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**UNIVERSITY OF RAJASTHAN  
JAIPUR**

**SYLLABUS**

**FACULTY OF SOCIAL SCIENCE**

**Master of Mass Communication**

**(Public Relations & Advertising)**

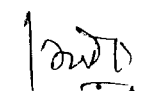
**(Semester Scheme)**

**For the Academic Session**

**2015-2017**

**Eligibility: Bachelor Degree in any discipline**

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

  
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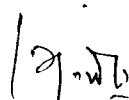
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## Course Rationale

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

## Objectives

- To examine the fundamental role of mass communication in public and private organisations.
- To make the students familiar with the key aspects of advertising and public relations.
- To hone creative, conceptual and planning skills of the students.
- To provide important insight into research use for advertising and public relations.
- To provide professional exposure to the students.

  
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**Course Structure and Scheme of Examination**

SUBJECT CODE	SUBJECT TITLE	THEORY PAPERS		DURATION	TOTAL MARKS
		Internal Exam	External Exam		
<b>Semester I</b>					
3101	Communication Theory and Research	30	70	3 hours	100
3102	Marketing	30	70	3 hours	100
3103	Oral and Visual Communication	30	70	3 hours	100
3104	Language and Communication Skills	30	70	3 hours	100
<b>Semester II</b>					
3201	Advertising Principles, Concepts and Practice	30	70	3 hours	100
3202	Public Relations Principles and Practice	30	70	3 hours	100
3203	Laws and Ethics Of Advertising and Public Relations	30	70	3 hours	100
3204	Writing for Media	30	70	3 hours	100
<b>Semester III</b>					
3301	Creative Advertising and Campaign Planning	30	70	3 hours	100
3302	Corporate Communication	30	70	3 hours	100
3303	Advertising and PR Research	30	70	3 hours	100
3304	Business Communication	30	70	3 hours	100
<b>Semester IV</b>					
3401	Digital Communication	30	70	3 hours	100
3402	Graphics and Production Techniques	30	70	3 hours	100
3403	Dissertation	30	70	3 hours	100

\*Besides the Papers, students will have to undergo **Internship (mandatory)** after the completion of second semester in any of the Public/Corporate Organizations/Ad Agencies/Media Houses (4 to 6 weeks).

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

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## Semester-I

### Paper-3101 Communication Theory and Research

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

#### Unit-I

##### Mass Communication (1)

Meaning and concept / Functions of mass communication

Mass communication theories (Dependency Theory, Cultivation Theory, Agenda Setting Theory, Use and Gratification Theory, Hypodermic Needle Theory, Limited Effects Theory)

#### Unit-IV

##### Mass Communication (2)

Propoganda, Persuasion and Rhetoric / Intercultural communication

Foundations and role of Journalism in society /

Journalism and Indian Democracy (Concept of fourth estate) / Development communication

#### Unit-III

##### Mass Media

Role of mass media in opinion making

Effects of mass media

Media theories: Normative Media Theory – Authoritarian Theory, Libertarian Theory, Social Responsibility Theory, New Normative media Theory- Developing Nations Media Theory, Democratic Participant Media Theory, Interactive( One step flow, two step flow, multi step flow ), Psychological & Individual differences theories( Balance theory, Congruity theory, Cognitive dissonance theory, Rosenberg's affective cognitive consistency theory)

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

##### Communication Research

Definition and Concept / Role of research in communication

Types of Research (Qualitative and Quantitative) / Research Methodology

#### Suggested Readings:

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

#### Suggested Practicals

- Research Design
- Pre-paring a Questionnaire

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Paper-3102 Marketing

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

**Unit-I**

**Concepts of Marketing:**

Meaning of market / Defining marketing

Importance of marketing

Core concepts of Marketing (Production, Product, Selling, Marketing ,Customer and Holistic)

Product Life Cycle

**Unit-II**

**Marketing Mix and Communication**

Product(Types and Levels) / Price

Place / Promotion / Service Marketing(7 Ps)

Promotion Mix(Advertising, Public Relation, Personal Selling and Sales Promotion)

**Unit-III**

**Consumer Behaviour**

Consumers and Target Customers / Consumer Behaviour

Theories on motivation: Freud, Maslow and Herzberg

Social and Psychological influences on consumer behaviour

**Unit-IV**

**Buying Behaviour of Consumers**

Buying decision making process / Segmentation, Targeting & Positioning (STP) analysis

Values, Attitudes & Lifestyles (VALS) network

**Emerging Trends in marketing**

Integrated marketing communication

Social Marketing / Customer relationship management (CRM)

Digital marketing / Niche marketing

**Suggested Readings:**

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

**Suggested Practicals:**

- Simulation on launch of a new product
- Brand activation

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**Paper-3103 Oral and Visual Communication**

**Objective: To provide working knowledge of oral and visual art especially graphics communication to the students.**

**Unit-I**

**Oral Communication**

Origin of oral communication / Folk media for oral communication

Using technology for oral communication

**Unit-II**

**Visual Communication**

Social and Visual semiotics

Psychological aspects and moods of colour, shapes and symbols

Cultural aspects of colours and symbols

**Unit-III**

**Graphics Communication**

Definition of Graphics / Elements of Graphics

Importance of graphics / Types of graphic communication

**Unit-IV**

**Designing graphic Communication**

Corporate Identity (Name, Logo, Symbol, Tagline, Slogan and Captions)

Designing Mailers, Posters, Pamphlets, Dummies, POPs, Packaging Designs and Sales material

Genesis of Sign and Symbol language

Uses of visuals in media

Application of folk and modern media in marketing and social communication

**Suggested Readings:**

- Brand Management, Harsh V. Verma, Excel Books.
- Corporate Communication, Jaishri Jethwani, Oxford University Press.
- Vigyapanavam Jansamparak (Hindi), Jayshri Jethwani, Sagar Publication.
- Graphic Designing, Rajasthan Hindi Grahnta Academy.

**Suggested Practical :**

Making a corporate identity manual (house style)

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**Paper-3104 Language and Communication Skills**

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

**Unit-I**

Communication (meaning and nature)

Barriers of communication

Types of communication

Communication process

Models of communication (Linear, Laswell, Shanon-Weaver, Non-linear and Functional)

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

**Language Skills:**

Functional grammar -Tenses, Noun, Pronoun, Adjectives, Verb, Adverb

Active and Passive voice

Direct and indirect speech

Modals

Prepositions

Compound words and conjunction

**Unit III**

**Importance and relevance of effective communication skills**

Writing (sentence structure, types and building paragraphs)

Reading (skimming the main idea, read between the lines, tone and style of the content)

Effective listening

Speaking Skills (Presentation skills, public speaking skills and effective use of voice )

**Unit-IV**

**Non-Verbal Communication Skills**

Body language/Kinesics and Eye contact

Facial Expressions and Gestures

Spatial distance and Proximity

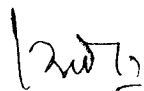
**Suggested Readings:**

- Cambridge Advanced English : Student's Book, Leo Jones
- Business Communication, M.J. Mathew, RBSA
- The Oxford Guide to Writing and Speaking, John Seely
- An introduction to Academic writing, Lloyd Davis and Susan Mackry
- Essentials of Business Communication, Rajendra Pal, J. S. Korlahalli, S.Chand, New Delhi
- Business Communication, Asha Kaul, Prentice Hall, New Delhi
- Principles of Business Communication, Ronald E. Dulek and John S. Fielder, Macmillan Publishing Company, London.

**Suggested Practicals:**

-Presentations

-Writing short paragraph on any topic

  
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## Semester-II

### Paper-3201 Advertising Principles, Concepts and Practice

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

#### **Unit-I**

History and evolution of Advertising

Types of Advertising

Role and impact of Advertising in Society (Socio-Economic Development)

#### **Advertising Communication Models**

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

#### **Unit-II**

#### **Advertising Management**

Structure and function of an advertising department

Ad agency (concept)

Remuneration (Commission system, Fee system and Service charges)

Client-Agency Relationship

Major Departments (Copywriting, Visualisation, Client Servicing and Production)

#### **Unit-III**

#### **Media Planning**

Classification of media

Selection of media

Role of a media planner

Media planning process (situation analysis, implementation and monitoring)

Media planning strategies (reach, frequency and scheduling)

#### **Unit-IV**

#### **Brand Management**

Meaning of Brand (Product and Perceptual Concept)

Types of brands (Symbolic, Experiential and Functional)

Brand Portfolio

Brand Positioning Strategies

Global Brands (Standardisation and Customisation)

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### Suggested Readings.

- Advertising Principles and Practice, William Wells, John Burnett and Sandra Moriarty, Pearson education.
- Foundations of Advertising Theory and Practice, Chunawala and Sethia, Himalya Publishing House
- Advertising and Sales Promotion, Satish Batra & Kazmi
- Integrated Advertising Promotion and Marketing Communication, PHI
- Sales Promotion and Advertising Management, MN mishra, Himalya Publishing House
- Consumer Behaviour, Schiffman and Lazar, Pearson education.
- Advertising and Promotion: An integrated marketing communication perspective, George Belch and Michael Belch, McGraw Hill Publications.
- Marketing Communication, Jimblythe, PHI.
- Brand Management, Harsh V. Verma, Excel Books.
- Corporate Communication, Jaishri Jethwaney, Oxford University Press.
- Contemporary Advertising, William Arens, McGraw Hill Publications
- P.K. Advertising Law and ethics, P.B. Sawant and Badopadhyay, Universal Law Publishing company.
- Vigyapanavam Jansamparak (Hindi), Jayshri Jethwani, Sagar Publication
- Vigyapanavam Jansamparak (Hindi), Vijay Kulshreshth and Pratul Athiyya
- Vipnanke Siddhant, Bhagwati Prakash Sharma, Rajeev Jain, Jayant Sharma, Harshita Shrimali, Apex Publishing House.
- Vigyapan Taknikavam Siddhant, Narendra Singh Yadav, Rajasthan Hindi Grahnta Academy.
- Vigyapan Prabhanda, Narendra Singh Yadav, Rajasthan Hindi Grahnta Academy.
- Jansamparkevam Sanchar Prabhandan, Shailesh Sengupta (Translated by Shipra Mathur) Rajasthan Hindi Grahnta Academy.
- Jansamparkevam Vigyapan, Dr. Sanjeev Bhanawat, Rajasthan Hindi Grahnta Academy.

### Suggested Practicals:

- Devising new positioning strategy for any brand
- Devising media planning strategy for a new product/brand

  
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Paper-3202 Public Relations Principles and Practice

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

**Unit-I**

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

**Unit-II**

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

**Unit-III**

**Publics in PR (Internal and External)**

Customers / Government  
Media / Employees and potential employees  
Competitors / Opinion makers and Special interest groups  
Stakeholders

**Tools of PR (Internal and External)**

House Journals/Magazines, Press Conference, Press Brief, Press kit  
Press Release, Rejoinder, AV material, Brochure, Advertorial, Suggestion Boxes

**Unit-IV**

**PR practice**

PR in government sector / Role of a PR manager  
Role of PR agencies and their functions / Political PR

**Suggested Readings:**

- Handbook of Public Relations in India- D.S. Mehta, Publisher: Allied Publishers
- Vigyapanavam Jansamparak (Hindi) : Jayshri Jethwani, Sagar Publication
- Jansancharavam Patrakarita (Hindi): Prof. Ramesh Jain, Mangaldeep Publication
- A handbook of Public Relations and Communication, Leslie Philip .
- Public Relations in India, J.M Kaul.
- This is PR-Realities of PR, Newson. Turk, Kurckeborg, Thomas Asia PTE Ltd.
- Corporate Communication, Jayshri Jethwani, Oxford University Press.
- Vipnanke Siddhant, Bhagwati Prakash Sharma, Rajeev Jain, Jayant Sharma, Harshita Shrimali, Apex Publishing House.
- Vigyapan-Taknikavam Siddhant, Narendra Singh Yadav, Rajasthan Hindi Grahnta Academy.
- Vigyapan Prabhanda, Narendra Singh Yadav, Rajasthan Hindi Grahnta Academy.
- Jansamparkevam Sanchar Prabhanda. Shailesh Sengupta (Translated by Shipra Mathur) Rajasthan Hindi Grahnta Academy.
- Jansamparkevam Vigyapan, Dr. Sanjeev Bhanawat, Rajasthan Hindi Grahnta Academy.

**Suggested Practical:**

- Planning a PR campaign

  
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Paper-3203 Laws and Ethics of Advertising and Public Relations

**Objective: To provide a perspective on the legal and ethical aspects of Advertising and Public Relations.**

**Unit-I**

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

**Unit-II**

**Advertising Laws in India**

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

**Unit-III**

**Ethical Aspects of Advertising**

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

**Unit-IV**

**Self-Regulation**

Self-Regulation Vs Mandatory regulation  
ASCI code of ethics for advertising  
DAVP's code of conduct  
AAAI

**Public Relation Ethics**

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### Suggested Readings:

- P.K. Advertising Law and ethics, P.B. Sawant and Badopadhyay, Universal Law Publishing company.
- Press and Media, Law manual, Vidisha Barua, Universal Law publishing Company
- Mass Communication in India-, Keval J Kumar, Publisher: Jaico Publishing House
- Press Kanoon aur Patrakarita (Hindi), Dr. Sanjeev Bhanavat, Publisher: University Book House
- Laws of Press. Durga Das Basu, Lexis-Nexis India
- Vigyapanavam Jansamparak (Hindi), Vijay Kulshreshth and Pratul Athiyya
- Advertising Principles and Practice, William Wells, John Burnett and Sandra Moriarty, Pearson education.
- Foundations of Advertising Theory and Practice, Chunawala and Sethia, Himalya Publishing House
- Advertising and Sales Promotion, Satish Batra & Kazmi
- Integrated Advertising Promotion and Marketing Communication, PHI
- Sales Promotion and Advertising Management, MN mishra, Himalya Publishing House
- Advertising and Promotion: An integrated marketing communication perspective, George Belch and Michael Belch, McGraw Hill Publications.
- Vigyapan Taknikavam Siddhant, Narendra Singh Yadav, Rajasthan Hindi Grahnta Academy.
- Vigyapan Prabhandan, Narendra Singh Yadav, Rajasthan Hindi Grahnta Academy.
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- Jansamparkevam Vigyapan, Dr. Sanjeev Bhanawat, Rajasthan Hindi Grahnta Academy.

### Suggested Practicals:

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

  
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Paper-3204 Writing for Media

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

**Unit-I**

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

**Unit-II**

**Writing for Internal Media**

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

**Unit-III**

**Writing for External Media**

Print media: / Press Release/Backgrounder / Press Note / Feature Writing  
Writing advertorials

**Unit-IV**

**Writing for External Media**

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

**Suggested Readings:**

- The Oxford Guide to Writing and Speaking, John Seely
- Business Communication, M.J. Mathew,RBSA
- The Oxford Guide to Writing and Speaking, John Seely
- An introduction to Academic writing, Lloyd Davis and Susan Mackry
- Essentials of Business Communication,Rajendra Pal, J. S. Korlahalli, S.Chand, New Delhi
- Business Communication, Asha Kaul, Prentice Hall, New Delhi
- Principles of Business Communication,Ronald E. Dulek and John S. Fielder, Macmillan Publishing Company, London.

**Suggested Practicals:**

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

  
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## Semester-III

### Paper-3301 Creative Advertising and Campaign Planning

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

#### Unit-I

##### Concept of Creativity

Creative Brief and USP

Creative Thinking (lateral and divergent) only divergent should be there because lateral and divergent are same / Creative Process

#### Unit-II

##### Copywriting

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

#### Unit-III

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

#### Unit-IV

##### Ad Campaign Planning

Types of Campaign / Campaign Planning (Stages)

#### Suggested Readings:

- Advertising Principles and Practice, William Wells, John Burnett and Sandra Moriarty, Pearson education.
- Foundations of Advertising Theory and Practice, Chunawala and Sethia, Himalya Publishing House
- Advertising and Sales Promotion, Satish Batra & Kazmi
- Integrated Advertising Promotion and Marketing Communication, PHI
- Sales Promotion and Advertising Management, MN Mishra, Himalya Publishing House
- Consumer Behaviour, Schiffman and Lazar, Pearson education.
- Advertising and Promotion, An integrated marketing communication perspective, George Belch and Michael Belch, McGraw Hill Publications.
- Marketing Communication, Jimblythe, PHI.
- Brand Management, Harsh V. Verma, Excel Books.
- Corporate Communication, Jaishri Jethwani, Oxford University Press.
- Contemporary Advertising, William Arens, McGraw Hill Publications
- P.K. Advertising Law and ethics, P.B. Sawant and Badopadhyay, Universal Law Publishing company.
- Vigyanavam Jansamparak (Hindi), Jayshri Jethwani, Sagar Publication
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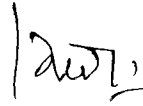
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- JansamparkevamVigyapan, Dr. Sanjeev Bhanawat, Rajasthan Hindi Grahnta Academy.

**Suggested Practical:**

- Campaign Production (Students can be asked to design their own Ad campaign for a given product/brand)

  
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**Paper 3302 Corporate Communication**

**Objective:** The objective of this paper is to deal with the theory and practice of corporate communication that is important for building any corporate entity

**Unit-I**

**Concept of Corporate Communication**

Meaning and Definition

Organisational Communication

Target audience segmentation

Evolution

Importance

**Unit-II**

**Corporate Communication Strategies(1)**

Communication with media

Relations with government

Corporate Social Responsibility

Investor relations (RBI and SEBI regulation)

**Unit-III**

**Corporate Communication Strategies (2)**

Image Building

Corporate Branding (Philosophy and Image)

Corporate Culture

Webcasts

Specialities and Novelties

Trade Shows and Exhibitions

Events and Sponsorships

Crisis/Disaster Management

Institutional/Corporate Advertising

**Unit-IV**

**Financial Communication**

Understanding financial market

Financial institutions

Financial products

Financial communication process for IPOs

Legal and ethical considerations

  
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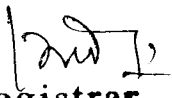


### Suggested Readings:

- Corporate Communication, Jaishri Jethwani, Oxford University Press.
- Brand Management, Harsh V. Verma, Excel Books.
- Advertising and Promotion: An integrated marketing communication perspective, George Belch and Michael Belch, McGraw Hill Publications.
- Marketing Communication, Jimblythe, PHI.
- Dynamics of Mass Communication: Theory and practice, Uma Narula
- Handbook of Communication : Models and perspectives, Uma Narula
- Vigyapanavam Jansamparak (Hindi), Vijay Kulshreshth and Pratul Athiyya
- Vigyapanavam Jansamparak (Hindi), Jayshri Jethwani, Sagar Publication
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- Vigyapan Taknikavam Siddhant, Narendra Singh Yadav, Rajasthan Hindi Grahnta Academy.
- Vigyapan Prabhand, Narendra Singh Yadav, Rajasthan Hindi Grahnta Academy.
- Jansamparkevam Sanchar Prabhandan, Shailesh Sengupta (Translated by Shipra Mathur) Rajasthan Hindi Grahnta Academy.
- Jansamparkevam Vigyapan, Dr. Sanjeev Bhanawat, Rajasthan Hindi Grahnta Academy.

### Suggested Practicals:

- Analysis of case studies in financial communication
- Simulation on crisis communication
- Tracking media
- CSR strategy planning

  
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Paper -3303 Advertising and PR Research

**Objective:** To make the students understand the context and use of research in the field of Advertising and Public Relations

**Unit-I**

**Fundamentals of Research**

Definition and Meaning

Types of research

Research methods (Qualitative and Quantitative)

**Unit-II**

Research design

Research process

Sampling techniques

Collection of data (primary and secondary resources) and analysis

Variance analysis (one way and two way) because of level of students

**Unit-III**

**Advertising Research**

Importance of research in advertising

Consumer Research

Product Research

Media Research (IRS, TRP, GRP, RAM and TAM)

**Copy Testing Methods**

PACT (Positioning Advertising Copy Testing)

Pre-tests (Projective techniques and Physiological Rating Scales)

Post-tests (Communication and sales effects)

**Unit-IV**


**Public Relations research**

Formative research (analysis of situation, organisation and publics)

Action research

Evaluative research (Macnamara's pyramid model of PR research)

Preparation of research report

  
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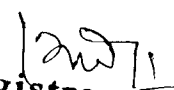
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### Suggested Readings:

- Marketing Research text and cases, W.Boyd Harper, Ralph Westfall and F.StaschStanely, Irwin
- Fundamentals of Advertising Research,Alan D.Fletcher and Tomas A Bower, Wadsworth Publishing
- Advertising Research, Neil Holbert, American Marketing Association 1975, Joel Davis Prentice Hall
- Advertising Principles and Practice,William Wells, John Burnett and Sandra Moriarty,Pearson education
- Foundations of Advertising Theory and Practice, Chunawala and Sethia,Himalya Publishing House
- Advertising and Sales Promotion, Satish Batra&Kazmi
- Integrated Advertisng Promotion and Marketing Communication,Kenneth EClow, DonaldBaack,PHI
- Sales Promotion and Advertising Management,MN mishra,Himalya Publishing House
- VigyapanavamJansamparak (Hindi), Vijay Kulshreshth and PratulAthiyya
- VigyapanavamJansamparak (Hindi) ,JayshriJethwani, Sagar Publication
- VipnankeSiddhant, Bhagwati Prakash Sharma, Rajeev Jain, Jayant Sharma, HarshitaShrimali, Apex Publishing House.
- VigyapanTaknikevamSiddhant,Narendra Singh Yadav, Rajasthan Hindi Grahnta Academy.
- VigyapanPrabhanda, Narendra Singh Yadav, Rajasthan Hindi Grahnta Academy.
- Jansamparkevam Sanchar Prabhandan, ShaileshSengupta (Translated by ShipraMathur) Rajasthan Hindi Grahnta Academy.
- JansamparkevamVigyapan, Dr. Sanjeev Bhanawat, Rajasthan Hindi Grahnta Academy.

### Suggested Practicals:

- Consumer research
- Pre-testing of any campaign

  
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Paper-3304 Business Communication

**Objective: To teach students the practical aspects of business communication.**

**Unit-I**

**Business Communication (Definition)**

Difference between business communication and marketing communication

**Types of Business communication**

Internal (Horizontal, Vertical, Diagonal and Grapevine)

External Communication

**Principles of Effective Communication (7 Cs)**

**Unit-II**

**Oral Business Communication**

Face to face

Telephonic conversation

Meetings

Seminars and Conferences

Group Discussions

Interviews (Types)

**Unit-III**

**Written communication (1)**

Business correspondence (Structure and forms)

**Business letters**

Enquiry letter, Quotation letter, Order letter, Sales letter, Claim letter, Adjustment letter, Invitation letter

**Unit-IV**

**Written communication (2)**

**Personnel Letters**

Reference letter, Appointment letter, Confirmation letter, Promotion letter, Warning letter,

Appreciation letter, Sympathy letter

Memo, Notice and Circulars

Formal Reports / Informal Reports

Resume writing with job application

Technical proposals

**Suggested Readings:**

- Business Communication, M.J. Mathew, RBSA
- Essentials of Business Communication, Rajendra Pal, J. S. Korlahalli, S.Chand, New Delhi
- Business Communication, Asha Kaul, Prentice Hall, New Delhi
- Principles of Business Communication, Ronald E. Dulek and John S. Fielder, Macmillan Publishing Company, London

**Suggested Practicals:**

- Group discussion
- Letter writing
- Resume writing

  
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## Semester-IV

### Paper-3401 Digital Communication

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

#### **Unit-I**

##### **Digital Communication**

Concept and importance

Evolution of digital media (Global and India)

Information and Communication technology

Convergence media

#### **Unit-II**

Various digital platforms

Forms of digital media(owned, paid and earned)

Digital media metrics (Page, hits, page impressions, clicks and reach)

Revenue metrics

#### **Unit-III**

Website strategy

E-marketing

Paid search marketing

Email marketing

Integrated e-marketing

#### **Unit-IV**

Social media communication

Mobile marketing

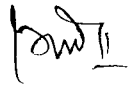
Digital PR

Online advertising

Regulation (IT Act 2000, National telecom policy 2012,TRAI)

#### **Suggested Readings:**

- Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation,

  
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- Emarketing Excellence: Planning and Optimizing your Digital Marketing, Dave Chaffey & PR Smith, Routledge
- The Indian Media Business, Vanita Kohli Khandekar, Response Books
- India's Communication revolution, Bullock cart to cyber marts, Evertt M. Rogers & Arvind Singhal

**Suggested Practicals:**

- Designing e-marketing campaign
- Social media campaign

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## Paper-3402 Graphics and Production Techniques

**Objective:** To equip the students with the knowledge of various audio-visual tools and graphic designing softwares

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

### **Unit-I**

#### **Ad Layout and Design**

Stages and types / Components / Principles of Design / Principles of Typography

#### **Printing**

Methods and processes of printing / Desktop Publishing

Artworks and digital technology in printing / Print ad production

### **Unit-II**

#### **Computer Softwares (1)**

MS office (Powerpoint) / Pagemaker / Photoshop

### **Unit-III**

#### **Computer Softwares (2)**

InDesign / Quark Express / Corel Draw / 2D and 3D animation

### **Unit-IV**

#### **Still photography for advertising and Public Relations**

Camera techniques (should be specified)

Photo feature and captions

#### **Audio-Visual production**

AV equipments and their operations

Audio Production (Radio)

Techniques of AV production(Film and TV) –should be specified

Pre-production and Post-production work

Scripting, shooting and editing of Radio/TV commercials (and should be added between radio and TV

#### **Suggested Readings:**

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

#### **Suggested Practicals:**

Students will have to submit a practical assignment which may include:

- An Audio-Visual Presentation
- Making of a TVC/Radio Jingle

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**Paper-3403 (Dissertation)**

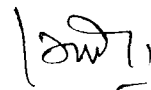
**Objective: To make students work on conceptual, planning and research attributes.**

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

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

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

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



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Appen. I

# Centre for Mass Communication

University of Rajasthan, Jaipur

M.A.  
(Electronic Media Journalism)  
Session 2016-18

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# Centre for Mass Communication

## University of Rajasthan, Jaipur

### M.A. (Electronic Media Journalism)

Subject Code : JMC

Course Category

CCC : Compulsory Core Course

Dis. : Dissertation

PRJ : Project Work

Contact Hours Per Week

L : Lecture

T : Tutorial

P : Practicals

#### Scheme of Examination


1. Each theory paper EoSE shall carry 100 marks. The EoSE will be of 3 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 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**  
**M.A. (ELECTRONIC MEDIA JOURNALISM)**  
**Syllabus**  
**Semester Scheme 2016-18**

**First Semester**

S. No.	Subject Code	Course Title	Course Category	Credit	Contact Hours Per week			EoSE Duration (Hrs.)	
					L	T	P	Thy	P
1.	EMJ 101	Introduction to Journalism and Mass Communication	CCC	09	6	3	0	3	0
2.	EMJ 102	History of Media	CCC	09	6	3	0	3	0
3.	EMJ 103	News Concepts and Reporting Techniques	CCC	09	6	3	0	3	
4.	EMJ 104	Writing for Media	CCC	09	6	3	0	3	0

**Second Semester**


S. No.	Subject Code	Course Title	Course Category	Credit	Contact Hours Per week			EoSE Duration (Hrs.)	
					L	T	P	Thy	P
1.	EMJ 201	Photojournalism	CCC	09	6	3	0	3	0
2.	EMJ 202	Television Journalism	CCC	09	6	3	0	3	0
3.	EMJ 203	Media Ethics & Laws	CCC	09	6	3	0	3	0
4.	EMJ 204	Computer Applications in Media	CCC	09	6	3	0	3	0

Third Semester

S. No.	Subject Code	Course Title	Course Category	Credit	Contact Hours Per week			EoSE Duration (Hrs.)	
					L	T	P	Thy	P
1.	EMJ 301	Television Production theory	CCC	09	6	3	0	3	0
2.	EMJ 302	Radio Journalism and Production	CCC	09	6	3	0	3	0
3.	EMJ 303	Contemporary India	CCC	09	6	3	0	3	0
4.	EMJ 304	Television Production Practical	CCC	09	6	3	0	3	0

Fourth Semester

S. No.	Subject Code	Course Title	Course Category	Credit	Contact Hours Per week			EoSE Duration (Hrs.)	
					L	T	P	Thy	P
1.	EMJ 401	New Media	CCC	09	6	3	0	3	0
2.	EMJ 402	Advertising and PR for Electronic Media	CCC	09	6	3	0	3	0
3.	EMJ 403	Human Rights and Media	CCC	09	6	3	0	3	0
4.	EMJ 421	Dissertation / Audio-visual Documentaries	DIS/ PRJ	09	0	0	14	0	0

  
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# MA in Journalism ( Electronic Media Journalism)

## Syllabus for 2016-18

### Semester-I

#### EM 101 - Introduction to Journalism and Mass Communication

##### Unit – I

Introduction to Communication, Definition and Concept of Communication, Elements in the Process of Communication (Input, sender, channel, Noise, receiver, output), Verbal and Non-Verbal Communication, Types of Communication: Intra-personal, Interpersonal, Group and Mass, Communication, Characteristics of Communication, Models of Mass Communication, Aristotle's model, Laswell model, Shanon and Weaver model, Osgood's model, Gerbner's model, Schramm's model

##### Unit – II

Theories of Communication, Dependency Theory, Cultivation Theory, Agenda Setting Theory, Use and Gratification Theory, Hypodermic Needle Theory, Limited Effects Theory, Normative Media Theory: Authoritarian, Libertarian and Social Responsibility Theory, Interactive Theory : One step flow, Two step flow (Opinion Leaders), Multi step flow

##### Unit – III

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

##### Suggested Readings:

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

#### EM 102-History of Media

##### Unit-1:

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

##### Unit-II

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Some Major Newspapers of Pre- Independence Period, Hickey's Bengal Gazette, Digidarshan, Samachar Darpan, Samvad Kaumudi, Udant Martand, Samachar Sudhavarshan, Rajputana Akhbar, Payame Azadi , Hindostan, Keshri, Young India, Harijan, Aaj, Major News Agencies in India.

#### Unit-III :

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

#### Suggested Readings :

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

## EM 103- News Concepts and Reporting Techniques

#### Unit-I

News Gathering Process: Sources of Information, Observation and Research, Meaning, Definition and Concept of News, News Value; examining and testing of news value and news elements, Type of News – Hard and Soft News, News Sources; Types and Importance, Changing concept of news: Factors and issues, Different types and formats of News Reports, Analytical, Descriptive, Interpretative, and Investigative News, Qualities of a good Reporter; challenges and responsibilities, Types of reporters-Stringers, Reporters and Correspondents, Types of reporting: Objective, Interpretative, Investigative, Crime, Specialized Reporting-Sports, Court, Legislature, Science and technology, Development.


#### Unit-II

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

#### Unit III

Different Styles of News writing, Inverted pyramid style: Concept, development, writing process, merits and demerits, Feature style: Concept, development, writing process, merits and demerits, Interviews: definition, types & preparation of Interviews, qualities of good Interviews, Sand Clock style: Concept, development, writing process, merits and demerits, Press Release, Press Conference, Press briefing, Meet the Press, Press Room and Press tours, Language of News - Principles and Practices, Attributes of News: Clarity, Precision, Conciseness, Pitfalls in use of language: Jargons, Clichés, Metaphor etc., Mind your Language and Expressions: Bias, Prejudices etc., Pejorative, Connotative vs. Denotative words and meanings.

#### Suggested Readings

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

## **EM 104 - Writing for Media**

### **Unit-I**

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

### **Unit-II**

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

### **Unit-III**

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

### **Suggested Readings:**

1. Writing for the Mass Media, James Stovall, Pearson Publishers
2. Writing for Visual Media, Anthony Friedmann, Taylor & Francis
3. Writing for Media, Usha Raman, Oxford University Press
4. Masters of the Word: How Media Shaped History, William L. Bernstein, Grove Atlantic
5. Samachar Avam Feature Lekhan, Sanjeev Bhanawat, Rajasthan Hindi Grantha Akademi

## **Semester-II**

## **EM 201- Photo Journalism**

### **Unit 1**

Introduction to Photography, History and development of photography, Photography – elements and principle, Types of Camera- Box camera, Polaroid cameras Single lens reflex cameras, Auto SLR cameras, Twin lens reflex cameras & Digital cameras, Principles of composition, subject and Basic lighting, Equipments of Photography, Photographic equipments-lens types and functions, film-types and functions, Tripod, Flash, lens-hood, reflectors & other accessories, Shots, Focus, Aperture,

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Shutter speed, Selection of subject, , depth of field, focal length, White Balancing, types of exposure, Photographic filters and effects, Exposure meter.

#### Unit- II

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

#### Unit III

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

## EM 202-Television Journalism

#### Unit -I

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

#### Unit -II

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

#### Unit -III

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

#### Suggested Readings:

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

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2. Reporting for TV by Lewis C.D., Columbia University Press.
3. Television and Popular Culture in India by A Mitra, Sage Publications, London.
4. India on Television by Nalin Mehta, Harper Collins
5. Before the Headlines by Chandrakant P. Singh, Macmillan India Ltd
6. Television and Social Change in Rural India (2000) by Johnson Kirk, Sage Publications
7. Electronic Media by Ramesh Jain, University Book House (Hindi)
8. Television Production by Dev Vrat Singh, MLCRPV (Hindi)

## EM 203- Media Ethics and Laws

### Unit-I

Constitutional Framework and the Media, Freedom of Speech and Expression, importance of Article 19, Free Press and Independent Media – Supreme Court Cases on Article 19, Brief history of Press Laws in India, Laws on Morality, obscenity and censorship - Impact on Media, Media Ethics – Evolution and Principles, Defining Ethics, Fundamental values of truth, fairness and objectivity, Press Council Code on communal writings, Parliamentary Code for Journalists and Ethics of Covering State Assemblies, Editorial Ethics.

### Unit-II

Laws relating to Press and Broadcast Media, Press Commissions, Press Council of India, Copyright Act, 1957, Cinematography Act, 1952, AIR and DD broadcast code, election code, Cybercrime and debates on Cyber Law, Information Technology Act, 2000, Cable Television Network (Regulations) Act, 1995, Prasar Bharti (Indian Broadcasting Corporation) Act, 1990

### Unit-III

Restrictions on Media, Official Secrets Act., Contempt of Court and the Judiciary, Defamation, Legislature and its Privileges, Right to Privacy, Recent Ethical Issues and Challenges for Media, Right to Information Act and transparency, Social Audits, New media and cyber journalism, Paid News Crisis, Sting Journalism- BMW hit & run case, Operation West End , Uma Khurana case, Trial by Media- Aarushi murder case, Gudiya Case.

### Suggested Readings

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

## EM 204-Computer Applications in Media

### Unit-I

Computer operations and concepts, History and Characteristics of Computer, Functions and types of Operating System, Computer Software and their Applications. Versions of MS Window, Working with

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

#### Unit-II

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

#### Unit-III

Basics of Multimedia, Concepts , Definition and Elements of Multimedia, Applications of Multimedia, Components of Multimedia, Picture files, History and Development of Internet, History and Advantages of Internet, Types of Internet Connections, Interconnecting Protocols-TCP IP, FTP, HTP, WWW. Web page Websites, web browser, Search Engines, Internet Services-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 Book House
4. Web Patrakarita by Shyam Mathur, Rajasthan Hindi Granth Academy

### Semester-III

## EM 301-Television Production Theory

#### Unit-I

Understanding the camera, Video Camera-Types- Camcorders, ENG, EFP, Studio Cameras, Camera mounting Equipment- Monopod, tripod, studio pedestal, Special Camera mounts, Video Camera features and parts- White balance, Focus, Depth of field, 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,

  
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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
4. Video Production Handbook, Gerald Millerson, Focal Press
5. Basics of Video Production, Des Lyver, Graham Swainson, Focal Press
6. Basics of Video Sound, Des Lyver, Focal Press
7. Basics of Video Lighting, Des Lyver, Focal Press
8. Television Production (Hindi), Dev Vrat Singh, Makhanlal Chaturvedi Vishwavidyalaya
9. Video Production (Hindi), Gopal Singh, Kanishka Publishers

## EM 302 - Radio Journalism and Production

### Unit-I

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

### Unit-II

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

### Unit-III

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

#### Suggested Readings:

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

## EM 303-Contemporary India

  
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## Unit I

Brief History of Contemporary India, The Idea of India: Myth and Reality, History of Freedom Struggle: 1857-1947 – Highlights and Legacies, Era of Congress: 1947-67; Emergence of non-Congress parties, Crisis of Emergency, Era of Uncertainty 1977- 91, India after Globalization – Coalition Politics, Market Economy and FDI Debate, Indian Political System and Constitution, Democracy, Parliament, Political parties and election system, Governance: Parliament, Executive and Judiciary, Salient features of the Constitution: Secularism, Social justice, Federalism, Fundamental Rights and Duties of citizens, Directive Principles of State, Local Governance and Panchayati Raj- Structure, role, functions

## Unit II

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

## Unit III

Law Enforcement Institutions, Judiciary: Supreme Court, High Courts, Lower Courts, IPC and CrPC : Provisions relevant for Media, Police, Civil Administration and society, RTI and Movement for Transparency, Prominent Contemporary Issues, Movement for Social Justice for Dalits, Tribals and OBCs, Problem of Corruption and Black Money – Role of Lokpal, Lok Ayukta, Communalism – Causes and Consequences, Women's Empowerment and Gender Justice, Human Rights and Media

### Suggested Readings:

1. India's Struggle for Independence by Bipan Chandra et al, Penguin Publishers
2. India after Gandhi by Ramachandra Guha, Picador India [ also available in Hindi ]
3. India since Independence by Bipan Chandra et al, Penguin Publishers
4. Introduction to Constitution of India by DD Basu, Prentice Hall, New Delhi
5. The Argumentative Indian by Amartya Sen, Penguin Publishers
6. Churning the Earth : Making of Global India by Aseem Srivastava and Ashish Kothari, Penguin Publishers

## EM 304-Television Production Practical

Students will be given hands-on practical training of television and studio production.

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

## Semester-IV EM 401 : New Media

### Unit-I

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

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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

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

#### Suggested Readings:

1. Hand Book of New Media by Lievrouw and Livingston, Sage (Student Edition)
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*
4. Kahn, R and D Kellner, "New Media and Internet Activism: From The Battle of Seattle to Blogging' *New Media & Society*, Vol. 6, No. 1, 87-95 (2004)
5. Feenberg A. and M. Bakardjieva, (2004). "Virtual community: No killer implication" *New Media and Society* Vol 6(1): 37-43.

## EM 402- Advertising and Public Relations for Electronic Media

#### Unit-I

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

#### Unit-II

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

#### Unit-III

Public Relations: Definition and concept, Publics of PR : Media, Consumers, Government, Community and Stakeholders, PR process: Planning, Implementation ,Research and Evaluation, Tools of PR: House Journals, Press Conference, Press Brief, Press Release, Rejoinder, AV material, Advertorial, Webcast, Special events (Exhibitions and Trade fairs), Photographs, , Press tours.

#### Suggested Readings:

  
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1. Advertising Principles and Practice, William Wells, John Burnett and Sandra Moriarty, Pearson education.
2. Foundations of Advertising Theory and Practice, Chunawala and Sethia, Himalya Publishing House
3. Advertising and Sales Promotion, Satish Batra & Kazmi
4. Sales Promotion and Advertising Management, MN Mishra, Himalya Publishing House
5. Corporate Communication, Jaishri Jethwani, Oxford University Press.
6. Contemporary Advertising, William Arens, McGraw Hill Publications
7. P.K. Advertising Law and Ethics, P.B. Sawant and Badopadhyay, Universal Law Publishing company.
8. Vigyapan Avam Jansamparak (Hindi), Jayshri Jethwani, Sagar Publication
9. Vigyapan Avam Jansamparak (Hindi), Vijay Kulshreshth and Pratul Athiyya
10. Vipnan Ke Siddhant (Hindi), Bhagwati Prakash Sharma, Rajeev Jain, Jayant Sharma, Harshita Shrimali, Apex Publishing House.
11. Vigyapan Taknik Avam Siddhant (Hindi), Narendra Singh Yadav, Rajasthan Hindi Grahnta Academy.
12. Vigyapan Prabhand (Hindi), Narendra Singh Yadav, Rajasthan Hindi Grahnta Academy.
13. Jansampark Avam Vigyapan (Hindi), Sanjeev Bhanawat, Rajasthan Hindi Grahnta Academy.

## EM 403: Human Rights and Media

### Unit I

Introduction to Human Rights, Human Rights - concept, meaning and challenges, Human Rights under UN Charter-Council on Human Rights-UN High Commissioner for Human Rights- International Covenants on Human Rights, UNHRC and International Conventions and Accords, UDHR 1948- Convention on Civil and Political rights. 1966- UN Conventions on Economic, Social and Cultural Rights. Environmental rights. 1966- India and Universal Declaration.

International Conventions on inhuman acts—Genocide, Apartheid, Torture and other inhuman or degrading treatment of punishment- Slavery- slave trade-forced-bonded labour- Traffic in person- drugs- arms and prostitution-elimination of racial discrimination- death penalty.


Human Rights in Globalized World. Right to adequate Food, Education, Information, Employment Guarantee, Health and Hygienic, and Rights of accused and suspected person.

### Unit-II

Human Rights Organisations, International Human and Civil Rights Organizations—Amnesty International, American Civil Liberties Union (ACLU), Human Rights Commissions in India— NHRC, SHRC, Human Rights court in Women, child rights, child labour and abuse cases. Rights of the migrant workers, refugees, stateless and helpless persons; prisoners of war (POWs), disabled persons, indigenous tribal people- older people- war and HIV AIDS affected person, Police atrocities: Violation of Human Rights and their Remedies.

### Unit-III

Human Rights Reports, 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.

  
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### Suggested Readings

1. Gopala Bhargava: Human Rights Concern of the Future; New Delh, Gyan books, 2001.
2. H.O. Aggarwal: International Law & Human rights; Allahabad, Central Law Publications
3. NJ Wheeler and Timothy Dunne: Human Rights in Global Politics; London, Oxford University Press, 1999.

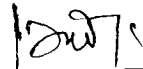
## EM 421 : Dissertation/Documentary

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

OR

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

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