

FACULTY OF ARTS & SOCIAL SCIENCES

SYLLABUS

FOR

M.A. (Media Studies & Production) (SEMESTER: I)

Examinations: 2014-15



GURU NANAK DEV UNIVERSITY AMRITSAR

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M.A. (Media Studies & Production)
(SEMESTER SYSTEM)

Eligibility:

Admission to the First Semester of Masters of Arts in Media Studies and Production course will be open to any person who has passed Bachelor / Master degree in any discipline from a recognized Indian University or an equivalent degree recognized by the Guru Nanak Dev University with not less than 50 percent marks.

SCHEME OF COURSE

SEMESTER- I

		Marks
Paper-I	Communication Theories and Models	80
Paper-II	Basics of News Reporting, Designing & Printing	80
Paper-III	Radio Broadcasting	80
Paper-IV	TV Broadcasting	80
Paper-V	Practical	80
	Total:	400

Question paper will be set in English but the medium of examination will be English, Punjabi and Hindi.

SEMESTER-II

		Marks
Paper-VI	Mass Communication Research	80
Paper-VII	Radio Production Techniques	80
Paper-VIII	TV Production Techniques	80
Paper-IX	Computer Graphics	80
Paper-X	Practical	80
	Total:	400

Question paper will be set in English but the medium of examination will be English, Punjabi and Hindi.

M.A. (Media Studies & Production)
(SEMESTER SYSTEM)

Semester-III

		Marks
Paper-XI	Cyber Journalism	80
Paper-XII	Advertising and Media Planning-I	80
Paper-XIII	Media Appreciation	80
Paper-XIV	Photography and Photo Journalism-I	80
Paper-XV	Practical	80
	Total:	400

Question paper will be set in English but the medium of examination will be English, Punjabi and Hindi.

Semester-IV

		Marks
Paper-XVI	Media Ethics	80
Paper-XVII	Public Relations & Corporate Communication	80
Paper-XVIII	Advertising and Media Planning-II	80
Paper-XIX	Photography and Photo Journalism-II	80
Paper-XX	Practical	80
	Total:	400

Question paper will be set in English but the medium of examination will be English, Punjabi and Hindi.

Paper–I: Communication Theories and Models

Time: 3 Hrs.

Theory: 80 Marks

Instruction for the Paper Setters:

There shall be three parts i.e. A, B and C in each paper:-

Part-A: Consists of 10 questions carrying 2 marks for each question. 10x2=20 Marks

**Part-B: Consists of twelve questions. Candidates have to do eight questions.
Each question will carry 5 marks. 8x5=40 Marks**

**Part C: Consists of four questions and candidates have to do any two questions
which will carry 10 marks for each question. 10x2=20 Marks**

Unit–I

Communication- meaning, definition, functions, nature, need and process

Forms of Communication

- a) Intra Personal Communication
- b) Inter Personal Communication.
- c) Group Communication (Public, Crowd, Small Group)
- d) Mass Communication
- e) Verbal, Non-Verbal Communication and Body Language.
- f) Barriers of Communication

Unit–II

Communication through Audio & Audio-Visual Media:

Modern and Traditional Folk Media

Communication models: Scope, function and limitations of communication Models

Aristotle, SMCR, Shannon and Weaver, Lasswell, Osgood, Dance, Wilbur Schramm, George Gerbner, Newcomb, Gatekeeping.

Unit–III

Communication Theories:

Hypodermic Needle or Bullet theory, Two step, Multi step flow

Agenda setting, Uses and Gratification, Cultivation, Cognitive Dissonance, Authoritarian, Libertarian, Dependency, Logical Positivism

Suggested readings:

1. Perspectives in Mass Communication- Pradip Kumar Dey- Kalyani Publications
2. Mass Communication in India, Kewal J. Kumar, 2004, Jaico Books, Mumbai.
3. Handbook of Journalism & Mass Communication, Virbala, 2004, Concept Pub. Company, New Delhi.
4. Handbook of Communication, Uma Narula, 2006, Atlantic Pub. & Distributors, New Delhi.
5. Communication C.S. Rayadu, (Himalaya Publishing House, Mumbai)

Paper–II: Basics of News Reporting, Designing & Printing

Time: 3 Hrs.

Theory: 80 Marks

Instruction for the Paper Setters:

There shall be three parts i.e. A, B and C in each paper:-

Part-A: Consists of 10 questions carrying 2 marks for each question. 10x2=20 Marks

**Part-B: Consists of twelve questions. Candidates have to do eight questions.
Each question will carry 5 marks. 8X5=40 Marks**

**Part C: Consists of four questions and candidates have to do any two questions
which will carry 10 marks for each question. 10x2=20 Marks**

Unit–I

Historical perspectives of printing
Types of Printing
Present Printing Scenario

Unit–II

News: Definition, Nature & Structure (5Ws & 1H), Elements, Sources, Gathering techniques,
Types, Writing styles
Types of Reporting: Sports, investigative, interpretative, citizen, crime, politics, human interest,
development, life style, legal and media.
Contents of Newspaper
Editorial, its types and importance
Feature: Definition, nature & types
Changing writing styles in Newspaper
Role, responsibility and accountability of editorial team

Unit–III

Design and layout, principles of newspaper design and layout
Principles of color and color matching schemes
Physical and psychological characteristics of color
Introduction to quark express and its features
Designing layout of newspapers in quark express
Importance of graphics in newspapers.
Use of new technology in news gathering.
Traditional and Electronic Newsroom
Various departments of newspaper organization and their working- circulation, editorial,
printing, finance, distribution etc.

Suggested Readings:

1. Editing – B.N. Ahuja & S.S.Chhabra-Surjeet Publications.
2. Making News- Handbook of the Media in Contemporary India- Uday Sahay- Oxford University Press Publications.
3. Feature Writing- N Meera Raghvendra Rao- PHI Learning Publications.
4. Aadhunik Patrakarita: Chunautiyaan aur sambhavnayen- Dr. Ashok Kumar Sharma- Diamond Publications.
5. News Reporting and Editing-Alfred Lawrence Lorenz and John Vivian- Pearson Publications.
6. News Reporting and Editing- KM Srivastava- Sterling Publications.
7. Editing- N.N Sarkar.
8. Chhpayankala- L.R.Nagpal.

Paper–III: Radio Broadcasting

Time: 3 Hrs.

Theory: 80 Marks

Instruction for the Paper Setters:

There shall be three parts i.e. A, B and C in each paper:-

Part-A: Consists of 10 questions carrying 2 marks for each question. 10x2=20 Marks

**Part-B: Consists of twelve questions. Candidates have to do eight questions.
Each question will carry 5 marks. 8x5=40 Marks**

**Part C: Consists of four questions and candidates have to do any two questions
which will carry 10 marks for each question. 10x2=20 Marks**

Unit–I

Characteristics of radio

Radio as a medium of mass communication and social change

History of radio broadcasting in India and major findings of committees on broadcasting and autonomy

Unit–II

Major broadcasting systems in India and World- BBC, Radio Moscow

Public vs Commercial Broadcasting

Organizational setup of AIR

Community Radio

Introduction to FM radio in India

Unit-III

Writing and reporting for radio

Radio script formats

Basic principles of writing for radio.

Writing for different formats- jingles, announcements, documentaries, discussions, interviews, commercials, morning shows, news infotainment, game shows, radio plays, features.

Suggested Readings:

1. Mass Communication in India - Kewal J. Kumar- Jaico Publications.
2. Management of Acoustic Noise – Ray Harris and Robert Davis- CCTA Publication.
3. Radio Production: Robert Macleish- focal Press.
4. Broadcasting in India- P.C. Joshi.
5. Radio and TV Journalism in India- K.M. Srivastava.

PAPER–IV: TV Broadcasting

Time 3 Hrs.

Theory: 80 Marks

Instruction for the Paper Setters:

There shall be three parts i.e. A, B and C in each paper:-

Part-A: Consists of 10 questions carrying 2 marks for each question. 10x2=20 Marks

**Part-B: Consists of twelve questions. Candidates have to do eight questions.
Each question will carry 5 marks. 8x5=40 Marks**

**Part C: Consists of four questions and candidates have to do any two questions
which will carry 10 marks for each question. 10x2=20 Marks**

Unit–I

History of TV in India
Satellite and Cable T.V in India
TV as a medium of mass communication
Public vs Commercial Broadcasting.

Unit–II

Setting of TV studio- layout, sound proofing, cabling, uplinking, downlinking
Studio cameras and its mounting devices, angles, movements, shots, frame rate, shutter speed,
white/black balance, monitor, selective focus, depth of focus, tonal range.

Unit–III

Key elements of TV writing, importance of audience research in TV; TRP/TAM
Basic Principles of writing for T.V
T.V Script formats.
Writing for different formats: news, documentaries, discussion, interview, feature, commercials,
sports commentary, game shows.

Suggested readings:

1. Writing for TV-William Smethurst – How to Books Publication.
2. Writing and Producing for TV & Film – Esta de Fossard and John Riber, Sage Publications.
3. Studio Television Production and Directing – Andrew Utterback, Focal Press.
4. Writing and Producing TV News – Eric K Gormly, Surjeet Publications.
5. World TV from Global to Local – Joseph D. Straubhaar, Sage Publications.
6. TV Technology Demystified – Aleksandar Louis Todorovic, Focal Press.

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M.A. (Media Studies & Production)
(SEMESTER-I)

PAPER-V: PRACTICAL

Marks: 80

Students have to submit their assignments which carry 20 marks for each subject

Communication Theories and Models:

Make a power point presentation on any Model /Theory

Basics of News Reporting, Designing &Printing:

Exercises in Article, Feature &News Writing

Designing a Newspaper/Magazine

Radio Broadcasting:

To make Programme on any two formats of radio

Formats: Advertisement, Jingles, Talk show, Discussion

Television Broadcasting:

Programme on any 2 formats using various shots, angles

Formats: News Reading, Talk show, Discussion, Advertisement

Paper–VI: Mass Communication Research

Time: 3 Hrs.

Theory: 80 Marks

Instruction for the Paper Setters:

There shall be three parts i.e. A, B and C in each paper:-

Part-A: Consists of 10 questions carrying 2 marks for each question. 10x2=20 Marks

**Part-B: Consists of twelve questions. Candidates have to do eight questions.
Each question will carry 5 marks. 8x5=40 Marks**

**Part C: Consists of four questions and candidates have to do any two questions
which will carry 10 marks for each question. 10x2=20 Marks**

Unit–I

Meaning of research, its types

Concept and scope of communication research

Areas of research in communication: source analysis, message analysis, audience analysis, media analysis and effect analysis

Unit–II

Research problem:

Research problem, criteria for selecting a research problem

Research design and its types

Synopsis, its meaning and importance

Concept, Variables, Hypothesis/ Hypotheses

Unit–III

Data collection and analysis

Methods of data collection: historical, experimental, survey, case study, content analysis, interview, observation

Sampling and its types

Basic understanding of Internet and its use in MCR

New trends in MCR

Writing the research report, significance of bibliography, index Appendices, footnotes

Suggested Readings:

1. Mass Media Research- Roger D. Wimmer and Joseph R. Dominick- Wadsworth Publications
2. Writing your thesis- Paul Oliver- Vistaar Publications
3. Research Methodology, C.R.Kothari.
4. Sanchar Khoj Vidhi, Sewa Singh Bajwa, 2004, Paradise Publishers, Jalandhar

Paper–VII: Radio Production Techniques

Time: 3 Hrs.

Theory: 80 Marks

Instruction for the Paper Setters:

There shall be three parts i.e. A, B and C in each paper:-

Part-A: Consists of 10 questions carrying 2 marks for each question. 10x2=20 Marks

**Part-B: Consists of twelve questions. Candidates have to do eight questions.
Each question will carry 5 marks. 8x5=40 Marks**

**Part C: Consists of four questions and candidates have to do any two questions
which will carry 10 marks for each question. 10x2=20 Marks**

Unit–I

Setting up of radio station

Sound

* Meaning

* Characteristics

* Propagation

* Acoustic Reverberation

Types of microphones (on the basis of principles, polar response and use) and its uses

Console—its working and types

Unit–II

Audio cables & connectors (types & uses)

Noise & distortion

Sound recordist's role in production crew

OB Vans

Other recording equipment

Mixing and editing of sound

Editing softwares- sound forge and adobe audition

Glossary

Suggested Readings:

1. Mass Communication in India :Kewal J. Kumar- Jaico Publications.
2. Management of Acoustic Noise :Ray Harris and Robert Davis- CCTA Publication.
3. Radio Production: Robert Macleish- Focal Press.
4. Broadcasting in India: P.C. Joshi.

Paper–VIII: TV Production Techniques

Time: 3 Hrs.

Theory: 80 Marks

Instruction for the Paper Setters:

There shall be three parts i.e. A, B and C in each paper:-

Part-A: Consists of 10 questions carrying 2 marks for each question. 10x2=20 Marks

**Part-B: Consists of twelve questions. Candidates have to do eight questions.
Each question will carry 5 marks. 8x5=40 Marks**

**Part C: Consists of four questions and candidates have to do any two questions
which will carry 10 marks for each question. 10x2=20 Marks**

Unit-I

Three stages of Production
Storyboard & budgeting, location survey
Responsibilities and duties of the Production Staff.
Basic production techniques.
Studio and Outdoor productions.

Unit-II

Types of lighting and its accessories, light mounting devices
Art Direction
Costumes
Make up and its types

Unit–III

Editing- online, offline, linear, non-linear
Principles of picture composition-(rule of thirds, imaginary line), editing, dubbing, graphics.
Types of special effects
Basics of editing software- Avid, Final Cut Pro, Velocity, Premiere

Suggested Readings:

1. Writing for TV–William Smethurst – How to Books Publication
2. Writing and Producing for TV & Film – Esta de Fossard and John Riber- Sage Publications
3. Studio Television Production and Directing – Andrew Utterback- Focal Press
4. Writing and Producing TV News – Eric K. Gormly- Surjeet Publications
5. World TV from Global to Local – Joseph D. Straubhaar- Sage Publications
6. TV Technology Demystified – Aleksandar Louis Todorovic-Focal Press
7. Avid Editing – Sam Kauffmann– Focal Press

Paper–IX: Computer Graphics

Time: 3 Hrs.

Theory: 80 Marks

Instruction for the Paper Setters:

There shall be three parts i.e. A, B and C in each paper:-

Part-A: Consists of 10 questions carrying 2 marks for each question. 10x2=20 Marks

**Part-B: Consists of twelve questions. Candidates have to do eight questions.
Each question will carry 5 marks. 8x5=40 Marks**

**Part C: Consists of four questions and candidates have to do any two questions
which will carry 10 marks for each question. 10x2=20 Marks**

Unit-I

Introduction to graphics, basics of graphic software like Photoshop, Illustrator, Flash and Front Page.

Menus, tools, file formats, property bar, dialogue boxes and other properties of these Softwares. Introduction of these tools for web production.

Working of 2D and 3D animation and software used for them.

Unit–II

Cyber journalism.

E- newspaper and its importance.

Blogging, social networking sites.

Suggested Readings:

1. Fundamentals of Computer – P.K. Sinha
2. Fundamental of Computer –Rajaraman
3. Multimedia System – Jophin F. Koegel Bulford
4. Computer Graphics– Donald Hearh
5. Avid Editing– Sam Kauffmann- Focal Press
6. Graphic Design– Richard Hollis- Thames and Hudson Private Limited
7. 3DMax Animation and Visual Effects Techniques– Sarford Kennedy, Dream Tech.

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M.A. (Media Studies & Production)
(SEMESTER-II)

PAPER-X: PRACTICAL

Marks: 80

Students have to submit their assignments which carry 20 marks for each subject

MCR:

Students are required to do pilot study on 50 respondents and submit a report for the same.

Radio Production:

Make Power Point presentation on topics related to the subject.

TV Production:

Shoot a Documentary/Docudrama of 5 min. Duration.

Computer Graphics:

Make an e-newspaper

Paper –XI: CYBER JOURNALISM

Time: 3 Hrs.

Theory: 80 Marks

Instruction for the Paper Setters:

There shall be three Parts i.e. A, B and C in this Paper:

Part-A: Consists of 10 questions carrying 2 marks for each question. 10x2=20 Marks

**Part-B: Consists of twelve questions. Candidates have to do eight questions.
Each question will carry 5 marks. 8x5=40 Marks**

**Part C: Consists of four questions and candidates have to do any two questions
which will carry 10 marks for each question. 10x2=20 Marks**

Unit–I

Cyber Journalism: What is cyber space? What is Information superhighway? Internet and Information revolution, Fundamentals of cyber media, Comparison of cyber media with print, TV, Radio mediums: Advantages and disadvantages of cyber journalism.

Unit–II

Writing for Web media: Basic rules, do's and don'ts, Writing news stories, Features and articles on the web, Interviewing on the web, why print and electronic media networks are going on the net? Impact of web journalism, recent trends. Presentation and layout of web Newspapers and Magazines, Advertising on the web, Circulation of web newspapers, Future of web journalism.

Unit–III

Analysis of important Indian news based websites, Trends in cyber reporting and editing, Impact of globalisation on web journalism, Cyber Laws, Concept of e-governance.

Books Recommended:

- | | |
|---|--|
| 1. Cyberspace aur Media | Sudhir Pachuri |
| 2. Fundamentals of Information Technology | Deepak Bharihoke |
| 3. Multimedia Systems | Ramesh Aggarwal and
Bharat Bhushan Tiwari |
| 4. IT in the New Millennium | V.D. Dudeja |
| 5. IT | S.L. Shah |

PAPER – XII: ADVERTISING AND MEDIA PLANNING-I

Time: 3 Hrs.

Theory: 80 Marks

Instruction for the Paper Setters:

There shall be three parts i.e. A, B and C in each paper:-

Part-A: Consists of 10 questions carrying 2 marks for each question. 10x2=20 Marks

**Part-B: Consists of twelve questions. Candidates have to do eight questions.
Each question will carry 5 marks. 8x5=40 Marks**

**Part C: Consists of four questions and candidates have to do any two questions
which will carry 10 marks for each question. 10x2=20 Marks**

Unit-I

Advertising- landmarks and milestones of advertising
Tools, Various media of advertising
Difference between advertising and publicity
Difference between advertising and propaganda
Difference between advertising and sales promotion

Unit-II

Ad agencies- structure, working, organisation
Brand positioning, USP, media planning, copywriting
Web advertising
Contents of advertisement
How to make advertisement for different media- print, radio, tv

Unit-III

Role & Effects of Advertising

- (a) Negative & Positive Effects
- (b) Advertising & Society
- (c) Advertising & Development

Unit-IV

- (d) Role of advertising in National Economy
- (e) Social/Public Advertising

Suggested Readings:

1. Advertising Planning and Implementation – Sangeeta Sharma and Raghuvir Singh- PHI Learning Publications
2. Advertising, Dr. C.N. Santakki, 1994, Kalyani Publishers, New Delhi.
3. Advertising Principles & Practice, Chunawala, 1999, Himalaya Publishers, New Delhi.
4. Media Selling- Charles Warner and Joseph Buchman- Surjeet Publications
5. Ogilvy on Advertising David Ogilvy (Pan Books)
6. Advertising Management Aaker, Myers & Batra

PAPER-XIII: MEDIA APPRECIATION

Time: 3 Hrs.

Theory: 80 Marks

Instruction for the Paper Setters:

There shall be three parts i.e. A, B and C in each paper:-

Part-A: Consists of 10 questions carrying 2 marks for each question. 10x2=20 Marks

**Part-B: Consists of twelve questions. Candidates have to do eight questions.
Each question will carry 5 marks. 8x5=40 Marks**

**Part C: Consists of four questions and candidates have to do any two questions
which will carry 10 marks for each question. 10x2=20 Marks**

Unit-I

Print:- analysis of news, commercialization of news, public relation and news, types of editorials, localization of newspapers, ownership patterns, comparative study of leading newspapers in India, changing looks of newspapers and its effect on sales and readership.

Unit-II

Cinema:- films as a medium of communication, film genres, reading popular Hindi films, film appreciation, criticism, key crew members, critical analysis of Punjabi cinema, writing reviews, problems and prospects of film industry

Unit-III

TV:- analysis of programmes of various formats, soap operas, music dance, reality shows etc.

Suggested Readings:

1. Making News- Handbook of the Media in Contemporary India- Uday Sahay- Oxford University Press Publications
2. Print Media Communication- Jan R Hakemulder, Fay AC de Jonge and PP Singh- Anmol Publications
3. News as entertainment- Daya kishan Thussur- Sage Publications
4. Sociology goes to the Movies- Rajinder Kumar Dudrah- Sage Publications
5. Media Analysis techniques- Arthur Asa Berger- Sage Publications
6. World Cinema: Critical approaches- John Hill and Pamela Church Gibson- Oxford University Press Publications

PAPER- XIV: PHOTOGRAPHY AND PHOTO JOURNALISM-I

Time: 3 Hrs.

Theory: 80 Marks

Instruction for the Paper Setters:

There shall be three parts i.e. A, B and C in each paper:-

Part-A: Consists of 10 questions carrying 2 marks for each question. 10x2=20 Marks

**Part-B: Consists of twelve questions. Candidates have to do eight questions.
Each question will carry 5 marks. 8x5=40 Marks**

**Part C: Consists of four questions and candidates have to do any two questions
which will carry 10 marks for each question. 10x2=20 Marks**

Unit-I

History of photography and photo journalism

Comparison of an eye with camera, reflection, refraction, dispersion, polarisation

Unit-II

Camera: components of camera (shutter, aperture, and speed of the film

Types of camera: SLR, TLR, DSLR, large format, Polaroid and others.

Unit-III

Types of lens: normal, zoom, telephoto, wide, fisheye.

Types of photography: news, portrait, pictorial, nature, fashion, sports, art,

Unit-IV

Qualities of a good picture.

Suggested Readings:

1. Photojournalism, Kenneth Koper, 1996, Focal Press, Boston.
2. Photography, Barbara Upton, 1981, Little Brown & Co., Boston
3. Advanced digital photography- Tom Ang- Mitchell Beazley Pvt Limited
4. The elements of Photography- Angela Faris Belt- Focal Press

Paper-XV: PRACTICAL

Marks: 80

Students have to submit their assignments which carry 20 marks for each subject.

CYBER JOURNALISM

To make a power point presentation on any topic from syllabus.

ADVERTISING AND MEDIA PLANNING-I

Make your own advertisement in print, radio and tv

MEDIA APPRECIATION

Review of 5 movies and 5 programmes of different formats in ppt form.

PHOTOGRAPHY AND PHOTO JOURNALISM-I

Make a file of self-clicked photos on different fields (product, fashion, news).

PAPER-XVI: MEDIA ETHICS**Time: 3 Hrs.****Theory: 80 Marks****Instruction for the Paper Setters:**

There shall be three parts i.e. A, B and C in each paper:-

Part-A: Consists of 10 questions carrying 2 marks for each question. 10x2=20 Marks**Part-B: Consists of twelve questions. Candidates have to do eight questions.
Each question will carry 5 marks. 8x5=40 Marks****Part C: Consists of four questions and candidates have to do any two questions
which will carry 10 marks for each question. 10x2=20 Marks****Unit-I**

History of press laws in India, Role of Indian press in Freedom Struggle

Unit-II

Contempt of Courts Act 1971

Civil and criminal law of defamation

Relevant provisions of Indian Penal Code with reference of sedition, crime against women and children; laws dealing with obscenity;

Unit-III

Official Secrets Act 1923

Right to information

Press and registration of Books act 1867

Working Journalists and other newspaper employees (Conditions of service and Miscellaneous Provision) Act, 1955

Unit-IV

Cinematograph Act, 1953

Prasar Bharti Act

Cable Television Act

Media and public interest litigation.

Organs of I & B Ministry

Suggested Readings:

1. Media Law and ethics- M. Neelamalar- PHI Learning
2. Laws of the Press, D.D.Basu, 1996, Princeton Hall Publishers, New Delhi.
3. Patarkarita aur Kanoon (Hindi), Om Gupta, 2002, Kaushika Publishers Distributors, New Delhi.

PAPER-XVII: PUBLIC RELATIONS AND CORPORATE COMMUNICATION

Time: 3 Hrs.

Theory: 80 Marks

Instruction for the Paper Setters:

There shall be three parts i.e. A, B and C in each paper:-

Part-A: Consists of 10 questions carrying 2 marks for each question. 10x2=20 Marks

**Part-B: Consists of twelve questions. Candidates have to do eight questions.
Each question will carry 5 marks. 8x5=40 Marks**

**Part C: Consists of four questions and candidates have to do any two questions
which will carry 10 marks for each question. 10x2=20 Marks**

Unit-I

Public relations: evolution and history of public relations- definitions of PR
PR and allied disciplines (publicity, propaganda, public affairs, lobbying etc.)
Ethics of public relations (PRSI, code of ethics)
Publics in PR
PR in public sector, private sector, govt. sector.

Unit-II

Role of PR in crisis communication.
Functions of Public Relations
Relationship & Duties of the PR Practitioner
PR consultancy-Its advantages & disadvantages
Role of Photography in PR
Importance of Marketing Research for the PR Practitioner

Unit-III

CORPORATE COMMUNICATION:

Advent, role, importance
Corporate culture, corporate philosophy, corporate citizenship.
Making presentations, Preparing for meetings, writing speeches
Importance of selection of media for corporate communication.
Human resource development- practices, recruitment, selection of training
Image advisories- advent and role

Unit-IV

Lobbying companies and its functions
Client servicing
Managing the politicians
Types of business communication
Barriers of effective communication

Suggested Readings:

1. Handbook of Public Relations in India, D.S.Mehta, 1998, Allied Publishers, New Delhi.
2. Practical Public Relations – Sam Black
3. PR: Principles, Cases & Problems- H Frazier Moore and Frank B Kalupa- Surjeet Publications
4. Jansampark- Amit Kumar- Diamond Books
5. Multicultural PR- Stephen P Banks- Surjeet Publications
6. Handbook of PR- R K Ravindran- Anmol Publications
7. Business Communication- Ashok Kaul- Prentice Hall of India
8. Corporate Communication- convention, complexity and critique- Lars Thoger Christener, Metter Morsing and George Cheney

PAPER – XVIII: ADVERTISING AND MEDIA PLANNING-II

Time: 3 Hrs.

Theory: 80 Marks

Instruction for the Paper Setters:

There shall be three parts i.e. A, B and C in each paper:-

Part-A: Consists of 10 questions carrying 2 marks for each question. 10x2=20 Marks

**Part-B: Consists of twelve questions. Candidates have to do eight questions.
Each question will carry 5 marks. 8x5=40 Marks**

**Part C: Consists of four questions and candidates have to do any two questions
which will carry 10 marks for each question. 10x2=20 Marks**

Unit-I

Consumer behavior
Appeals in advertising
Marketing mix
Brand, brand equity, brand image, how to convert a product into a brand.

Unit-II

Socio economic impacts of advertising
Types of advertisements: commercial and non commercial, product and consumer, classified and display, retail and wholesale, regional and national, co-operative and government advertising.
How to plan an advertising campaign

Unit-III

Importance of media space in advertisement
Various media of advertising
Importance of colors in designing of advertisements

Unit-IV

How to place your advertisement in different media

Suggested Readings:

1. Advertising Planning and Implementation – Sangeeta Sharma and Raghuvir Singh- PHI Learning Publications
2. Advertising, Dr. C.N. Santakki, 1994, Kalyani Publishers, New Delhi.
3. Advertising Principles & Practice, Chunawala, 1999, Himalaya Publishers, New Delhi.
4. Media Selling- Charles Warner and Joseph Buchman- Surjeet Publications
5. Ogilvy on Advertising David Ogilvy (Pan Books)
6. Advertising Management Aaker, Myers & Batra

PAPER-XIX: PHOTOGRAPHY AND PHOTO JOURNALISM-II

Time: 3 Hrs.

Theory: 80 Marks

Instruction for the Paper Setters:

There shall be three parts i.e. A, B and C in each paper:-

Part-A: Consists of 10 questions carrying 2 marks for each question. 10x2=20 Marks

**Part-B: Consists of twelve questions. Candidates have to do eight questions.
Each question will carry 5 marks. 8x5=40 Marks**

**Part C: Consists of four questions and candidates have to do any two questions
which will carry 10 marks for each question. 10x2=20 Marks**

Unit-I

Types of filters, essentials of a good photograph
Photo printing techniques and creative possibilities
Photo editing techniques, principles of photo cropping
Photo essays

Unit-II

Reporting through photos.(news of parliament sports, development stories, features and interviewing etc).
Photo-Visualization of audience tastes, needs and newsfall.
Equipment for Photo-Journalism (Choice of right equipment i.e. lens, Camera, flash raw stock for a particular assignment).

Unit-III

Emerging trends in photo journalism, digital photography
Qualities role and responsibilities of a photo journalist
Ethical aspects of photo journalism

Unit-IV

Principles of film composition -Focal points, Rule of thirds, Framing and fitting the frame;
Straight and converging lines, Diagonal and S-shaped compositions, Repetition and rhythm.

Suggested Readings:

1. Photojournalism, Kenneth Koper, 1996, Focal Press, Boston.
2. Photography, Barbara Upton, 1981, Little Brown & Co., Boston
3. Advanced digital photography- Tom Ang- Mitchell Beazley Pvt Limited
4. The elements of Photography- Angela Faris Belt- Focal Press

PAPER-XX: PRACTICAL

Marks: 80

Students have to submit their assignments which carry 20 marks for each subject.

MEDIA ETHICS

Power Point presentation of Laws/interviews of lawyers

PUBLIC RELATIONS AND CORPORATE COMMUNICATION

Make a presentation on profile of any company (global)

Write 10 press releases

Arrange mock press conferences

ADVERTISING AND MEDIA PLANNING-II

Plan an ad campaign and make a file of it

PHOTOGRAPHY AND PHOTO JOURNALISM-II

Make a photo essay