



Haridev Joshi University of Journalism and Mass Communication, Jaipur

# **SYLLABUS**

**For**

**MA-JMC (Media Organisation, Advertising and Public  
Relations)**

**(Session 2020-21)**

**DEPARTMENT OF MEDIA ORGANISATION AND PUBLIC  
RELATIONS**



**Haridev Joshi University of Journalism and Mass Communication, Jaipur**



**Haridev Joshi University of Journalism and Mass Communication, Jaipur**  
**MA– JMC (Media Organisation, Advertising and Public Relations)**  
**(Effective from July 2020)**

|                       |        | <b>Core Compulsory (CC)</b>                          | <b>Core Elective (CE)</b> |   | <b>Open Elective (OE)</b>   |
|-----------------------|--------|--|---------------------------|---|---|
| <b>Semester - I</b>   | AP 101 | Media Organisation (Print)                           | AP 104                    | Introduction to Journalism and Mass Communication | (one in each semester)<br>OE-1 Media Economy and Business<br>OR<br>OE-2 Financial Journalism<br>OR<br>OE-3 Photojournalism<br>OR<br>OE-4 Intercultural Communication<br>OR<br>OE-5 Traditional Folk Media and Alternative Media |
|                       | AP 102 | Advertising: Principles and Practices                |                           |   |   |
|                       | AP 103 | Public Relations: Principles and Practices           |                           |   |   |
| <b>Semester – II</b>  | AP 201 | Media Organisation (Electronic)                      | AP 204                    | Indian Polity, Society and Contemporary Issues    |   |
|                       | AP202  | Copywriting , Editing and Visual Concepts            |                           |   |   |
|                       | AP203  | Laws and Ethics for Advertising and Public Relations |                           |   |   |
| <b>Semester – III</b> | AP 301 | Media Organisation (Online)                          | AP 304                    | Social Sector and Corporate Communication         |   |
|                       | AP 302 | Fundamentals of Audio-Visual Advertisements          |                           |   |   |
|                       | AP 303 | Campaign Planning and Design                         |                           |   |   |
| <b>Semester – IV</b>  | AP 401 | Media Planning and Research                          | AP 403                    | Computer Applications and Multimedia Skills       |   |
|                       | AP 402 | Dissertation/ Campaign Design                        |                           |   |   |
|                       |        |  |                           |   |   |



**MA– JMC (Media Organisation, Advertising and Public Relations) (Effective from July 2020)**

**2 YEARS (FOUR SEMESTER) POST GRADUATE PROGRAMME – EXAMINATION SCHEME (CBCS PATTERN)**

|                       | <b>Core Compulsory</b>                                      | <b>Theory</b> | <b>Internal</b> | <b>Practical</b> | <b>Total</b>   | <b>Core Elective</b>                                     | <b>Theory</b> | <b>Internal</b> | <b>Practical</b> | <b>Total</b> | <b>Open Elective</b>                              | <b>Theory</b> | <b>Internal</b> | <b>Practical</b> | <b>Total</b> |
|-----------------------|---|---------------|-----------------|------------------|----------------|--|---------------|-----------------|------------------|--------------|---|---------------|-----------------|------------------|--------------|
| <b>SEMESTER - I</b>   | AP 101 Media Organisation (Print)                           | 80            | 20              |                  | 100            | AP 104 Introduction to Journalism and Mass Communication | 80            | 20              |                  | 100          | (one in each semester)                            | 80            | 20              |                  | 100          |
|                       | AP 102 Advertising: Principles and Practices                | 80            | 20              |                  | 100            |  |               |                 |                  |              | OE-1 Media Economy and Business                   |               |                 |                  |              |
|                       | AP 103 Public Relations: Principles and Practices           | 80            | 20              |                  | 100            |  |               |                 |                  |              | OR  |               |                 |                  |              |
|                       | <b>AANANDAM</b>   |               |                 |                  | <b>2Credit</b> |  |               |                 |                  |              | OE-2 Financial Journalism                         |               |                 |                  |              |
| <b>SEMESTER - II</b>  | AP 201 Media Organisation (Electronic)                      | 80            | 20              |                  | 100            | AP 204 Indian Polity, Society and Contemporary Issues    | 80            | 20              |                  | 100          |   | 80            | 20              |                  | 100          |
|                       | AP 202 Copywriting, Editing and Visual Concepts             | 80            | 20              |                  | 100            |  |               |                 |                  |              | OR  |               |                 |                  |              |
|                       | AP 203 Laws and Ethics for Advertising and Public Relations | 80            | 20              |                  | 100            |  |               |                 |                  |              | OE-3 Photojournalism                              | 80            | 20              |                  | 100          |
|                       | <b>AANANDAM</b>   |               |                 |                  | <b>2Credit</b> |  |               |                 |                  |              | OR  |               |                 |                  |              |
| <b>SEMESTER - III</b> | AP 301 Media Organisation (Online)                          | 80            | 20              |                  | 100            | AP 304 Social Sector and Corporate Communication         | 80            | 20              |                  | 100          | OE-4 Intercultural Communication                  |               |                 |                  |              |
|                       | AP 302 Fundamentals of Audio-Visual Advertisements          | 80            | 20              |                  | 100            |  |               |                 |                  |              | OR  | 80            | 20              |                  | 100          |
|                       | AP 303 Campaign Planning and Design                         | 80            | 20              |                  | 100            |  |               |                 |                  |              | OE-5 Traditional Folk Media and Alternative Media |               |                 |                  |              |
|                       | <b>AANANDAM</b>   |               |                 |                  | <b>2Credit</b> |  |               |                 |                  |              |   |               |                 |                  |              |
| <b>SEMESTER - IV</b>  | AP 401 Media Planning and Research                          | 80            | 20              |                  | 100            | AP 403 Computer Applications and Multimedia Skills       | 80            | 20              |                  | 100          |   | 80            | 20              |                  | 100          |
|                       | AP 402 Dissertation / Campaign Design                       | 150           | 50 Viva         |                  | 200            |  |               |                 |                  |              |   |               |                 |                  |              |
|                       | <b>AANANDAM</b>   |               |                 |                  | <b>2Credit</b> |  |               |                 |                  |              |   |               |                 |                  |              |



**Programme Objectives**

- To develop students’ understanding of organizational set up and functioning of various media(Print media, Electronic media and Online media).
- To make the students familiar with the key aspects as well as emerging concept of advertising and public relations.
- To improve creative, conceptual and planning skills of the students.
- To provide theoretical cum practical orientation to the students
- To acquaint them with the technical ‘know-how’ of computer, graphic designing software and audiovisual production techniques.
- To make them familiar with advertising and public relations research.

**Programme Learning Outcomes**

- Students will have a thorough understanding of the organisation set up and functioning of various media.
- They will learn the key concepts of advertising and public relations
- This will enhance their creative, conceptual and planning skills which in turn will help them in preparing advertisements
- They will create audio-visual advertisements as well as print advertisements.
- This will enable them to do good quality research work in the fields of advertising and public relations.

| Programme Mapping |     |     |     |     |     |     |     |     |     |      |      |      |      |      |      |
|-------------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|------|------|------|------|------|
|                   | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PO11 | PO12 | PO13 | PO14 | PO15 |
| CO1               |     |     |     |     |     |     |     |     |     |      |      |      |      |      |      |
| CO2               |     |     |     |     |     |     |     |     |     |      |      |      |      |      |      |
| CO3               |     |     |     |     |     |     |     |     |     |      |      |      |      |      |      |
| CO4               |     |     |     |     |     |     |     |     |     |      |      |      |      |      |      |
| CO5               |     |     |     |     |     |     |     |     |     |      |      |      |      |      |      |

**3- High, 2- Significant, 1- Low**

- |  |                                     |                               |
|--|-------------------------------------|-------------------------------|
| 1. Disciplinary Knowledge;                 | 2. Communication Skills;            | 3. Critical Thinking;         |
| 4. Problem Solving;                        | 5. Analytical Reasoning;            | 6. Research related skills;   |
| 7. Cooperation/Team Work;                  | 8. Scientific Reasoning;            | 9. Reflective Thinking;       |
| 10. Information/Digital Literacy;          | 11. Self-directed Learning;         | 12. Multicultural Competence; |
| 13. Moral and Ethical Awareness/Reasoning; | 14. Leadership Readiness/Qualities; | 15. Lifelong Learning         |



**AP 101 MEDIA ORGANISATION (PRINT)**

**Course Objectives**

- 1 To teach the ownership patterns of print media in India.
- 2 To explain the organisational structure of print media.
- 3 3. To discuss about the leading newspapers, magazines and news agencies.

**Learning Outcomes**

- 1 Students will come to know about the ownership patterns of print media in India.
- 2 They will understand the organisational structure of print media.
- 3 It will develop their understanding on the functioning of the leading newspapers, magazines and role of news agencies.

| Course Mapping |     |     |     |     |     |     |     |     |     |      |      |      |      |      |      |
|----------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|------|------|------|------|------|
|                | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PO11 | PO12 | PO13 | PO14 | PO15 |
| LO1            |     |     |     |     |     |     |     |     |     |      |      |      |      |      |      |
| LO2            |     |     |     |     |     |     |     |     |     |      |      |      |      |      |      |
| LO3            |     |     |     |     |     |     |     |     |     |      |      |      |      |      |      |

3- High, 2-Significant, 1-Low

- |  |                                     |                               |
|--|-------------------------------------|-------------------------------|
| 1. Disciplinary Knowledge;                 | 2. Communication Skills;            | 3. Critical Thinking;         |
| 4. Problem Solving;                        | 5. Analytical Reasoning;            | 6. Research related skills;   |
| 7. Cooperation/Team Work;                  | 8. Scientific Reasoning;            | 9. Reflective Thinking;       |
| 10. Information/Digital Literacy;          | 11. Self-directed Learning;         | 12. Multicultural Competence; |
| 13. Moral and Ethical Awareness/Reasoning; | 14. Leadership Readiness/Qualities; | 15. Lifelong Learning.        |

|                 |   | L         | T         | P        |
|-----------------|---|-----------|-----------|----------|
| <b>UNIT- I</b>  | <b>Media Ownership</b>  | <b>15</b> | <b>07</b> |          |
|                 | Ownership Patterns of Print Media in India: Sole Ownership, Partnership, Private Limited, Public Limited Companies, Trusts, Co-operatives, Religious Institutions (Societies) and Franchises (Chains); Cross Media Ownership; Policy Formulation, Planning and Control; Problems; Process of Launching Print Media Ventures |           |           | -        |
| <b>UNIT- II</b> | <b>Organisational Structure</b>   | <b>15</b> | <b>07</b> | <b>1</b> |
|                 | Organisational Structure: Concept, Hierarchy and Functions; Organizational Structure of Different Departments: General Management, News Gathering, HR, Finance, Circulation; Pricing Strategies, Advertising, Space Marketing, Production and Reference Sections; Professional Bodies: INS, ABC and                         |           |           |          |



|                  |  |           |           |           |
|------------------|--|-----------|-----------|-----------|
|                  | IRS; Changing Role of Editors  |           |           |           |
| <b>UNIT- III</b> | <b>Leading Newspapers, Magazines and News Agencies</b>   | <b>15</b> | <b>07</b> | <b>01</b> |
|                  | Leading Newspapers in India: Hindi, English and Regional Languages; Business Newspapers; Important Magazines in India: Hindi, English, Regional and Niche Magazines; News Agencies : Role and Structure  |           |           |           |
| <b>UNIT- IV</b>  | <b>Issues of Print Media</b>   | <b>15</b> | <b>08</b> | <b>-</b>  |
|                  | Newspaper Finance and Control; Recruitment Policy, Wage Policy, Wage Boards, Contract System; Advertising Policy; Challenges of Small and Medium Newspapers; Challenges of Magazine Sector; Concentration in Media : Issues of Diversity and Pluralism, Effects of Digital Technology on Print Media |           |           |           |

PRACTICALS/ ASSIGNMENTS: Seminar presentation and written assignments on any contemporary issue related to print media.

**Suggested Readings:**

- 1 Newspaper Organization and Management; Williams Herbert Lee, The IOWA State University Press, US
- 2 India's Newspaper Revolution: Capitalism, Politics and Indian-Language Press, 1977-1999; Robin Jeffrey, Hurst & Company, London
- 3 Report of the Enquiry Committee on Small Newspaper (1965)
- 4 An Introduction to Media Management; Anuradha Mishra, Singhal Law Publisher, New Delhi
- 5 Indian Media Business; Vanita Kohli Khandekar, Sage India, New Delhi
- 6 भारतीय मीडिया व्यवसाय, वनिता कोहली खांडेकर, सेज इंडिया, नई दिल्ली
- 7 समाचार पत्र प्रबंधन, गुलाब कोठारी, राजकमल प्रकाशन, नई दिल्ली
- 8 भारतीय समाचार-पत्रों का संगठन और प्रबन्ध, सुकुमार जैन, मध्यप्रदेश हिंदी ग्रंथ अकादमी, भोपाल



**Course Objectives**

- 1 To teach fundamentals of advertising.
- 2 To explain the concept of an advertising agency and its functions.
- 3 To discuss the emerging trends of promotion.

**Learning Outcomes**

- 1 Students will understand the fundamentals of advertising.
- 2 They will understand the concept of advertising agency and its functions.
- 3 They will be apprised of emerging trends of promotion.

| <b>Course Mapping</b> |     |     |     |     |     |     |     |     |     |      |      |      |      |      |      |
|-----------------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|------|------|------|------|------|
|                       | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PO11 | PO12 | PO13 | PO14 | PO15 |
| LO1                   | 3   |     |     |     |     |     |     |     |     |      |      |      |      |      |      |
| LO2                   | 3   |     |     |     |     |     |     |     |     |      |      |      |      |      |      |
| LO3                   | 3   |     |     |     |     |     |     |     |     |      |      |      |      |      |      |

3- High, 2-Significant, 1-Low

- |  |                                     |                               |
|--|-------------------------------------|-------------------------------|
| 1. Disciplinary Knowledge;                 | 2. Communication Skills;            | 3. Critical Thinking;         |
| 4. Problem Solving;                        | 5. Analytical Reasoning;            | 6. Research related skills;   |
| 7. Cooperation/Team Work;                  | 8. Scientific Reasoning;            | 9. Reflective Thinking;       |
| 10. Information/Digital Literacy;          | 11. Self-directed Learning;         | 12. Multicultural Competence; |
| 13. Moral and Ethical Awareness/Reasoning; | 14. Leadership Readiness/Qualities; | 15. Lifelong Learning.        |

|                  |  | <b>L</b>  | <b>T</b>  | <b>P</b>  |
|------------------|--|-----------|-----------|-----------|
| <b>UNIT- I</b>   | <b>Fundamentals of Advertising</b>   | <b>15</b> | <b>05</b> | <b>03</b> |
|                  | Advertising: Concept and Role; History of Advertising; Difference between Advertising and Other Forms of Promotion: Propaganda, Publicity, Public Relations Personal Selling and Sales Promotion; Socio-Economic Effects of Advertising; Advertising Communication Models: DAGMAR Approach, AIDA Model, Hierarchy of Effects Model |           |           |           |
| <b>UNIT- II</b>  | <b>Advertising Management</b>  | <b>15</b> | <b>05</b> | <b>03</b> |
|                  | Structure and Functions of Advertising Department; Advertising Budget Methods: Percentage of Sales, Competitive Parity Method, Objective and Task Method and Affordability Method; Types of Advertising: Commercial and Non-Commercial   |           |           |           |
| <b>UNIT- III</b> | <b>Advertising Agency</b>  | <b>15</b> | <b>05</b> | <b>02</b> |
|                  | Advertising Agency: Concept and Functions; Types of Advertising Agencies; Organisational Structure and Major Departments: Copywriting, Visualisation, Client Servicing and   |           |           |           |





|                 |  |    |    |    |
|-----------------|--|----|----|----|
|                 | Production; Remuneration : Commission System, Fee System and Service Charges, Client-Agency Relationship                         |    |    |    |
| <b>UNIT- IV</b> | <b>Emerging Trends</b>   | 15 | 06 | 01 |
|                 | Integrated Marketing Communication; Social Marketing; Customer Relationship Management (CRM); Digital Marketing; Niche Marketing |    |    |    |

PRACTICALS/ ASSIGNMENTS: Case study, Planning and Designing IMC and Social Marketing Campaign

**Suggested Readings:**

- 1 Advertising Principles and Practice; William Wells John Burnett and Sandra Moriarty Pearson Education London
- 2 Advertising Management; Jaishri Jethwaney and Shruti Jain Oxford University Press New Delhi
- 3 Foundations of Advertising Theory and Practice; Chunawala and Sethia Himalaya Publishing House New Delhi
- 4 Advertising and Promotion: An Integrated Marketing Communication Perspective; George Belch and Michael Belch McGraw-Hill Publications New York
- 5 विज्ञापन एवं जनसम्पर्क; जयश्रीजेठवानी सागर प्रकाशन नई दिल्ली
- 6 विज्ञापन की दुनिया; कुमुदशर्मा प्रभात प्रकाशन नई दिल्ली
- 7 विज्ञापन प्रबंध; नरेन्द्र सिंहयादव राजस्थान हिंदी ग्रंथ अकादमी जयपुर
- 8 हिंदी विज्ञापन संरचना और प्रभाव; सुमित मोह वाणी प्रकाशन नई दिल्ली





**Course Objectives**

- 1 To introduce the concept of Public Relations to the students.
- 2 To apprise them of the various models and functions of Public Relations.
- 3 To teach them about external and internal tools of Public relations.

**Learning Outcomes**

- 1 Students will learn the concept of Public Relations to the students.
- 2 They will understand the various models and functions of Public Relations.
- 3 It will develop their practical knowledge of external and internal tools of Public relations.

| Course Mapping |     |     |     |     |     |     |     |     |     |      |      |      |      |      |      |
|----------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|------|------|------|------|------|
|                | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PO11 | PO12 | PO13 | PO14 | PO15 |
| LO1            |     |     |     |     |     |     |     |     |     |      |      |      |      |      |      |
| LO2            |     |     |     |     |     |     |     |     |     |      |      |      |      |      |      |
| LO3            |     |     |     |     |     |     |     |     |     |      |      |      |      |      |      |

3- High, 2-Significant, 1-Low

- |  |                                     |                               |
|--|-------------------------------------|-------------------------------|
| 1. Disciplinary Knowledge;                 | 2. Communication Skills;            | 3. Critical Thinking;         |
| 4. Problem Solving;                        | 5. Analytical Reasoning;            | 6. Research related skills;   |
| 7. Cooperation/Team Work;                  | 8. Scientific Reasoning;            | 9. Reflective Thinking;       |
| 10. Information/Digital Literacy;          | 11. Self-directed Learning;         | 12. Multicultural Competence; |
| 13. Moral and Ethical Awareness/Reasoning; | 14. Leadership Readiness/Qualities; | 15. Lifelong Learning.        |

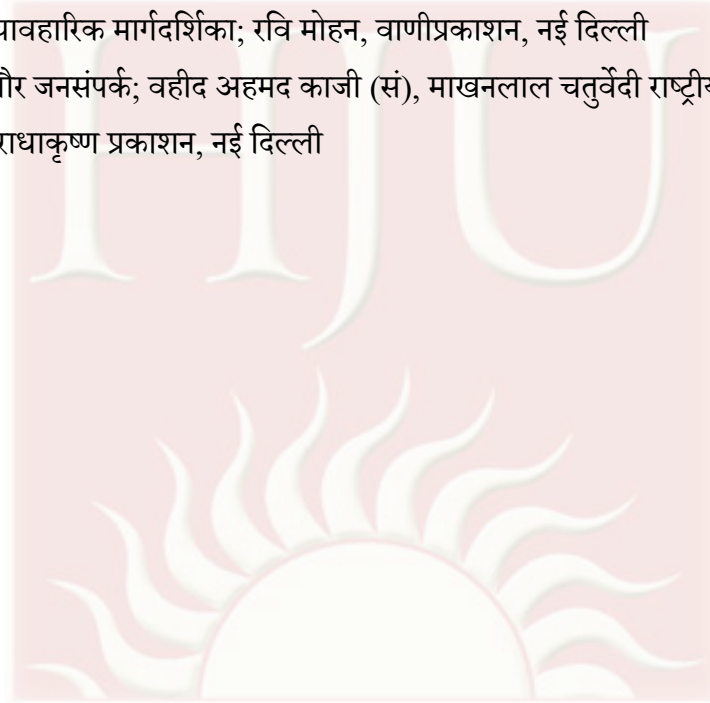
|                  |   | L         | T         | P         |
|------------------|---|-----------|-----------|-----------|
| <b>UNIT- I</b>   | <b>Introduction to Public Relations</b>   | 15        | 6         | 1         |
|                  | History and Evolution of Public Relations (PR) : Global and India; Definition, Nature and Scope of PR Beyond Publicity; Dynamic Role of PR in Public Affairs; Qualifications and Responsibilities of PR Professionals |           |           |           |
| <b>UNIT- II</b>  | <b>Functions of Public Relations</b>  | <b>15</b> | <b>06</b> | <b>02</b> |
|                  | Four Models of PR: Press Agency / Publicity Model, Public Information Model, Two- Way Asymmetrical Model, Two-Way Symmetrical Model; Image Building; Goodwill and Crisis Communication; Challenges in PR              |           |           |           |
| <b>UNIT- III</b> | <b>Public Relations Communication</b>   | 15        | 03        | 05        |
|                  | Publics in PR :Internal and External; Tools of PR : House Journals/Magazines, Media Alert, Press Conference, Press Brief, Press Kit, Press Release, SMR, AV Material, Advertorial                                     |           |           |           |
| <b>UNIT- IV</b>  | <b>Public Relations Practice</b>  | 15        | 04        | 04        |
|                  | PR in Government Sector; Cultural PR; Lifestyle PR ,Medical PR, Tourism PR, International PR; Political PR; Digital PR; Role of a PR Manager; Role of PR Agencies and   |           |           |           |



PRACTICALS/ ASSIGNMENTS: Case Study, Writing Press Release ,Preparing Newsletter and Designing an advertorial

**Suggested Readings:**

- 1 Effective Public Relations ; Centre, Cutlip& Broom, Pearson Education, Singapore
- 2 Public Relations: Principles and Practices; Iqbal Singh Sachdeva, Oxford University Press
- 3 Handbook of Public Relations in India;DS Mehta, Allied Publishers, New Delhi
- 4 Media Control: The Spectacular Achievements of Propaganda; Noam Chomsky, Seven Stories Press, New York
- 5 A Handbook of Public Relations and Communications; Philip Lesly (Ed.),Jaico Publishing House, Mumbai
- 6 Public Relations and the Social Web; Robert Brown , Kogan Page India, New Delhi
- 7 Manufacturing Consent; Edward S Herman & Noam Chomsky, Pantheon Books, US
- 8 जनसंपर्क और प्रसार माध्यम, एनसी पंत, वाणीप्रकाशन, नई दिल्ली
- 9 जनसंपर्क की व्यावहारिक मार्गदर्शिका; रवि मोहन, वाणीप्रकाशन, नई दिल्ली
- 10 राज्य सरकार और जनसंपर्क; वहीद अहमद काजी (सं), माखनलाल चतुर्वेदी राष्ट्रीय पत्रकारिता एवं जनसंचार विश्वविद्यालय, राधाकृष्ण प्रकाशन, नई दिल्ली





**Course Objectives**

- 1 To introduce the concept of mass communication to the students.
- 2 To apprise them of the various media theories.
- 3 To make them understand the concept and role of journalism in society.

**Learning Outcomes**

- 1 Students will learn the concept as well as models of mass communication.
- 2 They will understand the importance and relevance of various mass media theories.
- 3 It will develop their understanding regarding contemporary issues and emerging trends of journalism.

| Course Mapping |     |     |     |     |     |     |     |     |     |      |      |      |      |      |      |
|----------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|------|------|------|------|------|
|                | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PO11 | PO12 | PO13 | PO14 | PO15 |
| LO1            |     |     |     |     |     |     |     |     |     |      |      |      |      |      |      |
| LO2            |     |     |     |     |     |     |     |     |     |      |      |      |      |      |      |
| LO3            |     |     |     |     |     |     |     |     |     |      |      |      |      |      |      |

3- High, 2-Significant, 1-Low

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|--|-------------------------------------|-------------------------------|
| 1. Disciplinary Knowledge;                 | 2. Communication Skills;            | 3. Critical Thinking;         |
| 4. Problem Solving;                        | 5. Analytical Reasoning;            | 6. Research related skills;   |
| 7. Cooperation/Team Work;                  | 8. Scientific Reasoning;            | 9. Reflective Thinking;       |
| 10. Information/Digital Literacy;          | 11. Self-directed Learning;         | 12. Multicultural Competence; |
| 13. Moral and Ethical Awareness/Reasoning; | 14. Leadership Readiness/Qualities; | 15. Lifelong Learning.        |

|                  |  | L  | T | P |
|------------------|--|----|---|---|
| <b>UNIT- I</b>   | <b>Introduction to Communication</b>   | 16 | 4 | 4 |
|                  | Communication: Definition, Concept and Process; Types of Communication; Mass Communication: Definition and Functions; Mass Media and its Effects on Audience; Popular Forms of Communication: Folk Theatre, Poetry Recitation, Dastangoi and Live Anchoring; Models of Mass Communication: Aristotle Model, Laswell Model, Shannon and Weaver Model, Osgood-Schramm Model, Gatekeeping Model, Propaganda Model |    |   |   |
| <b>UNIT- II</b>  | <b>Mass Media Theories</b>   | 15 | 5 | 3 |
|                  | Hypodermic Needle Theory, Spiral of Silence Theory, Dependency Theory, Cultivation Theory, Agenda Setting Theory, Uses and Gratification Theory, Limited Effects Theory, Authoritarian Theory, Libertarian Theory, Soviet Theory, Social Responsibility Theory, Democratic Participant Media Theory; One-Step, Two-Step and Multi-Step Flow of Information   |    |   |   |
| <b>UNIT- III</b> | <b>Journalism: Concept and Role</b>  | 15 | 4 | 3 |

|                 |   |    |   |   |
|-----------------|---|----|---|---|
|                 | Concept and Role of Journalism in Society; Journalism and Democracy- Concept of the Fourth Estate; Importance of Critical Thinking in Journalism; Contemporary Issues and Debates: Editorial Integrity, Fake News, Alternative Facts, Post-Truth Era; Emerging Trends of Journalism |    |   |   |
| <b>UNIT- IV</b> | <b>Types of Journalism</b>  | 14 | 4 | 3 |
|                 | Sports Journalism, Business Journalism, Investigative Journalism, Data Journalism, Rural Journalism, Alternative Journalism, Advocacy Journalism, Development Journalism, MoJo , Yellow Journalism, Citizen Journalism, Utility Journalism  |    |   |   |

PRACTICALS/ ASSIGNMENTS: Presentations , Essay writing on contemporary issues, Case Study

### Suggested Readings:

- 1 Mass Communication Theory: An Introduction; Denis McQuail, Sage, London
- 2 Theories of Communication; M.L. DeFleur and S.Ball-Rokeach, Longman, New York
- 3 Mass Communication in India; Keval J. Kumar, Jaico Publishing House, Mumbai
- 4 Essentials of Practical Journalism; VirBalaAggarwal ,Concept Publishing Company, New Delhi
- 5 भारतमेंजनसंचार; केवलजेकुमार, जैकोप्रकाशनमुंबई ,
- 6 पत्रकारिताकाबाजारभाव; जवाहरलालकौलप्रभातप्रकाश नईदिल्ली ,
- 7 पत्रकारिता: आधारप्रकारऔरव्यवहार ,;ज्ञानेशउपाध्यायराजस्थान ,हिंदीग्रंथअकादमीजयपुर ,
- 8 पत्रकारिता इतिहास और प्रश्न; कृष्ण बिहारी मिश्र, वाणी प्रकाशन, नई दिल्ली
- 9 मीडिया विमर्श; रामशरण जोशी, सामयिक प्रकाशन, नई दिल्ली



**AP 201 Media Organisation (Electronic)**

**Course Objectives**

- To teach the ownership patterns of electronic media in India.
- To explain the structure of public service broadcasting in India.
- To learn how to manage TV production.

**Learning Outcomes**

1. Students will come to know about the ownership patterns of electronic media in India.
2. They will understand the structure of public service broadcasting in India.
3. It will enable them to understand structure and functions of TV production houses.

| Course Mapping |     |     |     |     |     |     |     |     |     |      |      |      |      |      |      |
|----------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|------|------|------|------|------|
|                | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PO11 | PO12 | PO13 | PO14 | PO15 |
| LO1            |     |     |     |     |     |     |     |     |     |      |      |      |      |      |      |
| LO2            |     |     |     |     |     |     |     |     |     |      |      |      |      |      |      |
| LO3            |     |     |     |     |     |     |     |     |     |      |      |      |      |      |      |

3- High, 2-Significant, 1-Low

- |  |                                     |                               |
|--|-------------------------------------|-------------------------------|
| 1. Disciplinary Knowledge;                 | 2. Communication Skills;            | 3. Critical Thinking;         |
| 4. Problem Solving;                        | 5. Analytical Reasoning;            | 6. Research related skills;   |
| 7. Cooperation/Team Work;                  | 8. Scientific Reasoning;            | 9. Reflective Thinking;       |
| 10. Information/Digital Literacy;          | 11. Self-directed Learning;         | 12. Multicultural Competence; |
| 13. Moral and Ethical Awareness/Reasoning; | 14. Leadership Readiness/Qualities; | 15. Lifelong Learning.        |

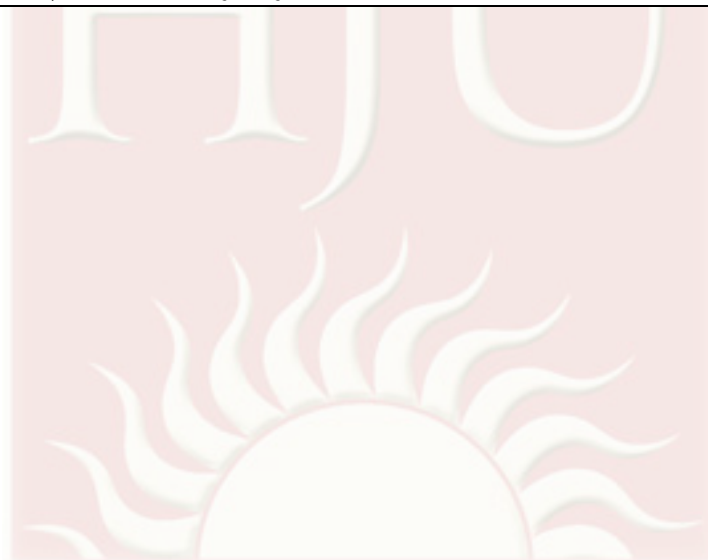
|                  |  | L  | T | P |
|------------------|--|----|---|---|
| <b>UNIT- I</b>   | <b>Ownership and Organisation</b>  | 15 |   |   |
|                  | Types of Media Ownership Pattern in India; Structure of 24X7 News Channels; Functions of Editorial, HR, Marketing and Distribution Departments; Management Practices in TV Media   |    |   |   |
| <b>UNIT- II</b>  | <b>Public Service Broadcasting</b>   | 15 |   |   |
|                  | Public Service Broadcasting in India:Prasar Bharti, Organizational Structure of AIR &Doordarshan; Important Committees and their Recommendations; Starting a News Channel; Information &Broadcasting Ministry Guidelines |    |   |   |
| <b>UNIT- III</b> | <b>Radio Ownership</b>   | 15 |   |   |
|                  | Private FM Channels: Structure and Functions; Visual News Agencies; Tools of Audience Ratings  |    |   |   |
| <b>UNIT- IV</b>  | <b>Managing TV Production</b>  | 15 |   |   |



|  |   |  |  |  |
|--|---|--|--|--|
|  | TV Production Houses: Structure and Functions; Preparing a Programme Proposal; Visual News Agencies; Introduction to Major Professional Organisations of TV Media : NBA, IBF, BCCCI |  |  |  |
|--|---|--|--|--|

PRACTICALS/ ASSIGNMENTS: Case Study and Written assignment on any topic related to electronic media, Visit Doordarshan/AIR and prepare a report.

| Suggested Readings:  |
|--|
| 1. TV News Channels in India: Business, Content and Regulations; P N Vasanti, Prabhakar Kumar, Academic Foundation |
| 2. Behind a Billion Screens: What Television Tells Us About Modern India; Nalin Mehta, Harper Collins India        |
| 3. Radio-Television-Cable Management; James Anthony Brown and Ward L Quaal , McGraw Hill, New York                 |
| 4. आकाशवाणी एवं दूरदर्शन; ओमप्रकाश जमलोकी, अरावली बुक्स इंटरनेशनल, नई दिल्ली                                       |
| 5. मीडिया और बाजार; वर्तिका नंदा, वाणी प्रकाशन, नई दिल्ली  |
| 6. टीआरपी टीवी न्यूज और बाजार, डॉ मुकेश कुमार, वाणी प्रकाशन, नई दिल्ली   |





**Course Objectives**

- 1 To explain the concept of creativity.
- 2 To teach them the practical skills related to copywriting and visual communication.
- 3 To make them understand the various nuances of copy editing.

**Learning Outcomes**

1. Students will learn the concept of creativity.
- 2 They will gain the practical knowledge of copywriting skills and visualization.
- 3 They will learn the various nuances of copywriting.

**Course Mapping**

|     | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PO11 | PO12 | PO13 | PO14 | PO15 |
|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|------|------|------|------|------|
| LO1 |     |     |     |     |     |     |     |     |     |      |      |      |      |      |      |
| LO2 |     |     |     |     |     |     |     |     |     |      |      |      |      |      |      |
| LO3 |     |     |     |     |     |     |     |     |     |      |      |      |      |      |      |

3- High, 2-Significant, 1-Low

- |  |                                     |                               |
|--|-------------------------------------|-------------------------------|
| 1. Disciplinary Knowledge;                 | 2. Communication Skills;            | 3. Critical Thinking;         |
| 4. Problem Solving;                        | 5. Analytical Reasoning;            | 6. Research related skills;   |
| 7. Cooperation/Team Work;                  | 8. Scientific Reasoning;            | 9. Reflective Thinking;       |
| 10. Information/Digital Literacy;          | 11. Self-directed Learning;         | 12. Multicultural Competence; |
| 13. Moral and Ethical Awareness/Reasoning; | 14. Leadership Readiness/Qualities; | 15. Lifelong Learning.        |

| <b>UNIT- I</b>   | <b>Concept of Creativity</b>   | <b>L</b> | <b>T</b> | <b>P</b> |
|------------------|--|----------|----------|----------|
|                  | Creative Brief; USP; Creative Thinking: Lateral and Divergent; Creative Process; Concept of Six Thinking Hats (Edward De Bono)   | 15       | 4        | 4        |
| <b>UNIT- II</b>  | <b>Copywriting</b>   |          |          |          |
|                  | Elements of an Ad Copy: Headline, Sub-headline, Slogans, Captions, Tagline, Call Outs, Body copy, Logo, Call for Action; Advertising Appeals: Rational and Emotional; Types of an Ad Copy, Copywriting for Different Media: Print, Broadcast, Online and Outdoor; Effective Copywriting Skills | 15       | 2        | 6        |
| <b>UNIT- III</b> | <b>Copy Editing</b>  |          |          |          |
|                  | Mechanical Editing; Content Editing; Language; Correlating Parts; Type Coding; Proof reading   | 15       | 4        | 3        |
| <b>UNIT- IV</b>  | <b>Visual Communication</b>  |          |          |          |
|                  | Visual Semiotics; Psychological Aspects of Colour and Shapes; Ad Layout and Design: Components, Stages and Types; Principles of Design; Principles of Typography; Psychological Effects in Advertising: Empty Space, Halo and Zeigernik  | 15       | 1        | 6        |





**Suggested Readings:**

- 1 Advertising Principles and Practice; Wells, William, Burnett, John and Moriarty Sandra, Pearson Education
- 2 Advertising Management; Jaishri Jethwaney & Jain Shruti, Oxford University Press, New Delhi
- 3 Advertising Layout Techniques; Borgman, Harry, Watson -Guptill Publications
- 4 The Adweek Copywriting Handbook; Joseph Sugarman, John Wiley and Sons
- 5 The Copyeditor's Handbook; Amy Einsohn, University of California Press
- 6 I Too Had a Dream; Verghese Kurien, Roli Books, New Delhi
- 7 Pandeymonium; Piyush Pandey, Penguin Books
- 8 विज्ञापन एवं जनसम्पर्क; जयश्रीजेठवानी, सागर प्रकाशन, नई दिल्ली
- 9 विज्ञापन की दुनिया; कुमुदशर्मा, प्रभात प्रकाशन, नई दिल्ली
- 10 विज्ञापन तकनीक एवं सिद्धांत, नरेंद्र सिंहयादव, राजस्थान हिंदी ग्रंथ अकादमी, जयपुर
- 11 आधुनिक विज्ञापन और जनसंपर्क, डॉ यू सी गुप्ता, अर्जुन पब्लिशिंग हाउस, नई दिल्ली





|   |
|---|
| Course Objectives   |
| 1. To teach the various Acts and Laws related to advertising.                           |
| 2. To apprise students of ethical aspects of Advertising and Public Relations.          |
| 3. To make them aware of self-regulatory bodies such as ASCI and AAAI .                 |
|   |
| Learning Outcomes   |
| 1. Students will learn the various Acts and Laws related to advertising.                |
| 2. They will understand the ethical aspects of Advertising and Public Relations.        |
| 3. It will develop their understanding of self-regulatory bodies such as ASCI and AAAI. |

Course Mapping

|     | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PO11 | PO12 | PO13 | PO14 | PO15 |
|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|------|------|------|------|------|
| LO1 |     |     |     |     |     |     |     |     |     |      |      |      |      |      |      |
| LO2 |     |     |     |     |     |     |     |     |     |      |      |      |      |      |      |
| LO3 |     |     |     |     |     |     |     |     |     |      |      |      |      |      |      |

3- High, 2-Significant, 1-Low

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|--|-------------------------------------|-------------------------------|
| 1. Disciplinary Knowledge;                 | 2. Communication Skills;            | 3. Critical Thinking;         |
| 4. Problem Solving;                        | 5. Analytical Reasoning;            | 6. Research related skills;   |
| 7. Cooperation/Team Work;                  | 8. Scientific Reasoning;            | 9. Reflective Thinking;       |
| 10. Information/Digital Literacy;          | 11. Self-directed Learning;         | 12. Multicultural Competence; |
| 13. Moral and Ethical Awareness/Reasoning; | 14. Leadership Readiness/Qualities; | 15. Lifelong Learning.        |

|          |  | L  | T | P |
|----------|--|----|---|---|
| UNIT- I  | <b>Various Acts</b>  | 15 | 7 | - |
|          | 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 | <b>Advertising Laws in India</b>   | 15 | 7 | - |
|          | 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 Trademarks and Patents(IPR) ; Government policies that Govern Advertising |    |   |   |



| UNIT- III | Ethical Aspects of Advertising and Self Regulation   | 15 | 6 | 2 |
|-----------|--|----|---|---|
|           | Deceptive and Misleading Advertising ; Comparative Advertising; Controversial Advertising ; Subliminal and Surrogate Advertising ; Stereotype Portrayal ; Indecent Representation of Women; Effects on Children;Self-Regulation Vs Mandatory Regulation; Code for Commercial Advertising on AIR and Doordarshan;ASCI Code of Ethics for Advertising ; AAAI |    |   |   |
| UNIT- IV  | Ethics of PR and Professional Bodies   | 15 | 7 | 1 |
|           | Ethical Issues related to PR; Professional Bodies: PRSI, IPRA(Code of Brussels),PRSA and its Code of Ethics  |    |   |   |

PRACTICALS/ ASSIGNMENTS: Seminar presentation , Case Study and Poster presentation on cases related to Advertising and PR

**Suggested Readings:**

- 1 Advertising Law and Ethics; P.B. Sawant and Badopadhyay, Universal Law Publishing Company
- 2 Press and Media- Law Manual; Vidisha Barua, Universal Law publishing Company
- 3 Mass Communication in India; Keval J Kumar, Jaico Publishing House
- 4 Laws of Press; Durga Das Babu, Lexis-Nexis India
- 5 Advertising Principles and Practice; William Wells, John Burnett and Sandra Moriarty, Pearson Education
- 6 Foundations of Advertising Theory and Practice; Chunawala and Sethia, Himalya Publishing House.
- 7 प्रेसकानून और पत्रकारिता, संजीवभानावत, यूनिवर्सिटी बुक हाऊस, जयपुर



**Course Objectives:**

- 1 To impart a general understanding of Indian political system and constitution
- 2 To provide a basic knowledge of Indian economic system
- 3 To make students aware of global and contemporary issues

**Learning Outcomes:**

- 1 Students will be able to understand Indian political system and features of Indian Constitution
- 2 They will have a basic understanding of Indian Economic system
- 3 Students will be aware of global and contemporary issues

| <b>Course Mapping</b> |     |     |     |     |     |     |     |     |     |      |      |      |      |      |      |
|-----------------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|------|------|------|------|------|
|                       | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PO11 | PO12 | PO13 | PO14 | PO15 |
| LO1                   |     |     |     |     |     |     |     |     |     |      |      |      |      |      |      |
| LO2                   |     |     |     |     |     |     |     |     |     |      |      |      |      |      |      |
| LO3                   |     |     |     |     |     |     |     |     |     |      |      |      |      |      |      |

3- High, 2-Significant, 1-Low

- |  |                                     |                               |
|--|-------------------------------------|-------------------------------|
| 1. Disciplinary Knowledge;                 | 2. Communication Skills;            | 3. Critical Thinking;         |
| 4. Problem Solving;                        | 5. Analytical Reasoning;            | 6. Research related skills;   |
| 7. Cooperation/Team Work;                  | 8. Scientific Reasoning;            | 9. Reflective Thinking;       |
| 10. Information/Digital Literacy;          | 11. Self-directed Learning;         | 12. Multicultural Competence; |
| 13. Moral and Ethical Awareness/Reasoning; | 14. Leadership Readiness/Qualities; | 15. Lifelong Learning.        |

|                  |   | L  | T  | P  |
|------------------|---|----|----|----|
| <b>UNIT-I</b>    | <b>Constitution of India</b>  | 15 | 07 |    |
|                  | Indian Constitution; Key Features, Fundamental Rights and Duties; Directive Principles ; Democracy and Election System  |    |    |    |
| <b>UNIT- II</b>  | <b>Indian Economy</b>   | 15 | 08 |    |
|                  | Economic System of India; Privatisation, Liberalisation and Globalisation; Impact of Liberalisation; NITI Aayog, RBI, Finance Ministry; Unemployment and Agrarian Crisis  |    |    |    |
| <b>UNIT- III</b> | <b>Contemporary Issues</b>  | 15 |    | 07 |
|                  | Communalism Vs Secularism ; Criminalisation and Corporatisation of Politics; Caste based Polarisation; Freedom and Autonomy of Media; Women Empowerment and Gender Issues |    |    |    |
| <b>UNIT- IV</b>  | <b>Global Context</b>   | 15 |    | 08 |



|  |   |  |  |  |
|--|---|--|--|--|
|  | Terrorism and Insurgencies; Global Economic Order and its Impact, Basics of Indian Foreign Policies; Relations with Neighbours ; UN, SAARC, BRICS |  |  |  |
|--|---|--|--|--|

PRACTICALS/ ASSIGNMENTS: Students will be asked to give presentations on current affairs and organise group discussions on contemporary topics.

| Suggested Readings |  |
|--------------------|--|
| 1                  | Introduction to the Constitution of India; D DBasu, Prentice Hall of India, New Delhi    |
| 2                  | India after Gandhi; Ramchandra Guha, Picador India, New Delhi                            |
| 3                  | India since Independence; Bipan Chandra, M Mukherjee and A Mukherjee, Penguin, New Delhi |
| 4                  | Indian Economy; Dutt and Sundaram, S Chand, New Delhi                                    |
| 5                  | The Making and Working of Indian Constitution; SKChaube, NBT, New Delhi.                 |
| 6                  | India Dissents; Ashok Vajpayee, Speaking Tiger Books, New Delhi                          |
| 7                  | समकालीन भारत; सवाल और सरोकार, कमल नयन काबरा, प्रकाशन संस्थान, नई दिल्ली                  |
| 8                  | उदारीकरण की राजनीति; राजकिशोर, वाणी प्रकाशन, नई दिल्ली                                   |
| 9                  | अपने समय के सवाल; विष्णु नागर, अंतिका प्रकाशन, नई दिल्ली                                 |
| 10                 | भारत गांधी के बाद; रामचंद्र गुहा, पेंगुइन प्रकाशन, नई दिल्ली                             |
| 11                 | भारतनामा; सुनील खिलनानी, राजकमल प्रकाशन, नई दिल्ली                                       |
| 12                 | लोकतंत्र का नया लोक; अरविंद मोहन, वाणी प्रकाशन, नई दिल्ली                                |

## SEMESTER III

### AP 301 Media Organisation (Online)

#### Course Objectives

- 1 To teach the ownership patterns of online media in India.
- 2 To explain the revenue models of news websites.
- 3 To learn Social Media Management.

#### Learning Outcomes

1. Students will learn the ownership patterns of online media.
- 2 They will understand the revenue models of news websites.
- 3 It will enable them to understand Social Media Management.

| Course Mapping |     |     |     |     |     |     |     |     |     |      |      |      |      |      |      |
|----------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|------|------|------|------|------|
|                | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PO11 | PO12 | PO13 | PO14 | PO15 |
| LO1            |     |     |     |     |     |     |     |     |     |      |      |      |      |      |      |
| LO2            |     |     |     |     |     |     |     |     |     |      |      |      |      |      |      |

3- High, 2-Significant, 1-Low

- |  |                                     |                               |
|--|-------------------------------------|-------------------------------|
| 1. Disciplinary Knowledge;                 | 2. Communication Skills;            | 3. Critical Thinking;         |
| 4. Problem Solving;                        | 5. Analytical Reasoning;            | 6. Research related skills;   |
| 7. Cooperation/Team Work;                  | 8. Scientific Reasoning;            | 9. Reflective Thinking;       |
| 10. Information/Digital Literacy;          | 11. Self-directed Learning;         | 12. Multicultural Competence; |
| 13. Moral and Ethical Awareness/Reasoning; | 14. Leadership Readiness/Qualities; | 15. Lifelong Learning.        |

|                  |  | L  | T | P |
|------------------|--|----|---|---|
| <b>UNIT- I</b>   | <b>Ownership Pattern</b>   | 15 | 7 |   |
|                  | Management Practices in Online Media;Media Convergence ;Cross Media Ownership; Merger and Acquisition  |    |   |   |
| <b>UNIT- II</b>  | <b>Digital Media Organisation</b>  | 15 | 8 |   |
|                  | Structure of Digital Media Organisations; Various Positions; Functions and Responsibilities  |    |   |   |
| <b>UNIT- III</b> | <b>Financial Management</b>  | 15 | 7 | 1 |
|                  | Revenue Model of News Websites ;Advertisement, Paid, Earned and Linked Content; SEO; Strike Rate ; Strategize, measure and report the results from digital campaigns |    |   |   |
| <b>UNIT- IV</b>  | <b>Social Media Management</b>   | 15 | 6 | 2 |
|                  | Starting a Website; Domain Name and Server; Starting and Managing a Blog; Social Media Managers; Google Ads and Facebook; Management Dynamics of You Tube Channels   |    |   |   |

PRACTICALS/ ASSIGNMENTS:Case Study and Written assignment on any topic related to online media.

**Suggested Readings:**

- 1 India Connected: Mapping the Impact of New Media ;SunetraSenNaryanan , Sage India, New Delhi
- 2 India’s communication revolution: Bullock Cart to Cyber Mart;Evertt M. Rogers and Arvind Singhal, Sage Publication
- 3 The Indian Media Economy (Edited); Athique Adrian, VibodhParthasarathi and S.V. Srinivas, Oxford University Press
- 4 न्यू मीडिया ;शालिनीजोशी और शिवप्रसाद जोशी, पेंगुइन प्रकाशन
- 5 इंडिया कनेक्टेड (अनुवादक -प्रवीण गौतम ); नारायण , सुनेत्रा सेन और नारायणन, शालिनी ,सेज/भाषा



Course Objectives

1. To teach the fundamentals of audio-visual advertising.
2. To learn how to make radio advertisements.
3. To learn how to make television advertisements.

Learning Outcomes

1. Students will learn the concept as well as models of mass communication.
2. They will understand the importance and relevance of various mass media theories.
3. It will develop their understanding regarding contemporary issues and emerging trends of journalism.

Course Mapping

|     | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PO11 | PO12 | PO13 | PO14 | PO15 |
|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|------|------|------|------|------|
| LO1 |     |     |     |     |     |     |     |     |     |      |      |      |      |      |      |
| LO2 |     |     |     |     |     |     |     |     |     |      |      |      |      |      |      |
| LO3 |     |     |     |     |     |     |     |     |     |      |      |      |      |      |      |

3- High, 2-Significant, 1-Low

- |  |                                     |                               |
|--|-------------------------------------|-------------------------------|
| 1. Disciplinary Knowledge;                 | 2. Communication Skills;            | 3. Critical Thinking;         |
| 4. Problem Solving;                        | 5. Analytical Reasoning;            | 6. Research related skills;   |
| 7. Cooperation/Team Work;                  | 8. Scientific Reasoning;            | 9. Reflective Thinking;       |
| 10. Information/Digital Literacy;          | 11. Self-directed Learning;         | 12. Multicultural Competence; |
| 13. Moral and Ethical Awareness/Reasoning; | 14. Leadership Readiness/Qualities; | 15. Lifelong Learning.        |

|                  |   | L  | T | P |
|------------------|---|----|---|---|
| <b>UNIT- I</b>   | <b>Basics of AV Advertising</b>   | 15 | 2 | 5 |
|                  | Aesthetic values in audio-visual advertisements: composition, perspective, shapes and colour; Video camera: types and parts; Basic camera techniques: Zoom, blur, focus, shutter, aperture, headroom; Camera movement: tilt, pan, dolly, track; Camera support equipments: tripods, studio pedestal ;Types of shots   |    |   |   |
| <b>UNIT- II</b>  | <b>Radio Advertisements</b>   | 15 | 2 | 6 |
|                  | Characteristics of Radio medium; Elements of radio commercials: Voice, music and sound effects, radio commercial, jingle, Importance of voice modulation; Stages of production: Pre-production (planning, scripting), Production (Recording), Postproduction (editing, mixing, dubbing), Audio equipments: Sound mixer, amplifier, Types of microphones, audio editing software |    |   |   |
| <b>UNIT- III</b> | <b>Television Advertisements</b>  | 15 | 2 | 6 |





|                 |  |    |   |   |
|-----------------|--|----|---|---|
|                 | Characteristics of Television medium, Elements of TV advertisement- audio, video, graphics, music, Action, Emotion, Demonstration, Television copywriting (scripting, storyboard), Production (shooting), Postproduction (editing), Production personnel- Art Director, Producer, Cameraperson, Floor manager, production assistant, video editing software  |    |   |   |
| <b>UNIT- IV</b> | <b>Still Photography for Advertising</b>   | 15 | 2 | 5 |
|                 | Basic concepts of photography (Types of still camera, parts), photo feature, photo caption, photo essay, product and event photography, Techniques of digital photography- Rule of thirds, Leading lines, Long exposure, Silhouettes, Lighting (Three point Lighting), Different types of lenses (Wide angle, zoom, Telephoto lens, Fish eye lens, Macro), Photo editing software; Visual storytelling |    |   |   |

PRACTICALS/ ASSIGNMENTS: Creating Radio jingle, Audio-Visual Presentation of two minutes duration.

| <b>Suggested Readings:</b> |  |
|----------------------------|--|
| 1                          | Television Production Handbook; Herbert Zettl  |
| 2                          | Video Production; Vasuki Belavadi, Oxford  |
| 3                          | Foundations of Advertising Theory and Practice; Chunawala and Sethia, Himalya Publishing House         |
| 4                          | Basics of Video Sound; Des Lyver, Focal Press  |
| 5                          | टेलीविजन प्रोडक्शन ; डॉ. देवव्रत सिंह , माखनलाल चतुर्वेदी राष्ट्रीय पत्रकारिता एवं संचार विश्वविद्यालय |
| 6                          | पटकथालेखन एक परिचय; मनोहर श्याम जोशी , राजकमल प्रकाशन  |
| 7                          | विडियो प्रोडक्शन; परमवीर सिंह , कल्पना प्रकाशन   |
| 8                          | फोटोग्राफी तकनीक एवं प्रयोग; नरेन्द्र सिंह यादव , राजस्थान हिंदी ग्रन्थ अकादमी , जयपुर                 |
| 9                          | फोटो पत्रकारिता; सुभाष सप्रू , हरियाणा साहित्य अकादमी , पंचकुला  |



**Course Objectives**

1. To introduce the concept of Brand communication and Consumer Behaviour.
- 2.. To explain the Ad -campaign planning
3. To teach them PR- campaign Planning.

**Learning Outcomes**

1. Students will understand the concept of Brand Communication and Consumer Behaviour.
2. They will learn how to plan an ad-campaign.
3. They will be able to plan a PR campaign.

**Course Mapping**

|     | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PO11 | PO12 | PO13 | PO14 | PO15 |
|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|------|------|------|------|------|
| LO1 |     |     |     |     |     |     |     |     |     |      |      |      |      |      |      |
| LO2 |     |     |     |     |     |     |     |     |     |      |      |      |      |      |      |
| LO3 |     |     |     |     |     |     |     |     |     |      |      |      |      |      |      |

3- High, 2-Significant, 1-Low

- |  |                                     |                               |
|--|-------------------------------------|-------------------------------|
| 1. Disciplinary Knowledge;                 | 2. Communication Skills;            | 3. Critical Thinking;         |
| 4. Problem Solving;                        | 5. Analytical Reasoning;            | 6. Research related skills;   |
| 7. Cooperation/Team Work;                  | 8. Scientific Reasoning;            | 9. Reflective Thinking;       |
| 10. Information/Digital Literacy;          | 11. Self-directed Learning;         | 12. Multicultural Competence; |
| 13. Moral and Ethical Awareness/Reasoning; | 14. Leadership Readiness/Qualities; | 15. Lifelong Learning.        |

|                  |  | L  | T | P |
|------------------|--|----|---|---|
| <b>UNIT- I</b>   | <b>Brand Communication</b>   | 15 | 3 | 5 |
|                  | Understanding Brands: Concept, Stages, Positioning; Building Brand Identity: Name, Logo, Symbol, Tagline, Slogan and Captions; Brand Architecture; Designing Posters, Pamphlets, Dummies, POPs, Packaging Designs, Sales material, Novelties and specialities; Types of Branding |    |   |   |
| <b>UNIT- II</b>  | <b>Consumer Behaviour</b>  | 15 | 7 | - |
|                  | Buying Behaviour: Socio-cultural and psychological factors; Consumer Segmentation; Theories of Motivation: Freud, Maslow and Herzberg; VALS framework; Buying decision Making Process  |    |   |   |
| <b>UNIT- III</b> | <b>Ad Campaign Planning</b>  | 15 | 2 | 5 |
|                  | Meaning of campaign, Types of Campaign, Campaign Planning: Situation analysis (SWOT), Identifying target audience, Advertising objectives, Message Design Strategy (Theme and Execution Styles), Implementation,   |    |   |   |

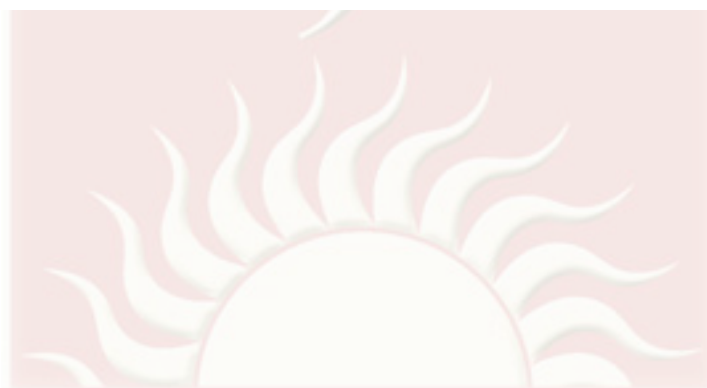


|                 |  |    |   |   |
|-----------------|--|----|---|---|
|                 | Evaluation, Deconstructing famous Ad campaigns   |    |   |   |
| <b>UNIT- IV</b> | <b>PR Campaign</b>   | 15 | 4 | 4 |
|                 | RACE Approach (Research, Action, Communication, Evaluation),PESTLE Analysis,Use of folk media/art in campaigns, Deconstructing famous PR campaigns, Campaign production work |    |   |   |

PRACTICALS/ ASSIGNMENTS:Assignment od Brand Communication,Ad-Campaign planning and PR-campaign planning.

**Suggested Readings:**

- 1 Consumer Behaviour,Schiffman and Lazar,Pearson education.
- 2 Advertising Campaign Planning ; Jim Avery , Routledge
- 3 Advertising and Promotion-An Integrated Marketing Communication Perspective;George Belch and Michael Belch, McGraw Hill Publications
- 4 Brand Management;Harsh V. Verma, Excel Books
- 5 Corporate Communication;JaishriJethwaney,Oxford University Press
- 6 Gregory, Anne, Planning and Managing Public Relations Campaigns, CIPR
- 7 Ries,Al and Ries,Laura,The 22 Immutable Laws of Branding, Profile Books Ltd.
- 8 जेठवानी,जयश्री,विज्ञापन एवं जनसम्पर्क,सागर प्रकाशन
- 9 शर्मा,कुमुद,विज्ञापन की दुनिया ,प्रभात प्रकाशन
- 10 यादव,नरेन्द्र सिंह,विज्ञापन तकनीक एवं सिद्धांत , राजस्थान हिंदी ग्रंथ अकादमी





**Course Objectives**

1. To introduce the concept of Social Sector communication
2. To teach them the various aspects of Corporate Communication.
3. To teach them CSR campaign Planning.

**Learning Outcomes**

1. Students will understand the concept of Social Sector Communication.
2. They will understand the various aspects of Corporate communication.
3. They will be able to plan a CSR campaign.

| Course Mapping |     |     |     |     |     |     |     |     |     |      |      |      |      |      |      |
|----------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|------|------|------|------|------|
|                | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PO11 | PO12 | PO13 | PO14 | PO15 |
| LO1            |     |     |     |     |     |     |     |     |     |      |      |      |      |      |      |
| LO2            |     |     |     |     |     |     |     |     |     |      |      |      |      |      |      |
| LO3            |     |     |     |     |     |     |     |     |     |      |      |      |      |      |      |

3- High, 2-Significant, 1-Low

- |  |                                     |                               |
|--|-------------------------------------|-------------------------------|
| 1. Disciplinary Knowledge;                 | 2. Communication Skills;            | 3. Critical Thinking;         |
| 4. Problem Solving;                        | 5. Analytical Reasoning;            | 6. Research related skills;   |
| 7. Cooperation/Team Work;                  | 8. Scientific Reasoning;            | 9. Reflective Thinking;       |
| 10. Information/Digital Literacy;          | 11. Self-directed Learning;         | 12. Multicultural Competence; |
| 13. Moral and Ethical Awareness/Reasoning; | 14. Leadership Readiness/Qualities; | 15. Lifelong Learning.        |

|                  |   | L  | T | P |
|------------------|---|----|---|---|
| <b>UNIT- I</b>   | <b>Introduction to Social Sector</b>  | 15 | 7 | 1 |
|                  | Social sector in India; Issues in social sector; Socio-economic Issues: Gender, Education, Health, Malnutrition; Agrarian Crisis; Environmental Issues; Concept of Welfare State; Welfare Schemes; Budget of Social Sector  |    |   |   |
| <b>UNIT- II</b>  | <b>Social Sector Communication</b>  | 15 | 4 | 4 |
|                  | Rural Communication; Role of NGOs in Grassroot Communication; Media for Rural Communication; Folk Media; Community Radio; Planning Social Campaign; Use of ICT in Rural Communication; Advocacy and Activism; Social Mobilization; Social Audit   |    |   |   |
| <b>UNIT- III</b> | <b>Corporate Communication</b>  | 15 | 5 | 2 |
|                  | Concept of Corporate Communication; Meaning and Definition; Evolution and Importance; Corporate Communication Functions; Segmenting Stakeholders in Corporate Communication; Elements of a Corporate Communication Plan; Trade Media and its Relevance in CC Media; Various Kinds of Organizational Communications. |    |   |   |



| UNIT- IV | Corporate Communication & CSR  | 15 | 3 | 4 |
|----------|--|----|---|---|
|          | Corporate Social Responsibility (CSR);Public Sector and CSR; Third Sector;Role of NGOs in CSR;Planning Campaign for CSR;Social Marketing;Social Product;Branding of Social Product;Social Advertising;Campaign for Social Change |    |   |   |

PRACTICALS/ ASSIGNMENTS: Case study, written assignment and designing a CSR campaign plan.

| Suggested Readings: |  |
|---------------------|--|
| 1                   | Social Sector Communication in India ;JaishriJethwaney ,Sage India   |
| 2                   | Handbook of Public Relations in India ; D.S Mehta, Allied Publishers   |
| 3                   | Corporate Communication: Principles and Practice ;JaishriJethwaney , Oxford University Press.                          |
| 4                   | Information and Communication Technology for Agriculture and Rural Development;R.Saravanan,New India Publishing Agency |
| 5                   | Social Marketing in India ; Sameer Deshpande & R. Lee Nancy, Sage Publications   |
| 6                   | Corporate Governance ; Praveen BMalla , Routledge, New Delhi   |
| 7                   | विज्ञापन एवं जनसंपर्कजयश्री जेठवानी सागर प्रकाशन नई दिल्ली   |
| 8                   | भारतीय नीतियों का सामाजिक पक्ष (संपादित) ज्यां ट्रेंज वाणी प्रकाशन नई दिल्ली   |
|                     |  |



**AP401 Media Planning and Research**

| Course Objectives |   |
|-------------------|---|
| 1                 | To introduce the concept of media planning to the students.                           |
| 2                 | To teach them fundamentals of Advertising and PR research.                            |
| 3                 | To explain them how to make a research report.  |
| Learning Outcomes |   |
| 1.                | Students will understand the concept of media planning.                               |
| 2.                | It will enable them to do research in the fields of Advertising and Public Relations. |
| 3.                | They will be able to prepare a research report.                                       |

| Course Mapping |     |     |     |     |     |     |     |     |     |      |      |      |      |      |      |
|----------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|------|------|------|------|------|
|                | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PO11 | PO12 | PO13 | PO14 | PO15 |
| LO1            |     |     |     |     |     |     |     |     |     |      |      |      |      |      |      |
| LO2            |     |     |     |     |     |     |     |     |     |      |      |      |      |      |      |
| LO3            |     |     |     |     |     |     |     |     |     |      |      |      |      |      |      |

3- High, 2-Significant, 1-Low

- |  |                                     |                               |
|--|-------------------------------------|-------------------------------|
| 1. Disciplinary Knowledge;                 | 2. Communication Skills;            | 3. Critical Thinking;         |
| 4. Problem Solving;                        | 5. Analytical Reasoning;            | 6. Research related skills;   |
| 7. Cooperation/Team Work;                  | 8. Scientific Reasoning;            | 9. Reflective Thinking;       |
| 10. Information/Digital Literacy;          | 11. Self-directed Learning;         | 12. Multicultural Competence; |
| 13. Moral and Ethical Awareness/Reasoning; | 14. Leadership Readiness/Qualities; | 15. Lifelong Learning.        |

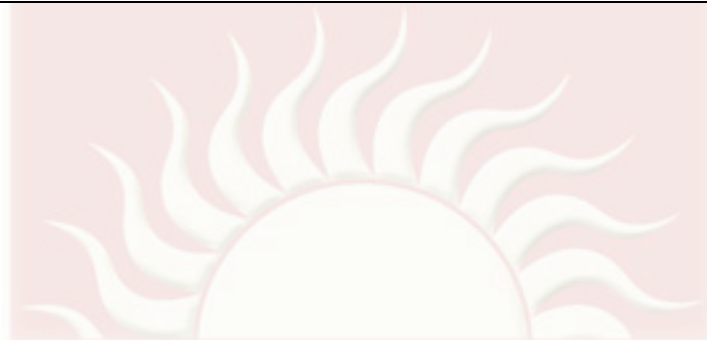
|                  |   | L  | T | P |
|------------------|---|----|---|---|
| <b>UNIT- I</b>   | <b>Media Planning</b>   | 15 | 7 | 1 |
|                  | Classification of media (merits and demerits); Media Planning Concept;Media Planning Process:Situation Analysis, Implementation and Monitoring; Media Planning Strategies:Media Brief, Media Mix, Reach, Frequency and Scheduling |    |   |   |
| <b>UNIT- II</b>  | <b>Media Buying and Research</b>  | 15 | 5 | 3 |
|                  | Media Buying Process; Media Buying Agencies; Determining Cost of Media; Selection of Media;Media Research (IRS,TRP, GRP, TAM,RAM and BARC)  |    |   |   |
| <b>UNIT- III</b> | <b>Advertising Research</b>   | 15 | 4 | 4 |
|                  | Fundamentals of Research :Types and Process; Importance of Research in Advertising; Consumer Research; Product Research;Copy Testing Methods:PACT (Positioning Advertising Copy Testing),Pre-tests (Projective techniques and     |    |   |   |



|                 |  |    |   |   |
|-----------------|--|----|---|---|
|                 | Physiological Rating Scales), Post-tests (Communication and sales effects)   |    |   |   |
| <b>UNIT- IV</b> | <b>Public Relations Research</b>   | 15 | 5 | 2 |
|                 | Formative Research: Analysis of Situation, Organisation and Publics; Action Research; Evaluative Research (Macnamara's Pyramid Model of PR Research); Preparation of Research Report |    |   |   |

PRACTICALS/ ASSIGNMENTS: Assignment on media planning , Consumer Survey, Preparation of research report.

| <b>Suggested Readings:</b> |  |
|----------------------------|--|
| 1                          | Advertising Media Planning ; Jack Z.Sissors and Roger B. Baron, McGraw- Hill Education   |
| 2                          | Fundamentals of Advertising Research ; Tomas A Bower & Alan D. Fletcher, Wadsworth Publishing                                      |
| 3                          | Advertising Research; Neil Holbert & Joel Davis, American Marketing Association 1975, Prentice Hall                                |
| 4                          | A Handbook Of Media And Communication Research: Qualitative And Quantitative Methodologies; Jensen Klaus Bruhnn, Routledge, London |
| 5                          | Advertising And Public Relations Research ; Donald WJugenheimer, PHI Learning, New Delhi   |
| 6                          | सामाजिक अनुसंधान ; राम आहूजा, रावत प्रकाशन   |
| 7                          | विज्ञापन एवं जनसम्पर्क ; जयश्री जेठवानी, सागर प्रकाशन  |
| 8                          | विज्ञापन की दुनिया ; कुमुदशर्मा , प्रभात प्रकाशन   |
| 9                          | विज्ञापन तकनीक एवं सिद्धांत; नरेन्द्र सिंहयादव, राजस्थान हिंदी ग्रंथ अकादमी  |







## **Dissertation**

To develop the research acumen of the students, dissertation work will be allocated to them in semester IV. Each student will have to prepare the dissertation work under the supervision of a faculty member. The research work can be on any topic related to Media Organisation, Advertising or Public Relations

Dissertation File -150 Marks

Viva Voce- 50 Marks

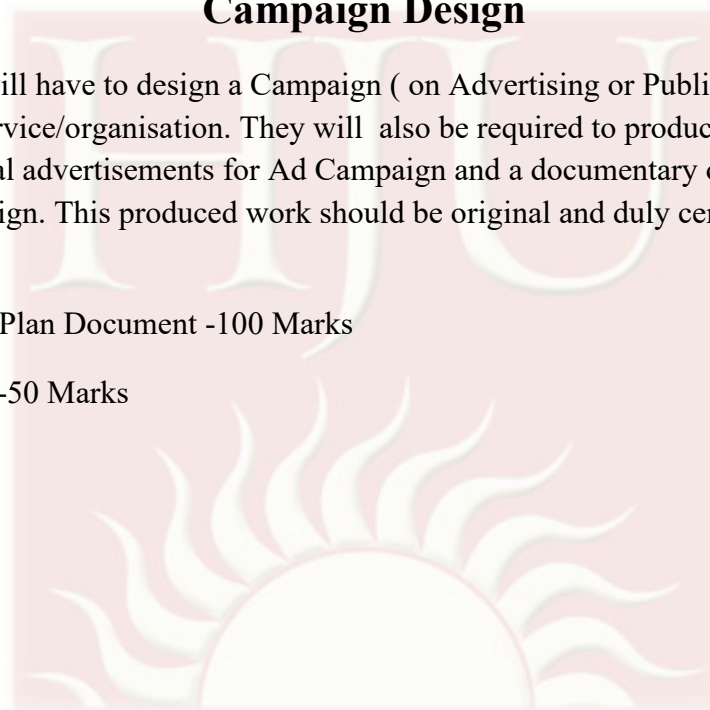
or

## **Campaign Design**

Students will have to design a Campaign ( on Advertising or Public Relations) for any product/service/organisation. They will also be required to produce 3 print and 2 audio visual advertisements for Ad Campaign and a documentary of 10-12 mins for PR Campaign. This produced work should be original and duly certified by the student.

Campaign Plan Document -100 Marks

Viva Voce-50 Marks





|                           |   |
|---------------------------|---|
| <b>Course Objectives:</b> |   |
|                           | To acquaint the students with computer operations.  |
|                           | To enable them to work with MS Office.  |
|                           | To make them efficient to work with the Corel Draw, Photoshop and Windows Moviemaker.                               |
| <b>Learning Outcomes:</b> |   |
| 1.                        | Student will be learn basic computer operations.  |
| 2.                        | It will enable them to work with MS Office.   |
| 3.                        | Students will be able to develop their creative work with the help of Corel Draw, Photoshop and Windows Moviemaker. |

| <b>Course Mapping</b> |     |     |     |     |     |     |     |     |     |      |      |      |      |      |      |  |
|-----------------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|------|------|------|------|------|--|
|                       | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PO11 | PO12 | PO13 | PO14 | PO15 |  |
| LO1                   |     |     |     |     |     |     |     |     |     |      |      |      |      |      |      |  |
| LO2                   |     |     |     |     |     |     |     |     |     |      |      |      |      |      |      |  |
| LO3                   |     |     |     |     |     |     |     |     |     |      |      |      |      |      |      |  |

3 - High, 2-Significant, 1-Low

- |  |                                     |                               |
|--|-------------------------------------|-------------------------------|
| 1. Disciplinary Knowledge;                 | 2. Communication Skills;            | 3. Critical Thinking;         |
| 4. Problem Solving;                        | 5. Analytical Reasoning;            | 6. Research related skills;   |
| 7. Cooperation/Team Work;                  | 8. Scientific Reasoning;            | 9. Reflective Thinking;       |
| 10. Information/Digital Literacy;          | 11. Self-directed Learning;         | 12. Multicultural Competence; |
| 13. Moral and Ethical Awareness/Reasoning; | 14. Leadership Readiness/Qualities; | 15. Lifelong Learning.        |

|                 |  | L  | T | P |
|-----------------|--|----|---|---|
| <b>UNIT- I</b>  | <b>Computer basics</b>   | 15 |   |   |
|                 | Definition; Generation and Basic Components of Computers; Input/ Output Devices and other Peripherals; Introduction to Hardware and Software; Introduction to Operating Systems : Linux, Mac OS, Windows, Functions and Feature of Operating System; Process Management; Memory Management; File Management; Device Management Security; Command Interpretation; Multiprogramming; Multitasking; Multiprocessing; Time-Sharing |    |   |   |
| <b>UNIT- II</b> | <b>Introduction to MS Office</b>   | 15 |   |   |
|                 | Microsoft Word: Components of MS Word, Features of Microsoft Word, Shortcut Keys of MS Word and Descriptions; Microsoft PowerPoint: Components of MS PowerPoint, Features of PowerPoint, Views; Microsoft Outlook: Features of   |    |   |   |



|                  |  |    |  |  |
|------------------|--|----|--|--|
|                  | Outlook, Uses of Scanner & Printer, English Script Typing, Hindi Script Typing   |    |  |  |
| <b>UNIT- III</b> | <b>Digital Graphics - Adobe Photoshop and CorelDraw</b>  | 15 |  |  |
|                  | Adobe Suit and Adobe Photoshop Software, Pixels, Resolution, Colour Modes and Models, Use of Tools, Palettes and Panels, Use of Layers and Filters, Exporting to Various File Formats and Saving in different File Formats; CorelDraw: Introduction, Use of Tools, Palettes and Panels, Exporting to Various File Formats and Saving in different File Formats               |    |  |  |
| <b>UNIT- IV</b>  | <b>Multimedia and world wide web</b>   | 15 |  |  |
|                  | Fundamentals of Multimedia: Elements, Applications, Hardware, Software, Tools used in Multimedia, File formats and Compression Techniques, Introduction of Text Style, Fonts and Types, Hyper Text, Brief History and Services of Internet (E-mail, Video Conferencing, Internet Telephony, Chatting, Blogs); Internet Protocols (FTTP, HTTP, TCP/IP); Web Portals; E-papers |    |  |  |

**PRACTICALS/ ASSIGNMENTS:**

Students will be asked to make a Chart, bills, PowerPoint Presentation and prepare ads using corel draw and photoshop.

**Suggested Readings:**

- 1 Fundamentals of Computer ;ReemaThareja, Oxford University Press
- 2 Step by Step Computer Applications ;John Roche, Gill Education
- 3 Computer Fundamentals ;Pradeep Kumar Sinha &Priti Sinha, BPB Publication
- 4 Learning Computer Fundamentals, MS Office and Internet & Web Tech;Dinesh Maldasani, Firewall Media



## OE1- Media Economy and Business

### Course Objectives

- 1 To introduce the concept of media economy to the students.
- 2 To teach the various aspects of Indian media business.
- 3 To make them understand the business models of various media such as print, electronic and digital media.

### Learning Outcomes

- 1 Students will learn the concept of media economy.
- 2 They will understand the different aspects of Indian media business.
- 3 It will develop their understanding regarding business patterns of different media houses.

| Course Mapping |     |     |     |     |     |     |     |     |     |      |      |      |      |      |      |
|----------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|------|------|------|------|------|
|                | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PO11 | PO12 | PO13 | PO14 | PO15 |
| LO1            |     |     |     |     |     |     |     |     |     |      |      |      |      |      |      |
| LO2            |     |     |     |     |     |     |     |     |     |      |      |      |      |      |      |
| LO3            |     |     |     |     |     |     |     |     |     |      |      |      |      |      |      |

3 - High, 2-Significant, 1-Low

- |  |                                     |                               |
|--|-------------------------------------|-------------------------------|
| 1. Disciplinary Knowledge;                 | 2. Communication Skills;            | 3. Critical Thinking;         |
| 4. Problem Solving;                        | 5. Analytical Reasoning;            | 6. Research related skills;   |
| 7. Cooperation/Team Work;                  | 8. Scientific Reasoning;            | 9. Reflective Thinking;       |
| 10. Information/Digital Literacy;          | 11. Self-directed Learning;         | 12. Multicultural Competence; |
| 13. Moral and Ethical Awareness/Reasoning; | 14. Leadership Readiness/Qualities; | 15. Lifelong Learning.        |

|                  |  | L  | T | P |
|------------------|--|----|---|---|
| <b>UNIT- I</b>   | <b>Print Media Business</b>  | 15 | 6 | 1 |
|                  | Indian Media Industry; News and Non-News Media; Cross Media Ownership; Indian Media towards Business; Impact of Economic Liberalization; Print Media (Large, Medium and Small); FDI Issues; Business Matrix: Circulation, Readership, Advertisement, Subscription, Production, Newsprint; Impact of Digital Media. |    |   |   |
| <b>UNIT- II</b>  | <b>Television Business</b>   | 15 | 7 | 1 |
|                  | Television Industry in India; Post DD Era, Cable TV (LCO & MSO), DTH; Impact of Digitization (Internet TV, Mobile TV); Regulatory Issues and TRAI; Business Metrics: Subscription, Advertisements, Rating, FDI in TV, Foreign Players, Paid News and Content Regulation in TV.                                     |    |   |   |
| <b>UNIT- III</b> | <b>Radio Business</b>  | 15 | 6 | 2 |
|                  | Evolution and growth of Radio; Beyond AIR; Rebirth of Radio as FM Radio; Internet Radio; Satellite Radio; Community Radio; Economics of Radio; Cost;   |    |   |   |

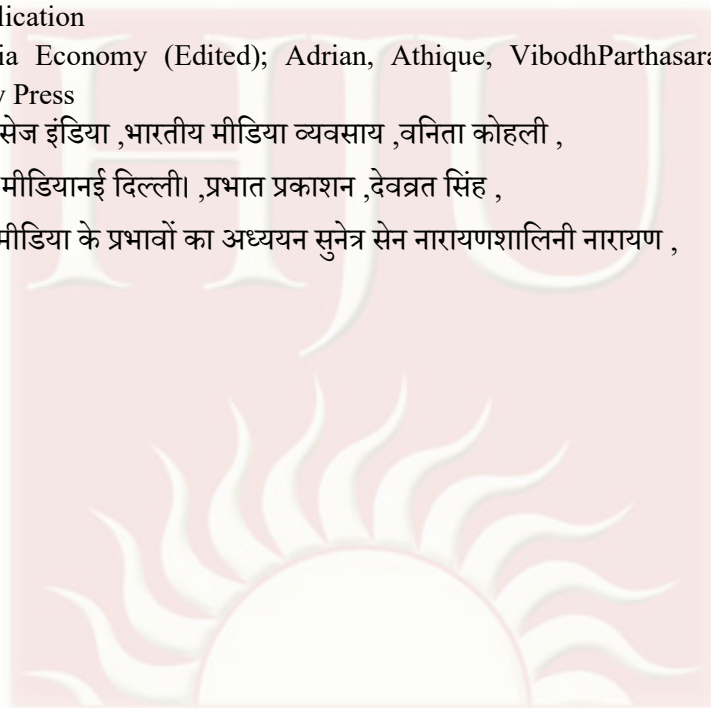


|                 |   |    |   |   |
|-----------------|---|----|---|---|
|                 | Revenue: Advertisements and Sponsorship, Regulation Issues  |    |   |   |
| <b>UNIT- IV</b> | <b>Digital Media Business</b>   | 15 | 4 | 3 |
|                 | Evolution of Digital Media; Digital Media Platforms; Media Convergence; Offline Media and Online Media; Forms of Digital Media: Owned, Paid and Earned; Digital Media Metrics: Page, Hits, Page impressions and Clicks; Revenue Metrics |    |   |   |

PRACTICALS/ ASSIGNMENTS: Presentations and Case Study

**Suggested Readings:**

- 1 India’s Newspaper Revolution: Capitalism, Politics and Indian-Language Press, 1977-1999; Robin Jeffrey, Hurst & Company, London
- 2 India Connected: Mapping the Impact of New Media ; Sunetra Sen Narayanan, Sage India, New Delhi
- 3 India’s Communication Revolution: Bullock Cart to Cyber Mart; Evertt M. Rogers and Arvind Singhal, Sage Publication
- 4 The Indian Media Economy (Edited); Adrian, Athique, Vibodh Parthasarathi and S.V. Srinivas, Oxford University Press
- 5 खांडेकरनई दिल्ली। ,सेज इंडिया ,भारतीय मीडिया व्यवसाय ,वनिता कोहली ,
- 6 भारतीय इलेक्ट्रॉनिक मीडियानई दिल्ली। ,प्रभात प्रकाशन ,देवव्रत सिंह ,
- 7 इंडिया कनेक्टेड :न्यू मीडिया के प्रभावों का अध्ययन सुनेत्र सेन नारायणशालिनी नारायण ,





**Course Objectives**

1. To introduce the concept of business reporting to the students.
2. To teach the various aspects of Indian Economy.
3. To make them understand the financial journalism.

**Learning Outcomes**

1. Students will learn the concept of business reporting.
2. They will understand the different aspects of Indian business.
3. It will develop their understanding regarding financial journalism.

| <b>Course Mapping</b> |     |     |     |     |     |     |     |     |     |      |      |      |      |      |      |
|-----------------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|------|------|------|------|------|
|                       | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PO11 | PO12 | PO13 | PO14 | PO15 |
| LO1                   |     |     |     |     |     |     |     |     |     |      |      |      |      |      |      |
| LO2                   |     |     |     |     |     |     |     |     |     |      |      |      |      |      |      |
| LO3                   |     |     |     |     |     |     |     |     |     |      |      |      |      |      |      |

3 - High, 2-Significant, 1-Low

- |  |                                     |                               |
|--|-------------------------------------|-------------------------------|
| 1. Disciplinary Knowledge;                 | 2. Communication Skills;            | 3. Critical Thinking;         |
| 4. Problem Solving;                        | 5. Analytical Reasoning;            | 6. Research related skills;   |
| 7. Cooperation/Team Work;                  | 8. Scientific Reasoning;            | 9. Reflective Thinking;       |
| 10. Information/Digital Literacy;          | 11. Self-directed Learning;         | 12. Multicultural Competence; |
| 13. Moral and Ethical Awareness/Reasoning; | 14. Leadership Readiness/Qualities; | 15. Lifelong Learning.        |

| <b>UNIT- I</b>   | <b>Indian Economy</b>   | L  | T | P |
|------------------|---|----|---|---|
|                  | Indian Economy, GDP, Physical Deficit, Trade Deficit, Export, Import, Direct Tax, Indirect Tax, Custom Duty, Excise Duty, Forex reserve, DTC, GST, CBDT, CBEC, FDI, FII and FIPB . Service sector, Manufacturing and Agriculture  | 15 | 6 | 1 |
| <b>UNIT- II</b>  | <b>Financial Market</b>   |    |   |   |
|                  | RBI, Repo rate, Reverse Repo Rate, CRR, Bank rate, Inflation , IRDA, PFRDA, TRAI, SEBI and role, Global Market, WTO, World Bank, IMF, South Asia and Business Relations, BSE, NSE and their Benchmark Index<br>IPO, FPO, Listing of Company , Share Trading<br>Mutual Funds, Types and Investment<br>Sectors and Sectoral Index, Commodity exchange and FMC | 15 | 7 | 1 |
| <b>UNIT- III</b> | <b>Financial/Business Journalism-I</b>  |    |   |   |
|                  | Financial Journalist, responsibility, New Debate, News and Share Market, Market Abuse and Media, Panic and Rumour, Ethics and Financial Journalism, Corporate Laws  | 15 | 6 | 2 |

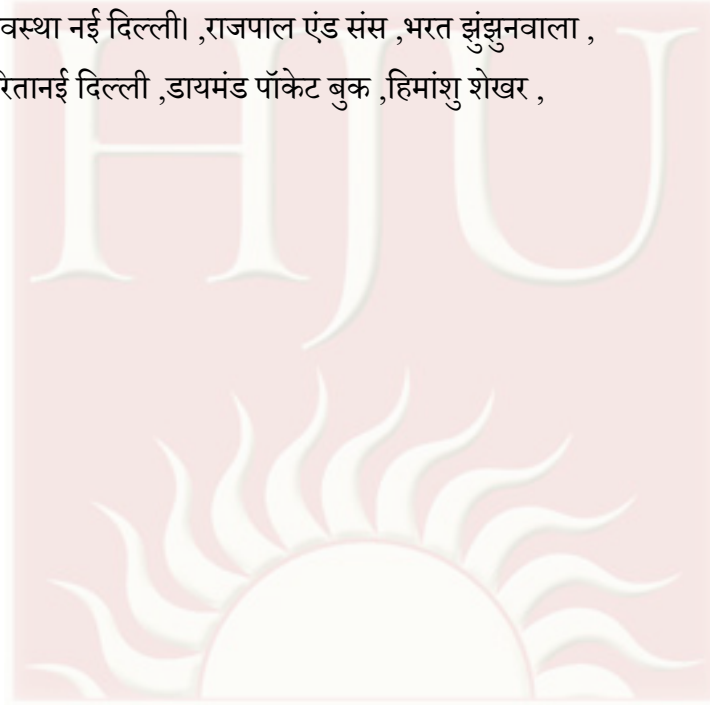


| UNIT- IV | Financial/Business Journalism-II  |    |   |   |
|----------|---|----|---|---|
|          | Business Reporting and Indian Media, Newspapers and TV Channels,<br>Business Reporting and Public Relations, Issue of Ethics<br>Financial Newspapers, Business News Channels, B2B Web Portals.<br>Globalization and Business News | 15 | 4 | 3 |

PRACTICALS/ ASSIGNMENTS: Making report on working of share markets.

**Suggested Readings:**

- 1 Business Journalism: How to Report on Business and Economics; Keith Hayes, Apress, New York City.
- 2 Business Journalism: A Critical Political Economy Approach; Ibrahim Seaga Shaw, Routledge India.
- 3 कॉरपोरेट पंचतंत्र उत्तर प्रदेश। ,गाजियाबाद ,प्रकाशक अपर्णा पुराणिक ,आलोक पुराणिक ,
- 4 भारतीय अर्थव्यवस्था नई दिल्ली। ,राजपाल एंड संस ,भरत झुंझुनवाला ,
- 5 आर्थिक पत्रकारितानई दिल्ली ,डायमंड पॉकेट बुक ,हिमांशु शेखर ,







**Course Objectives:**

2. Make them familiar with various basics of Photography
3. To introduce the students to technical aspects of the Photography, cameras lens and lighting
4. To introduce the students to various genres of Photography
5. A comprehensive practical work will be done by students which will give them in-depth knowledge of the subject.

**Learning Outcomes:**

1. Exercise and practice photography techniques and skills
2. Demonstrate a broad knowledge of Digital Photography
3. Student will be able to understand the technical aspect of Photography
4. Work effectively in the current photography practices

| <b>Course Mapping</b> |     |     |     |     |     |     |     |     |     |      |      |      |      |      |      |
|-----------------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|------|------|------|------|------|
|                       | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PO11 | PO12 | PO13 | PO14 | PO15 |
| LO1                   |     |     |     |     |     |     |     |     |     |      |      |      |      |      |      |
| LO2                   |     |     |     |     |     |     |     |     |     |      |      |      |      |      |      |
| LO3                   |     |     |     |     |     |     |     |     |     |      |      |      |      |      |      |

3 - High, 2-Significant, 1-Low

- |  |                                     |                               |
|--|-------------------------------------|-------------------------------|
| 1. Disciplinary Knowledge;                 | 2. Communication Skills;            | 3. Critical Thinking;         |
| 4. Problem Solving;                        | 5. Analytical Reasoning;            | 6. Research related skills;   |
| 7. Cooperation/Team Work;                  | 8. Scientific Reasoning;            | 9. Reflective Thinking;       |
| 10. Information/Digital Literacy;          | 11. Self-directed Learning;         | 12. Multicultural Competence; |
| 13. Moral and Ethical Awareness/Reasoning; | 14. Leadership Readiness/Qualities; | 15. Lifelong Learning.        |

| UNIT- I          | Basics of Photography   | L  | T  | P  |
|------------------|---|----|----|----|
|                  | Brief history of photography, Photography-elements, principles and rules of composition, Exposure and white balance. Types of photographic cameras and their structure ,Lenses: types and their perspective Camera movements: shots and angles, Digital Photography | 15 | 07 |    |
| <b>UNIT- II</b>  | <b>Different types of Photography</b>   |    |    |    |
|                  | Photo essay, Portrait, Landscape, Wildlife, Environment, Disasters Photography, Photography for Advertising, Sports, Conflicts, War, Political and Social Photography.  | 15 | 08 |    |
| <b>UNIT- III</b> | <b>Techniques of Photography</b>  |    |    |    |
|                  | Photographic techniques-blur, freeze, panning, Selective focusing, Frame within frame, Zooming, Multi Exposure, long Exposure,  | 15 |    | 07 |

|                 |   |    |  |    |
|-----------------|---|----|--|----|
|                 | Panorama.Fill in flash, flash away from camera, Candid Photography  |    |  |    |
| <b>UNIT- IV</b> | <b>Photojournalism</b>  |    |  |    |
|                 | Planning for News Photography ; Photo Feature, Essential Qualities of a Photojournalist ; Principles of Photojournalism ; Photo Editing & Photo Caption, Ethical Considerations for Photojournalism | 15 |  | 08 |

## PRACTICALS/ ASSIGNMENTS:

Students will be asked to make Photo Essay, Photo feature, *Portrait and Landscape Photography*.

## Suggested Readings:

- 1 Photojournalism: The Professionals' Approach Kenneth Kobre,; Focal Press, Waltham, Massachusetts
- 2 Practical Photojournalism P Martin Keene,; Focal Press, Waltham, Massachusetts
- 3 Rajasthan: India's Enchanted Land; Raghubir Singh, Thames and Hudson, London
- 4 My Land and Its People;Raghu Rai, Vadhara Art Gallery, New Delhi
- 5 Understanding Photojournalism; Jennifer Good and Paul Lowe, Bloomsbury, London
- 6 प्रकाश लेखन; गुलाब कोठारी, पत्रिका प्रकाशन, जयपुर
- 7 प्रायोगिक फोटोग्राफी; ओ पी शर्मा, हिन्द पॉकेट बुक, नई दिल्ली
- 8 फोटो पत्रकारिता के मूल तत्व; शशिप्रभा वर्मा, कनिष्का पब्लिशर्स, नई दिल्ली
- 9 फोटो पत्रकारिता; नवल जायसवाल, सामयिक प्रकाशन, नई दिल्ली
- 10 डिजिटल फोटोग्राफी एक परिचय रायज हसन, ; ईएन प्रकाशन
- 11 फोटोग्राफी तकनीक एवं प्रयोग; नरेंद्र यादव, राजस्थान हिन्दी ग्रंथ अकादमी, जयपुर



## OE-4 Intercultural Communication

### Course Objectives

1. To understand and engage the theories, practices, and field of intercultural communication



2. To develop skills to research, observe, and analyze intercultural communication in everyday life, popular media, and other mediated discourse
3. To develop skills to engage in mindful, reflexive, and accountable dialogue and managing conflicts
4. To identify and understand various benefits and challenges involved in competent and socially just intercultural communication
5. To Become increasingly more culturally aware, sensitive and intelligent

**Course Outcome**

1. Students will be able understand the theories, practices, and field of intercultural communication
2. They will have skills to engage in mindful, reflexive, and accountable dialogue through difference

| Course Mapping |     |     |     |     |     |     |     |     |     |      |      |      |      |      |      |
|----------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|------|------|------|------|------|
|                | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PO11 | PO12 | PO13 | PO14 | PO15 |
| CO1            |     |     |     |     |     |     |     |     |     |      |      |      |      |      |      |
| CO2            |     |     |     |     |     |     |     |     |     |      |      |      |      |      |      |
| CO3            |     |     |     |     |     |     |     |     |     |      |      |      |      |      |      |
| CO4            |     |     |     |     |     |     |     |     |     |      |      |      |      |      |      |
| CO5            |     |     |     |     |     |     |     |     |     |      |      |      |      |      |      |

|                 |  |    |    |   |
|-----------------|--|----|----|---|
| <b>UNIT-I</b>   | <b>Introduction</b>  | L  | T  | P |
|                 | Intercultural Studies and Popular Culture, Cultural Imperialism, Cultural Appropriation, Migration, Cultural Barriers, Socio-Cultural Adjustments, Culture and Language, Ethno-Centrism, Cultural Conflict   | 15 | 08 |   |
| <b>UNIT-II</b>  | <b>Cross-Cultures</b>  |    |    |   |
|                 | Co-Cultures, Cross-culture, International Negotiations from a cross-cultural perspective, Interfaith dialogue, Bridging culture through media, Intercultural marriage, Cultural effects of colonization, Cross-cultural issues in a global working environment, The Culture Shock Phenomenon | 15 | 07 |   |
| <b>UNIT-III</b> | <b>Identity and Intercultural Communication</b>  |    |    |   |
|                 | Identity and Sub-Groups, Context and Power, Communication and Culture, Media Literacy, Evolution of Media, Mass media in socialization, Media Content and the real world, Hegemony as a tool of Ideology   | 15 | 08 |   |
| <b>UNIT-IV</b>  | <b>Politics and Culture</b>  |    |    |   |
|                 | The Politics of Culture, Culture and Power, Culture and the Image, Culture and TV, Media as Text, Approaches to Media Analysis,  | 15 | 07 |   |



**Suggested Readings :**

1. Intercultural Communication in Context, Judith Martin and Thomas Nakayama, McGraw-Hill Education, New York
2. Politics, Policy and Culture (Political Cultures), Dennis J Coyle, Richard J Ellis, Westview Press, Colorado
3. Communication and Culture, Tony Schirato, Susan Yell, Sage Publication
4. Cultural Industry, Theodor W Adorno, Routledge





**Learning Objectives:**

- 1 To study and understand various forms of Traditional and Folk Media.
- 2 To explain students about forms and popular practices of Folk culture in Rajasthan.
- 3 To understand the role and relevance of folk and alternative media in social development.

**Learning Outcomes:**

- 1 Students will learn about different forms of Folk and Alternative media.
- 2 They will develop an understanding about folk practices of Rajasthan.
- 3 They will study the importance and role of folk media in social development.

| Course Mapping |   |   |   |   |   |   |   |   |   |    |    |    |    |    |    |
|----------------|---|---|---|---|---|---|---|---|---|----|----|----|----|----|----|
|                | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 |
| 01             |   |   |   |   |   |   |   |   |   |    |    |    |    |    |    |
| 02             |   |   |   |   |   |   |   |   |   |    |    |    |    |    |    |
| 03             |   |   |   |   |   |   |   |   |   |    |    |    |    |    |    |
| 04             |   |   |   |   |   |   |   |   |   |    |    |    |    |    |    |
| 05             |   |   |   |   |   |   |   |   |   |    |    |    |    |    |    |

3- High, 2-Significant, 1-Low

- |  |                                     |                               |
|--|-------------------------------------|-------------------------------|
| 1. Disciplinary Knowledge;                 | 2. Communication Skills;            | 3. Critical Thinking;         |
| 4. Problem Solving;                        | 5. Analytical Reasoning;            | 6. Research related skills;   |
| 7. Cooperation/Team Work;                  | 8. Scientific Reasoning;            | 9. Reflective Thinking;       |
| 10. Information/Digital Literacy;          | 11. Self-directed Learning;         | 12. Multicultural Competence; |
| 13. Moral and Ethical Awareness/Reasoning; | 14. Leadership Readiness/Qualities; | 15. Lifelong Learning         |

|   | L | T | P |
|---|---|---|---|
| <b>Unit I: Traditional Folk Media - Concept and Forms</b>   |   |   |   |
| Traditional Folk Media – meaning, characteristics, its difference from Mass Media. Different forms of Folk Media: Tamasha, Pawada, Keertana, Yakshagana, Nautanki, Jatra, Bhavai, Ramlila and Raslila, Puppetry forms in different states- Orissa, Karnataka, Tamil Nadu, Rajasthan and West Bengal, Traditional Media in India: Regional diversity, relevance, future. |   |   |   |
| <b>Unit II: Traditional Folk Media and Social Development</b>   |   |   |   |
| Role of Traditional Folk Media in social change; challenges and threats to folk media. Strengthening folk media- means and ways, Scope of using Traditional Folk Media in Rajasthan, traditional folk media in socio- economic development, traditional folk media and health awareness.  |   |   |   |
| <b>Unit III: Alternative Media</b>  |   |   |   |
| Neighborhood newspapers, wall newspapers, graffiti, bulletin boards.  |   |   |   |
| Social Media and citizen journalism: role of blogging in alternative journalism.  |   |   |   |
| Social messaging and journalism.  |   |   |   |
| <b>Unit IV: Popular Folk Music and Dance of Rajasthan</b>   |   |   |   |



Traditional Folk Dance Forms of Rajasthan – Ghoomar, Bhavai Dance, Kalbelia, Chari, KachhiGhodi, TerahTaal, Gair, Fire dance, Traditional Folk Music of Rajasthan- Pabuji Ki Phad, Maand, Panihari.  
Folk Musical Instruments in Rajasthan – Stringed Instruments (Ektara, Morchang, Sarangi, Rawanhattha, and Kamayacha.), Percussion Instruments (Nagaras, Dhols, and Damrus in all sizes and shapes.), Flutes and Bag Pipes ( Poongi, Algoza, Tarpi, Been, Bankia, and Shehnai.), Traditional Instruments (Baara, Jantar, Ghoralio, Thali, Garasiyas, Jaltall, etc are the different types of musical instruments which were the reason behind for the charm and glory of Folk music and dance.)

|  |  |  |  |
|--|--|--|--|
|  |  |  |  |
|--|--|--|--|

**Suggested Readings:**

1. Folk Media for Development, Dr. N. Usha Rani
2. Traditional Folk Media In India : Practice & Relevance, Dr.Raghvendra Mishra
3. Traditional Folk Songs, Shyam Parmar
4. Folk Arts and Social Communication, DurgadasMukhopadhy
5. Folk Media & Communication, H.K. Ranganath





### Event Management Course

#### Course Objectives

1. To introduce the concept of event management to students.
2. To teach them the various aspects of event design and planning.
3. To teach them about event sponsorship.

#### Learning Outcomes

1. Students will understand the concept of event management.
2. They will understand the various aspects of event design and planning.
3. They will understand the concept of sponsorship and will be able to plan an event..

| Course Mapping |     |     |     |     |     |     |     |     |     |      |      |      |      |      |      |
|----------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|------|------|------|------|------|
|                | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PO11 | PO12 | PO13 | PO14 | PO15 |
| LO1            |     |     |     |     |     |     |     |     |     |      |      |      |      |      |      |
| LO2            |     |     |     |     |     |     |     |     |     |      |      |      |      |      |      |
| LO3            |     |     |     |     |     |     |     |     |     |      |      |      |      |      |      |

3- High, 2-Significant, 1-Low

- |  |                                     |                               |
|--|-------------------------------------|-------------------------------|
| 1. Disciplinary Knowledge;                 | 2. Communication Skills;            | 3. Critical Thinking;         |
| 4. Problem Solving;                        | 5. Analytical Reasoning;            | 6. Research related skills;   |
| 7. Cooperation/Team Work;                  | 8. Scientific Reasoning;            | 9. Reflective Thinking;       |
| 10. Information/Digital Literacy;          | 11. Self-directed Learning;         | 12. Multicultural Competence; |
| 13. Moral and Ethical Awareness/Reasoning; | 14. Leadership Readiness/Qualities; | 15. Lifelong Learning.        |

|                |  | L  | T | P |
|----------------|--|----|---|---|
| <b>UNIT- I</b> | <b>Introduction</b>  | 15 | 3 | 5 |
|                | Introduction to event management<br><br>Principles of event management<br>Size & Types of Events<br>Event as a tool of Marketing Communication<br><br>Key Elements of Events: Event Infrastructure, Target Audience, Clients, Event Organisers, Venue, Media |    |   |   |





|                  |  |    |   |   |
|------------------|--|----|---|---|
|                  | 5 C's of Event Management  |    |   |   |
| <b>UNIT- II</b>  | <b>Event Planning</b>  | 15 | 2 | 6 |
|                  | <p>Establish Objectives</p> <p>Event Planning process(Type, Venue, Theme, Budget and Duration)</p> <p>Event Proposal and Planning Tools</p> <p>Preparing and Planning Schedule, Organizing Tasks</p>   |    |   |   |
| <b>UNIT- III</b> | <b>Event Marketing and Execution</b>   | 15 | 2 | 5 |
|                  | <p>Sponsorship(Types and Proposal)</p> <p>Marketing Plan &amp; Schedule</p> <p>Celebrity Endorsement and Participation of Eminent personalities</p> <p>Event Logistics</p> <p>Venue Arrangements: Catering/Food, Accommodation , Sound, Light and Decoration</p> |    |   |   |
| <b>UNIT- IV</b>  | <b>Event Monitoring &amp; Evaluation</b>   | 15 | 2 | 5 |
|                  | <p>Event Team</p> <p>Event Manager (Role and Skills)</p> <p>Establishing Policies &amp; Procedures.</p> <p>Code of ethics</p> <p>Safety Measures and Emergency Planning</p> <p>Critical Evaluation ( Event Organizer and Client's Point of View)</p>             |    |   |   |

PRACTICALS/ ASSIGNMENTS: Prepare an event proposal, Case Study, Plan an event schedule

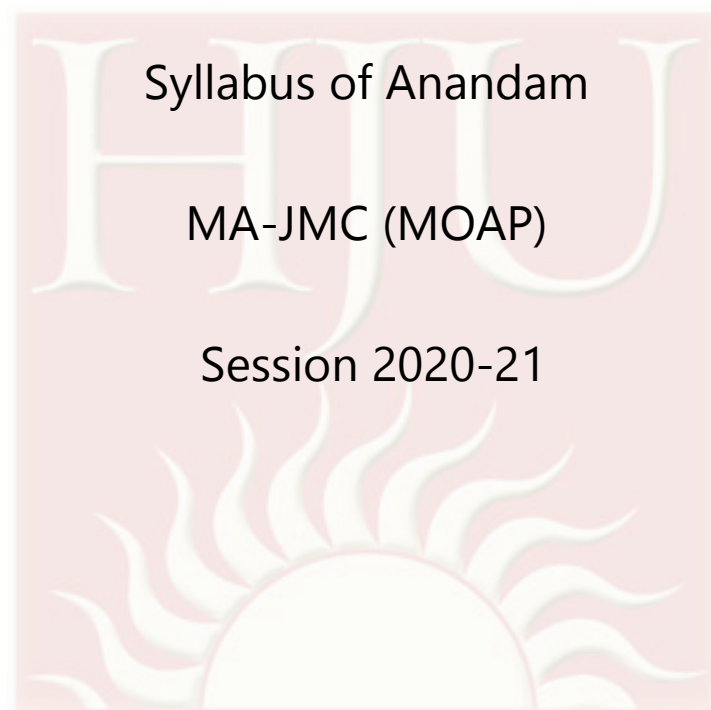


**Suggested Readings:**

1. Event Management & Public Relations ; Savita Mohan, Enkay Publishing House, New Delhi
2. Event Management Principles and Methods ; Kaushalendra Saran Singh, Kanishka Publication, New Delhi.
3. Event Management ; PC Harichandan, Global Vision Publishing House, New Delhi
4. Successful Event Management: A Practical Handbook; Anton Shone & Bryn Parry, Cengage Learning India, New Delhi
5. Event Marketing & Management; G.S. Sanjaya & S.V Saggere ,Vikas Publishing House Pvt. Ltd., Noida
6. Event Management ; L.V.D Wagem, Prentice Hall
7. Event Planning; J. Allen, John W. & Sons .



Haridev Joshi University of Journalism and Mass  
Communication, Jaipur





**First Semester: 2 Credits**

Awareness and documentation of social issues

Social Campaign planning

Gender sensitisation, Cruelty against animals, Save girl child

Media related activities—Positive news stories

**Second Semeste : 2 Credits**

Understanding the concept of Sustainable development

Poster making activity

Environmental Issues—Water conservation, plantation, to stop the use of plastics

Media related activities—Positive news stories

**Third Semester: 2 Credits**

Healthy food habits (Traditional and Alternative food)

Visit to old age home and orphanage

Anti-corruption campaign

Media related activities—Positive news stories

**Fourth Semester: 2 Credits**

Awareness about Media literacy

Engagements with NGOs

Computer skills

Promoting reading habits

Media related activities—Positive news stories