UNIVERSITY OF RAJASTHAN
JAIPUR

SYLLABUS

M. A.

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

(Semester Scheme)

I & II Semester Examination 2019-2020
III & IV Semester Examination 2020-2021
M.A. (Electronic Media Journalism)

Subject Code : EMJ
Course Category
CC : Compulsory Core Course
CE : Core Elective
Dis. : Dissertation
PRJ : Project Work
Contact Hours Per Week
L : Lecture
T : Tutorial
P : Practicals

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

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

Eligibility :
Eligibility for admission in M.A. (Electronic Media Journalism) is first bachelor degree in any discipline from a recognized university with a minimum of 50% marks. Reservation of seats/relaxation of marks for different categories will be given as per university rules.
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<tr>
<th>Sr.</th>
<th>Subject Code</th>
<th>Course Title</th>
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<td><strong>FIRST SEMESTER</strong></td>
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<td>EMJ 101</td>
<td>News Concepts and Reporting Techniques</td>
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<td>Introduction to Journalism and Mass Communication</td>
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<td>EMJ 205</td>
<td>Evolution of Broadcasting in India</td>
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<td>EMJ 206</td>
<td>Computer Applications in Media</td>
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<td>Television Production Theory</td>
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<td>Television Production Practical</td>
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<td>Electronic Media Management</td>
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<td>Communication Research</td>
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<td>Cinema Studies</td>
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<td>Dissertation / Documentary</td>
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<td>Advertising and Marketing Communication</td>
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<td>EMJ 405</td>
<td>Public Relations and Corporate Communication</td>
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<td>Development Communication</td>
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MA (Electronic Media Journalism)
Syllabus for 2019-20

Semester-I

EMJ 101 - News Concepts and Reporting Techniques

Unit-I


Unit-II

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

Unit III


Suggested Readings:
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. भागवत, दी. संचार (साहित्य), समाचार एवं संचार लेखन, संचारसम्बन्धी प्रबंध अकादमी, जयपुर, 2009
17. जयपुर, एवं संचार, संचारसम्बन्धी प्रबंध अकादमी, जयपुर, 2010
18. अध्याय, एवं संचार, संचारसम्बन्धी प्रबंध अकादमी, जयपुर, 2010
19. जयपुर, एवं संचार, संचारसम्बन्धी प्रबंध अकादमी, जयपुर, 2010
20. जयपुर, एवं संचार, संचारसम्बन्धी प्रबंध अकादमी, जयपुर, 2010
21. जयपुर, एवं संचार, संचारसम्बन्धी प्रबंध अकादमी, जयपुर, 2010
22. जयपुर, एवं संचार, संचारसम्बन्धी प्रबंध अकादमी, जयपुर, 2010
23. जयपुर, एवं संचार, संचारसम्बन्धी प्रबंध अकादमी, जयपुर, 2010

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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 Photographic Journalism.

Unit III

Techniques of Photographic Journalism - 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 London, (Prentice Hall)
3. Ayer, Balakrishna, Digital Photographic
4. Chandra, PK, Visual Communication and Photographic Journalism, Swati Publishers, Delhi,

EMJ 103 : Writing for Media

UNIT-I


UNIT-II

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

UNIT-III

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

Suggested Readings:
1. Ganesh, T.K., Essentials of Mass Media Writing, Authorspress, Delhi
2. Gupta, Om, Basic Aspects of Media Writing, Kanishka Publishers, Distributors, New Delhi
3. Raman, Usha, Writing for the Media, Oxford University Press, New Del
4. रैण, गौरीशंकर, संवाद नाटक लेखन, वाणी प्रकाशन, नयी दिल्ली
5. शर्मा, मीना, हिंदी भाषा, मीडिया और सर्वजनिक लेखन, तन्त्र प्रकाशन, गाजियाबाद
6. प्रभाकर, डॉ. भद्र, पक्षार्थ लेखन के आधार, पंचशील प्रकाशन, उज्जैन
7. वाहन, सुधिमा, जन माध्यम के हस्त कविता, कृति पसिसर, हिन्दी कौशिक, नई दिल्ली
8. त्रिपाठी, डॉ. रामेश चन्द्र और अमरवल, डॉ. विन, मीडिया लेखन, भारत प्रकाशन, लखनऊ

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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. नगोर, भारत, डॉ. संजीव (संपादक), समकालीन भारत, राजस्थान हिंदी प्रमाण कागद, जयपुर.
6. वि. भिन, मुखर्जी, मुखर्जी और मुखर्जी आदि, आजादी के बाद का भारत, दिल्ली विश्वविद्यालय, दिल्ली
7. गुप्ता, सामवेद, भारत के बाद, पैडिन कुलक
8. कर्मचार, सरसार, भारतीय संविधान, एन.सी.आर.सी, 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, Ragasawami, Journalism in India. Sterling Publishers, New Delhi
5. निम्न डॉ.कृष्ण विद्वारी, हिंदी प्रकाशिता लेख माध्यम प्रकाशन, इलाहाबाद
6. कैरितिक, डॉ. वेदप्रताप (संपादक), हिंदी प्रकाशिता विषय आयोग, हिंदी कुद सेंटर, नई दिल्ली।
7. श्रीराम, विजयधर्म, संघ भारतीय प्रकाशिता (1780–1900) सांस्करिक प्रकाशन, इंदिरा.
8. भारतव, डॉ. सौरभ (संपादक), भारत में संसार माध्यम, राजस्थान हिंदी प्रमाण कागद, जयपुर.
9. भारतव, डॉ. संजीव (संपादक), प्रकाशिता का इतिहास एवं जन संचार माध्यम, सूनिवेदी पत्रक्रांत, जयपुर
EMJ 106 - Introduction to Journalism and Mass Communication

Unit - I


Unit - II


Unit - III


Suggested Readings:

5. सिंह, डॉ. श्रीकांत संपादन : पत्रिका एवं सिद्धार्थ, मार्शल पार्करिंग एवं हिमालय, हैदराबाद।
6. सिंह, ओम प्रकाश, संचार के मूल सिद्धांत, कल्याणकारक पत्रिकांक कस्कर्र किसी नह मिली।
7. हिंगड, आशा और जैन, फु, पारीक सुशीला, संचार के सिद्धांत, राजस्थान हिंदी ग्रंथ अकादमी, जयपुर, 2009
Unit-I
Radio as a medium of mass communication, Development of radio in India, Radio as a tool of development, Basics of Radio Production, Microphones (Types and Importance), Radio Studio Set Up

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

Unit-III

Suggested Readings:
1. The Known World of Broadcast News, Ajay Das, M.I.S. 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 Granth 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

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:
   Publishing House, Delhi.
   Communication, Singapore.
11. Nordenstreng, Kaarle and Hifiti Topuz (Eds.). Journalist: Status, Rights and
    Responsibilities, International Organization of Journalists, Prague.
12. Kataria, Dr. S.K. Right to Information, National Publishing House, New Delhi
    University Patiala, 2012.
15. Shrivastava K.M., Media Ethics: Veda to Gandhi and Beyond, Publication Division, New
    Delhi.
    Distributors, New Delhi.
17. Kataria, Dr. Surendra, Right to Information : Lessons and Implications, National
    Publishing House, New Delhi.

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

Unit-II
TV News - Values and Priorities for TV, comparison with other news media; Significance of News as it happens - Breaking news; definition and practice; Reporting skills: understanding deadlines, gathering information, cultivating sources, spotting/designing a story; Presentation skills: VOs, voice modulation, body language; Piece-to-camera (P2Cs); 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.; 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. मधुकर, तेलंगाना में जनसंचार और प्रसारण मीडिया, राजाकृष्ण प्रकाशन, नई दिल्ली, 2011
10. भानेबाट, डॉ. संजीव (संपादक), इलेक्ट्रॉनिक मीडिया, राजस्थान हिन्दी ग्रंथ अकादमी, जयपुर, 2009

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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

Unit II

Evolution and development of TV; Strengths and weaknesses of the medium
History of TV in India - STIE, 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 Badalata Swarup (Hindi), Meenakshi Vashishta, Rajasthan Hindi Grantha Academy
6. गुप्तक, तेले, मार्ग में जनसाधारण और प्रशासनिक मैरिन, भारतीय प्रकाशन, नई दिल्ली, 2011
7. भानवल, डा. संजीव (संपादक), इन्टरनैशनल मैरिन, राजस्थानी प्रकाशन, जमशेदपुर, 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
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, Makhanal 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, Makhanal Chaturvedi Vishwavidyalaya
8. Video Production (Hindi), Gopal Singh, Kanishka Publishers

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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
- 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 Patrakarita ka Badalta Swarup (Hindi), Dr Meenakshi Vashishta, Rajasthan Hindi Grantha Academy
10. Media Lekhan aur Sampadan Kala (Hindi), Dr. Govind Prasad and Anupam Pandey, Discovery Publishing House

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 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

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

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

EMJ-306: Communication Research

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

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

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

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

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


Books Recommended:
15. भानवत, डॉ. संजीव (संपादक), संचार शोध प्रविधियाँ, सांस्कृतिक विभाग, राजस्थान राज्य, जयपुर, 2009
16. आहुजा, राम, सामाजिक सर्वेक्षण एवं अनुसंधान, राजस्थान प्रकाशन, जयपुर, 2009
17. दयाल, डॉ. मनोज, मीडिया शोध, हरियाणा साहित्य अकादमी, पंचकुला
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/FM and Television channels)

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

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

EM-402 : 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. Garga, B.D., So Many Cinemas - The Motion Picture in India, Variety Book Depot, New Delhi.
6. शामी, डॉ. ती.एन., सत्कर्मात भारतीय हिंदी फिल्मों: उदयवर्धन विकास, राजस्थान पब्लिशिंग हाउस,दिल्ली।
7. माधुर, यथागत, सिनेमा का सफर, राजस्थान हिंदी ग्रंथ अकादमी, जयपुर, 2009
8. माधुर, यथागत, सिनेमा का सफर, राजस्थान हिंदी ग्रंथ अकादमी, जयपुर, 2013
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:
7. Prasad, Kiran, New Media and Pathways to Social Change. BR Publishers Corporation, Delhi
8. यादव, नरेंद्र सिंह, विज्ञापन तकनीक एवं विज्ञापन, राजस्थान हिंदी ग्रंथ अकादमी, जयपुर।
9. मानवता, श्र. संजीव (संपादक), जनसम्पर्क एवं विज्ञापन, राजस्थान हिंदी ग्रंथ 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, Public 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:
EMJ 406: 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.

Suggested Readings:

2. Servaes, Jan, Thomas L. Jacobson and Shirley A. White (Eds.), Participatory Communication for Social Change. Sage, New Delhi.
10. Murthy, DVR, Development Communication, Kanishka Publishers & Distributors, Delhi, 2013
11. उपक्रम, अभिनव, भवानीश्री एवं विकास संचार, जयपुर, 2010
12. भानवर, जयपुर, 2010

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University of Rajasthan, Jaipur

M.A.
(Journalism and Mass Communication)
एम. ए. (पत्रकारिता एवं जनसंचार)
Session 2019-21

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University of Rajasthan, Jaipur

M.A. (JOURNALISM AND MASS COMMUNICATION) Syllabus
Semester Scheme 2019-21

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, 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.

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<th>Sr.</th>
<th>Subject Code</th>
<th>Course Title</th>
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<td>1</td>
<td>JMC 101</td>
<td>NEWS REPORTING AND WRITING</td>
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<td>2</td>
<td>JMC 102</td>
<td>FUNDAMENTALS OF EDITING</td>
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<td>STATISTICAL METHODS IN COMMUNICATION RESEARCH</td>
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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. भागवतः, डॉ. संजीव (संपादक), समाचार एवं फीचर लेखन, राज. हिंदी ग्रंथ अकादमी, जयपुर.
14. माघुर, श्याम, वेब पत्रकारिता, राजस्थान हिंदी ग्रंथ अकादमी, जयपुर, 2010
15. राजेर, संवाद और संवाददाता, हरियाणा हिंदी ग्रंथ अकादमी, चन्दीगढ़.
16. त्रिखा, डॉ. नवद देश लेखन, उत्तरप्रदेश हिंदी सभा लखनऊ.
17. अग्रवाल, डॉ. रमेश, समाचार पत्रकारिता, राजस्थान हिंदी ग्रंथ अकादमी, जयपुर.
18. चंदन, र. नवनाथ, फीचर लेखन, प्रकाशन विभाग, हिंदी.
19. नुबह, ह.स.राज एवं विक्रम एस, वेब पत्रकारिता, नटराज प्रकाशन, दिल्ली.
JMC 102: FUNDAMENTALS OF EDITING

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. भानवत, डॉ. संजीव (संपादक), समापन एवं मुद्रण तकनीक, राजस्थान हिंदी ग्रंथ अकादमी, जयपुर।
15. जितेबहार, गुलाब साथी प्रीसोगिक, मेधाप्रदेश हिंदी ग्रंथ अकादमी, जोधपुर।
16. नासीरा, डॉ. सी. समापत संगीत, मेधाप्रदेश हिंदी ग्रंथ अकादमी, जोधपुर।
17. जी. जी. गुप्ता, जी. जी. सिंह, राजस्थान हिंदी ग्रंथ अकादमी, जयपुर।
18. उदय, प्रभुलाल, गुलाब रावत, बिहार हिंदी ग्रंथ अकादमी, पटना।
19. यादव, राजेन्द्र सिंह, फोटोग्राफी तकनीक, राजस्थान हिंदी ग्रंथ अकादमी, जयपुर।
20. कौशल, गुलाब, फोटो पटकारिता, पंजाबी हिंदी प्रकाशन, जयपुर।

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Regd, no. 5/30/2018
UNIT-I


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. रेणु, गाँगुली, संवाच माध्यम लेखन, वाणी प्रकाशन, नई दिल्ली
5. शर्मा, नीना, हिन्दी भाषा, मीडिया और समाजसुधाकर लेखन, तरुण प्रकाशन, गाजियाबाद
6. रामचंद्र, डॉ. मनोहर, पत्रकारी लेखन के आधार, पंद्रहवीं प्रकाशन, जयपुर
7. बाला, सुकृति, जन माध्यमो की लेखन जिसां, कलिक विलक्षण, हिस्ट्रीवट्स, नई दिल्ली
8. जिवाई, डॉ. रमेश चन्द्र और अमिताभ, डॉ. विनोद, 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. रामचंद्र, डॉ. मनोहर, भारतवर्ती, डॉ. संजीव (संपादक), तत्कालीन भारत, राजस्वाच्छाड़ हिन्दी ग्रंथ अकादमी, जयपुर, 2009
6. सद्या, विपिन, मुखर्जी, मुनुना और मुखर्जी आदित्य, आजादी के बाद का भारत, हिन्दी विचि.
7. गृह, राजवत्त, भारतीय गोपी के बाद, पंड्हु एवस
8. कृष्ण, सुभाष, भारतीय सचिवालय, एन.सी.ई.आर.डी, नई दिल्ली

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[Signature]
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UNIT-I

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

UNIT-II


UNIT-III

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

Books Recommended:
1. Parmar, Shyam, Traditional Folk Media in India. Geka Books, New Delhi.
4. मिश्र, डॉ. कृष्ण वििहारी, हिन्दी पत्रकारिता लोक मार्ग: प्रकाशन, इलाहाबाद.
5. नैनदिक, डॉ. बेद दत्त (संपादक), हिन्दी पत्रकारिता विज्ञान आयोग, हिन्दी बुक सेंटर-कई दिल्ली।
6. श्रीराम, विज्ञान, समाज मार्गी पत्रकारिता (1780–1900) लाभवन्द प्रकाशन, इलाहाबाद।
7. भारतत्र, डॉ. संजीव (संपादक), मार्ग स्वाच्छ मार्गम, राजस्थान हिन्दी ग्रंथ अकादमी, जयपुर।
8. भारतत्र, डॉ. संजीव (संपादक), पत्रकारिता का इतिहास एवं मार्ग स्वाच्छ मार्गम, युनिवर्सिटी प्रेस, 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

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. भारतत्र, डॉ. संजीव, पत्रकारिता का इतिहास एवं मार्ग स्वाच्छ मार्गम, युनिवर्सिटी प्रेस, जयपुर।
6. तिह डॉ. श्रीकृष्ण, संपादन: प्रतिसार एवं सिद्धांत, भारतीय पत्रकारिता मुद्रा, इलाहाबाद।
7. तिह ओमप्रकाश, संचार के गुरुस्माद, कलसिकल पत्रकारिता कम्पनी, नई दिल्ली।
8. हिंदी, आशा, जैन, मह, पारीक सुपीरिया, संचार के सिद्धांत, राजस्थान हिन्दी ग्रंथ अकादमी, जयपुर।

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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. Murti, DVR, Gandhi and Journalism, Kanishka Publishers & Distributors, Delhi, 2013
13. समाज, दी. वि.एन., समकालीन हिन्दी फ़िल्म: उद्धव विकास, साहित्य पत्रिकाएँ हालात, हिंदी: "नस्कर, भारत में जनसंचार और प्रसारण मैडिया, शारीरिक प्रकाश", नई दिल्ली, 2011
14. भानवाल, दी. संजीव (समाजवाद), इलेक्ट्रॉनिक मैडिया, राजस्थान हिन्दी ग्रंथ अकादेमी, जयपुर, 2009
15. मागुर, श्याम, सिनेपतरसिता, राजस्थान हिन्दी ग्रंथ अकादेमी, जयपुर, 2009
16. मागुर, श्याम, सिनेमा का सफर, राजस्थान हिन्दी ग्रंथ अकादेमी, जयपुर, 2013

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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. Shrivasata K.M., Media Ethics: Veda to Gandhi and Beyond, Publication Division, New Delhi.
17. Katira, Dr. Surendra, Right to Information: Lessons and Implications, National Publishing House, New Delhi.
22. Nehru, Jawaharlal, The Discovery of India.

2012
UNIT I
Definition, Generation and basic Components of Computer; Input/output devices, Memory and other peripherals; Introduction to Operating Systems; Functions and features of Operating System (Accessories, Control Panel, Desktop, Windows Explorer).

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

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

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

JMC 204 : TELEVISION JOURNALISM

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

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

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

Books Recommended:
6. नानावाद, ड़ी. संजीव (संपादक), इलेक्ट्रॉनिक मीडिया, राजस्थान धीरे प्रकाशन, जयपुर, 2009
7. असर, वजहहै एवं प्रभाव रहेगा, टेलीविजन लेखन, समाचार विज्ञान, दिल्ली
8. अरूण, डॉ. अमरनाथ, टेलीविजन—साहित्य और सामाजिक बीमार, इलेक्ट्रॉनिक पुस्तकालय, दिल्ली, 2010
9. नगद, डॉ. विकास, टेलीविजन पत्रकाल सिद्धान्त और व्यवहार, नई दिल्ली, 2009
10. मित्र, डॉ. बिनोद, इलेक्ट्रॉनिक मीडिया के बदलाव: आदर्श, भारत पुस्तक, नई दिल्ली, 2010
11. जीवन, नन्देश्वर धाम, पत्रकाल लेखन एवं परिवार, राजस्थान प्रकाशन, नई दिल्ली, 2000
12. वर्णी, सुशील, टेलीविजन समाचार सिद्धांत और व्यवहार, नई दिल्ली, 2006
13. तिवारी, डॉ. विनोद, टेलीविजन पत्रकाल लेखन, परिवार प्रकाशन, मुंबई, 2002

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AIIPUR
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 Setup

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, दीपक, इलेक्ट्रॉनिक मीडिया लेखन
6. समस्ता आतीक आवासवाणी की आवश्यकता का बाद प्लास्क, क्षेत्रव्यक्ति पक्षाधिकार
7. वरिष्ठवर्गीय, इलेक्ट्रॉनिक युग में पत्रकारिता का बदलता स्वरूप, हिन्दी ग्रंथ अकादमी
8. पार्वत अनुभूति एवं मौकेंद्रिक प्रसाद, मीडिया लेखन और समाधान, हिन्दी पक्षाधिकारियों हाउस
9. गंगाधर, मुकुट, रेडियो लेखन, बिहार, हिन्दी ग्रंथ अकादमी, पटना।
10. विविधता, रामकिशोर, आवासवाणी, प्रकाशन निर्माण, दिल्ली।
11. बंबई, राजस्थान, प्रसाद के जिते समाधान लेखन,
12. मुंबई, मुख्ती नगर, प्रसाद के विशेष विषय, साहित्य संग्रह, इलाहाबाद।
13. महात्मा, दी., संस्कृतिक संग्रह, इलेक्ट्रॉनिक मीडिया, राजस्थान हिन्दी ग्रंथ अकादमी, जयपुर, 2009
14. श्रीमति, दी., इन्टर्नेट, सामुदायिक रेडियो, राजस्थान हिन्दी ग्रंथ अकादमी, जयपुर, 2013
15. राजस्थानी, इक्काम, संवादन कैसे करें, साहित्यागार, जयपुर

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JAIPUR
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, तक्षशिला प्रकाशन, नई दिल्ली।
3. पटेलिया, डॉ. मनोज कुमार, विज्ञान संचार, तक्षशिला प्रकाशन, नई दिल्ली।
4. मानावत, डॉ. संजीव (संपादक), विज्ञान एवं विज्ञान संचार, राजस्थान हिन्दी ग्रंथ अकादमी, जयपुर।
5. पटेलिया डॉ. मनोज, मानावत डॉ. संजीव (संपादक), वैज्ञानिक लेखिकाओं और संचार माध्यम, जन संचार केन्द्र, राजस्थान विज्ञानविद्यालय, जयपुर एवं राष्ट्रीय विज्ञान एवं प्रौद्योगिकी संचार परिषद, विज्ञान एवं प्रौद्योगिकी विभाग, नई दिल्ली, 2006
UNIT I
Principles of Management practices in media industry- Different types of newspaper ownership patterns in India, FDI. Organisational pattern of a daily newspaper and magazine, functioning of editorial, business and printing departments, inter-relationship and coordination among them.

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

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

Books Recommended:
2. Kothari, Gulab, Newspaper Management in India. Intercultural Open University, The Netherlands.
6. कौट्युर, शूमिल, समाचार-पत्र, प्रकाशन, माध्यम चर्चा अधीन पत्रकारिता विश्वविद्यालय, भोपाल।
7. जैन, तृकुमाल, भारतीय समाचार-पत्रों का समतन और प्रकाशन, मध्यप्रदेश हिन्दी विद्या आकादमी, भोपाल।
8. पटेलिया, शिवकुमार, समाचार पत्र प्रकाशन, म.प. हिन्दी गंगा अकादमी, भोपाल।

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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:

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:
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
2. Khatri, Neeraj Interactive Media and Society (2013), Kalpaz Publication, New Delhi
3. Naya Media Naye Rajan-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, 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:
2. Servaes, Jan, Thomas L. Jacobson and Shirley A. White (Eds.), Participatory Communication for Social Change. Sage, New Delhi.
14. जापानियां, अधिक वृक्ष, पन्नकरिता एवं विकसन संसार, विश्व कार्यान्वयन मंड़ी, बीएफएल, 2016.
15. भारत, हो, जीवन (संपादक), विकास एवं विकास संसार, संस्थान हिन्दी प्रथा अकादेमी, जयपुर, 2016.
16. नन्दा वर्धिक, तिलक तिलक अंसार, तिलक तिलक फोरेर, 2016.

JMC 306: 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 court in districts.

Human Rights and Media

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. 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, नरेन्द्र सिंह, विज्ञापन तकनीक एवं विज्ञान, राजस्थान हिंदी ग्रंथ अकादमी, जयपुर।
12. मानवता, डॉ. संजीव (संपादक), जनसमर्पण एवं विज्ञापन, राजस्थान हिंदी ग्रंथ अकादमी, जयपुर, 2010
UNIT I
Public Relations and Corporate Communication - concept and scope, publicity, propaganda, advertising, and sales promotion, PR and public affairs. Public Relations: Definition, objectives; brief history of public relations in India. Structure of PR and Corporate communication in State, Public and Private Sectors.

UNIT II
Tools and techniques of PR and Corporate communication - corporate identity and reputation, media planning and selection for PR and corporate communication, Publics in corporate communication and PR, financial publics, opinion makers, lobby, 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:
13. त्रिवेदी, सुधीर एवं शूकरात, शस्त्रीकार, जनसम्पर्क : सिद्धान्त एवं व्यवहार, मध्यप्रदेश हिंदी ग्रंथ अकादमी, भोपाल.
14. मानवता, डॉ. संजीव (सांपादक), जनसम्पर्क एवं विज्ञापन, 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. मण्डल, जैं संजीव (संपादक), संचार शोध प्रविधियों, राजस्थान हिंदी यथा अकादमी, जयपुर,
   2009
University of Rajasthan, Jaipur

M.A. (PRA)
(Public Relations and Advertising)
Session: 2019-20
University of Rajasthan, Jaipur

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

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

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

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

Eligibility :
Eligibility for admission in M.A. (Public Relations and Advertising) is first bachelor degree in any discipline from the recognized university with minimum 50%. Reservation of seats/relaxation of marks for different categories will be given as per university rules.

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Jaipur

Syllabus for M.A(PRA) 2018-20
<table>
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<th>Sr.</th>
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<th>Credit</th>
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<td>1</td>
<td>PRA 101</td>
<td>Writing for Media</td>
<td>CC</td>
<td>06</td>
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<tr>
<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>06</td>
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<td>5</td>
<td>PRA 105</td>
<td>Communication Skills</td>
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<td>6</td>
<td>PRA 106</td>
<td>History of Media</td>
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<td>1</td>
<td>PRA 201</td>
<td>Advertising Principles and Practice</td>
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<td>PRA 202</td>
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<td>CC</td>
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<td>3</td>
<td>PRA 203</td>
<td>Tools and Techniques of Public Relations</td>
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<td>Consumer Behaviour</td>
<td>CE</td>
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<td>Media Planning</td>
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<td>6</td>
<td>PRA 206</td>
<td>Law and Ethics of Advertising and Public Relations</td>
<td>CE</td>
<td>06</td>
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<td>1</td>
<td>PRA 301</td>
<td>Creative Advertising and Campaign Planning</td>
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<td>06</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>
<td>CC</td>
<td>06</td>
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<td>4</td>
<td>PRA 304</td>
<td>Development Communication</td>
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<td>PRA 406</td>
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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

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. सिद्धांत, सत्यदेव, रामायण संविता, सुलभ प्रकाशन, लखनऊ
7. डॉ. नगन्द्र, अनुवाद विद्या सिद्धांत और अनुवाद, हिन्दी माध्यम कार्यालय निदेशालय, दिल्ली विश्वविद्यालय, दिल्ली
8. सरस्वती, डॉ. मनोहर और गोखली, डॉ. शिवकांत, प्रायोगिक अनुवादविद्या, विद्या प्रकाशन, खानपुर
9. गुप्ता, अवधेश मोहन, प्रारंभिक अनुवाद विद्या : सिद्धांत और प्रयोग, संज्ञान प्रकाशन, दिल्ली
10. अय्यर, एन.ई. विश्वविद्यालय, अनुवाद माध्यम-समारंभ, संज्ञान, दिल्ली
11. सोनभूत, डॉ. आदिनाथ, अनुवाद सिद्धांत एवं प्रयोग, चन्द्रलोक प्रकाशन, खानपुर
12. डॉ. बिनालेखकाते, माला, अनुवाद और तक्तल मानचित्रण, प्रकाशन विभाग, संज्ञान और प्रसारण मंत्रालय, भारत सरकार, दिल्ली
13. रैण, गोपीशर, संगठन माध्यम लेखन, बारी प्रकाशन, नयी दिल्ली
14. शामिल, नीना, हिन्दीनाथ, मीडिया और सर्वजनिक लेखन, तरण प्रकाशन, माधियाबाद
15. प्रभाकर, डॉ. मनोहर, पत्रकारी लेखन के आयाम, पंवाणी प्रकाशन, खानपुर
16. वाला, सुनिधान, जन्मदिनों की लेखन विवाद, कनिष्ठ पत्रकारी, किंवडीवूटर, नई दिल्ली
17. नवाजी, डॉ. राजेशवर और इतिहास, डॉ. पवन, मीडिया लेखन, भारत प्रकाशन, लखनऊ
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 P.L.C), Price (Pricing Strategies), Physical Distribution, Promotion, Integrated Marketing Communication.

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

Books Recommended:
- Kotler, Keller, Koshy, Jha, Marketing Management, PHI, New Delhi
- Kamaswamy, Namakumari, Marketing Management, Tata McGraw Hill
- Jain, Subash C., International Marketing Management, CBS Publishers and Distributors, New Delhi
- Varshney, R.L. & Bhattacharya, B., International Marketing Management- An Indian Perspectives, Sultan Chand and Sons, New Delhi
- Kothari, Rakesh, Mehta, Anil and Sharma, Ashok, Marketing Management, RBD, Jaipur.
- फाँसी, जयश्री, विज्ञापन और जनसम्पर्क, सागर प्रकाशन, नईदिल्ली
- भारावत, प्र. संजीव, विज्ञापन एवं जनसम्पर्क (र.), राजस्थान हिन्दी प्रथा अकादमी, जयपूर

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:
- Jethwani, Jaishri, Corporate Communication, Oxford University Press, New Delhi.
- जेटवानी, जयश्री, विज्ञापन एवं जनसम्पर्क, सागर प्रकाशन, नईदिल्ली
- यादव, नरेंद्र सिंह, विज्ञापन विज्ञान, राजस्थान हिन्दी प्रथा अकादमी, जयपूर

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:
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
Rangarajan C., Communication Theories and Models, Himalaya Publishing House, Mumbai

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- Aristotel, Laswell, Shanon-Weaver, SMCR Non-linear- Wilber Schram and Osgood circula Model, Dance's Helical model, newcomb's ABX model

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

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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:

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

मिश्र, डॉ. कृष्णबिहारी, हिंदी पत्रकारिता, लोक भारती प्रकाशन, इलाहाबाद
देविक, डॉ. वेदप्रताप (स.), हिंदी पत्रकारिता: विकिप्डिया, हिंदी ट्वेंटी सेंटर, नई दिल्ली।
श्रीग, विजयवर्त, समग्र भारतीय पत्रकारिता (1780-1900), लालमंडल प्रकाशन, इलाहाबाद।
सदृश, तेले, भारत में जनसंचार और प्रसारण मीडिया, शायदूङ्गा प्रकाशन, नई दिल्ली
भानवत, डॉ. संजीव (स.), इलेक्ट्रॉनिक मीडिया, राजस्थान हिंदी ग्राम अकादमी, जयपुर
भानवत, डॉ. संजीव (स.), भारत में संचार माध्यम, राजस्थान हिंदी ग्राम अकादमी, जयपुर.
Semester-II

PRA 201 - Advertising: Principles and Practices

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

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

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

Books Recommended:
Corporate Communication, Jai shri Jethwany, 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.
Jethwany, Jai shri, Corporate Communication, Oxford University Press, 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-III

Books Recommended:
Srivastav, H.O., Broadcast Technology-a review, Gyan Publishing House, New Delhi.
Newson, Turk, Thomas, Kurckeberg. This is PR-Realities of PR, Asia PTE Ltd.
Jethwaney, 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.
Ramamurthy, Namasivayam, Marketing Management, Tata McGraw Hill.
Kothari, Rakesh, Mehta, Anil and Sharma, Ashok, Marketing Management, RBD, Jaipur.

PRA 205-Media Planning

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

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

Unit-III
Media buying Agencies and their services, IRS, NRS,HUT, ABC, TRP, CRP, RAM and TAM

Books Recommended:
- Wells, William, Burnett John and Moriarty Sandra, Advertising Principles and Practice, PHI, New Delhi.
- Batra, Satish K & Kazmi, S H H, Advertising and Sales Promotion, Excel Books, New Delhi
- Belch, George and Belch, Michael, Advertising and Promotion: An integrated marketing communication perspective, McGraw Hill Publications.

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.
- Batra, Satish and Kazmi, S H H, Advertising and Sales Promotion, Excel Books India, New Delhi
- Sales Promotion and Advertising Management, MN Mishra, Himalaya Publishing House, Delhi.

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

PRA 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 (Delhi

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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-II

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:
Ambastha, C.K., Communication Patterns in Innovation Development, Extension and Client

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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

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:
- Moorthy Y.L.R., Brand Management, Vikas Publication, New Delhi
- Varma Harsh V, Brand Management, Excel Books, New Delhi
- Kotler, Keller, Kohly 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
- Sengupta, Subroto, Brand Positioning, Tata McGraw-Hill, 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

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.
- Belavadi, Vasuki, Video Production, Oxford University Press, 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:
- Ryan, Damian, Understanding Digital Marketing; Marketing Strategies for Engaging the Digital Generation, Kogan Page India, New Delhi.
- 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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