

(Master's in Journalism and Mass Communication) MA (JMC)

(2 Year Course: 4 Semesters)

Ordinance & Syllabus

(Approved by BOS on-----)



Department of Journalism & Mass Communication
Nehru Gram Bharati University,
Kotwa-Jamunipur-Dubawal, Allahabad

Master's in Journalism and Mass Communication (MA-JMC)

(2 YEARS MASTER'S PROGRAMME DIVIDED INTO 4 Semester)

ORDINANCE

The Degree of Master's in Mass Communication shall be conferred on graduates who have pursued a course of study. As year (four semester) and have passed the examination as prescribed under the relevant ordinance.

Eligibility

A three year bachelor degree in any field of study awarded by any university or institute incorporated by law shall constitute the minimum requirement for admission to the MA(JMC) programme.

Number of Seats

The total number of seats for MA(JMC) is 30 at present and can be increased upto 60 in future.

Admission Procedure

Admission shall be granted on merit basis or as directed by the university admission Committee.

Schedule of fees

- ❖ The fee structure will be decided by the University from time to time. Being a Self Financing course no exemption in fees will be granted in any category.
- ❖ The fees will be payable in one installment per annum on admission. Part payment or installment per annum on admission. Part payment or installment of fees can be considered.
- ❖ The cost of visits by student to organization outside the city loading boarding/Summer training charges etc. Will have to borne by student concerned.
- ❖ The students will have to deposit their prescribed fees.

Scheme of Examination

- ❖ There shall be semester examination at the end of semester as per the scheme of examination and the students will be required to appear in the subject s as specified in the course paper, practical(Portfolios) in each semester.
- ❖ Permission to appear in semester examination shall be granted to such candidates only, who have fulfilled the attendance requirement of minimum 75% in each subject.
 - a) The examination in the subjects shall consist of the following:
 - i- Theory - 80
 - ii- Practical
 - iii- Internal Assessment -20
 - b) Theory examination (Written) in each subject shall be of three hour duration.
 - c) The scheme of internal Assessment in each subject shall be decided by the Head of the Department as per the requirement of the subject and shall be notified to the students at the beginning of the Semester.
 - d) The number of questions in each and the pattern of questions will be as per requirement of the course to be decided by the Head of the Department.
 - e) Rules relating to minimum percentage of pass marks and the award of divisions shall be the same as application for other post graduate course of the University.
 - f) The facility of Back Paper and Improvement shall be provided to the candidates as per University Rules.
 - g) Marks obtained in internal Evaluation by the candidates shall remain unchanged in any subject and shall be counted in the compilation of their final result.
 - h) Scrutiny facility shall be allowed to the students of the above course as per university rules.
 - i) Every students shall be sent for 'On – the- job' training and shall have to take portfolios in every semester to be executed as decided by the head of the Department.

Masters in Journalism and Mass Communication, MA (JMC)

Detailed Division of Papers and Marks as shown in the following Table: Number of Semester - Four (Two Year)

Ist Year

Semester-I (Credit 5+5+5+5=20)

S.No.	Name of Paper	Theory Paper	Internal Evaluation during session	Total Marks
1	Principles of Mass Communication	80	20	100
2	Media World: India and Abroad	80	20	100
3	Language Excellency and Media	80	20	100
4	Computer Application in Media	80	20	100
	Total			400

Semester-II (Credit 5+5+5+3=18)

S.No.	Name of Paper	Theory Paper	Internal Evaluation during session	Total Marks
1	Advance Reporting and Editing (Print Media)	80	20	100
2	Web Journalism	80	20	100
3	Media Laws & Ethics	80	20	100
4	Practicals (Portfolio)	80	20	100
	Total			400

IInd Year
Semester-III (Credit 5+5+5+3=18)

S.No.	Name of Paper	Theory Paper	Internal Evaluation during session	Total Marks
1	Electronic Media (Radio and Television)	80	20	100
2	Development Communication	80	20	100
3	Media Research	80	20	100
4	Practicals (Portfolio)	80	20	100
	Total			400

Semester-IV (Credit 5+3+3+3=14)

S.No.	Name of Paper	Theory Paper	Internal Evaluation during session	Total Marks
1	A. Visual Communication or B. Advertising & Public Relations	80	20	100
2	Dissertation	80	20	100
3	Apprenticeship & Project Work	80	20	100
4	Practicals (Advertising & PR)	80	20	100
	Total			400

Total Credits of all Semester's - 20+18+18+14=70

Master's in Journalism and Mass Communication (MJMC)

(2 YEARS MASTER'S PROGRAMME DIVIDED INTO 4 Semester)

FIRST YEAR

Semester One

PAPER – I PRINCIPLES OF MASS COMMUNICATION

UNIT-I

- ❖ Nature and Process of Communication
- ❖ Definition, concept, elements, forms, process and functions of communication.
- ❖ Need and significance of communication and effective communication.
- ❖ Changing concept of communication in Indian context.
- ❖ Future trends in communication in reference with new technology.

UNIT – II

- ❖ Models of Communication: Lass well, SMR, Shannon and Weaver, Osgood, Dance Helical, Wilbur Schramm, Newcomb, Mc Lean.

UNIT – III

- ❖ Normative theories of Media: Authoritarian, Personal Influence, Social Responsibility theory, Communist Media theory, Development theory, Democratic Participant theory.

UNIT – IV

- ❖ Theories of Communication: Sociological or Individual Difference, Dependency, Users and Gratification, Agenda Setting, Role of Opinion Leader.

UNIT – V

- ❖ Social responsibility of mass media.
- ❖ Interpretation of theories in Indian context..
Demassification , Demystification ,Decentralization and Convergence.
- ❖ Characteristics and typology of Audiences and Importance of terminology.
- ❖ Limitations of Mass Communication.

Books Recommended :

1. Fiske .J. : Introduction to communication studies.
2. McQuail. Denis : Mass communication theory.
3. Kumar Keval.J. : Mass communication in India.
4. Uma, Narula : Communication Models.
5. डॉ० सुनील कुमार मिश्र : पत्रकारिता एवं जनसंचार आधुनिक विधाएँ।
6. डॉ० रूपचंद गौतम : संचार सं जनसंचार।

PAPER –II World Media: India & Abroad

UNIT- I

- ❖ Origin, History and role and importance of print media, Growth, development & future of Print Media with special Reference to India.

UNIT- II

- ❖ Origin, History, Growth development & future of Radio and TV with Special Reference to India.

UNIT – III

- ❖ Origin, History, Growth, development & future of Internet & cinema with Special Reference to India.

UNIT- IV

- ❖ Origin, History, Growth & future of word media especially of U.S.A., England, Russia, France.

UNIT- V

- ❖ Origin, History, Growth & future of media of Asian Countries with special reference to SAARC Countries. China, Japan.

Books Recommended:

1. J.P. Aluwaliya : International Media.
2. Rao, M.C. : The Press
3. J. Natrajan : History of Indian Press

PAPER –III : Language Excellency and Media

OBJECTIVES

To prepare students to understand the basics of Hindi & English grammar and composition so that they are able to translate text from English to Hindi and vice versa in correct and effective manner.

- To prepare students learn idioms and phrases generally used in both the language for journalistic expressions.
- To develop ability of students to do different translation form English to Hindi or Hindi to English.

UNIT 1 : Language

- 1.1 Origin, History, growth, development and future of languages in communication with special reference to India.
- 1.2 Difference between spoken words and written words.

UNIT 2 : Languages Used in Media.

- 2.1 Language usage for Print Media.
- 2.2 Language usage for Electronic Media. i.e. for Radio & Television.
- 2.3 Language usage for on-line Media i.e. Internet

UNIT 3 : PARAPHRASING & TRANSLATION

- 3.1 Translation : Definition, meaning and kinds.
- 3.2 Usage of Translation in Media.
- 3.3 Methods of paraphrasing, attribution and quoting.

UNIT 4 : TRANSLATING JOURNALISTIC CONTENT : BUSINESS & SPORTS

- 4.1 Translating at least 5 different news items.
- 4.2 Translating at least one creative writing of about 500 words.

UNIT 5 :

- 4.1 Preparing a list of phrases in Hindi and English used for the same expression.
- 4.2 Translating at least five different news items; including business and sports.

Books Recommended:

1. सुधीश पचौरी : जनसंचार माध्यम भाषा और साहित्य ।
2. डॉ० भालानाथ तिवारी : भाषा विज्ञान
3. सुरेश कुमार : अनुवाद सिद्धांत की रूपरेखा
4. शिव नारायण चतुर्वेदी : प्रलेखन प्रारूप

PAPER –IV : COMPUTER APPLICATION IN MEDIA.

UNIT- I : Computer Components and Compatibility

- ❖ Introduction to computer.
- ❖ Definition, classification, types of Computers.
- ❖ Computer Parts and Functions, hardware & Software.
- ❖ Memories, types of memories, storage devices,
- ❖ Application of Computer in Various Fields related to Media.

UNIT-II : Text Formatting and Designing Packages

- ❖ Introduction to operating System MS Windows, MS DOS, Linux
- ❖ Introduction to Text Formatting Software like Quark Express, Page Maker, MS-Word

UNIT-III : Graphics, Sound and video Application ग्राफिक्स साउन्ड और वीडियो कार्यप्रणाली

- ❖ **Intro to Designing, Corel, Photoshop, PageMaker.**
- ❖ Introduction to Multimedia and Animation.
- ❖ Introduction to MS Power Point, presentation manager.
- ❖ Basics of Non-linear Editing.

UNIT-IV :

Assembly of files, software's related sound and video like windows movie maker, VCD Cutter, Sound Forge, Cool Edit, Adobe Premier and Animation software like flash and 3D Studio Max and other latest software.

UNIT-V : Basics of internet

- ❖ Introduction to internet, concept and development.
- ❖ World Wide and on-line Media.
- ❖ Tools and Services on Internet.
- ❖ Browsing the internet.
- ❖ Internet protocols, domain name system, internet function like e-mail, chatting 'searching and downloading information
- ❖ Security issues on internet.
- ❖ Latest development in the field of internet.

Books Recommended :

1. Ravindra Pratap Singh : doorsanchar, drishya - pradisya.
2. Gupta Om : Information Technology in Journalism.
3. Harimohan : Sookna Pradhyogiki aur janmadhyam.
4. Suresh Kumar : Internet Patrakarita.
5. राजेश रंजन : अपना कम्प्यूटर अपनी भाषा में।
6. योगेश पटेल : काम्प्रीहेन्सिव कम्प्यूटर लर्निंग

Semester Two

PAPER – I : ADVANCE REPORTING AND EDITING (PRINT MEDIA) **UNIT – I**

- ❖ Meaning, Definition and Concept of News.
- ❖ Identification and development of Sources of News.
- ❖ Elements of News.
- ❖ News value and content.
- ❖ Newsworthiness, qualities and 7 Cs of News.
- ❖ Process of news gathering and their presentation.
- ❖ Basics of reporting.
- ❖ News analysis, Follow up, Interview, feature, articles.
- ❖ Structure of News, Intro, Body, Inverted Pyramid.

UNIT – II

- ❖ Meaning, Definition and Concept of Editing.
- ❖ Reporting- Types and importance.

- ❖ Basics Principles of Editing.
- ❖ Need for Editing.
- ❖ Principles of giving headlines and sub-headlines.
- ❖ Structure of news room of a daily newspaper.
- ❖ Proof reading marks and arranging copy.
- ❖ Different persons Editor, Sub Editor, Reporter, Responsibilities & Qualities.

UNIT – III

- ❖ Reporting- Types & importance.
- ❖ Different area of reporting of Crime, Accident, Education, Cultural , Agriculture and Environment.

UNIT – IV

- ❖ Specialized reporting on issues like Political, Election’ Budget, Financial, National Calamities, Court, Parliamentary Reporting, Sports and Games, Science and Technology, Development matters and others, Foreign reporting.

UNIT – V

- ❖ Editing of Press release and agencies copies
- ❖ Types on – line Editing, Editing and page making, adjusting special stories and columns, editing photographs and graphics, Lay-out and make-up.

Books Recommended :

1. K.M. Shrivastav : News Reporting and Editing.
2. Pant N.C. : Mudran ke takniki sidhant.
3. B.N. Ahuja : Editing
4. Rameh Jain : Sampadan Pristha sajja aur mudran.
5. काशीनाथ गोविन्द जोगलेकर : समाचार और संवाददाता।
6. एम.वी.कामथ : प्रोफेशनल जर्नलिज्म।

PAPER – II : Web Journalism

UNIT – I

- ❖ An overview of WebJournalism
- ❖ Internet as a Medium of Communication
- ❖ Cyber Space.
- ❖ WWW and other services.
- ❖ Browsers and its types.

UNIT – II

- ❖ Brief history of E-journalism, Online and Web Journalism.
- ❖ Meaning and characteristics of online journalism
- ❖ Benefits of Online Journalism
- ❖ Use of Multimedia in Online Journalism
- ❖ Features of Online Journalism

UNIT- III

- ❖ Approach to Online Journalism
- ❖ Forms of Online Package.
- ❖ Rules for Writing Online
- ❖ Creative Package

UNIT- IV

- ❖ Convergence meaning
- ❖ Effects of Convergence
- ❖ Benefits of Convergence
- ❖ New trends in Media Convergence

UNIT- V

- ❖ Financing Online Journalism
- ❖ Revenue from subscription and Advertising, Subscription Models.
- ❖ Model of Online Advertisement.
- ❖ Ethical Considerations
- ❖ Cyber Law : an Introduction.

Books Recommended :

1. Shyam Nath : Assessing the state of Web Journalism.
2. Hemlata Talesra / M.L. Nagda : Web paged learning.
3. Jagdish Chakravorty : Net Media and Mass Communication.
4. S.K. Bansal : Internet Technologies.

PAPER – III : MEDIA LAWS & ETHICS

UNIT – I

- ❖ Introduction to Media Laws & Ethics law.
- ❖ Importance of various mediums.
- ❖ Basics of Indian constitution and fundamental Rights. Freedom of Speech & expression, limitations.
- ❖ Some case studies related to media laws.
- ❖ Concept of Media freedom.
- ❖ Censorship and other legal implications imposed by government on press

UNIT – II

- ❖ Press commission first and second.
- ❖ Press council of India.
- ❖ Acts committees and wage Boards related to Media and working Journalists.
- ❖ AIR and DD's Code of Broadcasting.
- ❖ Code of conduct of various media organizations.

UNIT – III

- ❖ Defamation
- ❖ Contempt of court.
- ❖ Official secrets Act.
- ❖ Press and books Registration Act.
- ❖ Copy right Act, Intellectual Property Right.
- ❖ Cinematography Act.

UNIT – IV

- ❖ Prasar Bharti Act.
- ❖ Right to information.
- ❖ Code of Ethics for Advertising.
- ❖ Editorial Ethics.

UNIT – V

- ❖ PR Ethics.
- ❖ Cyber Laws.
- ❖ Cable Television act
- ❖ Other Important laws relevant to media.

Books Recommended :

1. DD. Basu : Law of the Press In India.
2. डॉ० नन्द किशोर त्रिखा : प्रेस विधि
3. ज्ञानेन्द्र रावत : प्रेस प्रहार और प्रतिरोध
4. डॉ० संजीव भनावत : प्रेस कानून

PAPER – IV : PRACTICALS (PORTFOLIO)

Students will be required to submit reports on Starred Topics and Formats in the form a portfolio for Evaluation.

They are also required to the expert in the art of make a newspaper Front of Page make-up.

- ❖ Language based practical's Hindi & English.
- ❖ Basic writing Skills.
- ❖ Translation and Transcription.
- ❖ Preparing reports on various events(at least 5)
- ❖ Writing follow – up stories.
- ❖ Column writing on specialized issues.
- ❖ Preparing & conducting interviews of any renowned personality.
- ❖ Editing stories and writing headlines for daily newspaper.
- ❖ Composing and arranging news for different newspaper on Quark Express
- ❖ Editing Photographs. Giving caption add also editing various graphics.

SECOND YEAR

Semester Three

PAPER – I : ELECTRONIC MEDIA (RADIO AND TELEVISION)

UNIT – I

- ❖ Introduction to Radio as a mass communication.
- ❖ Radio Broadcasting in Indian Scenario.
- ❖ Radio Programme Production basic equipments, recorder and other Equipments, stages of radio programme production, techniques of radio programme production.
- ❖ Live broadcasting techniques in Radio.
- ❖ Radio and Development Communication.
- ❖ Different radio programme.

UNIT – II

UNIT 2- RADIO & TELEVISION JOURNALISM

- ❖ Structure of Radio News Room & News Studio, Radio News & Current Affairs Programme.
- ❖ Structure and Writing of Radio News Bulletin, Art of News Presentation.
- ❖ FM Radio, Script writing for radio media language.
- ❖ FM Broadcasting techniques.
- ❖ Scope of FM radio in rural and Urban India.
- ❖ FM in Community Service Communication.
- ❖ Community Radio in India.
- ❖ Importance of Feedback in Radio.
- ❖ Style and language employed in FM presentations and other radio channels.

UNIT – III

- ❖ Introduction to Televisions a mass media.
- ❖ Developments in Television Transmission in India.
- ❖ DTH, DTT, Cable TV and satellite broadcasting/Telecast.
- ❖ Television Programme Production basic equipment, cameras, different parts lighting and sound equipment.

UNIT – IV

- ❖ T.V. News Reporting, news presentation, Anchoring and packaging, Script Writing for T.V. and News.
- ❖ T.V. Documentaries - Aim, Formats and Script Writing.
- ❖ T.V. Programmes production, Basic Equipments - Camera, Lightening and Sound Equipment, PTC, Vox pop and Live reporting.
- ❖ Linear Editing, Non-linear editing.
- ❖ Sound Effects and Visual Effects.
- ❖ Usage of Animation techniques and Graphics.

UNIT – V

- ❖ Script writing for different programs
- ❖ The Grammar of visual language.
- ❖ Television production, Pre-production, production and post- production.
- ❖ Organizational structure and characteristics of a television channels.
- ❖ Documentary and film.

Books Recommended :

1. H.R. Luthra : Indian Broadcasting.
2. R.K. Ravindran : Hand book of Radio TV and Broadcast Journalism.
3. PC. Singh : Encyclopedia of Broadcasting Radio, TV
4. Anthony : Writing for Visual Media

PAPER – II : DEVELOPMENT COMMUNICATION

UNIT – I

Development; meaning, concept process and models of development; theories, origin, approaches to development; problems and issues in development; characteristics of developing societies; development dichotomies; gap between development and developing societies.

UNIT – II

Development Communication; meaning, concept, definition, philosophy, process, theories; role of media in development communication; planning and strategies in development communication, social, cultural and economic barriers; development communication policy; action plans, democratization and decentralization of communication services; Panchayati Raj System.

UNIT – III

DEVELOPMENT Support Communication population control and family welfare, health, education, environment; problems faced in development support communication.

UNIT – IV

Development and rural extension agencies; governmental, semi-governmental NGO's ; case studies and experiences in Indian context; need significance of development communication. Democratic decentralization , Agriculture and Rural development, Gandhian view of Development.

UNIT – V

Process and techniques of development communication; elements in process; planning development message; identifying target audience, topic selection, place time and purpose; developing, structuring , presenting and adopting development through print media, radio, television, internet and other modern communication technologies.

Books Recommended :

1. Dr. Anil Kumar Upadhyay : Vikash evam Vikash Sanchar.
2. Robert Stevenson : Communication Development and Third World.
3. D.R. Mankekar : Filling the Void in the world communication.
4. डॉ० संजीव भनावत : विकास एवं विज्ञान संचार

PAPER III : MEDIA RESEARCH

UNIT – I

- ❖ Research Meaning, concept, Role and Functions.
- ❖ Media Research Need, importance, types and elements of research. Areas of media research.
- ❖ Research Approaches Qualitative and quantitative.

UNIT – II

- ❖ Methods of Research Survey, Content Analysis, Case Study and observation.
- ❖ Sampling Techniques Probability and non-probability.

UNIT – III

- ❖ Tools of Research: Questionnaire, Schedule and Interviews.
- ❖ Types of Data Primary and Secondary Data.

UNIT – IV

- ❖ Coding and Data Analysis Classification and Tabulation of Data.
- ❖ Statistical; Techniques, mean, Mode, Standard Deviations, Correlation, T-test, Chi-square.
- ❖ Scaling Techniques.
- ❖ Interpretation of Results.

UNIT – V

- ❖ Report Writing.
- ❖ Graphical Presentation Histogram, Bar diagram.
- ❖ Pie Charts, Ratings and other info-graphics.
- ❖ Foot notes, index, references and bibliography.
- ❖ Dissertation and preparation of Project Report and Thesis.

Books Recommended :

1. Wilkinson and Bhandarkar : Methodology and techniques of social research
2. Rajendra Mishra : Anushandhan ki Pravidhi aur Prakriya.
3. Uma Joshi : Media Research.
4. Manoj Dayal : Media Shodh.
5. Santosh Gupta : Research Methodology and Statical Techniques.

PAPER – IV : PRACTICALS (PORTFOLIO)

ELECTRONICS MEDIA

- ❖ Radio Jingles for Youth
- ❖ Radio Jingles for Rural Marketing.
- ❖ Preparation of various programmes as assigned for Radio & TV application softwares for programme production.
- ❖ Two minute duration Radio Features.
- ❖ To produce television commercial, Advertisements.
- ❖ Production of a short Documentary film (duration of 15 minutes)

MEDIA RESEARCH

- ❖ Preparation of Research Design for a selected research problem.
- ❖ Prepare Questionnaire/ Schedule and Interview format.
- ❖ Data collection on the basis of research tool development keeping in view the research design using a smaller sample size.
- ❖ Submission and presentation of Report.

Semester Four
Paper – I (A) : VISUAL COMMUNICATION
UNIT – I

- ❖ Visual communication meaning, definition, concept and philosophy.
- ❖ History, growth and development of visual communication in Indian Context.
- ❖ Need and importance of visual communication.
- ❖ Various application areas of visual communication.
- ❖ Future of visual communication.

UNIT – II

- ❖ Elements of Design.
- ❖ Form and space.
- ❖ Balance and harmony.
- ❖ Theory of colours.
- ❖ Importance of monochrome.

UNIT – III

- ❖ Composition and layout.
- ❖ Geometric shapes and forms.
- ❖ Foreground and Background.
- ❖ Art Appreciation.

UNIT – IV : PRINT

- ❖ Design and layout.
- ❖ (Newspapers, Posters, Magazines, Pamphlets and others.)
- ❖ Photo Researching and photo Editing.
- ❖ Visual enhancements through illustrations.
- ❖ (Cartoons, charts, graphs etc.)
- ❖ Conceiving Logo design, Corporate Identity.
- ❖ Visual Archive.
- ❖ Photography media appreciation.

UNIT – V : THE MOVING IMAGE

- ❖ Persistence of Vision and Application.
- ❖ Visual composition and Aspect Ratios.
- ❖ Use of typography in television (where, what and why?)
- ❖ Relevance of Applied Art in TV and Film Production.
- ❖ Design aspects of Audio Visual Presentations (Power Point, Flash etc)
- ❖ Scripts Writing for Television News.

Books Recommended :

1. H.R. Luthra : Indian Broadcasting.
2. R.K. Ravindran : Hand book of Radio TV and Broadcast Journalism.
3. PC. Singh : Encyclopedia of Broadcasting Radio, TV
4. Anthony : Writing for Visual Media

PAPER – I (B) ADVERTISING & PUBLIC RELATIONS

UNIT – I

- ❖ DEFINITION, Scope, Concept of Advertising.
- ❖ History, Growth and Development of Advertising in Indian Context.
- ❖ Types of Advertising.
- ❖ The Role of Advertising in Social Change.
- ❖ Role of Advertising in Marketing & Corporate image building.
- ❖ Various Media of Advertising.
- ❖ Study of Appeals , Motivation, needs, attitudes and their use in Advertising creativity.

UNIT-II

- ❖ Media Planning.
- ❖ Layout & Visualization.
- ❖ Copywriting for Print, Radio and Television Advertisement.
- ❖ Advertising Campaign Planning.
- ❖ Advertising Agency and its structure; role and functions.
- ❖ Media Buying Agencies

UNIT-III

- ❖ DEFINITION, Scope and concept of PR
- ❖ History, growth and development of PR in Indian context.
- ❖ Role and Function of PR

UNIT-IV

- ❖ Various types of Publics.
- ❖ Tools of PR for external & Internal Communication.
- ❖ PR in Government central & State , PSU, Private, NGO, and educational Institute.
- ❖ PR Campaign Planning. Crisis Management & PR.

UNIT- V

- ❖ Public Opinion
- ❖ Publicity.
- ❖ Lobbying.
- ❖ Crisis Communication.
- ❖ Media Relations.
- ❖ Financial PR
- ❖ Political PR
- ❖ Business Communication conducting meeting, making business presentation, writing letters, memos, reports, minutes of meetings.

Books Recommended :

1. Wilcox, Denis L : Public Relations
2. Pant N.C. : Janshampark Vigyapan evam Prashar Madhyam.
3. Diwakar Sharma : Public Relations
4. Vijay Kumar : Public Relations in India.
5. डॉ० संजीव भनावत : जनसम्पर्क एवं विज्ञापन

PAPER- II : DISSERTATIONS

Each student will select a Research Topic/Problem out of the following areas in consultation with the concerned faculty member of the department.

1. BROADCASTING
2. PRINT MEDIA
3. DEVELOPMENT SUPPORT COMMUNICATION
4. ON-LINE / CYBER MEDIA
5. MEDIA MANAGEMENT
6. PUBLIC RELATIONS AND ADVERTISING

The Dissertation will be compiled in the following steps on action.

1. Problem selection and definition
2. Objective of the study.
3. Review of Literature based on objectives of the study
4. Research Design Developing Hypothesis Research Methodology adopted for the study and research tools for the collection of the data in accordance with the selected research method
5. data collection required for the research study ,
6. Coding, Classification and tabulation of data
7. Data analysis using suitable statistical techniques
8. data Interpretation
9. Result Presentation using Graphics
10. Summary ,Conclusion, and Implications of the Findings
11. Bibliography /Reference

PAPER – III APPRENTICESHIP & PROJECT WORK

Each Student will go for a minimum 4 to 8 weeks apprenticeship in relevant media organization to be organized by the department. A project report to be based on the experiences gained by the training from practical work during the apprenticeship will be submitted by the student approved and signed by the authority under which the student gets the training.

PAPER – IV PRACTICALS (Advertising & PR)

- ❖ Copy writing exercises for Print, Radio and Television advertisements.
- ❖ Preparing Ads for Print Radio and Television.
- ❖ Writing and Designing Corporate Literature.
- ❖ Prepare a House Journal. Folder , Leaflets and other materials (Brochure, Pamphlets)
- ❖ Writing Press Releases, Press Notes, Rejoinders, speeches.
- ❖ Organizing an Event including a Mock Press Conference.