University of Rajasthan
Jaipur

SYLLABUS

M.A. Electronic Media, Journalism & Mass Communication, Public Relation and Advertising

(Semester Scheme)

I & II Semester 2020-21
III & IV Semester 2021-22

[Signature]
University of Rajasthan, Jaipur

M.A.
(Electronic Media Journalism)
University of Rajasthan, Jaipur

M.A. (Electronic Media Journalism)

Subject Code : EMJ
Course Category
CC : Compulsory Core Course
CE : Core Elective
Diss. : 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.

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>
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<td>1</td>
<td>EMJ 101</td>
<td>News Concepts and Reporting Techniques</td>
<td>CC</td>
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<td>EMJ 102</td>
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<td>Contemporary India</td>
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<td>EMJ 105</td>
<td>History of Journalism</td>
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<td>6</td>
<td>EMJ 106</td>
<td>Introduction to Journalism and Mass Communication</td>
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<td>Radio Journalism &amp; Production</td>
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<td>Media Laws and Ethics</td>
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<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>
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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>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>EMJ 303</td>
<td>Radio Production (Practical)</td>
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<td>EMJ 304</td>
<td>Human Rights and Media</td>
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<td>Electronic Media Management</td>
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<td>Communication Research</td>
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<td><strong>FOURTH SEMESTER</strong></td>
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<td>Cinema Studies</td>
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<td>EMJ 403</td>
<td>Dissertation / Documentary</td>
<td>CC</td>
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<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>
<td>CE</td>
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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. त्रिवेदी, श्री समस्या (सर्वोच्च), समाचार एवं जीवन, राजस्थान हिंदी यथा अक्षातारी, जयपुर, 2008.
17. नन्दलल, त्रिवेदी, नवजीवन हिंदी यथा अक्षातारी, जयपुर, 2010.
18. सत्य, सत्य एवं सत्यांतता, हिंदी यथा अक्षातारी, पश्चिमग्राम.
19. उदार, नन्दलल, राजस्थान समाचार एवं लेखन, भारतदेश हिंदी समाचार संस्थान, जयपुर.
20. अंबाड़, श्री रंगाचर, त्रिवेदी, राजस्थान हिंदी यथा अक्षातारी, जयपुर.
21. सुनील, गोपाल, कॉकॉर लेखन, प्रकाशन विभाग, राजस्थान.
22. सुनील एवं विद्युत एवं, बंद प्रकाशित, अंबाड़, प्रकाशन, राजस्थान.
23. सुनील त्रिवेदी, त्रिवेदी राजस्थान समाचार संस्थान का कल, जीवन एवं कल, लपरकॉस्मिक पक्ष, हिंदी तीर्थ.
EMJ 102: 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 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. Writing Anchor reads/Dry Anchor, Bullet Points, Graphics, Documentary Scripts

Suggested Readings:
1. Ganesh, T.K., Essentials of Mass Media Writing, Authorspress, Delhi
2. Gupra, Om, Basic Aspects of Media Writing, Kanishka Publishers, Distributors, New Delhi
3. Raman, Usha, Writing for the Media, Oxford University Press, New Delhi
4. रेणा, गौरिकेश, संचार माध्यम लेखन, वाणी प्रकाशन, नई दिल्ली
5. राम, नीना, हिन्दी माध्यम लेखन, नई दिल्ली, अंग्रेजी, अर्थशास्त्र लेखन, नई दिल्ली
6. प्राणकृत, डॉ. मनोहर, पत्रकारी लेखन के आधार, पंकज शैल प्रकाशन, जयपुर
7. बाला, सुभाष, जन माध्यम की लेखन विधायिक, राजस्थान प्रकाशन, नई दिल्ली
8. त्रिपाठी, डॉ. रमेश चन्द्र और अग्नि, डॉ. पवन, मैदिया लेखन, नवस प्रकाशन, लखनऊ
EMJ 104 – Contemporary India

UNIT-I


UNIT-II

Electoral System and Reforms Strengthening of democracy, National integration, Centre-State Relations, Panchayati Raj, Lokpal.

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. प्रमाण, डॉ. गोपीनाथ, मानवता, डॉ. संजीव (संपादक), समकालीन भारत, राजस्थान हिन्दी वर्धन अकादमी, जयपुर.
6. व्यक्ति, विचार, सूत्र, भाषा और समाज, भारतीय, राजस्थान हिन्दी वर्धन अकादमी, जयपुर.
7. गुलाम, शहीद, भारत गर्व, भारत गाथा, दील्ली, विश्वविद्यालय, दील्ली.
8. कल्यण, सुप्रभा, भारतीय लघुत्व, 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.
4. Parthasarathy, Rangaswami, Journalism in India. Sterling Publishers, New Delhi
5. मान, डॉ. अखिलेश विहारी, हिन्दी पत्रकारिता लोक मान्यता, इलाहाबाद.
6. वेणु, डॉ. वेनु (संपादक), हिन्दी पत्रकारिता विषयक आयोग, हिन्दी यूनिवर्सिटी, नई दिल्ली.
7. गोकुल, विजयदत्त, समग्र भारतीय पत्रकारिता (1780-1900) लाभवन्द्र प्रकाशन, इंदौर.
8. मानवता, डॉ. संजीव (संपादक), भारत में संवार माध्यम, राजस्थान हिन्दी वर्धन अकादमी, जयपुर.
9. मानवता, डॉ. संजीव (संपादक), पत्रकारिता का इतिहास एवं जन संवार माध्यम, युनिवर्सिटी प्रकाशन, जयपुर.

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Unit - II


Unit - III


Suggested Readings:

5. चित्र, डॉ. श्रीकल्त संप्रेक्षण प्रशिक्षण एवं सिद्धांत, भारती परिसर से एयर डिस्ट्रीब्यूटर, फैजाबाद।
6. श्रृंग, आदि प्रकाश, संवार के गृह सिद्धांत, कलाशिक परिसर कॉम्पनी नई दिल्ली।
7. हिंदु, आशा और जैन, नया पारिवार सन्मिलन, संवार के सिद्धांत, राजस्थान हिन्दी राष्ट्रीय अकादमी, जयपुर, 2009
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

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

EMJ 202: Media Laws And Ethics

UNIT-I

UNIT-II
Copyright Act, Press Council Act, Indecent Representation of Women Act, Cable Television
Act, Information Technology Act, Drugs and Magic Remedies Act

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:

19. पंडित आरम्भिक लोकतंत्र और जानने का अधि वाली प्रकाशित नई दिल्ली.
20. रेस, दूरदूर विश्व कि, प्रांत प्रकाशित, विश्वविद्यालय प्रकाशित, हरीया.
21. सहभाग, नवमी, व राजमांदिर, विश्व सुन्दरा का अधिकार, न König, नई दिल्ली.
22. औद्योगिक, अनुष्ठान कूमार द संघ नीति और अधिकार: सिद्धांत और व्यवसाय, सेंटर ऑफ गवर्नमेंट, राजस्थान राज्य, जयपुर, राजस्थान, 2009.
23. भारत, दूरदूर विश्व, संस्थेंचा निर्माण, विश्वविद्यालय अधिकार, राजस्थान, इंडियन कॉलेज, जयपुर, 2012.

M.M. 203 - Photojournalism (Practicals)

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


\[\text{Dr. Registrar (Acad.)}
\text{University of Rajathan}\]
Unit-I
Strengths/weakerities 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 (PtoCs); Interview skills: significance of sound-bytes, vox pops, door-steppers, 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. न्यूज़, टेली, भारत में जनसंचार और प्रसारण मीडिया, राजस्थान प्रकाशन, नई दिल्ली, 2011
10. भानाभत, डॉ. सभीद (संपादक), हिन्दी मीडिया, राजस्थान हिन्दी ग्रंथ अकादमी, जयपुर, 2009

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EMJ205: 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 India’s 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
1. Kumar, Keval J., Mass Communication in India, Jaico, Mumbai
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 Vashishtha, Rajasthan Hindi Grantha Academy
6. भुकंत, तेले, भारत में जनसंचार और प्रकाशक मीडिया, स्वातंत्र्य प्रकाशन, नई दिल्ली, 2011
7. भानवल, डॉ. विनाय (संपादक), इंटरनेटिक मीडिया, राजस्थान हिंदी ग्रन्थ कांग्रेस, जयपुर, 2009

EMJ206: 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-Chating 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

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[Signature]

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

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

EMI 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, Makanlal Chaturvedi Vishwavidyalaya
8. Video Production (Hindi), Gopal Singh, Kanishka Publishers
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
- Conduct 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 Patrankarita 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

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
UNIT-I

UNIT-II
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, IBP, BCCCI

UNIT-III
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 Delhi
6. TRP TV News aur Bazar: Dr. Mukesh Kumar, Vaani Prakashan

UNIT-1
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:

Dy. Registrar (Acad.)
University of Rajasthan
15. भानवत, डॉ. रंजीत (समारोह), संचार शोध प्रत्यक्ष, राजस्थान हिन्दी न्याय अकादमी, जयपुर, 2009
16. आहुजा, राम, सामाजिक सर्वेक्षण एवं अनुसंधान, संबंध प्रकाशन, जयपुर
17. दयाल, डॉ. नानीज, मीडिया शोध, हरियाणा साहित्य अकादमी, पंचकूला
Semester-IV

EM-402 - New Media

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. Handbook 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

FM-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, 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. Garg, B.D., So Many Cinemas - The Motion Picture in India, Variaty Book Depot, New Delhi.
6. शामी, डॉ. वी.एन., सांस्कृतिक भारतीय हिंदी फिल्म: उद्वेद विकास, राज. प्रक. शा, हरियाणा, दिल्ली।
7. मानदुर, रवि, विना परमाणुस, राजस्थान हिंदी चित्रकला, जयपुर, 2009
8. मातुर, रवि, विना परमाणुस का सच, राजस्थान हिंदी चित्रकला, जयपुर, 2013
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, AADD 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:
8. शरण सिंह, विज्ञान विकास एवं संवेदन, राजस्थान मिडिया विज्ञान, जयपुर, 2010.
9. अनेक, श्री, अनेक (संथागक), ज्ञानविज्ञान एवं विज्ञान, राजस्थान मिडिया विज्ञान, 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:
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.
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:
2. Servaes, Jan Thomas L. Jacobson and Shirley A. White (Eds.), Participatory Communication for Social Change. Sage, New Delhi.
11. समाजशास्त्र, आंदोलन कृपाण, समाजविज्ञान एवं बिजली संसाधन, अनुसन्धान मूल्य गुणधर्म, व्यापारशासन।
12. भारतवाद, भारत संघ, संविधान, विज्ञान एवं विश्वास संसाधन, समाजशास्त्र हिंदी वाल्मीकि, जयपुर, 2010
University of Rajasthan, Jaipur

M.A. (JOURNALISM AND MASS COMMUNICATION) Syllabus
Semester Scheme 2020-22

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 hours duration. Part 'A' of the theory paper shall contain 10 Short Answer Questions of 20 marks each, 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
### M.A. (Journalism and Mass Communication)

<table>
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<tr>
<th>Sr. No.</th>
<th>Subject Code</th>
<th>Course Title</th>
<th>Course Category</th>
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<td>NEWS REPORTING AND WRITING</td>
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<td>2</td>
<td>JMC 102</td>
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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:
8. Joshi, Prof V K, Online Journalism, Enkay Publishing House
12. Ward, Mike, Journalism Online, Focal Press, Oxford
13. मानवता, जै. संजीव (संवादक), समाचार एवं फीचर लेखन, राज. हिन्दी ग्रन्थ अकादमी, जयपुर,
14. मानव, स्वाम, वेब पत्रकारिता, राजस्थान हिन्दी ग्रन्थ अकादमी, जयपुर, 2010
15. राजनीति, संवाद और संवाददाता, हेणियान्ह हिन्दी ग्रन्थ अकादमी, चंडीगढ़।
16. ख्वाखा, जै. नानद शिक्षा समाचार संकलन और लेखन, उत्तरप्रदेश हिन्दी संस्थान लखनऊ।
17. आरव, जै. वेपेश, समाचार परिस्थिति, राजस्थान हिन्दी ग्रन्थ अकादमी, जयपुर।
18. चौधरी, प्रेमकांत, फीचर लेखन, प्रकाशन विनाय, दिल्ली।
19. लुमन, हसराज एवं विकन 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:
4. The Active Newsroom (IPR Manual), International Press Institute, Zurich.
14. भारतवर्ग, दी. दी. समाप्ति (समाप्ति), समाप्ति एवं मुद्रण तकनीक, संस्कृतपाद्य हिंदी ग्रंथ अंगारामी कोशाल.
15. नामांकन के घर समाप्ति कला, संस्कृतपाद्य हिंदी ग्रंथ अंगारामी कोशाल.
16. लघुलाल, दी. दी. समाप्ति, समाप्ति कृति, मुद्रण एवं संस्कृत, संस्कृत हिंदी ग्रंथ अंगारामी अश्वपुर.
17. विभुः, प्रमुख, मुद्रण परिचय, विभुः हिंदी ग्रंथ अंगारामी अश्वपुर.
18. शंकर, दी. दी. समाप्ति, फोटोप्रिंटिंग तकनीक एवं प्रकाश, संस्कृत हिंदी ग्रंथ अंगारामी अश्वपुर.
19. शंकर, दी. दी. समाप्ति, प्रकाश, मुद्रण, प्रकाश, हिंदी ग्रंथ अंगारामी अश्वपुर.
20. गोरख, दी. दी. समाप्ति, प्रकाश, मुद्रण, प्रकाश, हिंदी ग्रंथ अंगारामी अश्वपुर.

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 media – 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. राम, गोष्टिकर, सधारण माध्यम लेखन, वाणी प्रकाशन, नई दिल्ली
5. शर्म, मीना, विज़्या भागा, मीडिया और संसारीकरण प्रेक्षण, तत्त्व प्रकाशन, गाजियाबाद
6. प्रमाकर, डॉ. मनोहर, पत्रकारी लेखन के आधार, पंडिती नारायण, जयपुर
7. बाल, सुभाष, जन माध्यमो की लेखन विद्याएं, कालिक प्रसारण, दिव्यांजलि, नई दिल्ली
8. त्रिपाठि, डॉ. रघु चन्द्र और ऑप्ज़ल, 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, शासन, डॉ. संजीव (संपादक), समकालीन भारत, राजस्थान हिंदी ग्रंथ अकादमी, जयपुर, 2009
6. बाल, सुंदर, न्युयॉर्क, न्युयॉर्क और न्युयॉर्क आदेश, अमेरिका के बाद का भारत, हिंदी प्रिंट, गुड़ा, समकालिक, भारत गांधी के बाद, पॉर्ट्स्टॉक, 2009
7. काशी, सुभाष, भारतीय संविधान, एन.एस.आई.आरटी., 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). 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:
4. गे, नू.‘यूँवन बिहरी,’ हिंदी पत्रकारिता लोक भारती प्रकाशन, इलाहाबाद
5. धौंक डॉ. बैद्यप्रतांत (संस्कृत), हिंदी पत्रकारिता विकास आयुक, हिंदी बुक सेंटर, नई दिल्ली।
6. श्रीवास्तव, विविध भाषाओं, समस्या भारतीय पत्रकारिता (1780-1900) लालचंद प्रकाशन, उत्तराखंड।
7. भागवत, डॉ. संजीव (संगीतक), भारतीय संस्कृति बनाम चित्र, नयां अकडमी, जयपुर।
8. भागवत, डॉ. संजीव (संगीतक), पत्रकारिता का इतिहास एवं जन संचार माध्यम, यूनिभर्सिटी प्रेस, जयपुर

JMC 106: THEORIES OF COMMUNICATION

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

Media theories: Authoritarian Theory, Libertarian Theory, Social Responsibility Theory, Democratic Participatory Media Theory, Interactive Theory (One step flow, two step flow, multi-step flow)

Books Recommended:
5. भागवत, डॉ. संजीव, पत्रकारिता का इतिहास एवं जनसंचार माध्यम, यूनिभर्सिटी प्रेस, जयपुर
6. कहिं डॉ. श्रीवास्तव, संस्कृति:: प्रतिभा एवं सिद्धान्त, भारतीय पत्रकारिता एवं हिंदी बुक सेंटर, नई दिल्ली।
7. कहिं जगन्नादेह, संचार के दृष्टिन्द्रांक, क्लासिकल पत्रकारिता के काव्य, नई दिल्ली।
8. हिन्दू, आशा, जैन, मथु, राष्ट्रीय संक्षेप, संचार के दृष्टिन्द्रांक, राजस्थान हिंदी तथा अकडमी, जयपुर

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By. Registrar
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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. Murthi, DVR, Gandhi and Journalism, Kanishka Publishers & Distributors, Delhi, 2013
13. शरीक, डी. वै.एन., उदयव भारतीय हिंदी फिल्म, उदयव विकास, राजपूताना, दिल्ली।
14. नेत्रकुण, जे. हँस, भारत में जनसंख्या और प्रसारण भीतिया, सचिवालय प्रकाशन, नई दिल्ली, 2011
15. शमील, डी. रहीम, प्रथम और प्रथम भीतिया, राजस्थान हिंदी ग्रंथ अकादमी, जयपुर, 2009
16. माएर, दिवाल, दिवाल बाल, काल, सचिवालय हिंदी ग्रंथ अकादमी, जयपुर, 2009
17. माएर, दिवाल, दिवाल काल, सचिवालय हिंदी ग्रंथ अकादमी, जयपुर, 2013

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JAI PUR
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. याज्ञवल्लकर्मा लोकतन्त्र और जननेत्र का अधिकार वाणी का क्षण, नई दिल्ली।
19. जिन्हें अनेक दिल्ली प्रेम विद्या दिखाई देते हैं।
20. लहाँ, नजरदर्शी, व राजगिरिया, विश्व, भूमिका का अधिकार, मिकी, नई दिल्ली।
21. आंदोलन, अशुर 'कुमार व मंगलतारी अंतर, भूमिका का अधिकार: सिद्धांत और नाबालिग सेंटर का कुटुंब जनक राजस्थान राज्य सीमा प्रकाशन संस्थान, जयपुर।
22. भारतवर्ड्स, डी. संजीव, व संपादक, भारतवर्ड्स (संपादक), समाचार व व्यक्तित्व एवं प्रेस कानून, राजस्थान हिंदी 1996, अकादमी, जयपुर, 2009.
23. आंदोलन का नाम, वेड़बी, कांग्रेस (संपादक), समाचार व व्यक्तित्व एवं प्रेस कानून, राजस्थान हिंदी 1996, 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 PowerPoint 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 or a news bulletin: headlines, stories, run downs, teases: 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. नानाकल, डॉ. संजीव (संपादक), इलेक्ट्रॉनिक नीतियाँ, सञ्चारसंगठन नीतियाँ अंतर व्यक्तित्व, जयपुर, 2009
7. अर्जुन, इलेक्ट्रॉनिक नीतियाँ, टेलीविजन नीतियाँ, सञ्चारसंगठन नीतियाँ, जयपुर, 2009
8. अमर, अर्जुन, इलेक्ट्रॉनिक नीतियाँ, टेलीविजन नीतियाँ, सञ्चारसंगठन नीतियाँ, जयपुर, 2009
9. नानाकल, इलेक्ट्रॉनिक नीतियाँ, टेलीविजन नीतियाँ, सञ्चारसंगठन नीतियाँ, जयपुर, 2009
10. नानाकल, इलेक्ट्रॉनिक नीतियाँ, टेलीविजन नीतियाँ, सञ्चारसंगठन नीतियाँ, जयपुर, 2009
11. अमर, इलेक्ट्रॉनिक नीतियाँ, टेलीविजन नीतियाँ, सञ्चारसंगठन नीतियाँ, जयपुर, 2009
12. अमर, इलेक्ट्रॉनिक नीतियाँ, टेलीविजन नीतियाँ, सञ्चारसंगठन नीतियाँ, जयपुर, 2009
13. अमर, इलेक्ट्रॉनिक नीतियाँ, टेलीविजन नीतियाँ, सञ्चारसंगठन नीतियाँ, जयपुर, 2009

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IAIPUR
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. अरोड़ा, हरीश, इलेक्ट्रॉनिक मीडिया लेखन
6. सक्सेना आलीक, आकाशवाणी की आवाज का बादशाह टेलीफ़ोन, कनिश्का पुस्तकालय
7. वरिष्ठ गरीबार्थी, इलेक्ट्रॉनिक युग में पत्रकारिता का वृद्धि का स्वरूप, हिंदी ग्रंथ अकादमी
8. पापड़े अनुमान एवं गोविंद प्रसाद, मीडिया लेखन और समाचार, हिंदी मीडिया पत्रिकाएं हाउस
9. गंगाशंकर सख्कर, रेडियो लेखन, विहार, एक्सोर्निक ग्रंथ अकादमी, पटना।
10. दिशकार, सामसिक, आकाशवाणी, प्रकाशन विभाग, दिल्ली।
11. ब्रह्मदेवी, राजयाण, प्रसारण के लिए समाचार लेखन,
12. मुजफ्फरपुर, गुरू गोरेहेड, प्रसारण की प्रभाव के रूप में, साहित्य संग्रह, इलाहाबाद।
13. राजनाथ, डॉ. संजीव (संपादक), इलेक्ट्रॉनिक मीडिया, राजस्थान हिंदी ग्रंथ अकादमी, जयपुर, 2009
14. श्रीनाथ, डॉ. इंटरप्रिकश, सामाजिक गणित, राजस्थान हिंदी ग्रंथ अकादमी, जयपुर, 2013
15. राजस्थानी, इंटरन, संवाद कैसे करें, साहित्यगार, जयपुर

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JAIPUR

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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. पटेलिया, डॉ. मनोज कुमार, हिन्दी विज्ञान पत्रकारिता, तत्वशिला प्रकाशन, नई दिल्ली।
3. पटेलिया, डॉ. मनोज कुमार, विज्ञान संचार, तत्वशिला प्रकाशन, नई दिल्ली।
4. भानवत, डॉ. जंजीव (संपादक), विकास एवं विज्ञान संचार, राजस्थान हिन्दी ग्रंथ अकादमी, जयपुर।
5. पटेलिया डॉ. मनोज, भानवत डॉ. जंजीव (संपादक), वैज्ञानिक दृष्टिकोण और संचार माध्यम, जन संचार केन्द्र, राजस्थान विश्वविद्यालय, 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, IFW, NUJ.

Books Recommended:
2. Kothari, Gulab, Newspaper Management in India. Intercultural Open University, The Netherlands.
6. संस्कृति, गुलाब, समाचार-पत्र, प्रकाशन, माखनलाल चतुर्वेदी सत्तात्मक पत्रकारिता विश्वविद्यालय, मुंबई।
7. जन. सुकुमार, भारतीय समाचार-पत्रों का संगठन और प्रकाश, मध्यप्रदेश हिन्दी प्रेम आकादमी, भोपाल।
8. पटेलिया, विद्याबहु, समाचार पत्र प्रकाश, म.प्र. हिन्दी संग्रह आकादमी, मोंगोल।
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, डॉ. संजीव (संपादक), संदर्भ शोध प्रविष्टियाँ, राजस्थान हिन्दी ग्रन्थ अकादमी, जयपुर, 2009
10. आहुजा, राम, सामाजिक सर्वेक्षण एवं अनुसंधान, राजस्थान प्रकाशन, जयपुर
11. दयाल, डॉ. मनोज, मीडिया शोध: हस्तियाँ साहित्य अकादमी, पंजाबुला

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:
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

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 Ayog. 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, Globalization and UN Agencies.

UNIT III
Development Communication: Concept and process, Dominate, Dependence 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:**
2. Servaes, Jan, Thomas L. Jacobson and Shirley A. White (Eds.), Participatory Communication for Social Change. Sage, New Delhi.
12. Murthy, DVR, Development Communication, Kanishka Publishers & Distributors, Delhi, 2013

**JMC 306: HUMAN RIGHTS AND MEDIA**

**UNIT-I**
Human Right- concept, meaning and challenges.

**UNIT-II**

**UNIT-III**
Human Rights and Media

**Suggested Readings**

Dy. Registrar (Acad.)
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 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. Cartina, Reuel Golden, Master of Photography,
2. Upton, John and Stone, Jim, Photography by Barbara Londen, (Prentice Hall)
3. Aiyer, Balakrishna, Digital Photojournalism

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.
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:
11. यादव, तृणेंद सिंह, विज्ञापन तकनीक एवं विज्ञापन, राजस्थान हिंदी ग्राम्य अकादमी, जयपुर।
12. भानवत, ऋ. संजीव (संपादक), जनसम्पर्क एवं विज्ञापन, राजस्थान हिंदी ग्राम्य 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:
12. त्रिशेष, सुमेश एवं शुक्ला, शासकाल, जनसमर्थक: सिद्धान्त एवं व्यवहार, नवविश्व एकत्र हिंदी संस्कृति एवं विकास, राजस्थान हिंदी ग्रंथ अकादमी, 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. भानवत, डी संजीव (संपादक), संचार शोध प्रविष्टियाँ: राजस्थान हिस्ट्रो ग्रंथ अकादमी, जयपुर,
   2008
University of Rajasthan, Jaipur

M.A. (PRA)
(Public Relations and Advertising)
Session: 2020-21
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.

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University of Rajasthan
JAIPUR
<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>PRA 101</td>
<td>Writing for Media</td>
<td>CC</td>
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<td>2</td>
<td>PRA 102</td>
<td>Marketing Communication</td>
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<td>3</td>
<td>PRA 103</td>
<td>Oral and Visual Communication</td>
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<td>4</td>
<td>PRA 104</td>
<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>PRA 106</td>
<td>History of Media</td>
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<td><strong>FIRST SEMESTER</strong></td>
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<td>1</td>
<td>PRA 201</td>
<td>Advertising Principles and Practice</td>
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<tr>
<td>2</td>
<td>PRA 202</td>
<td>Public Relations: Principles and Practice</td>
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<tr>
<td>3</td>
<td>PRA 203</td>
<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>PRA 205</td>
<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>PRA 301</td>
<td>Creative Advertising and Campaign Planning</td>
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<td>PRA 302</td>
<td>Page Layout and Designing</td>
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<td>3</td>
<td>PRA 303</td>
<td>Corporate Communication</td>
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<td>PRA 304</td>
<td>Development Communication</td>
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<td>Dissertation or Practical work</td>
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<td>PRA 405</td>
<td>Business Communication</td>
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<td>PRA 406</td>
<td>Digital Communication</td>
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(Syllabus for Approval 2020-22)
MA (PUBLIC RELATIONS AND ADVERTISING)

Syllabus for 2020-22

Semester-I

PRACTICAL 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, Backgrounder, 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.
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. ढोंगे, संजय, अनुवाद विज्ञान सिद्धांत और अनुवादयोग, हिंदी लगभग कार्यन्वय निवेशशालय, दिल्ली.
7. मिश्र, लक्ष्य, रामाण्य संवित्त, तुलनात्मक प्रकाशन, तनावक.
8. सरफराज, ढोंगे, मनोहर और गोस्वामी, ढोंगे, विश्वविद्यालय, अनुवाद विज्ञान, दिल्ली दिल्ली.
9. गुप्ता, विद्यार्थी मोहन, प्रायोगिक अनुवाद विज्ञान : सिद्धांत और प्रयोग, समारोह प्रकाशन, दिल्ली.
10. अय्यर, एन.ई., विश्वविद्यालय, अनुवाद भाषाएँ, समारोह, दिल्ली.
11. लालमोहन, ढोंगे, अनुवाद विज्ञान एवं प्रयोग, चंद्रलोक प्रकाशन, कानपुर.
12. वर्मा, विलासभारती, मालती, अनुवाद और तत्काल भाषात्मक, प्रकाशन विभाग, सूचना और प्रसारण मंत्रालय, भारत सरकार, दिल्ली.
13. राजन, गोस्वामी, संसार माध्यम लेखन, काणी प्रकाशन, नागा.
14. लालमोहन, ढोंगे, विलासभारती, मालती, अनुवाद और संसारमध्यम लेखन, समारोह प्रकाशन, गाजियाबाद.
15. गोस्वामी, ढोंगे, मनोहर, पक्षी लेखन के आधार, चंद्रलोक प्रकाशन, जयपुर.
16. बालाशंकर, जनमाध्यमों की लेखन विधाएँ, कालिक पक्ष, डिस्ट्रीब्यूटर, नई दिल्ली.
17. जिंती, ढोंगे, संसार मध्यम और अप्वाल, ढोंगे, प्रकाशन, संसार मध्यम, दिल्ली.

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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:
- Kotter, Keller, Koshy, Jha, Marketing Management, PHI, New Delhi
- Kamalwany, Nanakumar, 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 Perspective, Sultan Chand and Sons, New Delhi
- Kothari, Rakesh, Mehta, Anil and Sharma, Ashok, Marketing Management, RBD, Jaipur
- जेतवायनी, जयश्री, विज्ञापन एवं जनसम्पर्क, सागर प्रबंधक, नईदिल्ली
- शानठक्य, प्र. संजीव, विज्ञापन एवं जनसम्पर्क (सं), राजस्थान हिंदी ग्राम 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:
- Verma, Harsh V., Brand Management, Excel Books, New Delhi
- Jethwaney, Jai shri, Corporate Communication, Oxford University Press, New Delhi
- जेतवायनी, जयश्री, विज्ञापन एवं जनसम्पर्क, सागर प्रबंधक, नईदिल्ली
- यादव, नरेन्द्र सिंह, ग्रामिक विज्ञापन, राजस्थान हिंदी ग्राम अकादमी, जयपुर

PRA 104 - Theories of Communication

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.
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.

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 - Aristotle, Laswell, Shannon-Weaver, SMCR Non-linear - Wilber Schram and Osgood circula Model, Dance’s Helical model, newcomb’s ABX model

Books Recommended:

Matthew, M.J., Business Communication, RBSA, Jaipur
Seely, John, The Oxford Guide to Writing and Speaking, OUP (OXFORD)
Pul, Rajendra, Korahalli, J.S. and Chand S., Essentials of Business Communication, New Delhi
Kaul, Asha, Business Communication, Prentice Hall, New Delhi

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
Bhatnagar, Dr. Swati, Prayogiti ka dikshas eka anandamaru manifestation, Jagannath, Patna, Hindi
Sinha, Dr. Shrikrishna, Sanskrit: Pratiksha evam vidyanjali, Bharati Prakash Bharati prakashan, Hindi
Sinh, Om Prakash, Sanschar ke Bhul Sishyata, Kalasikal Prabandhik Karmchari, Hindi
Himadri, Anil, Rajya, Paraksh Yishi, Sanschar ke Pratiksha, Rajyaksham Hindi, Akademi, Patna

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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.

Books in Hindi:

कृष्णविहारी, हिन्दी पत्रकारिता, लोक मार्गों प्रकाशन, इलाहाबाद
वैदिक, डॉ. चंद्रप्रताप (सं.), हिन्दी पत्रकारिता : विकास आयाम, हिन्दी बुक सेंटर, नई दिल्ली।
शृंगार, विज्ञान शास्त्र, समय मार्गों पत्रकारिता (1780–1960), लांचाचार प्रकाशन, इलाहाबाद।

मथुरा, लेगे, भारत में जनसंचार और प्रसारण मीडिया, समाचार प्रकाशन, नई दिल्ली मार्गों, डॉ. संजीव (सं.), इलाहाबाद मीडिया, राजस्थान हिंदी ग्राह्य अकादमी, जयपुर

मानवता, डॉ. संजीव (सं.), भारत में संचार ग्राह्य, राजस्थान हिंदी ग्राह्य अकादमी, जयपुर

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JAIPUR
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:
Corporate Communication, Jaishri Jethwaney, Oxford University Press.

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.
Jethwaney, Jaishri, Corporate Communication, Oxford University Press, New Delhi.

Sahay, J. K., Vidhahana and Jansangar, Sampark, Public Relations, New Delhi.
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:
Newsom, Turk, Thomas, Kurckeberg, This is PR - Realities of PR, Asia PTE Ltd.
Jethwane, Jaishri, Corporate Communication, Oxford University Press, New Delhi.

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
Ramswamy, Namakumari, Marketing Management, Tata McGraw Hill
Iain, 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 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, PHU, New Delhi.
- Belch, George and Belch, Michael, Advertising and Promotion: An integrated marketing communication perspective, McGraw Hill Publications.
- जैतुलाल, जयश्री, विज्ञापन और जनसंपर्क, सागर प्रकाशन, नई दिल्ली.
- बनकांत, प्रो. संजीत, विज्ञापन एवं जनसंपर्क (सं.), सागर विज्ञापन ग्रन्थ अकादमी, अय्यरपुर.

PRA 206 - Laws and Ethics of Advertising and Public Relations

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, Badopadhyay PK, Advertising Law and Ethics, Universal Law Publishing company, Delhi.
- Kumar, Kunal, Mass Communication in India, Jaico Publishing House, New Delhi.
- Sales Promotion and Advertising Management, MN Mishra, Himalaya Publishing House, Delhi.
- श्रीमान, राजीव, प्रेस कानून और प्रसारक कृतित्व, मुलिनविकार बुक हाउस, अय्यरपुर.
- गदर, नरेंद्र सिंह, विज्ञापन तकनीक एवं विज्ञापन, सागर विज्ञापन ग्रन्थ अकादमी, अय्यरपुर.
- विद्युत, नरेंद्र सिंह, विज्ञापन तकनीक, सागर विज्ञापन ग्रन्थ अकादमी, अय्यरपुर.
- स्वराज, प्रभुदास, जनसंपर्क एवं संचार प्रचार, सागर विज्ञापन ग्रन्थ अकादमी, अय्यरपुर.
- भागवत, राजीव, जनसंपर्क एवं विज्ञापन, सागर विज्ञापन ग्रन्थ अकादमी, अय्यरपुर.
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 Zeigermil).

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. PHI, New Delhi.
- जेहदानी, जयदी, विज्ञापन एवं जनसम्मिलन, सारांश पब्लिकेशन, नई दिल्ली।
- यादव, नरेंद्र सिंह, विज्ञापन तकनीक एवं सिद्धांत, राजस्थान हिंदी ग्रंथ अकादेमी, जयपुर।
- यादव, नरेंद्र सिंह, विज्ञापन प्रबंध, राजस्थान हिंदी ग्रंथ अकादेमी, जयपुर।
- भानावत, संजीव, जनसम्मिलन एवं विज्ञापन, राजस्थान हिंदी ग्रंथ अकादेमी, 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 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, PHI, Delhi.
- सिंह, विष्णुप्रीया, सिंह, मीनाक्षी, माइक्रोसॉफ्ट ऑफिस 7 एडिशन पैकेज़ कैसे चुने।
- संस्थान बीके, कम्यूटर एवं परिवहन, राजस्थान हिंदी ग्रंथ अकादेमी।

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

Unit-III

Books Recommended:
Jethwaney, Jaishri, Corporate Communication, Oxford University Press New Delhi.
Blythe, Jim, Marketing Communication, PHI, New Delhi.

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:
Anbavastha, C.K., Communication Patterns in Innovation Development, Extension and Client
Servaes, 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.
Murry, DVR, Development Communication, Kanishka Publishers & Distributors, Delhi, 2013

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
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:
- Kotler, Keller, Koshv and Jha, Marketing Management, Prentice Hall of India, New Delhi.
- David Akkar, Managing Brand Equity, Prentice Hall of India, New Delhi.
- Kapferer, Jean-Noel, Strategic Brand Management, Kogan Page India Private Limited, New Delhi.

PRA 402 - COMMUNICATION RESEARCH

UNIT- I


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


Books Recommended:
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.


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:
Chaffey, Dave & Smith, PR, E-marketing Excellence: Planning and Optimizing your Digital Marketing, Routledge, New Delhi.
Rogers, Everett M & Singhal, Arvind, India's Communication revolution, Bullock cart to cyber marts, Thousand Oaks, New Delhi.

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