasthan
Jaipur
UNIT I


UNIT II


UNIT III

Ethical problems including privacy, right to reply, communal writing and sensational and yellow journalism; Press Council of India and its broad guidelines for the press and other professional organizations, Guidelines for broadcast Media. Accountability and independence of media.

Books Recommended :

12. Kataria, Dr. S.K. Right to Information, National Publishing House, New Delhi
15. Shrivastava K.M., Media Ethics: Veda to Gandhi and Beyond, Publication Division, New Delhi.
18. पारंपरिक,अवलोकन,खास लोकतंत्र और जानने का अधिकार वाणी प्रकाशन ,नई दिल्ली।
19. तिखा, डा.नन्द किशोर, प्रेस विधि, विश्वविद्यालय प्रकाशन,वाराणसी।
20. सहाय, निदान, व जानकारी, विश्व, सूचना का अधिकार, भिक्षि, नई दिल्ली।
21. जोशी, अवलोकन कृपा व महानगरी. सूचना, सूचना का अधिकार विद्युत और वाहनः हैंटर फॉर गृह विषय,राजस्थान राज्य लोक प्रत्याशा संस्था,जयपुर
22. महानगरी, डा. संजीव, महानगरी (संस्थापक). समाचार प्रेस विश्वसाय अन्वेषण, राजस्थान हिंदी ग्रंथ अकादमी, जयपुर, 2009
23. शर्मा गदन, रेडियो नटक, राजस्थान हिंदी प्रेस अकादमी, जयपुर, 2012
UNIT-I
Definition, Generation and basic Components of Computer; Input/output devices, Memory and other peripherals; Introduction to Operating Systems; Functions and features of Operating System (Accessories, Control Panel, Desktop, Windows Explorer).

UNIT - II
Introduction to MS Office Suit Introduction to Word Processing: MS Word documents Tools and Menus; Document editing and formatting, Mail Merge and other tools

UNIT - III
Introduction to MS Excel Interface, Tools and Menus ; Creating Spreadsheet, Use of functions, Charts and Graphs; Introduction to MS Power Point-Interface, Tools and Menus Creating slides, inserting multimedia objects, Transition and Custom Animation, Delivering Presentations

Reference Books:
1. The Handbook of Journalism Studies by Karin Wahl-Jorgensen, Thomas Hanitzsch
2. Computer application for journalism by Rajiv Saxena

JMC 204: TELEVISION JOURNALISM

UNIT I
General principles of writing for TV, Visual language and grammar, writing and editing news, basics of news anchoring, TV report, interview, discussions and documentaries, Reality Shows, Customised Programmes and Infotainment Programmes.

UNIT II
Using the TV Camera : camera parts, shots and angles for news coverage; Organisation and Working of TV Newsroom- Input, Output, Assignment Desks; Functionaries and their roles - reporters, copy editors, input editors, output editors, news producers, cameramen, video editors; Compilation of a news bulletin: headlines, stories, run downs, teasers ; The LIVE Report- Phonos, Stand Ups, OBs, Walkabouts

UNIT III
Television Production- techniques, formats, camera lighting, video recording, audio-mixing ; Post production editing, special effects, studio lighting, sound effects, editing for television: linear and non linear editing, Use of TV for education and development, Socio Cultural implications and impact of satellite channels, audience research and feedback, TRP.

Books Recommended:
6. भारतीय बॉय्स, 'तेरी तवरिका', टेलीविजन एण्ड रिपोर्टिंग, राजकीय प्रकाशन, दिल्ली
7. अन्ना अमरनाथ, 'टेलीविजन एण्ड रिपोर्टिंग', राजकीय प्रकाशन, दिल्ली
8. नन्दा, डॉ. दीपिका, 'टेलीविजन एण्ड रिपोर्टिंग', राजकीय प्रकाशन, दिल्ली
9. नन्दा, डॉ. दीपिका, 'टेलीविजन एण्ड रिपोर्टिंग', राजकीय प्रकाशन, दिल्ली
10. नन्दा, डॉ. दीपिका, 'टेलीविजन एण्ड रिपोर्टिंग', राजकीय प्रकाशन, दिल्ली
11. जोखिम, नन्दा, 'टेलीविजन प्रकाशन', राजकीय प्रकाशन, दिल्ली, 2000
12. पार्गिता, 'टेलीविजन प्रकाशन', राजकीय प्रकाशन, दिल्ली, 2000
13. तिवारी, 'टेलीविजन प्रकाशन', राजकीय प्रकाशन, दिल्ली, 2002
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

Suggested Readings:
2. Radio and TV Journalism, Jan R Jonge and PP Singh
3. History of Broadcasting in India, Kaushalendra Saran Singh, Kanishka Publishers
4. Broadcast Journalism, CS Shrivastava, RK Parekh, Crescent Publishing Corporation
5. ओरेडा, हरीश, इलेक्ट्रॉनिक गृंठिवरण
6. सर्वोत्तम आलोचक आकाशवाणी की आवाज का जन्म, उद्देश्य, वास्तविकता परिक्षा
7. वास्तविक, नीति, इलेक्ट्रॉनिक माध्यम के माध्यम से प्रकाशन का व्यवसाय रूप, हिन्दी जन्म अकादमी
8. पाण्डे अनुभव एवं गोष्टिन प्रसार, गृंठिवरण लेखन और समाधान, टिप्पणियाँ परिक्षा हास्य
9. गंगाधर, नारायण, राजस्थानी, हिन्दी वर्ण अकादमी, प्रदर्शन, तत्काल
10. विज्ञानविद्या, समसंबंध, आकाशगुणी, प्रकाशन दिल्ली।
11. बुद्धेदी, राजस्थान, प्रसारण के लिए समाधान लेखन,
12. मंजूल, पुरातन भाषा, प्रसारण की विद्या विकास, साहित्य संस्थागत, इलाहाबाद।
13. भावना, डॉ. संजीव (संपादक), इलेक्ट्रॉनिक गृंठिवरण, राजस्थान हिन्दी प्रसारण अकादमी, जयपुर, 2009
14. गृंठिवरण, डॉ. इन्द्रजय, समाधान, राजस्थान हिन्दी प्रसारण अकादमी, जयपुर, 2013
15. राजस्थानी, इक्काहर, संवाचन कौशल करें, साहित्यगार, जयपुर

30

Dy. Registrar
(Academic)

Unprofessional"
UNIT I
Public Understanding of Science (PUS), how to promote the PUS, Scientific literacy, Scientific Culture, Scientific thinking and attitude, Globalization and changing attitudes towards Science, Role of Science and Technology in the modern society.

UNIT II
Classification and brief description of different genres of scientific writings, popular science fiction and science journalism, relationship between science and the public, Popularizing Science and Technology: Methods and Problems. Promoting scientific outlook and using science and technology for social change.

UNIT III
Writing science news stories, important media for communicating science, writing and producing science based programs on radio television and internet, writing features on science. Training for science and technology communicators, communicating science to rural audiences.

Books Recommended:
2. पटेरिया, डॉ. मनोज कुमार, हिन्दी विज्ञान पत्रकारिता, तथाशिला प्रकाशन, नई दिल्ली।
3. पटेरिया, डॉ. मनोज कुमार, विज्ञान संचार, तथाशिला प्रकाशन, नई दिल्ली।
4. भानवत, डॉ. संजीव (संपादक), विकास एवं विज्ञान संचार, राजस्थान हिन्दी ग्रंथ अकादमी, जयपुर,
5. पटेरिया डॉ. मनोज, भानवत डॉ. संजीव (संपादक), वैज्ञानिक दृष्टिकोण और संचार महत्व, जन संचार केन्द्र, राजस्थान विज्ञानविद्यालय, जयपुर एवं राजस्थान विज्ञान एवं प्रौद्योगिकी संचार परिषद्, विज्ञान एवं प्रौद्योगिकी विभाग, नई दिल्ली, 2006
UNIT I
Principles of Management practices in media industry- Different types of newspaper ownership patterns in India, FDI. Organisational pattern of a daily newspaper and magazine, functioning of editorial, business and printing departments, inter-relationship and coordination among them.

UNIT II
Organizational structure of AIR & Doordarshan and private TV & Radio Channels in India. News Agencies of India- Structure and function, Cross media ownership.

UNIT III
Newspaper economics, circulation and advertising as sources of revenue.
Newspaper as an industry and as a public forum.
Problems of small newspapers.
Measures for the press to cope with the challenges from electronic media and internet.
Introduction to major Indian professional organisations of media: INS, ABC, Editor's Guild of India, AINPEC, IFWJ, NUJ.
Advertorial and Impact features

Books Recommended:
2. Kothari, Gulab, Newspaper Management in India, Intercultural Open University, The Netherlands.
6. जेन, सुधाकार, भारतीय समाचार-पत्रों का संगठन और प्रकाशन, संघियोद्धा हिन्दी प्रकाश अकादमी, भोपाल।
7. पटेल, सिंहलांसाथ, समाचार पत्र प्रकाशन, भोपाल।

32
UNIT- I
Introduction: The Meaning of Research and the Scientific Method, Characteristics of Research
and the Development of Mass Media Research, Classification of Research.
The Elements of Research: Concepts, Constructs, Hypotheses/Research Questions and
Instrumentation, Variables, Measurement, Scales

UNIT- II
Major Communication Research Methods: Experimental Research, Survey Research, Content
Analysis, Case study, Observational Research, in-depth Interview and Focus Group Discussion.
Sampling: Meaning and Types of Sampling Population and Sample, Sample Size and Sampling
Error

UNIT- III
Areas of Mass Communication Research: Print Media Research, Electronic Media Research,
Public Relations Research, Advertising Research, Media Effects Research.

Books Recommended:
9. भानवत, डी. संजीव (संपादक), संसार शीत्र प्रकाशित, राजस्थान हिन्दी ग्रंथ अकादमी, जयपुर, 2009
10. आहुजा, राम, सामाजिक सर्वेक्षण एवं अनुसंधान, राजस्थान हिन्दी ग्रंथ अकादमी, जयपुर, 2009
11. दयाल, डी. गनजो'ज, शीत्र प्रकाशित, हरियाणा साहित्य अकादमी, पंजाबुला

UNIT- I
Prepare your resume using MS Word; Create good report using picture, chart and graph etc.
Create chart & Graph, Using Title, axis, Value and Label etc.; Create good presentation using
picture, chart and graph etc.; Introduction to Quark Xpress; Text editing and formatting in
Quark Xpress; Create Page layout in Quark Xpress; Insert Picture and create links in page

UNIT - II
Introduction to InDesign; Create Box Item in an Article and use of fonts; Insert Picture box in
Text Box
Use of Picture Box insert Picture Box Giving; Title On and Below Picture Box

UNIT - III
Prepare DUMMY of Newspaper and House journal, design brochure and leaflet; Introduction
to Photoshop Interface, Tools & Menus; Use of Layers in Photoshop document; Methods and
processes of printing

Books Recommended:
UNIT I

Ownership and administration of Internet, ISPs, WAP, types of Internet Connection: Dial-up, ISDN, lease line, Multi Media; Meaning, concept, systems, elements and applications. Convergence: Need, nature and future of convergence; Introduction to HTTP, HTML.

UNIT-II

Web page development, inserting, linking, writing, editing, publishing, locating, promoting and maintaining a website; Concept of Netizens, online newspapers and magazines, periodicals, blogging, social networking sites, Social Media; Major news portals. Data Mining through Web.

UNIT-III


Suggested Readings

1. Tripathi, Durgesh, Media and Youth, Manak Publication, New Delhi, 2016
2. Khatri, Neeraj Interactive Media and Society (2013), Kalpaz Publication, New Delhi
3. Naya Media Naye Rujhan-Shalini Joshi Shiv Prasad Joshi
4. How to Learn Computer Internet and Web designing
Models of Communication
Participatory message making, Decision making and action.
Role of interpersonal channels, traditional media, mass media, new information and
communication technology in development, with special reference to India.

Books Recommended:
1. White, Shirley A., K. Sadanandan Nair and Joseph Ascroft, Participatory Communication:
   Working for Change and Development. Sage, New Delhi.
2. Servaes, Jan, Thomas L. Jacobson and Shirley A. White (Eds.), Participatory Communication for
4. Thakur, B.S. and Binod Agrawal (Eds.), Media Utilization for the Development of Women and
   Jaipur and New Delhi.
7. Banerjee, Sumanta, Family Planning Communication - A Critique of Indian Programme. Radiant
   Publications, New Delhi.
9. Nair, Uma, Development Communication - Theory and Practice. Har Anand Publication, Delhi
12. Murthy, DVR, Development Communication, Kanishka Publishers & Distributors, Delhi, 2013

UNIT-I

Human Right - concept, meaning and challenges.
Human Rights under UN Charter-Council on Human Rights, International Covenants on
Human Rights.

UNIT-II

UDHR 1948 - Convention on Civil and Political Rights, 1966 - UN Conventions on Economic,
Social and Cultural Rights, Environmental Rights. 1966 - India and Universal Declaration.
Human Rights in Globalized World. Right to adequate Food, Education, Information,
Employment Guarantee, Health and Hygienic, domestic Violence and Rights of accused and
suspected person.

UNIT-III

International Human and Civil Rights Organizations - Amnesty International
Human Rights Commissions in India - NHRC, SHRC, Human Rights court in districts.
Human Rights and Media
Agenda setting- framing of issues- newsworthiness - Human Rights mechanism and the
agencies. Assessment of reports- reporting and writing for Human Rights and courts.

Suggested Readings
UNIT I

History and development of photography - Camera Types - Box camera, Polaroid cameras, Single lens reflex cameras, Auto SLR cameras, Twin lens reflex cameras & Digital cameras; Principles of composition, lighting; Photo-equipments - lens types and functions, film-types and functions, Tripod, lens-hood and reflectors. Shots, Focus, Aperture, Shutter speed, depth of field, focal length; White Balance; Exposure techniques; Filters and Exposure meter.

UNIT III

Photo Journalism: Writing Photo Captions, Photo Features and Photo Essay; Qualities essential for photo journalism; Internet Photo Journalism; Characteristics of Photojournalism.

UNIT- III

Techniques of Photojournalism - blur, freeze, panning; Selective focusing, Frame within frame; Zooming, long Exposure, Panorama; Fill in flash, flash away from camera, Candid Photography, Digital Photography

Books Recommended:

1. Caritna, Reuel Golden, Master of Photography,
2. Upton, John and Stone, Jim, Photography by Barbara Londen, (Prentice Hall)
3. Aliyer, Balakrishna, Digital Photojournalism
4. Chandra, PK, Visual Communication and Photojournalism, Swasti Publishers, New Delhi,
5. Langton, Loup, Photojournalism and Today's News: Creating Visual reality,

JMC412 - PROJECT WORK

Project work - 80 marks
Viva - 20 marks

Attempt any three activities from the following Assignments -

1. Each student shall produce one single edition of 04 Pages newspaper on Computer (tabloid size)
2. Each student shall design and prepare a website containing 6 to 8 pages which are hyperlinked.
3. Design a cover page of any magazine (A-4 size) of your choice.
4. Prepare an advertisement (size A-4) based on social issue.
5. Design a photo feature (with minimum 8 photographs) on A-3 size sheet.

Every student will be assigned the Project during the Fourth Semester. The student will make his/her project on the given subject/theme approved by the Head. The Project Report will be submitted by the students at least four weeks prior to the date of commencement of the End-Term Examination of the fourth Semester. At the time of viva, the students will make a Power Point Presentation of the Final Project.

Project evaluation and viva will be taken by an external examiner from the approved panel.
The Dissertation/Practical Work 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 Mass Communication-related topic after conducting research under the guidance of a faculty member and with the approval of the Head of the Department.

UNIT I
Definition of marketing, Importance of marketing, Marketing Mix - Product (Types, Levels and PLC), Price, Physical Distribution, Promotion, Integrated Marketing Communication.
Marketing of Services, Social Marketing, Customer relationship management (CRM), Digital marketing, Niche marketing, Rural Marketing and Global Marketing.

UNIT II
Evolution of advertising, concept, functions, classification, advertising in the era of globalisation, advertising and its impact on society with special reference to children and women, ethics of advertising (ASCI code of conduct), surrogate advertising, importance of self-regulation in advertising.

UNIT III
Advertising Agency-role, structure and functions, client agency relationship, media planning and budgeting, media selection, evaluation of advertising (pre-tests and post-tests) USP, creative process, creative thinking, creative brief, advertising copy writing for various mass media, advertising campaign planning (types and phases).

Books Recommended:
10. Tripathi Durgaesh, Advertising and Youth, Manak Publication, New Delhi, 2015
11. यादव, नरेंद्र सिंह, विज्ञान तकनीक एवं विज्ञान, राजस्थान हिन्दी ग्रंथ अकादमी, जयपुर।
12. मानवता, डॉ. संजीव (संपादक), जनसम्पर्क एवं विज्ञान, राजस्थान हिन्दी ग्रंथ अकादमी, जयपुर, 2010
UNIT I
Public Relations and Corporate Communication - concept and scope, publicity, propaganda, advertising, and sales promotion, PR and public affairs. Public Relations: Definition, objectives; brief history of public relations in India. Structure of PR and Corporate communication in State, Public and Private Sectors

UNIT II
Tools and techniques of PR and Corporate communication- corporate identity and reputation, media planning and selection for PR and corporate communication, Publics in corporate communication and PR, financial publics, opinion makers, lobbying, PR process (Race Approach), Qualities of PR personnel.

UNIT III
Crisis management- PR & Corporate communication in damage control, third sector initiative Opportunities, challenges and issues for PR and corporate communication in the media environment.
Ethical issues of Public Relations and Corporate Communication - standards and Code of Ethics, professional organizations and councils

Books Recommended:
11. Tiwari, Raghunath Prasad, Rajya Sarkar aur Jansampark. MakanhialChaturvediarashtriya
13. निवेदी, सुशील एवं सुब्रत, शस्त्रकाल, जनसम्पर्क : सिस्टेम एवं प्रक्रियाएँ, मध्यप्रदेश हिन्दी संस्था आकादेमी, भोपाल.
14. मानसनाथ, डॉ. संजीव (संपादक), जनसम्पर्क एवं विज्ञापन, राजस्थान हिन्दी संस्था आकादेमी, जयपुर. 2010
UNIT I
Statistics: Meaning, function and place of Statistics in communication research, process
Measurement: Meaning, levels of measurement, validity and reliability of measurement.
Data Collection and Processing: Classification, tabulation and coding.

UNIT II
Descriptive Statistics: Measures of Central Tendency (Mean, Median and Mode), Quartiles,
Deciles, Percentiles, Measures of Dispersion (Range, Quartile Deviation, Mean Deviation,
Standard Deviation and Coefficient of Variation).
Use of Computers in Data analyses

UNIT III
Correlation/Association: Characteristics of Correlation, Measures of Correlation: Karl Pearson’s
coefficient of correlation, Spearman’s Rank Correlation
Inferential Statistics: Difference Between Parametric and Nonparametric Statistical Tests; Steps
in Hypothesis Testing, Chi-square Test.

Books Recommended
   New Delhi: Oxford University Press.
7. भानादत, डॉ. संजीव (संपादक), संबांत सोच प्रविष्टियाँ, राजस्थान हिंदी विद्यापीठ अकादमी, जयपुर,
   2009
University of Rajasthan, Jaipur

M.A. (PRA)

/Public Relations and Advertising/

Session 2018-20
University of Rajasthan, Jaipur

M.A. (PRA)
(Public Relations and Advertising)

Subject Code : PRA
Course Category
CC : Compulsory Core Course
CE : Core Elective
Dis. : Dissertation
PRJ : Project Work
Contact Hours Per Week
L : Lecture
T : Tutorial
P : Practical's

Scheme of Examination
1. Each theory paper EoSE shall carry 100 marks. The EoSE will be of 3 hours 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. (Public Relations and Advertising) 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.

Dy. Registrar
(Academic)
University of Rajasthan
JAIPUR

Syllabus for MA(PRA) 2018-20
<table>
<thead>
<tr>
<th>Sr.</th>
<th>Subject Code</th>
<th>Course Title</th>
<th>Course Category</th>
<th>Credit</th>
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<td><strong>FIRST SEMESTER</strong></td>
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<td>1</td>
<td>PRA 101</td>
<td>Writing for Media</td>
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<td>Marketing Communication</td>
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<td>4</td>
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<td>Theories of Communications</td>
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<td>5</td>
<td>PRA 105</td>
<td>Communication Skills</td>
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<td>6</td>
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<td>History of Media</td>
<td>CE</td>
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<td>Advertising Principles and Practice</td>
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<td>Public Relations : Principles and Practice</td>
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<td>3</td>
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<td>Tools and Techniques of Public Relations</td>
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<td>PRA 204</td>
<td>Consumer Behaviour</td>
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<td>Media Planning</td>
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<td>PRA 206</td>
<td>Law and Ethics of Advertising and Public Relations</td>
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<td><strong>THIRD SEMESTER</strong></td>
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<td>PRA 301</td>
<td>Creative Advertising and Campaign Planning</td>
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<td>Page Layout and Designing</td>
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<td>Corporate Communication</td>
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<td>PRA 306</td>
<td>Human Rights and Media</td>
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<td>Production Techniques</td>
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<td>Digital Communication</td>
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</tbody>
</table>
MA (PUBLIC RELATIONS AND ADVERTISING)

Syllabus for 2018-20

Semester-I

Topics of Writing for Media

Unit-I
Meaning of Translation, Types of Translation, Transcreation, Tools of Translation, Basic principles of translation, Problems of Translation, Purpose and Importance of Translation.

Unit-II

Unit-III
Writing for Electronic Media - Corporate Films and documentaries, Creating Advertisements (TVCs and Radio Jingles), Radio talk/feature, Writing for Social Media and Blog Writing

Books Recommended:
4. Gupta, Om, Basic Aspects of Media Writing, Karishka Publishers, Distributors, New Delhi.
5. Raman, Usha, Writing for the Media, Oxford University Press, New Delhi.
6. निती, सन्यादेश, सामाजिक संवेदना, सुलभ प्रकाशन, लघुपत्र
7. डॉ. नैनद कुमार, अनुवाद विज्ञान सिद्धांत और अनुवादकोष, हिंदी माध्यम, क्रमवार्ता, निर्देशालय, दिल्ली
8. विश्वविद्यालय, दिल्ली
9. सराफ डॉ. मनोहर और गोविन्द, डॉ. शिवकान्त, प्राथमिक अनुवादविज्ञान, विज्ञान प्रकाशन, कानपुर
10. गुप्ता, अक्षरपाल मोहन, प्राथमिक अनुवाद विज्ञान: सिद्धांत और प्रयोग, सालार्ग प्रकाशन, दिल्ली
11. अयार, ए.पी., विभाग, अनुवाद भाषाएं-समस्तप्राण, ज्ञानगंगा, दिल्ली
12. संसारकर डॉ. आदित्य, अनुवाद सिद्धांत एवं प्रयोग, चंद्रलोक प्रकाशन, कानपुर
13. ब्राह्मण, गौरीशंकर, संवाद माध्यम लेखन, वाणी प्रकाशन, नाभी दिल्ली
14. गोयन, हिंदीमाध्यम, मीडिया और सर्वनागिनक लेखन, तन्त्र प्रकाशन, गाजियाबाद
15. प्रभाकर, डॉ. मनोहर, पतंजली लेखन के आयाम, पंचशैल प्रकाशन, जयपुर
16. बाला, सुदर्शन, जननामयों के लेखन विषयों, कॉमिक पैडिग्रीज्स, हिस्ट्रीबुक्स, नई दिल्ली
17. तिवारी, डॉ. रेवीलल और अग्रवाल, डॉ. पवन, मीडिया लेखन, भारत प्रकाशन, लखनऊ
Unit-I
Defining marketing, Importance of marketing, Marketing concepts, Market Segmentation, Marketing Process.

Unit-II
Marketing Mix - Product (Types, Levels and PLC), Price (Pricing Strategies), Physical Distribution, Promotion, Integrated Marketing Communication.

Unit-III
Marketing of Services, Social Marketing, Customer relationship management (CRM), Digital marketing, Niche marketing, Rural Marketing and Global Marketing.

Books Recommended:
Kotler, Keller, Koshi, Jia, Marketing Management, PHI, New Delhi
Ramaswamy, Namakumari, Marketing Management, Tata McGraw Hill
Jain, Subash C., International Marketing Management, CBS Publishers and Distributors, New Delhi
Varshney, R.L. & Bhattacharya, B., International Marketing Management- An Indian Perspectives, Sultan Chand and Sons, New Delhi
Kothari, Rakesh, Mehta, Anil and Sharma, Ashok, Marketing Management, RBD, Jaipur

PRA 103 - Oral and Visual Communication

Unit-I
Oral Communication: Origin and development of oral communication, Using technology for oral communication, Visual Communication: Psychological aspects and moods of colour, shapes and symbols, Cultural aspects of colours and symbols

Unit-II
Ethics and use of Visuals in media, Advertising Layout (stages and types), Components and Principles of Design, Typography

Unit-III
Designing Visual Communication, Corporate Identity (Name, Logo, Symbol, Tagline, Slogan and Captions), Designing Mailers, Posters, Pamphlets, Dummies, POPs, Packaging Designs and Sales material.

Books Recommended:
Jethwaney, Jaishri, Corporate Communication, Oxford University Press, New Delhi.

PRA 104 - Theories of Communications

Unit-I
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), Propaganda and Persuasion, Basics of Intercultural communication.

Unit-II
Foundations and role of Journalism in society, Journalism and Indian Democracy (Concept of fourth estate), Development communication, Role of mass media in opinion making, Effects of mass media.

Dy Registrar (Academics)
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JAIPUR
Unit-III
Books Recommended:
Kumar, Keval J. Mass Communication in India, Jaico Publishing House, Delhi
Narula, Uma, Dynamics of Mass Communication: Theory and Practice, Atlantic Publishers, New Delhi
Narula, Uma, Handbook of Communication: Models and Perspectives, Atlantic Publishers, New Delhi
Ma Quail, Denis, Mass Communication Theory: An Introduction, Sage, London.
Rangarajan C., Communication Theories and Models, Himalaya Publishing House, Mumbai
भारतकाल, डॉ. राजौर, पत्रकारिता का इतिहास एवं जनसंचार माध्यम, युनिभर्सिटी प्रेस, जयपुर
दुसरा, आशा, हिंदी पत्रकारिता की इतिहास यात्रा, कनिष्का प्रकाशन, दिल्ली
सिंह, डॉ. श्रीकृष्ण, समाज: प्रतिक एवं सहितन, हार्टी प्रेस, इंडिया मूवमेंट, फेजउडिया।
सिंह, ओमप्रकाश, संस्कृति के गूथित्रान, कलासिकल पत्रकारिता कंपनी, नई दिल्ली।
हिन्दुद आशा, जैन, मु. पारंपक सुशीला, संस्कृति के सिद्धांत, राजस्थान हिंदी यथा. अकादमी, जयपुर

PRA 105- Communication Skills

Unit-I
Communication (meaning and nature), Barriers of communication, Types of communication, Communication process, Non-Verbal Communication Skills, Body language/Kinesics and Eye contact, Facial Expressions and Gestures, Spatial distance and Proximity.

Unit II
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 (Presentation skills, public speaking skills and effective use of voice)

Unit-III
Models of communication: Linear- Aristotal, Laswell, Shannon-Weaver, SMCR Non-linear- Wilber Schram and Osgood circula Model, Dance’s Helical model, newcomb’s ABX model

Books Recommended:
Mathew, M.J., Business Communication, RBSA,Jaipur
Seely, John, The Oxford Guide to Writing and Speaking, OUP(OXFORD)
Pal, Rajendra, Kooralhalli, J. S. and Chand S., Essentials of Business Communication, New Delhi
Kaul, Asha, Business Communication, Prentice Hall, New Delhi

रत्न, डॉ. श्रीकृष्ण, समाज: प्रतिक एवं सहितन, हार्टी प्रेस, इंडिया मूवमेंट, फेजउडिया।
राजस्थान हिंदी यथा. अकादमी, जयपुर
Unit-I


Unit-II


Unit-III

A historical perspective of television in India. An appraisal of Cable & DTH network and major News Channels in India.

Books Recommended:

Parmar, Shyam, Traditional Folk Media in India. Gekha Books, New Delhi.
Natarajan, J., History of Indian Journalism, Publications Division, New Delhi.
Parthasarathy, Rangaswami, Journalism in India, Sterling Publishers, New Delhi.
Kumar, Keval J., Mass Communication in India. Jaico, Mumbai.

मिश्र, डॉ. कृष्णः, हिन्दी पत्रकारिता, लोक भारती प्रकाशन, इलाहाबाद.
वैदिक, डॉ. वेदप्रताप (सं), हिन्दी पत्रकारिता: विख्यात आयाम, हिन्दी वफ़ केंद्र, नई दिल्ली.
श्रीधर, विजयदत्त, समग्र भारतीय पत्रकारिता (1780-1900), लामचाद प्रकाशन, इंदौर.
मधुकर, लेलेते, भारत में जनसंवाद और प्रसारण मीडिया, राजस्थान प्रकाशन, नई दिल्ली.
भावत, डॉ. संजीव (सं), इलेक्ट्रॉनिक मीडिया, राजस्थान हिन्दी ग्रन्थ अकादमी, जयपुर.
भावत, डॉ. संजीव (सं), भारत में संचार माध्यम, राजस्थान हिन्दी ग्रन्थ अकादमी, जयपुर.

Dy. Registrar (Academic)
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Semester-II

PRA 201 - Advertising: Principles and Practices

Unit-I
History of Advertising, types of Advertising, role and impact of advertising on Society (Socio-Economic effects), DAGMAR approach and AIDA Model.

Unit-II
Advertising vs other forms of communication (propaganda, publicity, public relations, personal selling and sales promotion), structure and function of an advertising department, advertising budget methods (percentage of sales, competitive parity method, objective and task method and affordability method).

Unit-III
Ad agency (definition and functions), types of agencies, structure of an advertising agency (group and departmental system), remuneration system of an agency (commission system, fee system and service charges), selection of an advertising agency, client-agency relationship

Books Recommended:
Batra, Satish K & Kazmi, SHH, Advertising and Sales Promotion, Excel Books, New Delhi
Brand Management, Harsh V. Verma, Excel Books, New Delhi
Corporate Communication, Jaishri Jethwane, Oxford University Press.
ज्ञानार्थी, जबलपुर, विज्ञापन एवं जनसंपर्क, सागर पब्लिकेशन, नृदिलती
यादव, नृदिलती, विज्ञापन तकनीकी एवं विज्ञापन, अवस्था हिंदी ग्रंथ अकादमी, जयपुर।
यादव, नृदिलती, जनसंपर्क प्रकाश, राजस्थान हिंदी ग्रंथ अकादमी, जयपुर।
भानुवात, संजीव, जनसंपर्क एवं विज्ञापन, राजस्थान हिंदी ग्रंथ अकादमी, जयपुर।

PRA 202 - Public Relations: Principles and Practices

Unit-I
History and evolution of PR, Definition, Scope and structure of PR, Differences between Advertising, PR, Publicity and Propaganda, Four Models of PR (Press Agency / Publicity model, Public Information model, One-way asymmetrical model, Two-way symmetrical model).

Unit-II
Major roles of PR in management (Image Building, Goodwill and Crisis Communication), PR process (RACE Approach), PR practice, Challenges in PR, Role of PR agencies and their Functions.

Unit-III
Publics in PR (Internal and External), Customers, Government, Media, Employees and Potential Employees, Competitors, Opinion makers and Special interest groups, Stakeholders.

Books Recommended:
Newson, Turk, Thomas Kurckeberg, This is PR-Realities of PR, Asia PTE Ltd.
Jethwane, Jaishri, Corporate Communication, Oxford University Press, New Delhi.
जेश्वानी, जबलपुर, विज्ञापन एवं जनसंपर्क, सागर पब्लिकेशन, नृदिलती।
संजीव, नृदिलती, विज्ञापन एवं संसार प्रश्न, राजस्थान हिंदी ग्रंथ अकादमी, जयपुर।
भानुवात, संजीव, जनसंपर्क एवं विज्ञापन, राजस्थान हिंदी ग्रंथ अकादमी, जयपुर।
Unit-I

Unit-II
Audio Visual as a tool for PR, Documentary Production, Commercial Cinema, Realistic Cinema, Corporate Film, Photo Communication, Use of Photo in PR, Caption Writing, News Reel, Video Clipping.

Unit-II

Books Recommended
Srivastav, H.O., Broadcast Technology a review, Gyan Publishing House New Delhi.
Newson, Turk, Thomas, Kurckeberg, This is PR—Realities of PR, Asia PTE Ltd.
Jethwany, Jaishri, Corporate Communication, Oxford University Press, New Delhi.
सेनगुप्ता, ओलिशा, जनसंपर्क एवं संचार प्रकाशन, राजस्थान हिंदी ग्रंथ अकादमी, जयपुर।
भाजपाय, संजय, जनसंपर्क एवं वित्तशास्त्र, राजस्थान हिंदी ग्रंथ अकादमी, जयपुर।
जेतवानी, जयश्री, वित्तशास्त्र एवं जनसंपर्क, सागर प्रकाशन, नईदिल्ली।

PRA 204: Consumer Behaviour

Unit-I
Consumers and target customers, consumer behaviour (definition and its meaning), theories on motivation (Freud, Maslow and Herzberg).

Unit-II
Social and Psychological influences on consumer behaviour, needs and motives, buying decision making process.

Unit-III
Consumer perception, segmentation, targeting & positioning (STP) analysis, values, attitudes and lifestyles (VALS) network.

Books Recommended:
Kotler, Keller, Koshy, Jha, Marketing Management, PHI, New Delhi.
Ramawat, Namakumari, Marketing Management, Tata McGraw Hill.
Kothari, Rakesh, Mehta, Anil and Sharma, Ashok, Marketing Management, RBD, Jaipur.

PRA 205: Media Planning

Unit-I
Classification of media (merits and demerits), selection of media, media planning (definition), role of a media planner.

Unit-II
Media planning process (situation analysis, implementation and monitoring), media planning...
strategies (media mix, reach, frequency and scheduling), determining cost of media.

Unit-III

Media buying Agencies and their services, IRS, NRS,HUT, ABC, TRP, GRP, RAM and TAM

Books Recommended:
- Wells, William,Burnett , John and Moriarty , Sandra, Advertising Principles and Practice, PHI, New Delhi.
- Belch,George and Belch, Michael, Advertising and Promotion: An integrated marketing communication perspective, McGraw Hill Publications.

PRA 205 Advertising and Sales Promotion

Unit-I


Unit-II

Ethical Aspects of Advertising, Deceptive and Misleading Advertising, Comparative Advertising, Controversial Advertising, Subliminal and Surrogate Advertising, Stereotype Portrayal, Effects on Children.

Unit-III

Self-Regulation, Mandatory Regulation, ASCI code of Ethics for Advertising, DAVP's Code of Conduct, AAAI, Public Relation Ethics: PRSI and IPRA

Books Recommended:
- Sawant, PB, Badopadhay PK, Advertising Law and Ethics, Universal Law Publishing company, Delhi.
- Batra, Satish and Kazmi, SHH, Advertising and Sales Promotion, Excel Books India, New Delhi.
- Sales Promotion and Advertising Management, MN Mishra, Himalaya Publishing House, Delhi.

Dy. Registrar

University of Rajasthan

Jaipur
Semester-III

PRA 301 - Creative Advertising and Campaign Planning

Unit-I

Concept of creativity, creative brief and USP, creative thinking (vertical and lateral), creative process.

Unit-II

Copywriting (concept and importance), visualisation (concept and importance), creative ad copy for different media (Print, Broadcast, Web and Outdoor), psychological effects used in advertisements (Empty Space, Halo and Zeigermik).

Unit-III

Types of campaign and stages of campaign Planning, advertising appeals (rational and emotional), message design approaches.

Books Recommended:

Wells, William, Burnett, John and Moriarty, Sandra, Advertising Principles and Practice, PHIL, New Delhi.


Batra, Satish K & Kazmi, S H H, Advertising and Sales Promotion, ExcelBooks, New Delhi

Belch, George and Belch, Michael, Advertising and Promotion: An integrated marketing communication perspective, McGraw Hill Publications.


PRA 302 - Page Layout and Designing

UNIT-A

Prepare your resume using MS Word; Create good report using picture, chart and graph etc

Create chart & Graph, Using Title, axis, Value and Label etc.; Create good presentation using picture, chart and graph etc.; Introduction to Quark Xpress; Text editing and formatting in Quark Xpress

Create Page layout in Quark Xpress; Insert Picture and create links in page

UNIT - B

Introduction to InDesign; Create Box Item in an Article and use of fonts; Insert Picture box in Text Box; Use of Picture Box insert Picture Box Giving; Title On and Below Picture Box

UNIT - C

Prepare DUMMY of Newspaper and House journal, design brochure and leaflet; Introduction to Photoshop Interface, Tools & Menus; Use of Layers in Photoshop document; Methods and processes of printing

Books Recommended:

Rajarama, V., and Radhakrishnan, T., An introduction to digital computer design, PHIL, Delhi


सिंह, विष्णुप्रिया, शिक्षा मीनाक्षी, माइक्रोसॉफ्ट ऑफिस 7 एघियन विभागस, नई दिल्ली।

सांतोष झौरे, कम्युनियर एवं परिचय, न्यायाधिकारी हिन्दी ग्रंथ अकादमी।

50
Unit I

Concept of Corporate Communication, Meaning and Definition, Evolution and Importance, Corporate Communication Functions, Communication with Media, Relations with Government, Corporate Social Responsibility.

Unit II

Image Building, Corporate Branding (Philosophy and Image), Corporate Culture, Specialities and Novelties, Trade Shows and Exhibitions, Events and Sponsorships, Crisis/Disaster Management, Institutional/Corporate Advertising.

Unit II


Books Recommended:

Jethwaney, Jaishri, Corporate Communication, Oxford University Press New Delhi.
Blythe, Jim, Marketing Communication, PHI, New Delhi.
Jethwaney, Jaishri, Vignan Kala, and Jhamsar, Samrat Prakash, Noida, Uttar Pradesh.
Aydin, Nand Raising, Vignan Kala, and Chhatwal, Rajesh, Hindi Akademi, Jodhpur.
Manavat, Sujata, Jhamsar, and Vignan Kala, Hindi Akademi, Jodhpur.

PRA 304 Development Communication

Unit I

Concept of Development: Changes in the concept and scope of development, historical overview of development, issues and indicators of development, review of Five Year Plans for development in India.

Approach to development: Basic need, Integrated development, Local organisations, Self development, Participatory development.

Role of Communication in Development.

Unit II

Social and Rural Development: Social indicators of development—education, literacy, nutrition and health, population control and family welfare, environment, women empowerment.

Coverage of contemporary social issues of importance to society such as gender, race, ethnicity, religion, social class, poverty, development issues and public health, ethical and context specific considerations in reporting such issues.

Unit III

Development Communication: Concept and process, Dominant, Dependency and Participatory Models of Communication, Participatory message making, Decision making and action; Role of interpersonal channels, traditional media, mass media, new information and communication technology in development, with special reference to India.

Books Recommended:

Ambastha, C.K., Communication Patterns in Innovation Development, Extension and Client
Sraaes, Jan, Thomas L. Jacobson and Shirley A. White (Eds.), Participatory Communication for Social Change. Sage, New Delhi.
Narula, Uma, Development Communication - Theory and Practice, Har Anand Publication, Delhi
Dua, M.R. and Gupta, V.S., Media and Development, Har Anand Publication, New Delhi
Kuppuswamy, B. Communication and Social Development in India. Sterling Publishers, Delhi.
Murthy, DVR, Development Communication, Kanishka Publishers & Distributors, Delhi, 2013
उपायक, अनन्त कुमार, पत्रकारिता एवं विकास संचार, विज्ञान प्रकाशन मंदिर, दिल्ली।
भानुनाथ, डॉ. संजीव (संपादक), विकास एवं विज्ञान संचार, राजस्थान हिंदी प्रांभ अकादमी, जयपुर।

PRA 305: Event Management

Unit 1:

Unit-2

Unit-3
Size and categories of Event: Sports, Rallies, Wedding, corporate events. Designing the event: Establishing Objectives of event, Preparing event proposal, Use of planning tools, case studies.

Books Recommended:

PRA 306: Human Rights and Media

Unit-I
Unit-II

Unit-III
International Human and Civil Rights Organizations – Amnesty International
Human Rights Commissions in India – NHRC, SHRC, Human Rights court in districts.
Human Rights and Media
Agenda setting- framing of issues- newsworthiness- Human Rights mechanism and the agencies.
Assessment of reports- reporting and writing for Human Rights and courts.

Books Recommended
Semester-IV
PRA 401: Brand Communication

Unit-I
Brand (definition and importance, product and perceptual concept, brand positioning (concept
and strategies), Kapferer’s brand identity prism.

Unit-II
Brand development index and category development index, brand extension, branding
strategies, concept of brand loyalty, global branding strategy (standardisation and
customisation)

Unit-III
Types of brands (symbolic, experiential and functional), stages of brand management
(introduction, elaboration and fortification), brand portfolio, brand equity (BAV models and
AAKER model), brand valuation (Inter brand method)

Books Recommended:
Kotter, Keller, Koshy and Jha, Marketing Management, Prentice-Hall of India, New Delhi
David Akkar, Managing Brand Equity, Prentice-Hall of India, New Delhi
Chunawala S.A., Sethia K.C., Compendium of Brand Management, Himalaya Publishing House,
Mumbai.
Kapferer, Jean-Noel, Strategic Brand Management, Kogan Page India Private Limited, New Delhi

PRA 402- COMMUNICATION RESEARCH

UNIT- I
Introduction: The Meaning of Research and the Scientific Method, Characteristics of Research
and the Development of Mass Media Research, Classification of Research
The Elements of Research: Concepts, Constructs, Hypotheses/Research Questions and
Instrumentation, Variables, Measurement, Scales

UNIT- II
Major Communication Research Methods: Experimental Research, Survey Research, Content
Analysis, Case study, Observational Research, in-depth Interview and Focus Group Discussion
Sampling: Meaning and Types of Sampling Population and Sample, Sample Size and Sampling
Error

UNIT- III
Areas of Mass Communication Research: Print Media Research, Electronic Media Research,
Public Relations Research, Advertising Research, Media Effects Research.

Books Recommended:
NTC Publishing Group.
PRA 403 - Production Techniques

Unit-I

Fundamental concepts of photography (parts and types of camera), aesthetic values in photography (composition, perspective and colour), product and event photography.

Unit-II

Radio studio set up, types of microphones, voice presentation on radio/ effective use of voice for radio, production of radio commercials and jingles.

Unit-III

Fundamental concepts of video camera, basic techniques of audio-visual/video production, production of television commercials/advertisements.

Books Recommended:
- Wells, William, Burnett John and Moriarty Sandra, Advertising Principles and Practice, PHI, New Delhi.
- Beharadi, Vastuji, Video Production, Oxford University Press, New Delhi.
- मुख्य, फोटो प्रस्थानिता, हरियाणा साहित्य अकादमी, पंजाब.
- बाईट नामा, सिद्धि फोटोग्राफी कला एवं सिद्धि, राजस्थान सिद्धि व अकादमी, जगपुर.

PRA 404 - Dissertation or Practical Work

The Dissertation/Practical Work 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 Mass Communication-related topic after conducting research under the guidance of a faculty member and with the approval of the Head of the Department whereas the practical work will be assigned from the department.

PRA 405 - 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), Face to face, Telephonic conversation, Meetings, Seminars and Conferences, Group Discussions, Interview (Types).
Unit-II

Unit-III
Books Recommended:

Unit-I
Digital Communication, Concept and importance, Evolution of digital media (Global and India), Convergence media, Various digital platforms, Forms of digital media (owned, paid and earned).

Unit-II
Website strategy, E-marketing, Paid search marketing, Email marketing, Integrated e-marketing, Digital media metrics (Page, hits, page impressions, clicks and reach), Revenue metrics.

Unit-III
Social media communication, Social Media Networks, Use of Social Media in PR, Mobile marketing, Digital PR, Online advertising, TRAI
Books Recommended:
- Chaffey, Dave & Smith, PR, E-marketing Excellence: Planning and Optimizing your Digital Marketing, Routledge, New Delhi.
- Rogers, Everit M & Singhal, Arvind, India's Communication revolution, Bullock cart to cyber marts, Thousand Oaks, New Delhi.

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