

KUSHABHAU THAKRE PATRAKARITA AVAM JANSANCHAR VISHWAVIDYALAYA
RAIPUR (CHHATTISGARH)

MASTER OF ARTS (ADVERTISING AND PUBLIC RELATIONS)
(TWO YEAR FULL TIME)
SCHEME FOR FOUR SEMESTERS

Semester I

Core Course		Credits
C.01	Introduction to Mass Communication	4
C.02	Introduction to Public Relations	4
C.03	Introduction Advertising	4
C.04	Social Studies and Contemporary Issues	4
C.05	Digital Media: Evolution, Principles and Practice	4
	Practical	4
Total Credits		24

Semester II

Core Course		Credits
C.06	Brand Management	4
C.07	Media Planning and Buying : Concepts and Strategies	4
C.08	Corporate Communication: Principles and Practice	4
	Practical	4
Elective Course (Any Two)		
E-01	Creativity: Principles, Concepts and Campaign Planning	4
E-02	Social Sector Communication	4
E-03	Language and Communication	4
E-04	Media, Technology and Globalization	4
Total Credits		24

Semester III

Core Course		Credits
C.09	Development Communication	4
C.10	Advertising and PR Research	4
C.11	Integrated Marketing Communication	4
	Practical	4
Elective Course (Any Two)		
E-01	Television Reporting, Editing & Production	4
E-02	Advertising Ideation and Production	4
E-03	Political Communication	4
E-04	Disaster Management Communication	4
Total Credits		24

Semester IV

Core Course		Credits
C.12	Advertising Laws, Ethics and Critique	4
C.13	Business Communication	4
C.14	Mass Media : Ethics and Laws	4
	Dissertation/Ad. Film	4
	C/P Viva-voce	4
	Comprehensive Viva	4
TOTAL CREDITS		24
GRAND TOTAL OF FIRST, SECOND, THIRD AND FOURTH SEMESTER (CREDITS)		96

MASTER OF ARTS (ADVERTISING AND PUBLIC RELATIONS)
(Two years full time Post-graduate degree course)
Scheme for Four Semester Examination

Scheme for Four Semester Examination				
Marks distribution				
Subject / Paper		Informal	Written	Total
Semester – I				
CORE COURSE				
C.01	Introduction to Mass Communication	25	75	100
C.02	Introduction to Public Relations	25	75	100
C.03	Introduction Advertising	25	75	100
C.04	Social Studies and Contemporary Issues	25	75	100
C.05	Digital Media: Evolution, Principles and Practice	25	75	100
	Practical	40		100
				600
Semester – II				
CORE COURSE				
C.06	Brand Management	25	75	100
C.07	Media Planning and Buying : Concepts and Strategies	25	75	100
C.08	Corporate Communication: Principles and Practice	25	75	100
	Practical	40		100
ELECTIVE COURSE (ANY TWO)				
E-01	Creativity: Principles, Concepts and Campaign Planning	25	75	100
E-02	Social Sector Communication	25	75	100
E-03	Language and Communication	25	75	100
E-04	Media, Technology and Globalization	25	75	100
				600
Semester – III				
CORE COURSE				
C.09	Development Communication	25	75	100
C.10	Advertising and PR Research	25	75	100
C.11	Integrated Marketing Communication	25	75	100
	Practical	40		100
ELECTIVE COURSE (ANY TWO)				
E-01	Television Reporting, Editing & Production	25	75	100
E-02	Advertising Ideation and Production	25	75	100
E-03	Political Communication	25	75	100
E-04	Disaster Management Communication	25	75	100
				600
Semester – IV				
CORE COURSE				
C.12	Advertising Laws, Ethics and Critique	25	75	100
C.13	Business Communication	25	75	100
C.14	Advertising and Public Relations: Ethics and Laws	25	75	100
	Dissertation/Ad. Film	40		100
	C/P Viva-voce	40		100
	Comprehensive Viva	40		100
				600
Total		2400		

MASTER OF ARTS (ADVERTISING AND PUBLIC RELATIONS)
(Two year Full Time Course)
Course of Studies
SEMESTER - I

Paper - I

C.01- Introduction to Mass Communication and theory

Maximum Marks – 75
Minimum Passing Marks – 30

Note – Scheme of Examination

- | | | |
|---|---|-----------|
| 1 | 05 Short Answered questions (Covering 5 Units)
(Not more than 100 words) -5 Marks each =05×5 | =25 Marks |
| 2 | 05 long Answered questions of 10 Marks each
With internal choice of one question from each unit
(Not more than 500 words) -10 Marks each =05×10 | =50 Marks |

Unit I -Introduction to Mass Communication and theory

Communication: Concepts, Process, Elements and Scope, Intrapersonal, Interpersonal and Group Communication, Verbal and Non-verbal Communication, Importance of Kinesics, Mass Communication, Communication: Science, Tool and Art, Functions of Communication, Obstacles and Barriers to Effective Communication, Effective Communication and Feedback.

Unit II- Models of Communication and Theories

Classical, Intermediary, Interactive, Transactional Models, Aristotle's definition of Rhetoric, Lasswell's Model, SMR and Berlo's SMCR Model, Shannon-Weaver Mathematical Model, Westley and MacLean's Conceptual Model, Newcomb's Model of Communication, George Gerbner's Model, Schramm's Interactive Model, Dance's Helical Spiral Model and Ecological Models.

Mass communication Theories and Systems, Normative theories of mass media: four theories of press (authoritarian, free press, social responsibility and socialist/communist) Developmental and Democratic participation theory.

Unit III- Critical Studies in Communication

Sociological and psychological theories of mass communication, Cultural studies, Semiotics, Modernism and Post modernism,

Public opinion and democracy: James Bryce and Walter Lippmann, Media culture and cultural product, Media organization, media content and effect of market, Cultural integration and cultural pollution.

Unit IV- Mass Media and Ideology

Role of ideologies in understanding the mass media: Prominent ideologies in media studies: Hegemony, Critical Theory, Political Economy, Frankfurt School Multiculturalism, Functionalism and Structuralism.

Unit V- Power Structure, Systems and media

Mediated Reality, Culture industry (Adorno), Print Capitalism (Benedict Anderson), Public Sphere (Habermas), Medium is Massage (McLuhan), Agenda Setting (McComb), Manufacturing Consent/propaganda model (Chomsky)

Media Ownership Patterns

Concentration in Media: Duopoly, Oligopoly and Monopoly, Cross Media Holding and its regulation, Issues of Access, Diversity and Pluralism in Media.

Book Reference -

Paper- II

C.02 - Introduction to Public Relations

Maximum Marks – 75
Minimum Passing Marks – 30

Note – Scheme of Examination

- | | | |
|---|---|-----------|
| 1 | 05 Short Answered questions (Covering 5 Units)
(Not more than 100 words) -5 Marks each =05×5 | =25 Marks |
| 2 | 05 long Answered questions of 10 Marks each
With internal choice of one question from each unit
(Not more than 500 words) -10 Marks each =05×10 | =50 Marks |

Unit I : Concept and Practice of Public Relations

Defining Public Relation, Concepts and perceptions History and Development of PR
The evolution of PR – the first pioneers and their works (Ivy Lee and Edward Burney)

Understanding various concepts and Theories of PR:

PR, Press Agency, Publicity Concepts of Propaganda, Publicity and Participation,
Symmetrical and Asymmetrical models of PR, PR in Different Political Systems.

Unit II-Persuasion and Public Relations

The Power of Public Opinion Public opinion and Persuasion, Roots of attitude,
culture, Laws of public opinion, Governors of opinion change

Unit III-The PR Process: Tools and Strategy

Defining the problem, Why it is problem, The strategy, Media selection, Feedback
and evaluation, Case studies.

Press Conference, Press Releases, Tours, Special events, Campaign, Propaganda,
Advocacy and Lobbying, Medium in Public Relations, Publics/ Stakeholders

Unit IV: Media and its relevance to PR

Understanding media: The changing media scenario, Growth and expansion of
various media, The future of media and people's engagement with media, Trends and
possibilities, Media relations, Media handling in times of crisis, New values of
information.

Unit V-PR and writing

The role and scope of PR writing, Various kinds of PR writing, Writing for media –
various genre, Writing for internal audience, Printed literature, Newsletter, Position
papers/opinion papers, White paper

Growing Role of PR: In business, Government, Politics, NGO, Industry
associations, PR in the age of digital media, Event management, Crisis
communication, PR: laws and ethics

Book Reference –

Paper - III

C.03 - Introduction to Advertising

Maximum Marks – 75
Minimum Passing Marks – 30

Note – Scheme of Examination

- | | | |
|---|---|-----------|
| 1 | 05 Short Answered questions (Covering 5 Units)
(Not more than 100 words) -5 Marks each =05×5 | =25 Marks |
| 2 | 05 long Answered questions of 10 Marks each
With internal choice of one question from each unit
(Not more than 500 words) -10 Marks each =05×10 | =50 Marks |

Unit I : Introduction to Advertising

Understanding Advertising: Concept, Nature, Definitions, Evolution and History, Role, Goals, Objectives, Functions, and Significance, Basic Theories and Applications

Classification of Advertising: Types and Classification of Advertising, Factors determining advertising opportunity of a product/service/idea., Types of Appeals and Advertising Messages.

Advertising and Society:

Key Concepts and Current Advertising Issues

Women and Advertisement. Advertisement: Indian and western culture, Ethical Issues in Advertising, Laws in Advertising, Advertising Statutory Bodies in India

Unit II: Structure, Role and Function of Advertising Agency

Advertising Agency: Evolution, Types, Structure, Functions of Various Departments and their Roles, Agency – Client Relations and Pitching Process.

Unit III: Introduction to Account Planning and Client Servicing

Understanding Account Planning: Concept, Definitions, Role, Objectives, Functions, and Significance, Structure of Account Department, Role of Account Planner, Market Oriented Strategic Planning

Understanding Client Servicing: Concept, Definitions, Scope and History, Role, Objectives, Functions, and Significance, Process and Responsibilities

Unit IV- Client Servicing Components

Client Brief and Types of Briefs, Brain Storming, Market Strategy – Segmentation, Targeting, Positioning, Approval and Delivery.

Unit V: Key Advertising Concepts, Budgeting and Audit Process:

Target Audience, Advertising Campaign, Consumer Behaviour, Globalization, Niche Marketing, Consumer Power, Relationship Marketing and Customization

Budget and Audit Process: Allocation of Budget and Methods, Agency Revenue Processes, Audits and its processes.

Book Reference –

Paper - IV

C.04 - Social Study and Contemporary Issues

Maximum Marks – 75
Minimum Passing Marks – 30

Note – Scheme of Examination

- | | | |
|---|---|-----------|
| 1 | 05 Short Answered questions (Covering 5 Units)
(Not more than 100 words) -5 Marks each =05×5 | =25 Marks |
| 2 | 05 long Answered questions of 10 Marks each
With internal choice of one question from each unit
(Not more than 500 words) -10 Marks each =05×10 | =50 Marks |

Unit I: Brief History of India

Making of India: The Idea of India: Myth and Reality, Historical and Political Perspective, India as a Modern Nation-State

Modern Indian History: History of Freedom Struggle: 1857-1947, Era of Congress: 1947-67, Emergence of Non-Congress parties: 1967-77, Emergence of Communal and Social Justice Politics: 1977- 91:

India after Globalization: 1991-1999: Era of liberalization and political alliances, Emergence of BJP, After 2000: Revival of Congress and Regional & Coalition Politics, Second Phase of Economic Reforms.

Unit II : Indian Political System and Constitution

Democratic Institutions and Systems: Democracy; Parliament, Political parties and election system, Governance: Parliament, Executive and judiciary, Main features of constitution: Secularism, Social justice, Federalism, Rights and duties of citizens, Directive principles of State Local Governance: Urban, Autonomous Corporations, Structure of Panchayati Raj.

Unit III: Economic System of India

Main features and trends of Indian economy, Management of Economy: Finance Ministry, Planning Commission, Reserve Bank, Problems of Poverty, Hunger Mal-nutrition, Unemployment, Agricultural crisis and problems of Rural Development, Issues of Growth rate, Human Development, Liberalization, privatization and globalization processes and its Impact on Economy.

Unit IV: Law Enforcement Institutions

Legal system and police, Judiciary: constitutional provisions, Structure of judiciary: Supreme Court, High Courts, Lower Courts, IPC and CRPC, Debates on judiciary: RTI and courts, Pending cases and Delay in justice, Corruption in judiciary appointment process of judges, Police structure, Commissions for police reform, Police and society.

Unit V : Prominent Contemporary Issues

International relations and foreign policy: Colonialism, World Wars, Cold war, Theory of clashes of civilizations, Bipolar and Unipolar World, International Organizations: Panchsheel, Commonwealth, SARC, ASIAN, G7, G20, BRIC, Indian foreign policy: Panchsheel, Non alignment, Changes after Cold war, Indian stand on CTBT and NPT, India's Relations with other Countries: Relation with China and Pakistan, Sri Lanka Policy, Look East Policy.

Divisive, Diversionary Politics and Reforms: Rise of Terrorism, Communalism, Casteism, Corruption and Regionalism, Criminalization of Politics and role of money in politics. Election and political reforms, Judicial reforms

Social Policies and Movements: Social change and Policy changes, Development, Displacement and Rehabilitation, Women's empowerment, Naxalism and Maoism, New Social Movements, Current Issues related to Tribal and Land Acquisitions policies

Book Reference –

Paper - V

C.05 - Digital Media: Evolution, Principles and Practice

Maximum Marks – 75
Minimum Passing Marks – 30

Note – Scheme of Examination

- | | | |
|---|---|-----------|
| 1 | 05 Short Answered questions (Covering 5 Units)
(Not more than 100 words) -5 Marks each =05×5 | =25 Marks |
| 2 | 05 long Answered questions of 10 Marks each
With internal choice of one question from each unit
(Not more than 500 words) -10 Marks each =05×10 | =50 Marks |

Unit I : Introduction to Computer Networks and Information Technologies

Understanding Computer and Digital Media, Basic Information Related to Computer, Hardware and Software, Different Operating Systems and Programming Software, Social Network Analysis.

Unit II: Understanding Information Technology and Computer Networks

Network: basic component of network, server, work station, modem, Network Classification: LAN, WAN , Internet and Wi-Fi, Application of Networks, Video conferencing, Tele text and Videotext, Radio text

Understanding Internet Technologies, Internet: Concept, Technology Role and significance Mark-up languages – HTML, DHTML, Use of HTML in creation of web pages

Digital Media, Interactivity and E- commerce, Understanding Digital Media:

Concept, Definitions, Evolution and Significance, Digital Media and Media Convergence, Digital Media and future of traditional Mass Media

Unit III: Interface and Interactivity

Cultural Interface, Pervasive Interface, Urban Informatics, Interactivity and User Generated Content, Social Theories of Media Interactivity and Actor Network Theory

Understanding E-commerce, E-Commerce: Definition, role, advantages/disadvantages, E-Business-basics, Web technologies – HTML, XML, E-Security, Paying via the NET, e-shopping, e-Publishing, EDI (Electronic Data Interchange) – Concept and Significance, Information Super Highway- Concept and issues.

Unit-IV: Digital Media in Advertising and PR

Digital Media in Advertising: Digital Advertising: Concept, Components and Evolution, Online Advertising: Challenges and opportunities, The making of Successful Digital Advertising Campaigns – Case Studies

Digital Media in PR: Digital PR - Concept, Components and Evolution., Online PR: Challenges and opportunities, The making of Successful Digital PR Campaigns – Case Studies

Unit-V: Laws in Digital Media

Freedom of Expression and Internet Regulations, Cyber Laws of various countries including India, Future of Digital Media in India, Intellectual Property : Copyright, Patents, Trademarks and Trade Secrets, Defamation, Invasion of Privacy, Antitrust Law

Book Reference –

MASTER OF ARTS (ADVERTISING AND PUBLIC RELATIONS)
(Two year Full Time Course)
Course of Studies
SEMESTER - II

Paper - I

C.06 - Brand Management

Maximum Marks – 75
Minimum Passing Marks – 30

Note – Scheme of Examination

- | | | |
|---|---|-----------|
| 1 | 05 Short Answered questions (Covering 5 Units)
(Not more than 100 words) -5 Marks each =05×5 | =25 Marks |
| 2 | 05 long Answered questions of 10 Marks each
With internal choice of one question from each unit
(Not more than 500 words) -10 Marks each =05×10 | =50 Marks |

Unit I : Understanding Brand and Branding

Introduction to Brand: Brand – Meaning, Concept and Definition, Evolution of Brands, Role of Brand- Advantages of Brand and Product Vs Brand, Product Mix , Product Mix decisions and Product Line decision, Various Theories and Models in Brand Management

Branding and its Process: Branding- Meaning, Concept, Definition, Relevance and Significance, Creation of Brands through Integrated Marketing Communication, Steps of Brand Building and Setting Objectives & Alternative

Unit II: Strategic Planning and Brand Management

Brand Management- Meaning & Definition, Strategic Brand Management Process- Meaning, Steps in Brand Management Process, Emergence of Brand Management as a Separate Area of Study, Product Levels and Product Hierarchy. Customer Analysis, Competitor Analysis, Design of Manufacture and Changes Affecting Product Management

Brand Management Concepts:

Product / Brand Positioning-Product / Brand Positioning and Strategy, Elements of Positioning, Positioning Methods, Implementing the Positioning Strategy, Defining and Establishing Brand Values

Unit III: Brand / Product Research

Product Research – Importance and Tools, Product Research – Analysis, Product Development & Testing and Product Launch., Brand Equity, Brand Audit and Tracking, Brand Life Cycle and Repositioning, Co- Branding/ Licensing, Brand portfolios and Family Vs Individual Branding, Multiple Branding, Brand Extension and E-Branding

Unit IV: Sustaining Branding Strategies:

Brand Leveraging & Brand Performance, Establishing a Brand Equity Management System, Measuring Sources of Brand Equity, Consumer Mindset, Co-branding and Celebrity Endorsement

Designing & Strategies: Brand Hierarchy - Kapferer's Branding Systems, Building Brand Equity at Different Hierarchy Levels and Brand Hierarchy Decision, Branding Strategy, Brand Extension and Brand Transfer- Managing Brand Over Time.

Unit V: Making of Indian Global Brands

Goods and Services, Retailers and Distributors, People and Organization, Luxury Brands, B2B Brands, Brand Challenges and Opportunities, The making of Indian Global Brands – Case Studies.

SEMESTER - II

Paper - II

C.07 - Media Planning and Buying: Concepts and Strategies

Maximum Marks – 75
Minimum Passing Marks – 30

Note – Scheme of Examination

- | | | |
|---|---|-----------|
| 1 | 05 Short Answered questions (Covering 5 Units)
(Not more than 100 words) -5 Marks each =05×5 | =25 Marks |
| 2 | 05 long Answered questions of 10 Marks each
With internal choice of one question from each unit
(Not more than 500 words) -10 Marks each =05×10 | =50 Marks |

Unit I: Understanding Media Planning

Introduction to Media Planning: Definition, Objectives and Importance of Media Planning, The changing role of Media Planning, Role of a Media Planner, The difference between “Media” and “Vehicles”, Difference between Old Media and New Media.

Media Planning Process: Key Terms : Reach, Frequency, Geographic Prioritization and Weighting, Continuity, Flighting, Pulsing GRP Media Mix and Media Strategies,, Media Scheduling , Audience Fragmentation, Media Plan and Strategy Development , Practical Application of IRS and TAM, Budgeting and Techniques.

Unit II: Models of Media Planning:

Bill Harvey’s Expansion Model, Recency Model, Other Models

Media and the Medium: Media and Changing Trends, Classes and Types of Media, Characteristics of Major Media Forms, Internet – The Next Big Medium, Merits and Demerits of Electronic Print and Outdoor Media & Innovative media uses, Problems in Media Planning.

Unit III: Integrated Marketing Communications and Database Marketing

Integrated Marketing Communications and Media Planning Process, Implications of Integrated Marketing Communications for Media, Data Base Marketing and Media Planning

Unit-IV:Basic Measurements and Calculations, General Uses of Vehicle Audience

Measurements, Various Concepts of Audience Measurements, Measurements of Message Weight

Unit -V: Understanding Media Buying and Media Planning Software

Media Buying- Media Buying Process : Structure, Roles and Responsibilities, Steps in Buying Process and Objectives of a Media Buyer New Trends in Media Buying , Problems in Media Buying, Evaluating Media Buys,

Media Costs and Buying Problems, Media Costs, Media Buying Problems, Considerations in Planning and Buying

Media Planning Software, BARC, IRS, MAP, TGI & Other Software

SEMESTER - II

Paper - III

C.08 - Corporate Communication: Principles and Practice

Maximum Marks – 75

Minimum Passing Marks – 30

Note – Scheme of Examination

- | | | |
|---|---|-----------|
| 1 | 05 Short Answered questions (Covering 5 Units)
(Not more than 100 words) -5 Marks each =05×5 | =25 Marks |
| 2 | 05 long Answered questions of 10 Marks each
With internal choice of one question from each unit
(Not more than 500 words) -10 Marks each =05×10 | =50 Marks |

Unit I: Introduction to Corporate Communication

Understanding Corporate Communications: Definitions of corporate communication, Various kinds of organizational communications, Theoretical underpinnings in Corporate Communication, Human behavior, individual and group dynamism –learning's for CC

The evolution of Corporate Communication: Its linkages with PR, Why corporate communication is important?, Roots of CC in India, Placement of CC within the organization

Corporate communication functions, Trinity in corporate communication, Defining and segmenting stakeholders in CC.

Elements of Corporate Communication

Media Management and Planning, Press kits, developing media linkages, Press releases-Types of press releases (announcements, major announcements, trend press releases, feature study releases, B-roll/video news releases, webcasts).

Unit II: Corporate Communication strategies and tools

Corporate Reputation Management, Reputation in the net age, An overview of 'Rating Research' –Random Glimpses, Image repair theory, Corporate reputation management imperatives.

Corporate Communication in Private and Public Sector

Corporate Social Responsibility, PR & Lobbying for Corporate, Use of Internet in PR, Events, sponsorships and trade shows, Corporate identity, Corporate advertising, CC/PR in brand building, An overview of corporate law and government corporate affairs.

Unit III: Financial markets and Communication

Introduction, Key publics for financial communication, Working of various financial institutions, Capital market, Financial advertising for various financial instruments, Financial advertising, Investor relations

Unit IV : Crisis Communication

Managing Crisis, What is crisis?, The importance of crisis communication, Crisis Communication and Management, Corporate governance

Corporate Communication Research

Introduction-Theoretical underpinnings in CC research, Informal research techniques, Formal research methods, Campaign/programs evaluation, Media research, Web search, Desk research.

Unit V: Laws and ethics in Corporate Communication

Introduction- Mass media laws, Copyright Act, Digital piracy, Right to information Act, 2005, The Press council of India, Corporate laws, Professional bodies in PR/CC, Ethical Issues in Corporate Communication.

SEMESTER - II

ELECTIVE COURSE -

E.01 - Creativity: Principles, Concepts and Campaign Planning

Maximum Marks – 75

Minimum Passing Marks – 30

Note – Scheme of Examination

- | | | |
|---|---|-----------|
| 1 | 05 Short Answered questions (Covering 5 Units)
(Not more than 100 words) -5 Marks each =05×5 | =25 Marks |
| 2 | 05 long Answered questions of 10 Marks each
With internal choice of one question from each unit
(Not more than 500 words) -10 Marks each =05×10 | =50 Marks |

Unit – I : Introduction to Creativity

Understanding Creativity: Concept and Definition, Advertising and Creativity, Creative Thinking, **Creative Roles-** Words and Picture, Art Direction, Copywriting

Unit II: Creative Process

Creative Thinking and Ideation, Brainstorming, Lateral Thinking and Various Creative Thinking Styles like “Thinking Hats” and Others, Steps and Stages.

Creative Strategies and Campaign Planning-Creative Strategy Formulations and Execution, Product Category Strategies, The Creative Brief, Message Execution

Unit – III: Campaign Planning

Concept and Definition, Various Steps and Stages, Planning Cycle.**Campaign Production: Steps and Stages,** Pre Production, Post Production

Unit-IV: Process and Production- Print Advertising, Copywriting for Print, Designing for Print, Newspaper Advertisements, Magazine Advertisements, Out of Home Advertisement

Broadcast Advertising: Radio Commercials, Television Commercials, Other TV, Film and, Online Advertising.

Unit-IV: Creative Production Process : Broadcast Copywriting and Scripting, Planning and Execution - Production Process, Web Advertising – Website and advertisements Design.

SEMESTER - II

ELECTIVE COURSE - E.02 - Social Sector Communication

Maximum Marks – 75
Minimum Passing Marks – 30

Note – Scheme of Examination

- | | | | |
|---|--|--------|-----------|
| 1 | 05 Short Answered questions (Covering 5 Units)
(Not more than 100 words) -5 Marks each | =05×5 | =25 Marks |
| 2 | 05 long Answered questions of 10 Marks each
With internal choice of one question from each unit
(Not more than 500 words) -10 Marks each | =05×10 | =50 Marks |

Unit- I: Introduction to Social Sector Communication

Understanding Social Sector: Concept, Definition, Scope, Significance and Structure, Social sector in India – An overview, Impact and Challenges of liberalization, Privatization and Globalization

Understanding Social Marketing: Social Marketing : Concept, Definition, Scope, Significance and Structure, Social Marketing in India – An overview , Social Marketing : Principles and Practice, Corporate Social Responsibility in Social Sector

Unit II: Communication in Social Sector

Process of Communication, Stages and Steps of Communication, Morale, Motivation Theories - Content, Process and Contemporary, Theories of Leadership: Traditional and Modern

Social Communication, Making of Social Communication plans with Case Studies. Advocacy, Communication and Social Mobilization, Grassroots Communication, Campaign and Advocacy.

Organizational Communication: Meaning, Importance and Types of Organizational communication, Media and Advocacy, Meaning and Importance of Networking, Communication Structure in Social Sector.

Unit III: Understanding Social Sector and Cooperatives Sector

Significant Issues in Public Sector Undertakings, Values in Public Sector, Regulatory Mechanism and Citizen-Administration Interface, Impact of liberalization on Public Sector undertaking in developing countries.

Cooperatives Sector and Development: Meaning, Definition, Principles and characteristics, Types of cooperatives, Role of Cooperatives Sector in Development, The achievements and the problems in cooperative sector.

Unit IV : Social Policy

Concept of Social Policy, Significance of Social Policy, Policy formulation

Unit V: Changing Trends in Communication and Social Sector

Social Sector and New Media, Social Sector: Communication Opportunities and Challenges, The Making of Successful Communication– Case Studies.

Book Reference -

- 01 Jaishri Jethwaney, " Social Sector Communication in India" (New Delhi: SAGE) 2016

SEMESTER - II

ELECTIVE COURSE - E.03 - Language and Communication

Maximum Marks – 75
Minimum Passing Marks – 30

Note – Scheme of Examination

- | | | | |
|---|--|--------|-----------|
| 1 | 05 Short Answered questions (Covering 5 Units)
(Not more than 100 words) -5 Marks each | =05×5 | =25 Marks |
| 2 | 05 long Answered questions of 10 Marks each
With internal choice of one question from each unit
(Not more than 500 words) -10 Marks each | =05×10 | =50 Marks |

Unit I : Language

Concept and Properties of Language, Evolution of Language, Origin and development of Script, Linguistic Theories: Sapir-Whorf hypothesis theory of linguistic determinism, Piaget's cognitive approaches

Parameters of Language, Language Acquisition, Grammar, Morphology, Phonetics and Phonology, Syntax, Semantics, Pragmatics and Discourse Analysis.

Unit II: Language and Trends in India

Language Family; classification, Relationship between language and dialect, differences Standardization of language, Indian language family, Changes in language

Language and communication: Development of Language as a Medium of Communication

Issues of diversity and of creating a constructive, multi-cultural society, Language of Mass Media, Language of different mass media: differences and similarities, Journalistic language

Language of Indian news papers and television channels

Unit III: Development of Language: Contribution of Journalism

Language, Communication and Nation-State, Language and Politics, Weaver, Eubanks, and Winter owd on neutrality and objectivity vs. Subjectivity of language., Language and Politics: Indian experience, Creation of separate States on the basis of language

Unit IV: Language and Cultural Context

Role of language in Cultural communication: Karl popper and Noam Chomsky on Evolution of language, Role of language in intercultural communication

Language and Journalism: Role of Language in Journalism

Language, Post-colonialism and Journalism, English and Language Journalism in India, Language and Market

Unit V: Language and pronunciation: Importance of pronunciation in Language

Sounds in pronunciation, Use: Language and dialects in Media, Regional influence and standardized pronunciation in Media, Language for Audio-Visual Media

Translating for Meaning: Theories of Translation, Need of Translation in Journalism Literal, Figurative Meaning, Do's and Don't in Translation

SEMESTER - II

ELECTIVE COURSE -

E.04 - Media, Technology and Globalization

Maximum Marks – 75
Minimum Passing Marks – 30

Note – Scheme of Examination

- | | | |
|---|---|-----------|
| 1 | 05 Short Answered questions (Covering 5 Units)
(Not more than 100 words) -5 Marks each =05×5 | =25 Marks |
| 2 | 05 long Answered questions of 10 Marks each
With internal choice of one question from each unit
(Not more than 500 words) -10 Marks each =05×10 | =50 Marks |

Unit I: Technological Advancement and Media

Media Technologies : Concept and Scope, Technology and Social Context, MacLuhan on Technology and Media, Technology & Media in Modernity and Post-Modernity Phases

Technology and Regulation Regime

Telecommunication: History and Development, Analogue versus Digital Communication, Telecommunication Network Telecommunication in India, Role of Telecom Regulatory Authority of India (TRAI)

Unit II: Information and Communication Technology (ICT)

Multimedia: Concept and Scope, Uses of Multi Media, Media Convergence, Other Media Technologies

Media in the Era of Globalization

Communication and Global Competition, Globalization: Concept and Debates, Politics of Globalization, Cultural Effects of Globalization

Globalization and Media Technology, Media in Developed and Developing Countries, Media in Free Market, Digital Divide

Unit III: Communication for International Development

The Idea of Global Village, Media, Democracy and Globalization

Politics of Media Technology

Political Economy of Technology, Politics, Society and Technology, Emergence of Global Media System, Main Players of Global Media.

Unit IV: Trends in India's Telecommunications

Indian Media Industry, Privatization of Media in India: Radio, Television, Print and Internet, Privatization of Telecommunication, DTH and Cable Transmission

Unit-V Information Revolution in India, Information Highway and Mobile Technology, Expansion of ICT in Governance, Cyber Culture and Digital Divide

SEMESTER - III

Paper - I

C.09 - Development Communication

Maximum Marks – 75
Minimum Passing Marks – 30

Note – Scheme of Examination

- | | | |
|---|---|-----------|
| 1 | 05 Short Answered questions (Covering 5 Units)
(Not more than 100 words) -5 Marks each =05×5 | =25 Marks |
| 2 | 05 long Answered questions of 10 Marks each
With internal choice of one question from each unit
(Not more than 500 words) -10 Marks each =05×10 | =50 Marks |

Unit I: Concept of Development Communication

Understanding Development: Concept and Process, History of Development: Dominant Paradigm: WW Rostow's Theory, Empathy and Multiplier effect, Dependency Theory: Critique of Dominant Paradigm, Development and Underdevelopment, Centre-Periphery debate and Third World Perspective, Alternative Models of Development: Small is beautiful (Schumacher), Participatory (Conscientisation, World Bank) and Communitarian model of Development, Role of Government in Development: Evolution of Planning process and new Approaches, Rights based Approach to Development: Education, Food, Employment and Health

Unit II: Development Communication: Concept, Role and Relevance Theories of Development Communication: Diffusion of Innovation, Mass Media and Modernization, Media and National Development, Prominent Theoreticians: Daniel Lerner, Everett Rogers, Wilbur Schramm, Alternative approaches to Development Communication: Participatory, Development Communication (Paulo Freire, Miguel Sabido), Experiences from Developing Countries with special emphasis on India

Unit III: Development Communication Agencies: International Developmental Agencies like UNESCO, UNICEF, ILO, World Bank, WHO, FAO, Indian development agencies like DAVP, Song and drama division, DFP, Prasar Bharti, private channels, print media, NGO sector, Corporate sector. Development Communication and Role of Civil Society and Government, Telecommunications and development: ICTs for Development.

Unit IV: Developing and Designing IEC (Information, Education and Communication) Strategies

Preparing Message and Pre-testing of Messages, Constructing Developmental Messages, Participatory Message development Strategies, Designing Social Campaigns: Social Advertising, Folk Media, Preparing Print Messages (Wallpaper, Leaflets etc), Designing Audio-visual Messages, Print, Audio-visual material, Community Radio, Digital networks and Social Media, Case Studies in Communication for Development: MDGs, Health, Poverty, Education, Ecology etc, Monitoring and Evaluation of Development Communication

Unit-V: Development Scene in India

Development Communication: Issues and Challenges, India as a developing economy, Rural Development, Marginalized Communities and Violation of Human Rights: Vulnerabilities of, Poor, SC/ST/OBC, Tribal, Minorities, Women, Children.

Development Support Communication in Agriculture, Health and Family Welfare,

Education and Literacy, Environment, Women Empowerment, Poverty and Employment

Tools and Strategies in Development Communication, Social marketing, Advocacy, Social mobilization. Grassroots communication

SEMESTER - III

Paper - II

C.10 - Advertising and PR Research

Maximum Marks – 75
Minimum Passing Marks – 30

Note – Scheme of Examination

- | | | |
|---|---|-----------|
| 1 | 05 Short Answered questions (Covering 5 Units)
(Not more than 100 words) -5 Marks each =05×5 | =25 Marks |
| 2 | 05 long Answered questions of 10 Marks each
With internal choice of one question from each unit
(Not more than 500 words) -10 Marks each =05×10 | =50 Marks |

Unit I : Marketing research

Introduction and overview, Nature and scope of marketing research, Types of research, Data resources: Primary, secondary and tertiary, Qualitative and quantitative methodologies, Preparation of research design, sequential stages of marketing project, Sampling techniques

Unit II: Over view of MR industry

Client-agency relationships, Introduction to some top marketing and advertising research firms, Use of marketing research to support marketing strategy

Introduction to some statistical concepts used in MR, Universe, Representative sample, Projection, Significance, Test of significance, Variance, Co-variance

Unit-III: Advertising research – Role, scope and use

The nature of advertising research, Contribution of research to communication planning and other agency functions

The process of Advertising Research, Various kinds of research, Positioning research, Audience research, Target market research, Audience tracking.

Unit IV: Ad effectiveness studies, Ad-tests (print/audio-visual)

Recall, Awareness, Comprehension, Likeability and empathy, Concept testing, Story board tests, Copy testing, TVC testing.

Media efficacy studies: Media research-Reach, Visibility, Notice ability, Positioning/branding research.

Audience research: Audience tracking, Ad-spend tracking and Modelling, Advertising content analysis, The role of research in brand management.

Unit V: PR research and evaluation

Role of research in PR, Research methodology and techniques, Various areas of research in PR (opinion surveys, benchmark research communication audits etc)

SEMESTER - III

Paper - III

C.11 - Integrated Marketing Communication

Maximum Marks – 75
Minimum Passing Marks – 30

Note – Scheme of Examination

- | | | |
|---|---|-----------|
| 1 | 05 Short Answered questions (Covering 5 Units)
(Not more than 100 words) -5 Marks each =05×5 | =25 Marks |
| 2 | 05 long Answered questions of 10 Marks each
With internal choice of one question from each unit
(Not more than 500 words) -10 Marks each =05×10 | =50 Marks |

Unit I: Introduction and Overview

Integrated Marketing Communication: Defining IMC, Creating an Integrated Marketing Communication Plan.

IMC components: Advertising tools, Promotional tools, Integration tools.

Unit II: The value of IMC plans

Information technology, Changes in channel power, Increases in competition, Brand parity, Integration of information, Decline in the effectiveness of mass media advertising.

Unit- III: Promotions opportunity analysis : Communicating market analysis

Competitive analysis, Opportunity analysis, Target market analysis, Customer analysis, Positioning analysis.

Establishing communication budget

The percentage of sales method, The meet-the-competitive method, The “what we can afford” method, The objective and the task method, Budgeting expenditure.

Unit IV: Business-to-business segmentation

Segmentation by Industry, Business, Size, Geographic location, Product usage, Purchase decision making, Customer value

Unit-V: Corporate Image and brand management

The Corporate Image: Components of corporate image, The role of corporate image: consumer perspective, The role of corporate image –business-to-business perspective, The role of corporate image- company perspective

Promoting the desired image: Creating the right image, Rejuvenating the image, Changing an image, Conveying an image to the business customer

Branding: Developing a strong brand name, Brand equity, Brand extensions and flanker brands, Co-branding, Private brands, Brand management during recession.

SEMESTER - III

ELECTIVE COURSE - (Any two)

E.01 - Television Reporting, Editing & Production

Maximum Marks – 75
Minimum Passing Marks – 30

Note – Scheme of Examination

- | | | |
|---|---|-----------|
| 1 | 05 Short Answered questions (Covering 5 Units)
(Not more than 100 words) -5 Marks each =05×5 | =25 Marks |
| 2 | 05 long Answered questions of 10 Marks each
With internal choice of one question from each unit
(Not more than 500 words) -10 Marks each =05×10 | =50 Marks |

Unit I: Introduction to Television news

Concept of Television news, Primacy, Timeliness and Relevance, Concept, Elements and types of news, Duties and functions of TV news reporter, Sources of news

Basic principles of News Writing, Different formats of television programs: news, interview, discussion, Basic shots: CU, ECU, MS, LS, OSS etc

Format of television news: news package, visual on anchor, Anchor read, Anchor graphics, Anchor bite, PTC, Phone-in and vox pop in television news

Unit II: Fundamentals of TV News

Types of news bulletin and their structure, Structure of a television news channel and a news room, Role and responsibilities of news team members

TV script writing and its various formats, News gathering, studio based shows

Field production, Reporting, Art of interviewing, Talk shows

Unit III: Managing Production:

News Production, Patterns of graphics & Visuals, Ethics of TV News.

Unit- IV: Process of Shooting & Editing

Working with Equipment-1, Components of Video camera - lens, CCD and viewfinder, Types of lenses, Basic Functions of video camera

Working with Equipment-2, Basic shots and their composition, Studio and broadcast equipment, Types of microphone, Selection and placement of microphone

Unit-V: Editing News

Principles of editing, Visual Editing -Linear editing, Non linear, Editing problems and ethics.

SEMESTER - III

E.02 - Advertising Ideation and Production

Maximum Marks – 75
Minimum Passing Marks – 30

Note – Scheme of Examination

- | | | |
|---|---|-----------|
| 1 | 05 Short Answered questions (Covering 5 Units)
(Not more than 100 words) -5 Marks each =05×5 | =25 Marks |
| 2 | 05 long Answered questions of 10 Marks each
With internal choice of one question from each unit
(Not more than 500 words) -10 Marks each =05×10 | =50 Marks |

Unit- I: Introduction to Advertising Campaign Production

Understanding Campaign Production: Introduction to Campaign Production, Elements of Campaign Production, Important Factors.

Unit II: Ideation: Introduction to Ideation, Big Ideas, Process and Steps

Campaign Planning: Introduction to Campaign Planning, Process and Stages, Important Factors

Elements of Campaign Production: Copy Writing, Basic principles of Copy Writing, Elements of Copy Writing, Types of Copy Writing.

Unit-III: Art Direction: Basic principles of Art Direction, Elements in Art Direction, Various Methods

Studio Production, Basics Art Work, Process and Steps, Important Factors

Unit-IV: Production Process: Film and Television Production, Components of camera - lens, CCD and viewfinder, Basic Functions of camera, Types of lenses.

Radio Production, Basics, Studio and broadcast equipment, Types of microphone, Selection and placement of microphone

Unit-V: Practical Assignments: Production of Print Advertisements, Production of Television Commercials, Production of Radio Commercials

SEMESTER - III

E.03 - Political Communication

Maximum Marks – 75
Minimum Passing Marks – 30

Note – Scheme of Examination

- | | | |
|---|---|-----------|
| 1 | 05 Short Answered questions (Covering 5 Units)
(Not more than 100 words) -5 Marks each =05×5 | =25 Marks |
| 2 | 05 long Answered questions of 10 Marks each
With internal choice of one question from each unit
(Not more than 500 words) -10 Marks each =05×10 | =50 Marks |

Unit I :Understanding Political Communication

Introduction to Political Communication, Political Communication : Concept and Definitions, Political Communication: Role, Scope and Significance, The Role of Media in Political Process: Pressure Groups, Local Government and Privatization

Political Theories: Political Theory: Meaning Definitions, Significance and Approaches, Classical Greek Rhetoric Theories : Socrates, Plato and Aristotle, Political Ideologies: Liberalism, Socialism, Marxism, Fascism, Gandhism and Feminism.

Theories of Political Communication: The Pluralist Model, The Mass Manipulative Model, The Hegemonic Model and Other Models

Government, Publics and Media: Public Opinion, Media, and Democracy, Public Opinion, Media Effects on Opinion, Role of Media in Opinion Formation and Change, Opinion Poll and Exit Poll.

Unit II: Media, Governments and Foreign Policy: Globalization of Media, Role of Media in the Conduct of Government and the Making of Public Policy, Role of Media in International Affairs and Diplomacy.

Unit III: Public Affairs and Government Information

Aspects of information and public affairs functions of government agencies at all levels, Role of the information specialist., Writing and editing for government publications

Unit IV: Political Communication and Strategy

Strategic Political Communication, Origins of strategic approaches to political communication, Various Techniques and Process, Use of Strategic Communication by Individuals, Groups, Organizations, and Governments

Political Campaign Communication and Advertising: Communication Aspects of Political Campaigns for Candidates and Ballot Issues., Examination of Techniques and Channels of Communication, Role of Communication in Campaign Strategy, Ethics and Implications of Campaign Decision Making., Theory and Practice of Campaign Advertising.

Unit –V: Information, Media, National Security, Political Debate Political Oratory and Speech

Concepts and Practices in the Interplay among Political Actors, Media, and Publics in Contemporary National Security Issues., Public Opinion, Soft Power, Global Information Trends, Strategic Logic, Public Diplomacy, and Communication Strategies of Governments, Theory and Practice of Public Speaking in the Context of Political Communication.

SEMESTER - III

E.04 - Disaster Management Communication

Maximum Marks – 75
Minimum Passing Marks – 30

Note – Scheme of Examination

- | | | |
|---|---|-----------|
| 1 | 05 Short Answered questions (Covering 5 Units)
(Not more than 100 words) -5 Marks each =05×5 | =25 Marks |
| 2 | 05 long Answered questions of 10 Marks each
With internal choice of one question from each unit
(Not more than 500 words) -10 Marks each =05×10 | =50 Marks |

Unit- I: Introduction to Disaster Management

Overview of Disaster Management: Introduction, Distinguishing between an emergency and a disaster situation, Types of natural and non-natural disasters

Disaster and Development, The impact of disasters on development programs, Vulnerabilities caused by development, Developing a disaster management policy in an organization, Communicating the disaster management policy to the stakeholders

Unit II: Disaster Preparedness, Disaster Risk Reduction (DRR), The Emergency Operation Plan (EOP), Developing and Writing the EOP

Disaster Management: Response and Recovery

Disaster Response, Aims of disaster response, Disaster Response Activities, Modern and traditional responses to disasters, Modern methods of disaster response, Impediments to effective crisis response.

Unit III: Policy issues in disaster management communication

The organizational policy during disaster management, Designing effective policies and programs, Major policy issues: The issue of Acceptable risk, organizational issues, Insurance issues, Social psychological issues

Unit IV: The role of government in disaster management

The laws and guidelines of the GOI during disaster management, The Government communication in disaster management, The role and functioning of disaster management agencies and institutes (National Disaster Management Authority, Institute of Disaster Management etc.), Case studies to understand how corporate have effectively communicated during disaster, The challenges of communication during disaster management.

Unit-V: Media and Disaster Management

The Role of Media in Disaster Management, Types of Media, Channelizing media in mitigation of crisis, Does media play a special role in disaster management?

Impact of the media, Neutral Media, Positive effects of the media, Negative effects of the media

Media relations, Media handling, Sensitizing Media, Writing for media brief.

SEMESTER - IV

Paper -I

C.12 - Advertising Laws, Ethics and Critique

Maximum Marks – 75
Minimum Passing Marks – 30

Note – Scheme of Examination

- | | | |
|---|---|-----------|
| 1 | 05 Short Answered questions (Covering 5 Units)
(Not more than 100 words) -5 Marks each =05×5 | =25 Marks |
| 2 | 05 long Answered questions of 10 Marks each
With internal choice of one question from each unit
(Not more than 500 words) -10 Marks each =05×10 | =50 Marks |

Unit-1 : Ethics in advertising

Morale and ethics, Code of Ethics, Ethical issues in advertising, Stereotyping, Offensive advertisements, Unfair means and tactics.

Unit II: Regulating advertisements

Unfair and deceptive advertisements, Deception vs puffery, What is deceptive advertising?, Determining deception using advertising research, Remedies, Competitor lawsuits, Government regulating agencies.

Self –regulation, Need for self regulation, Taste in advertising - general guidelines, Introduction to MRTP Act/competitive commission (MRTP is now defunct. You could look at it as a predecessor to CC) ASCI and AAAI code of conduct, Advertising controversial products - alcohol, tobacco, contraceptives, The standard contract between the agency and the advertiser, Self regulation by individual agencies

Unit-III: Social Responsibility

You could introduce literature review to understand various theories and paradigms including the Feminist theories, Sexual objectification theory and social learning theory among others and laws especially concerning women like the Indecent Portrayal of women (prevention)

Advertising and society, Deconstruction of ads, Various kinds of ads, Issues concerning ads, Nature and content of advertisements, Effects on values and lifestyle, Economic effects of advertising and competition

impact of advertising

The invisible hand of the advertising, Government duty, Enlightened management, Negative advertising, Positive and socially responsible advertising

Commercial and other propaganda, The smokescreen –political propaganda, Information and persuasion, Contempt for the consumer, Hidden persuasion, The use and abuse of PR

Unit-IV: Critiques: Social Criticisms of Advertising

Increasing Prevalence of materialism, Advertising as a moulder of thought opinion and values, Indecent portrayal of women in advertisements, Case Studies of selected ads that violate legal and ethical concerns

Advertising: Information or persuasion, Retailer domination, Oligopoly: who dominates whom?, Long term competition –innovations and freedom of choice.

Unit-V: Advertising and Policy

Advertising and marketing professional and business restrictions, Role of advertising –more research and less secrecy, Advertising and growth, Material and spiritual welfare, Information and competition

SEMESTER - IV

Paper -II

C.13 - Business Communication

Maximum Marks – 75
Minimum Passing Marks – 30

Note – Scheme of Examination

- | | | |
|---|---|-----------|
| 1 | 05 Short Answered questions (Covering 5 Units)
(Not more than 100 words) -5 Marks each =05×5 | =25 Marks |
| 2 | 05 long Answered questions of 10 Marks each
With internal choice of one question from each unit
(Not more than 500 words) -10 Marks each =05×10 | =50 Marks |

Unit I: An overview of communication within organizations

The communication process and environment, The importance of communication, Definition of communication, How we communicate, Why we communicate, Criteria for successful communication, Why the message goes astray

Communication within and from the organization, Effective downward communication, Effective upward communication, Horizontal communication

Communication from the organization, Ethics and values as they relate to communication, Contemporary and continuing concerns of organizational communication, Ethical and legal considerations, Intercultural communication, Harmonious personal and professional relationships

Unit I: Inter Personal Communication

Verbal and Non-verbal, Kinesics and nonverbal cues in communication, Settling agreement and non-disagreement in various conversational situations, Interpreting the influence of culture on messages, Stress Management.

Interview Strategies and Skills, Preparing for the interview, Types and characteristics of interviews, Analyzing the Interpersonal relationship between the interviewer and interviewee in various contexts, Role playing and preparing questions in advance, Directing conversation, controlling nervousness, using appropriate listening skills.

Unit III: Presentation Skills

Written communication skills: formal writing and creative writing, Effective Public Speaking, Public speaking: planning, preparation, presentation, Development of Professional Self, Use of internet and other tools for presentation

Principles of effective writing and speaking: Choosing appropriate and effective words, The importance of words, Formal and informal language, Personal and impersonal writing styles, Non-disciplinary language, The language of business

Unit IV: Achieving correctness, conciseness, completeness, readability and the desired emphasis

Accuracy and knowledge: the vital ingredients, Conservative, businesslike standards of correctness, Conciseness and completeness, Readability formulas, Basic principles of emphasis

Unit V: Building goodwill through communication

A sincere You-attitude, A positive, pleasant and diplomatic approach Using direct and indirect arrangements to achieve diplomatic approach, Choosing and planning an appropriate order of arrangement.

SEMESTER - IV

Paper -III

C.14 – Public relations and advertising: Ethics and Laws

Maximum Marks – 75
Minimum Passing Marks – 30

Note – Scheme of Examination

- | | | |
|---|---|-----------|
| 1 | 05 Short Answered questions (Covering 5 Units)
(Not more than 100 words) -5 Marks each =05×5 | =25 Marks |
| 2 | 05 long Answered questions of 10 Marks each
With internal choice of one question from each unit
(Not more than 500 words) -10 Marks each =05×10 | =50 Marks |

Unit-1 Historical Perspectives-

Media Ethics and Laws, a historical Perspective. The Tradition in the Indian context, Constraints on Media. Communication and Values. Ethical values and Media. Constitutional Provisions and Press and Registration of book act. Salient Feature of Indian Constitutions, Human Rights.

Unit-2 Privileges and Defamation

Censorship And Media Historical Perspective. Emergency and Censorship. Parliamentary privileges: speaker's right to expunge. Covering Court Proceeding: In camera proceeding; Contempt of court.

Defamations: libel and slander-a historical perspective defamation laws in US,UK.

India: Comparative study, Famous defamation cases Cable Act.

Right to information Act-2005.

Unit-3 PR and CC laws:

Media and IPC 1860, Media and CrPC 1973, Cinematography act.1952 Censor Board, Film Censorship, copy right act1957: Plagiarism, Intellectual Property Rights. Official Secrete Act. 1923

Unit-4 Advertising Laws:

Emblems and Names (Prevention of Improper Use) Act, 1950, Young Persons (Harmful Publications) Act, 1956, Companies Act, 1956 ,Standards of Weight & Measures Act, 1976, Indecent Representation of Women (Prohibition) Act, 1986, Consumer Protection Act, 1986, Laws related to intellectual property rights, The Drugs and Cosmetic Act, 1940, The Drugs and Magical Remedies (Objectionable Advertisements) Act, 1954, The Prize Chits and Money Circulation Schemes (Banning) Act, 1978, Cigarettes and other Tobacco Products (Prohibition of Advertisement and Regulation of Trade and Commerce, Production, Supply and Distribution) Act, 2003, The Food Safety & Standards Act, 2006

Unit-5 New Trends:

Convergence Bill, Election Commission, media Election Coverage. Press Council Act. 1978, Ombudsman. Human Right Communication. FDI in Media, Regulaton of Foreign Media, Media Regulations: The future.

C-16 : DISSERTATION/Ad FILM

Each student will be assigned to a teaching faculty member for guidance and supervision of dissertation in consultation with the Head of the Dept in the beginning of the academic year.

The Dissertation or Advertisement film (of about 2-5 minute duration) will be on a topic related to advertising and public relations. This should reflect original thinking of the student on the concerned topic. The length of dissertation should be not less than 15000 words with a sealing of 25,000 words. Two hard & two soft copies of dissertation or two soft copy of the Advertising film will be submitted through students approval guide before commencement of theory examination A certificate slating that the dissertation is outcome of student own research work conducted during academic year, shall be submitted with dissertation/Ad film.

The written dissertation/ Ad film shall carry 100 marks and shall be treated as separate head of passing, for which students should secure minimum 40% in marks.

C-17 : C/P Viva-voce

Maximum Marks – 100
Passing Marks - 40

C-18 : Comprehensive Viva

Maximum Marks – 100
Passing Marks - 40