UNIVERSITY OF RAJASTHAN
JAIPUR

SYLLABUS

M.A

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

Semester Scheme

I/II Semester Examination 2017-2018
III/IV Semester Examination 2018-2019
Centre for Mass Communication
University of Rajasthan, Jaipur

M.A.
(Electronic Media Journalism)
Session 2017-19

I/II Semester 2017-2018
III/IV Semester 2018-2019
Centre for Mass Communication
University of Rajasthan, Jaipur

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 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. (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.

Dy. Registrar (Acad.)
University of Rajasthan
JAIPUR
# University of Rajasthan, Jaipur

**M.A. (ELECTRONIC MEDIA JOURNALISM) Syllabus**

**Semester Scheme 2017-19**

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<th>Sr.</th>
<th>Subject Code</th>
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<td>EMJ 101</td>
<td>News Concepts and Reporting Techniques</td>
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<td>EMJ 204</td>
<td>Television Journalism</td>
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<td>5</td>
<td>EMJ 205</td>
<td>Evolution of Broadcasting in India</td>
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<td>6</td>
<td>EMJ 206</td>
<td>Computer Applications in Media</td>
<td>CE</td>
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<td><strong>THIRD SEMESTER</strong></td>
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<td>1</td>
<td>EMJ 301</td>
<td>Television Production Theory</td>
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<td>EMJ 302</td>
<td>Television Production Practical</td>
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<td>3</td>
<td>EMJ 303</td>
<td>Radio Production (Practical)</td>
<td>CC</td>
<td>06</td>
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<td>4</td>
<td>EMJ 304</td>
<td>Human Rights and Media</td>
<td>CE</td>
<td>06</td>
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<td>5</td>
<td>EMJ 305</td>
<td>Electronic Media Management</td>
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<td>EMJ 306</td>
<td>Communication Research</td>
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<td><strong>FOURTH SEMESTER</strong></td>
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<td>EMJ 401</td>
<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>EMJ 403</td>
<td>Dissertation / Documentary</td>
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<td>EMJ 404</td>
<td>Advertising and Marketing Communication</td>
<td>CE</td>
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<td>EMJ 405</td>
<td>Public Relations and Corporate Communication</td>
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<td>EMJ 406</td>
<td>Development Communication</td>
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MA (Electronic Media Journalism)
Syllabus for 2017-19

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:
4. A Manual for News Agency Reporters, Indian Institute of Mass Communication, Delhi,
10. Joshi, Prof V K,Online Journalism, Enkay Publishing House
12. Ward Mike, Journalism Online, Elsevier India
15. Ward, Mike, Journalism Online, Focal Press, Oxford
16. मानगत, नींद संसाग (संसाग), समाचार एवं विश्व लेखन, राजस्थान हिंदी पत्रिका अकादमी, जयपुर, 2009
17. मानपुर, श्रम, वेद प्रकाशित, राजस्थान हिंदी पत्रिका अकादमी, जयपुर, 2010
18. राजस्थान, संसाद और संवाददाता, हिंदी पत्रिका अकादमी, जयपुर,
19. बिखा डी-नंद विश्व समाचार संसाग और लेखन, उत्तरप्रदेश हिंदी संसाग लेखन संस्था ।
20. अनुभव, डी-नंद, समाचार परिवार, राजस्थान हिंदी पत्रिका अकादमी, जयपुर ।
21. पांडेय, प्रभाकर, विश्व संसाग प्रकाशित, दिल्ली।
22. सुभा, हस्ताक्षर एवं विश्व अकादमी, वेद प्रकाशित, नवन्ति प्रकाशन, दिल्ली।
23. सुभा, श्याम, संसाग विश्व संसाग श्याम का भाग, आज और अभी, हिंदी कॉलरिस्ट पत्रिकाएं इंडिया, नींदा
EMJ 102 - Photo Journalism

Unit I

History and development of photography - Camera Types - Box camera, Polaroid cameras, Single 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. Carlina, Reuel Golden, Master of Photography,
2. Upton, John and Stone, Jim, Photography by Barbara Londen, (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

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 Del
4. राजा, गोपीशंकर, संवार माध्यम लेखन, वाणी प्रकाशन, नयी दिल्ली
5. सारम्, मीना, हिन्दी भाषा, मीडिया और सार्वजनिक लेखन, श्रीनाथ प्रकाशन, गाजियाबाद
6. प्रभाकर, डॉ. गोपिक, पत्रकारी लेखन के आयाम, पंशील प्रकाशन, जयपुर
7. बाला, सुभिंता, जन माध्यमों की लेखन विधेय, क्राइटिक पुस्तक, हिस्ट्रीबुक्स, नयी दिल्ली
8. चिंतामदी, डॉ. समेत चन्द्र और अम्बाल, डॉ. पवन, मीडिया लेखन, भारत प्रकाशन लेखनका
EMJ 104 - Contemporary India

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.

Suggested Readings:

1. India Year Book. Publications Division, New Delhi.
4. Datt and Sundaram, Indian Economy, S. Chand, New Delhi.
5. प्रभाकर, डॉ. मनोहर, भानवत, डॉ. संजीव (संपादक), समकालीन भारत, राजस्थान हिंदी प्रेक्षक, जयपुर.
6. ब्रह्म, विविध, मुख्य, शूद्र और मुख्य आर्थिक, आजादी के बाद का भारत, दिल्ली विश्वविद्यालय, दिल्ली.
7. गुड़ा, समारंभ, भारत गांधी के बाद, पेशेंट बुक्स.
8. कार्यालय, सुभाष, भारतीय संविधान, 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. गौरव, डॉ. लुका, विहारी, हिंदी पत्रकारिता लोक भारती प्रकाशन इलाहाबाद.
6. वैदिक, डॉ. वेदप्राप्त (संपादक), हिंदी पत्रकारिता विज्ञान आयोग, हिंदी बुक सेंटर, नई दिल्ली.
7. श्रेयस, नवम्बिर, रामर, भारतीय पत्रकारिता (1780–1980) लाभपान प्रकाशन, इलाहाबाद.
8. भानवत, डॉ. संजीव (संपादक), भारत में संवार योजना, राजस्थान हिंदी प्रेक्षक, जयपुर.
9. भानवत, डॉ. संजीव (संपादक), पत्रकारिता का इतिहास एवं जन संवार माध्यम, युनिवर्सिटी पीजेचेसन, जयपुर.

Drs. Registrar (Acad.)
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Unit - I


Unit - II


Unit - III


Suggested Readings:

5. सिंह, धृवांति, संग्राम श्रेष्ठ: प्रतिरूप एवं सिद्धांत, भारतीय पत्रकारित्व एवं हिन्दी समाचार, पार्थोली, पूजारात.
6. सिंह, अमृत, संवाद के सूत्र सिद्धांत, क्लासिकल पत्रकारित्व कम्पनी की हिंदी: रीलातोला, पार्थोली, पूजारात.
7. हिंदु, आशा और रैंज, ग्रंथ, पार्थीक संशोधन, संवाद के सिद्धांत, संवाद के सिद्धांत, राजस्थान हिंदी क्राफ्ट, अकादमी, जयपुर, 2009.
SEMESTER II

EMJ 201 - 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), Meenakshi Vashishta, Rajasthan Hindi Grantha Academy
10. Media Lekhan aur Sampadan Kala (Hindi), Govind Prasad and Anupam Pandey, Discovery Publishing House

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EMJ 202 : Media Laws And Ethics

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:

15. Shrivastava K.M., Media Ethics: Veda to Gandhi and Beyond, Publication Division, New Delhi.
18. पापण्य अरुण, हांग्री लोकतन्त्र और जानकारी का अधिकार वाणी प्रकाशन, नई दिल्ली.
19. विधेयक, द्र. नन्द, विधेयक, प्रेस दिल्ली, नेशनल पक्ष प्रकाशन, नरेण्द्रपुर.
20. सहाय, नारंदप्री, राजस्थान लोक प्राधिक, सामाजिक माध्यम, जयपुर.
21. अभिनंदन, द्र. नंदलील, महाराष्ट्र सहायता प्राधिक, सामाजिक माध्यम, जयपुर.
22. भानुवर, द्र. जयपुर, राजस्थान सहायता प्राधिक, सामाजिक माध्यम, जयपुर, 2009.
23. लांग गदन, रेडियो नाटाल, राजस्थान सहायता प्राधिक, जयपुर, 2012.
EMJ 203- Photo Journalism (Practical's)

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

EMJ 204—Television Journalism

Unit-I
Evaluation and growth of TV; Strengths/weaknesses of the medium; Using TV Camera: camera units, 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—News values, significance of timeliness, news as it happens; Breaking news—definition and practice; News Priorities for TV, comparison with other news media; Reporting skills: understanding deadlines, gathering information, cultivating sources, spotting and designing a story; presentation skills: VO’s, voice modulation, body language; Piece-to-camera (PtoC’s); Interview skills: significance of sound-bytes, vox pops, door-steppers, 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: significance of silence and Natural Sounds; Writing News Features, Anchor Leads, voice over scripts. Basics of Editing TV News—Dos and Don’ts, 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.
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. (In Marathi) लेली, भारत में जनसंचार और प्रसारण मीडिया, राष्ट्रकूल प्रकाशन, नई दिल्ली, 2011
10. भाषावृद्धि, भाषा और संकल्पना, इलेक्ट्रॉनिक मीडिया, राजस्थान हिंदी सम्पादन संस्थान, जयपुर, 2009
EMJ 205- Evolution of Broadcasting in India

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 Grantha Academy
6. भारतीय लेखक, मानने वाले नेताओं और प्रसारण मीडिया, सामाजिक प्रकाशन, नई Delhi, 2011
7. भारतीय, और सजीव (संपादक), इलेक्ट्रॉनिक मीडिया, राजस्थान हिन्दी प्रकाशन, जयपुर, 2009

EMJ 206- Computer Applications in Media

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 Grantha Academy
Semester-III

EMJ 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, Aperture, 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

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

EMJ 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
EMJ 303 - Radio Production (Practical)

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:
2. The Known World of Broadcast News, Ajay Das, MLS publishers
5. Radio and TV Journalism, Jan R Jonge and PP Singh
6. History of Broadcasting in India, Kaushalendra Saran Singh, Kanishka Publishers
7. Broadcast Journalism, CS Shrivastava, RK Parekh, Crescent Publishing Corporation
8. Electronic Media Lekhan(Hindi), Dr Harish Arora
10. Electronic Yug mein Patrakarita ka Badalta Swarup (Hindi), Dr Meenakshi Vashishta, Rajasthan Hindi Grantha Academy
11. Media Lekhan aur Sampdan Kala (Hindi), Dr. Govind Prasad and Anupam Pandey, Discovery Publishing House

304-Human Rights And Media

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
EMJ-305: Electronic Media Management

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
Organizational structure of AIR & Doordarshan, Private FM Radio Channels in India: Organisation, Nature and Management, Video News Agencies of India; Structure and functioning, TV Production Houses - Structure and Functioning
Cross media ownership.

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, BCCI

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
4. Transforming Your Go-to-Market Strategy: The Three Disciplines of Channel Management Hardcover by Kasturi Rangan (Author)
5. The TV Brand Builders: Andy Bryant and Charlie Mawer Kogan Page, London and New 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. भानावत, डॉ. संजीव (संपादक), संचार शैक्षणिक प्रविष्टियाँ, राजस्थान हिन्दी ग्रंथ अकादमी, जयपुर, 2009
16. आइंजेक्स, राम, सामाजिक सर्वेक्षण एवं अनुसंधान, संवाद प्रकाशन, जयपुर
17. दयाल, डॉ. मनोज, मौखिक शैक्षणिक, हरियाणा साहित्य अकादमी, पंजकुला
Semester-IV

EMJ- 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, telephone, Internet LAN, , WAN, E-Mail, Web, Media Globalization and Web Journalism, Features of Online Journalism, Use of Internet and the World Wide Web as tools of Journalism, Cyber Crime and ITAA 2008.

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/PM 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.

EM-402 : Cinema Studies

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

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

Suggested Readings :
2. Kumar, Keval J., Mass Communication in India, Jaico, Mumbai.
7. राम, अं. वो, रसायन भारतीय हिंदी फिल्में उदय: विकास राज्य पती मिशन हाउस, दिल्ली।
8. माघुर, राम, सिनेमा पत्रकारिता, राजस्थान हिंदी ग्रन्थ अकादमी, जयपुर, 2009
9. माघुर, राम, सिनेमा का सफर, राजस्थान हिंदी ग्रन्थ अकादमी, जयपुर, 2013

(1)
EMJ-403: 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 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.

EMJ-404: Advertising And Marketing Communication

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:
10. यादव, नरेंद्र सिंह, विज्ञापन तकनीक एवं सिद्धांत, साजस्थान हिन्दी प्रस्तुति अकादमी, जयपुर।
11. भागवत, डॉ. संजीव (संवादक), जनसम्पर्क एवं विज्ञापन, साजस्थान हिन्दी प्रस्तुति अकादमी, जयपुर, 2010
EMJ-405: Public Relations And Corporate Communication

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 :
12. भारतेंदु, रामशंकर, राज्यसरकार एवं जनसमय, नये दिशाएं, कार्यदर्शा, भोपाल, 2010.
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, nutriton 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:
17. उपाध्याया, अंिल कुंभर, तजकातिका एवं विकास संबंध, विज्ञान प्रकाशन मंदिर, वाराणसी।
18. भागवत, दी, संजीव (संपादक), विकास एवं विज्ञान संबंध, राजस्थान हिन्दी प्रथ्म अकादमी, जयपुर, 2010
Centre for Mass Communication
University of Rajasthan, Jaipur

M.A.
(Journalism and Mass Communication)
Session 2017-19

Dy. Registrar (Acad.)
University of Rajasthan
JAIPUR
University of Rajasthan, Jaipur
M.A. (JOURNALISM AND MASS COMMUNICATION)
Syllabus
Semester Scheme 2017-19

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.

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 (Acad )
University of Rajasthan
JAIPUR
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<th>Sr.</th>
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<tbody>
<tr>
<td>1</td>
<td>JMC 101</td>
<td>NEWS REPORTING AND WRITING</td>
<td>CC</td>
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<tr>
<td>2</td>
<td>JMC 102</td>
<td>FUNDAMENTALS OF EDITING</td>
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<td>3</td>
<td>JMC 103</td>
<td>WRITING FOR MEDIA</td>
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<td>4</td>
<td>JMC 104</td>
<td>CONTEMPORARY INDIA</td>
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<td>JMC 105</td>
<td>HISTORY OF JOURNALISM</td>
<td>CE</td>
<td>06</td>
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<tr>
<td>6</td>
<td>JMC 106</td>
<td>THEORIES OF COMMUNICATION</td>
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**FIRST SEMESTER**

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<td>JMC 202</td>
<td>MEDIA LAWS AND ETHICS</td>
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<td>COMPUTER APPLICATIONS</td>
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<td>JMC 204</td>
<td>TELEVISION JOURNALISM</td>
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<td>RADIO JOURNALISM AND PRODUCTION</td>
<td>CE</td>
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<td>6</td>
<td>JMC 206</td>
<td>SCIENCE AND ENVIRONMENTAL COMMUNICATION</td>
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**SECOND SEMESTER**

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<td>MEDIA MANAGEMENT</td>
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<td>JMC 302</td>
<td>COMMUNICATION RESEARCH</td>
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<td>JMC 303</td>
<td>PAGE LAYOUT AND DESIGNING</td>
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<td>4</td>
<td>JMC 304</td>
<td>NEW MEDIA TECHNOLOGY</td>
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<td>5</td>
<td>JMC 305</td>
<td>DEVELOPMENT COMMUNICATION</td>
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<td>JMC 306</td>
<td>HUMAN RIGHTS AND MEDIA</td>
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**THIRD SEMESTER**

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<td>2</td>
<td>JMC 402</td>
<td>PROJECT WORK</td>
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<td>3</td>
<td>JMC 403</td>
<td>DISSERTATION OR PRACTICAL WORK</td>
<td>CC</td>
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<td>4</td>
<td>JMC 404</td>
<td>ADVERTISING AND MARKETING COMMUNICATION</td>
<td>CE</td>
<td>06</td>
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<td>JMC 405</td>
<td>PUBLIC RELATIONS AND CORPORATE COMMUNICATION</td>
<td>CE</td>
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<td>6</td>
<td>JMC 406</td>
<td>STATISTICAL METHODS IN COMMUNICATION RESEARCH</td>
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**FOURTH SEMESTER**
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:
10. Joshi, Prof V K, Online Journalism, Enkay Publishing House
12. Ward Mike, Journalism Online, Elsevier India
15. Ward, Mike, Journalism Online, Focal Press, Oxford
16. भारत, डॉ. बंगोल, (संपादक), समाचार एवं वैज्ञानिक लेखन, राज. हिंदी ग्रंथ अकादमी, जयपुर,
17. साह्य, भारत, वेब पत्रकारिता, राजस्थान हिंदी ग्रंथ अकादमी, जयपुर, 2010
18. राजस्थान, वायद और संवैधानिक, हिंदी ग्रंथ अकादमी, जयपुर, 2010
19. निज़ा, डॉ. नन्द किशोर राजस्थान लेखन संस्था, जयपुर, 2010
20. अन्नवाल, डॉ. रघु, साहित्य विकास, राजस्थान हिंदी ग्रंथ अकादमी, जयपुर, 2010
21. वायुवेद्य, प्रेमप्रथान, कीर्ति लेखन, प्रकाशन विनायक, दिल्ली, 2010
22. चूर, हरीश एवं वैज्ञानिक, वेब पत्रकारिता, नरेश प्रकाशन, दिल्ली, 2010
23. दुमन, सन्तान, सोशल मीडिया समस्या और मामला, आज और कल, हार्परकोलिंस पब्लिशर्स, 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. प्रशस्त, डॉ. संजीव (संपादक), समापतन एवं पुस्तक प्रकाशक, राजस्थान हिंदी ग्रंथ अकादमी, जयपुर,
15. गृहस्थ, मुद्रण समर्थ हिंदी प्रोचारणीक, मध्यप्रदेश हिंदी ग्रंथ अकादमी, मोहल।
16. नारायण, के.पी. समापतन कला, मध्यप्रदेश हिंदी ग्रंथ अकादमी, मोहल।
17. शर्मा, देवेंद्र, शर्मा, विनोद कुमार, मुद्रण एवं संज्ञा, राजस्थान हिंदी ग्रंथ अकादमी, जयपुर।
18. ओझा, प्रेमलल, मुद्रण परिचय, बिहार हिंदी ग्रंथ अकादमी, पटना।
19. यादव, नरेन्द्र सिंह, फोटोग्राफी तकनीकी एवं प्रयोग, राजस्थान हिंदी ग्रंथ अकादमी, जयपुर।
20. कोठरी, ब्रजबाबु, फोटो प्रकाशिता, पंचशील प्रकाशन, जयपुर।

Dy. Registrar (Acad.)
University of Rajasthan
JAIPUR
JMC 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, 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, Usha, Writing for the Media, Oxford University Press, New Delhi
4. रैणा, गौरीशंकर, सेंचुर माध्यम लेखन, वाणी प्रकाशन, नई दिल्ली
5. शरण, गीता, हिंदी भाषा, मीडिया और संवैधानिक लेखन, तरंग प्रकाशन, गाजियाबाद
6. प्रमाकर, डॉ. मनोहर, पत्रकारी लेखन के आधार, पंचशील प्रकाशन, जयपुर
7. राय, सुश्रीं, जन माध्यमों की लेखन विधांज, कलात्मक पत्रकारिता, हिंदी स्रीपुत्र, नई दिल्ली
8. जिंपार्टी, डॉ. रमेश चन्द और अग्रवाल, डॉ. पवन, मीडिया लेखन, भारत प्रकाशन, लखनऊ

JMC 104-CONTEMPORARY INDIA

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. प्रमाकर, डॉ. मनोहर, भारत रत्न, डॉ. संजीव (संवैधानिक), संवैधानिक भारत, राजस्थान हिंदी ग्रंथ अकादमी, जयपुर, 2009
6. वर्तमान, विश्वविद्या, राष्ट्रवाद और राष्ट्रवादी आदर्श, राजस्थान के बाद का भारत, दिल्ली मित्र, 2009
7. गुप्ता, रामचंद्र, भारत गांधी के बाद, प्रेमन कुलकर्णी, नई दिल्ली
8. कर्मचारी, बुधनाथ, भारतीय संविधान, एन.सी.ई आर्टी, नई दिल्ली
JMC 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.

Books Recommended:
1. Parmar, Shyam, Traditional Folk Media in India. Geka Books, New Delhi.
4. गिरि, डॉ. कुशंद्रा, हिंदी जल्दी पत्रकारिता तथा मार्गदर्शन, दिल्ली, 1982.
5. प्रेमदिक, डॉ. बेंगलुरु (संपादक), हिंदी पत्रकारिता विविध आयाम, हिंदी जनसंचार, नई दिल्ली, 1986.
6. लाल, जितेन्द्र, समस्त मार्गदर्शन पत्रकारिता (1780-1900) लालचंदन प्रकाशन, इंदौर, 1982.
7. मानवता, डॉ. संजीव (संपादक), भारत में संसार माध्यम, राजस्थान हिन्दी प्राण्य अकादमी, जयपुर.
8. मानवता, डॉ. संजीव (संपादक), पत्रकारिता के इतिहास एवं जन संचार माध्यम, उनिश्चित पत्रिकायां, जयपुर.

JMC 106: THEORIES OF COMMUNICATION

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:
5. मानवता, डॉ. संजीव, पत्रकारिता का इतिहास एवं जनसंचार माध्यम, उनिश्चित पत्रिकायां, जयपुर.
6. सिंह, डॉ. भीमराज, विजयनगर प्रतिस्पर्धा एवं सिक्का, भारती पत्रिकायां एड़ दिशाधार एवं हिन्दी छात्रावाद.
7. सिंह, अभिमुकर्षण, संचार के मूलसिद्धांत, कलातिकाल पत्रिकायां, नई दिल्ली, 1990.
8. हिंदुस्तान, आशा, जैन, मधु, पारिवारिक सुधीरा, संचार के मूलसिद्धांत, राजस्थान हिन्दी ग्राम अकादमी, जयपुर.
SEMESTER - II

JMC 201 : 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. शमी, डी. वी.एन., सवक भारतीय हिंदी फ़िल्म: उदम विकास, राज प्रसिद्धि हाउस, दिल्ली।
14. मधुकर, लेने, भारत में जनसाधारण में प्रकाशण मीडिया, राजस्थान प्रकाशन, नई दिल्ली, 2011
15. भानुकर, डी. संजीव (संपादक), हिंदी मीडिया, राजस्थान हिंदी ग्रंथ अकादमी, जयपुर, 2009
16. मधुर, श्याम, सिनेमा का सफर, राजस्थान हिंदी ग्रंथ अकादमी, जयपुर, 2009
17. मधुर, श्याम, सिनेमा का सफर, राजस्थान हिंदी ग्रंथ अकादमी, जयपुर, 2013
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:
15. Shrivastava K.M., Media Ethics: Veda to Gandhi and Beyond, Publication Division, New Delhi.
18. पाण्डे, अर्ण, हमारा लोकतंत्र और जानने का अधिकार वाणी प्रकाशन, नई दिल्ली।
19. निकाय, भी नव, निवार्ह, प्रेस विधि, निराकार विश्वास प्रकाशन, हारायाना।
20. सिद्ध, नानचिंद, वांजिख्याम, विश्व, सुधाना का अधिकार, निकास, नई दिल्ली।
21. ओशा, अर्ण, कुमार व मर्गारी, छरा, सूचना का अधिकार, सिद्धान्त और व्यवहार, लैंडर कॉर गुड, गवर्नमेंट, राजस्थान राज्य, लोक प्रशासन संस्थान, जयपुर।
22. नागवता, जी. संजय, माजुड़ा, क्रिकेट (सपातद), संग्राम, पत्र व्यवसाय एवं प्रेस कानून, राजस्थान, हिंदी वाणिज्य अकादमी, जयपुर, 2009.
23. शर्मा, मन, श्री, नाटक, राजस्थान हिंदी वाणिज्य अकादमी, जयपुर, 2012.
JMC 203 : COMPUTER APPLICATIONS

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, Customise Programme and Infotainment Programmes.

UNIT II
Television programme production-production techniques, formats, camera, lighting, audio-mixing, video tape recording, post production editing, special effects, studio lighting, sound effects, editing for television: linear and non linear editing.

UNIT III
Use of TV for education and development,
Socio Cultural implications and impacts of satellite channels, and social sites, audience research and feedback, TRP.

Books Recommended:
JMC 205: 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

Suggested Readings:
1. The Known World of Broadcast News, Ajay Das, MLS publishers
4. Radio and TV Journalism, Jan R. Jonge and P.P Singh
5. History of Broadcasting in India, Kaushalendra Saran Singh, Kanishka Publishers
6. Broadcast Journalism, CS Shrivastava, RK Parekh, Crescent Publishing Corporation
7. अध्याय, हरिश, इलेक्ट्रॉनिक मीडिया लेखन
8. संस्कृत आलोक अनुभवावणी की आवाज़ का जादूगर उद्योग, कलिप्रेक्ष्यांतर
9. वाचवने सीमांगी, इलेक्ट्रॉनिक यूग में प्रकाशवाही का बदलता स्वरूप, हिंदी संघ अकादमी
10. पावन अनुभव एवं मीडिया प्रसार, मीडिया लेखन और समाधान, डिजिटल प्रकाशित हाउस
11. मंगार, मुकुन्द, राजेन्द्र लेखन, जिया, हिंदी संघ अकादमी
12. दिग्नागिनी, सामग्रीविकार, अकादमी, प्रकाशन विभाग, दिल्ली
13. विद्यार्थी, सामाजिक, प्रसारण के लिए समाचार लेखन, मुख्य, मुख्य संपादक, प्रकाशन की विभाग विभाग, शासित संग्रह, इलाहाबाद
14. भारतीय, कृष्ण, आलोक (सपादक), इलेक्ट्रॉनिक मीडिया, सामाजिक हिंदी संघ अकादमी, जयपुर, 2009
15. श्रीमानी, डी, इन्द्रकुश, सामाजिक संस्थान, दिल्ली, जयपुर, 2013
16. सामाजिक, संसार, संवादात्मक, विभाग, साहित्यागार, जयपुर
JMC 206: SCIENCE AND ENVIRONMENT COMMUNICATION

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. नैरायण, डॉ. मनोज कुमार, हिन्दी विज्ञान पत्रकारिता, तत्कालिन प्रकाशन, नई दिल्ली।
3. नैरायण, डॉ. मनोज कुमार, विज्ञान संचार, तत्कालिन प्रकाशन, नई दिल्ली।
4. भानावत, डॉ. संजीव (संपादक), विज्ञान एवं विज्ञान संचार, राजस्थान हिन्दी ग्रंथ अकादमी, जयपुर,
5. पैडव, डॉ. मनोज, भानावत डॉ. संजीव (संपादक), वैज्ञानिक दृष्टिकोण और संचार माध्यम, जन संचार केंद्र, राजस्थान विज्ञान विद्यालय, जयपुर एवं राष्ट्रीय विज्ञान एवं प्रौद्योगिकी संचार परिषद, विज्ञान एवं प्रौद्योगिकी विभाग, नई दिल्ली, 2006

Dy. Registrar (Acad.)
University of Rajasthan
JAIPUR
JMC 301: MEDIA MANAGEMENT

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.
Advortorial and Impact features

Books Recommended:
2. Kothari, Gulab, Newspaper Management in India. Intercultural Open University, The Netherlands.
6. जैन, सुकुमार, भारतीय समाचार—पत्र, प्रबन्धन, माखनलाल चतुरबीर राष्ट्रीय पत्रकारिता विश्वविद्यालय, भोपाल।
7. जैन, सुकुमार, भारतीय समाचार—पत्रों का संगठन और प्रबन्ध, मण्डल प्रेस हिन्दी प्रबन्ध आंदोलन, भोपाल।
8. पटेलरिया, शिवजीनाथ, समाचार पत्र प्रबन्ध, म.प्र. हिन्दी गंगा अंकादमी, भोपाल।

By Registrar (Acad.)
University of Rajasthan
JAIPUR
JMC-302 : COMMUNICATION RESEARCH

UNIT-I
Introduction: The Meaning of Research and the Scientific Method, Characteristics of Research and 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:
4. 5. Qualitative and Quantitative Approaches. USA: Sage Publications.
7. 8. Allyn and Bacon.
15. 16. Publications.
29. भानुजय, डॉ. संजीव (संपादक), सचार शोध प्रविष्टियाँ, साहित्य में हिन्दी ग्रंथ अकादमी, जयपुर, 2009
30. आशुजय, राम, समाजिक वाक्यांश एवं अनुसंधान राजस्थान प्रकाशन, जयपुर.
31. दयाल, डॉ. मनोज, मीडिया शोध, हरियाणा साहित्य अकादमी, पंजवोला
JMC 303: PAGE LAYOUT AND DESIGNING

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:
6. Moen, D.R; Newspaper Layout and Design; (1984); State University Press
7. Bowles and Borden; Creative Editing; 3rd edition; Wadsworth

JMC 304: NEW MEDIA TECHNOLOGY

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
Web Journalism- on line editions of newspapers- management and economics.
Role of new media towards society, judiciary, executive and legislature; New Media and Democracy; Advantages, limitation and risk factors in new media.
Debate on Cyber Security related to Economical, Cultural, Social and Political Issues.
Evolution, Limitations and possibilities.
Citizen Journalism in India.
Blogging: Concept, development and basic features
Role of blogging in alternative journalism.

Suggested Readings
1. Tripathi, Durgesh, Media and Youth, Manak Publication, New Delhi, 2016
3. Naya Media Naye Rujhan-Shalini Joshi Shiv Prasad Joshi
4. How to Learn Computer Internet and Web designing
JMC 305 : 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. NITI Aayog.
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. Globalization, Glocalization and UN Agencies.

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:
18. उपाध्याय अनिल कुमार, प्रसंसक एवं विकास संचार, विज्ञान प्रकाशन मंदिर, वाराणसी।
19. भारतवर्ष, ऑ. संजीव (संपाधक), विकास एवं विज्ञान संचार, राजस्थान हिन्दी प्रत्यय, अकादमी, कोयम्बटुर.
20. नन्दा वर्तिका, तिनका तिनका डासना, तिनका तिनका फाउज्डेशन, 2016
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 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

JMC 401: PHOTO JOURNALISM

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. Aiyer, Balakrishna, Digital Photojournalism
4. Chandra, PK, Visual Communication and Photojournalism, Swasti Publishers, New Delhi,

JMC 402: 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.
JMC 403: 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.

JMC 404: ADVERTISING AND MARKETING COMMUNICATION

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:
11. यादव, नरेंद्र सिंह, विज्ञापन तकनीक एवं सिद्धांत, राजस्थान हिन्दी यथा अकादमी, जयपुर।
12. भानवाय, डॉ. संजीव (संपादक), जनसम्मान एवं विज्ञापन, राजस्थान हिन्दी यथा अकादमी, जयपुर,
13. 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:
12. विजेयदी, सुभाष एवं शुक्ला, शान्तिन्त्र, जनसम्बन्ध : सिद्धांत एवं व्यवहार, मध्यप्रदेश हिंदी ग्रंथ अकादमी, भोपाल.
13. मानवता, डॉ. संजीव (संपादक), जनसम्बन्ध एवं विज्ञापन, राजस्थान हिंदी ग्रंथ अकादमी, जयपुर.
14. 2010

By Registrar (Acad.)
Government of Rajasthan
JAIPUR
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
8. भानावत, डॉ. संजीव (संपादक), संचार शोध प्रकाशियाँ, राजस्थान हिन्दी अकादमी, जयपुर,
2009
Centre for Mass Communication

University of Rajasthan, Jaipur

M.A.

(Public Relations and Advertising)

Session 2017-19
Centre for Mass Communication
University of Rajasthan, Jaipur

M.A.
/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.

[Signature]
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University of Rajasthan
Jaipur
### University of Rajasthan, Jaipur

**M.A. (PUBLIC RELATIONS AND ADVERTISING)**

Syllabus for Approval  
Semester Scheme 2017-19

<table>
<thead>
<tr>
<th>Sr.</th>
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<td>Law and Ethics of Advertising and Public Relations</td>
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</tbody>
</table>
M.A. (PUBLIC RELATIONS AND ADVERTISING) Syllabus

Semester Scheme 2017-19

Semester-I

PRA 101 - 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

Different forms of writing - Press Release, Background, Feature, Advertisements, Reviews, Speech, Memoirs, Travelogue, Writing for house journal, Newsletter, Notice/Circular, Drafting Agenda and Minutes of Meeting.

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:

1. Sastry, J. Venkateswara, Art and Science of Translation, Centre for Advanced Study in Linguistics, Osmania University and Booklinks Corporation, Hyderabad
2. Bhatnagar, Y.C., Theory and Practice of Translation, Ajanta Publications, Delhi
4. Gupta, Om, Basic Aspects of Media Writing, Kanishka Publishers, Distributors, New Delhi
5. Raman, Usha, Writing for the Media, Oxford University Press, New Delhi
6. मिश्र, संदीप, सामाजिक साक्षरता, सुलभ प्रकाशन, लखनऊ
7. डॉ. नगेन्द्र, अनुवाद विज्ञान सिद्धांत और अनुप्रयोग, हिन्दी माध्यम कार्यालय नवदेशालय, दिल्ली
8. सरकार, डॉ. मनोहर और गोविंदी, डॉ. शेखकान्त, प्राचीन अनुवादविज्ञान, विधा प्रकाशन, कानपुर
9. गुप्ता, अरविंश मोहन, प्राचीनकालीन अनुवाद विज्ञान: सिद्धांत और प्रयोग, समारोह प्रकाशन, दिल्ली
10. अय्यर, एन.ई., विज्ञान, अनुवाद वाच्यां-समस्यां, ज्ञानसंग्रह, दिल्ली
11. सोनोटके, डॉ. आरविंश, अनुवाद सिद्धांत एवं प्रयोग, चन्द्रबली प्रकाशन, कानपुर
12. वर्मा, विमलेश्वरेंद्र, मातृत्व, अनुवाद और तकनीक माध्यम, प्रकाशन विभाग, सूचना और प्रसारण मंत्रालय, भारत सरकार, दिल्ली
13. राण, गोविंदी, संसार माध्यम लेखन, वाणी प्रकाशन, नई दिल्ली
14. शास्त्री, श्रीनाथ, हिन्दी प्राचीनकालीन संसार माध्यम लेखन, तत्त्व प्रकाशन, जाजियाबाद
15. प्राचीनकाल, डॉ. मनोहर, पत्रकारिता लेखन के आयाम, पंचशील प्रकाशन, जयपुर
16. बाला, सुकीमता, जननयन की लेखन विधाएं, काशी पब्लिशर्स, हिन्दीबुम्बहर्स, नई दिल्ली
17. त्रिपाठी, डॉ. संजयकंद्र और अग्रवाल, डॉ. पवन, गीतिका लेखन, भारत प्रकाशन, लखनऊ

Dy. Registrar (Acad.)
University of Rajasthan
JAIPUR
PRA 102-Marketing Communication

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:
1. Kotler, Keller, Koshy, Jha, Marketing Management, PHI, New Delhi
2. Ramaswamy, Namakumari, Marketing Management, Tata McGraw Hill
4. Varshney, R.L.& Bhattacharya, B., International Marketing Management- An Indian Perspectives, Sultan Chand and Sons, New Delhi
5. Kothari, Rakesh, Mehta, Anil and Sharma, Ashok, Marketing Management, RBD, Jaipur
6. जेठवानी, जयश्री, विज्ञापन और जनसम्पर्क, सागर प्रेस, नईदिल्ली
7. मानवता, प्रो. संजीव, विज्ञापन एवं जनसम्पर्क (ल.), राजस्थान हिन्दी ग्रंथ अकादमी, जयपुर

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:
3. जेठवानी, जयश्री, विज्ञापन एवं जनसम्पर्क, सागर प्रेस, नईदिल्ली
4. यादव, नरेंद्र स्थिर, ग्राफिक डिजाइन, राजस्थान हिन्दी ग्रंथ अकादमी, जयपुर

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University of Rajasthan
JAIPUR
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.

Unit-III


Books Recommended:

1. Kumar, Keval J, Mass Communication in India, Jaico Publishing House, Delhi
9. Rangarajan C., Communication Theories and Models, Himalaya Publishing House, Mumbai
10. भान्दावे, डॉ. संजीव, पत्रकारिता का इतिहास एवं जनसंचार माध्यम, युनिभर्सिटी प्रेस, जयपुर
11. गुप्ता, आशा, हिंदी पत्रकारिता की विकास यात्रा, कनिष्ठ पब्लिशिंग, दिल्ली
12. सिंह, डॉ. श्रीकांत, संप्रेषण : प्रतिरूप एवं सिद्धांत, भारती पब्लिशर्स एण्ड डिस्ट्रीब्यूटर्स, फैजाबाद
13. सिंह, ओमप्रकाश, संचार के मूलसिद्धांत, कलासिकल पब्लिशिंग कंपनी, नई दिल्ली
14. हिंगड, आशा, जैन, मधु, पारीक युवीला, संचार के सिद्धांत, राजस्थान हिंदी ग्रंथ अकादमी, जयपुर

Dy. Registrar (Acad.)
University of Rajasthan
JAIPUR
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:

1. Mathew, M.J., Business Communication, RBSA, Jaipur
2. Seely, John, The Oxford Guide to Writing and Speaking, OUP (OXFORD)
7. सिंह, डॉ. श्रीकांत, संप्रेषण: प्रतिस्पर्धा एवं सिद्धांत, भारती प्रकाशन्स एण्ड डिस्ट्रीब्यूटर्स, फेंजाबाद।
8. भानावल, डॉ. संजीव, पत्रकारिता का इतिहास एवं जनसंचार माध्यम, युनिवर्सिटी प्रेस, जयपुर

Dy. Registrar (Acad.)
University of Rajasthan
JAIPUR
PRA 106 – History of Media

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:

1. Parmar, Shyam, Traditional Folk Media in India. Gekha Books, New Delhi.
3. Parthasarathy, Rangaswami, Journalism in India. Sterling Publishers, New Delhi
6. मिश्र, श्रीं, कृष्णविहारी, हिन्दी पत्रकारिता, लोक भारती प्रकाशन, इलाहाबाद
7. वैदिक, डॉ., वैदिक प्रताप (सं.), हिन्दी पत्रकारिता : विविध आयाम, हिन्दी बुक सेंटर, नई दिल्ली।
8. श्रीधर, विजयदत्त, समग्र भारतीय पत्रकारिता (1780–1900), लाभवंद्र प्रकाशन, इन्दिरापुर।
9. मघुकर, लेख, भारत में जनसंचार और प्रसारण मीडिया, रायकुमार प्रकाशन, नई दिल्ली।
10. मानवता, डॉं, संजीव (सं.), इलेक्ट्रॉनिक मीडिया, राजस्थान हिन्दी ग्रन्थ अकादमी, जयपुर।
11. मानवता, डॉं, संजीव (सं.), भारत में संचार माध्यम, राजस्थान हिन्दी ग्रन्थ अकादमी, जयपुर।

Dy. Registrar (Acad.)
University of Rajasthan
JAIPUR
M.A. (PUBLIC RELATIONS AND ADVERTISING) Syllabus

Semester Scheme 2017-19

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,
advancing 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:
1. Wells, William, Burnett, John and Moriarty, Sandra, Advertising Principles and Practice,,
PHI, New Delhi.
2. Chunawala and Sethia, Foundations of Advertising Theory and Practice, Himalaya
Publishing House, New Delhi.
4. Belch, George and Belch, Michael, Advertising and Promotion: An integrated marketing
communication perspective, McGraw Hill Publications.
7. जेटवानी, जयधी, विज्ञापन एवं जनसमर्थ, सांगर पक्षिकोश, नईदिल्ली।
8. यादव, नरेंद्र सिंह, विज्ञापन तकनीक एवं सिद्धांत, राजस्थान हिंदी ग्रंथ अकादमी, जयपुर।
9. यादव, नरेंद्र सिंह, विज्ञापन प्रबंध, राजस्थान हिंदी ग्रंथ अकादमी, जयपुर।
10. भानवत, तंजीव, जनसमर्थ एवं विज्ञापन, राजस्थान हिंदी ग्रंथ अकादमी, जयपुर।

Dy. Registrar (Acad.)
University of Rajasthan,
JAIPUR
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:

3. Newson, Turk, Thomas Kurckeberg, This is PR-Realities of PR, Asia PTE Ltd.
5. जेट्वानी, जयश्री, विज्ञापन एवं जनसंपर्क, सागर प्रकाशन, नईदिल्ली।
6. सेनगुप्ता, मोहन, जनसंपर्क एवं सचार प्रक्षेप, राजस्थान हिन्दी ग्रंथ अकादमी, जयपुर।
7. भानुकु, संजीव, जनसंपर्क एवं विज्ञापन, राजस्थान हिन्दी ग्रंथ अकादमी, जयपुर।

PRA 203 - Tools and Techniques of Public Relations

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:

4. Newson, Turk, Thomas Kurckeberg, This is PR-Realities of PR, Asia PTE Ltd.
6. सेनगुप्ता, मोहन, जनसंपर्क एवं सचार प्रक्षेप, राजस्थान हिन्दी ग्रंथ अकादमी, जयपुर।
7. भानुकु, संजीव, जनसंपर्क एवं विज्ञापन, राजस्थान हिन्दी ग्रंथ अकादमी, जयपुर।
8. जेट्वानी, जयश्री, विज्ञापन 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:
2. Kotler, Keller, Koshy, Jha, Marketing Management, PHI, New Delhi
5. Varshney, R.L. & Bhattacharya, B., International Marketing Management: An Indian Perspectives, Sultan Chand and Sons, New Delhi

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:
1. Wells, William, Burnett, John and Moriarty, Sandra, Advertising Principles and Practice, PHI, New Delhi.
5. जैनमणि, जयमणि, विज्ञापन और जनसमर्थ, सामाजिक प्रकृतिका, नई दिल्ली
6. भानुलाल, प्रो. संजीव, विज्ञापन एवं जनसमर्थ (स.), सारांश हिन्दी व्याख्या अकादमी, जयपुर
PRA 206-Laws and Ethics of Advertising and Public Relations

Unit-I
Copyright Act, Law of Defamation, Prasar Bharti Act, Information Technology Act, Competition Act (2002), Advertising Laws in India, Cigarettes and Other Tobacco Products Act, 2003 (COTPA), Drugs and Cosmetics Act, Drug and Magic Remedies Act,

Trademarks and Patents (IPR).

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:

8. भानिकल, संजीव, प्रेस कानून और एक्ज़ार्टिस्टा, यूनिवर्सल लिटरेटरी बुक हाउस, जयपुर।
9. यादव, नरेंद्र सिंह, विज्ञापन: तकनीक एवं सिद्धांत, राजस्थान हिंदी ग्रंथ अकादमी, जयपुर।
10. यादव, नरेंद्र सिंह, विज्ञापन प्रबंध, राजस्थान हिंदी ग्रंथ अकादमी, जयपुर।
11. सेनापती, भीमराज, जनसंग्रह एवं संचार प्रबंध, राजस्थान हिंदी ग्रंथ अकादमी, जयपुर।
12. भानिकल, संजीव, जनसंग्रह एवं विज्ञापन, राजस्थान हिंदी ग्रंथ अकादमी, जयपुर।

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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 Zeigernik).

Unit-III
Types of campaign and stages of campaign planning, advertising appeals (rational and emotional), message design approaches.

Books Recommended:
1. Wells, William, Burnett, John and Moriarty, Sandra, Advertising Principles and Practice, PHI, New Delhi.
6. जेठवणी, जयश्री, विज्ञापन एवं जनसम्पर्क, सागर प्रकाशन, नई दिल्ली।
7. यादव, नरेंद्र सिंह, विज्ञापन तकनीक एवं सिद्धांत, राजस्थान हिंदी ग्रंथ अकादमी, जयपुर।
8. यादव, नरेंद्र सिंह, विज्ञापन प्रच्छ, राजस्थान हिंदी ग्रंथ अकादमी, जयपुर।
9. भानवत, संजीव, जनसम्पर्क एवं विज्ञापन, राजस्थान हिंदी ग्रंथ अकादमी, जयपुर।

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 Italic 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:
5. सिंह विष्णुप्रिया, सिंह मीनाक्षी, माइक्रोसॉफ्ट ऑफिस 7 एशियन पाबलिशर्स, नई दिल्ली।
6. संतोष चौबे, कंप्यूटर एवं परिचय, मध्यप्रदेश हिन्दी ग्रंथ अकादमी।

PRA 303-Corporate Communication

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, Specialties and Novelties, Trade Shows and Exhibitions, Events and Sponsorships, Crisis/Disaster Management, Institutional/Corporate Advertising.

Unit-II

Books Recommended:
5. जेठवानी, जयश्री, विज्ञापन एवें जनसंपर्क, सामाजिक प्रकाशन, नई दिल्ली।
6. यादव, नरेंद्र सिंह, विज्ञापन तकनीक एवं सिद्धांत, राजस्थान हिन्दी ग्रंथ अकादमी, जयपुर।
7. भानवत, संजीव, जनसंपर्क एवं विज्ञापन, राजस्थान हिन्दी ग्रंथ अकादमी, जयपुर।
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:

13. Narula, Uma, Development Communication-Theory and Practice, Har Anand Publication, Delhi
17. उपाध्याय, अंगिल कुमार, प्रत्रक्षिता एवं विकास संबंध, विज्ञ प्रकाशन गृहि, वाराणसी।
18. भारतवर्त, डा. संजीद (संपादक), विकास एवं विज्ञान संबंध, साजस्थान हिन्दी ग्रंथ 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

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**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:**
3. Kotler,Keller,Koshy and Jha, Marketing Management, Prentice-Hall of India, New Delhi
4. David Akkar, Managing Brand Equity, Prentice-Hall of India, New Delhi
6. 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


REFERENCES
London and Philadelphia.
Ahuja, Ram, Research Methods, Rawat Publications, Jaipur.
Wells, William, Burnett John and Moriarty, Sandra, Advertising Principles and Practice, PHL, New Delhi.
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:

1. Wells, William, Burnett, John and Moriarty, Sandra, Advertising Principles and Practice, PHI, New Delhi.
6. सापू रुपाण, फोटो प्रत्यारिता, हरियाणा साहित्य अकादमी, पंजाबुरा
7. यादव, नरेन्द्र सिंह, फोटोग्राफी तकनीक एवं सिद्धांत, राजस्थान हिन्दी ग्रंथ अकादमी, जयपुर।

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:


PRA 406-Digital Communication

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: