



# University of Rajasthan Jaipur

## SYLLABUS

**M.A. Electronic Media, Journalism & Mass  
Communication, Public Relation and Advertising  
(Semester Scheme)**

**I & II Semester      2023-24  
III & IV Semester    2024-25**

*R. J. Das*  
By Registrar  
(Academic)  
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*Bay*

University of Rajasthan, Jaipur

MA.  
(Electronic Media Journalism)

*Raj (Jw)*  
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## M.A. (Electronic Media Journalism)

Subject Code : EMJ

Course Category

CC : Compulsory Core Course

CE : Core Elective

Dis. : Dissertation

PRJ : Project Work

Contact Hours Per Week

L : Lecture

T : Tutorial

P : Practicals

### Scheme of Examination

1. Each theory paper EoSE shall carry 100 marks. The EoSE will be of 3 hour duration. Part 'A' of the theory paper shall contain 10 Short Answer Questions of 20 marks, based on knowledge, understanding and applications of the topics/texts covered in the syllabus. Each question will carry two marks for correct answer.
2. Part 'B' of paper will consist of four questions (with internal choice) of 20 marks each.

### Course Structure :

The details of the courses with code, title and the credits assigned are as given below.

### Eligibility :

Eligibility for admission in M.A. (Electronic Media Journalism) is first bachelor degree in any discipline from a recognized university with a minimum of 50% marks. Reservation of seats/relaxation of marks for different categories will be given as per university rules.

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M.A. (ELECTRONIC MEDIA JOURNALISM) Syllabus

Semester Scheme

Sr.	Subject Code	Course Title	Course Category	Credit
<b>FIRST SEMESTER</b>				
1	EMJ 101	News Concepts and Reporting Techniques	CC	06
2	EMJ 102	Photo Journalism	CC	06
3	EMJ 103	Writing for Media	CC	06
4	EMJ 104	Contemporary India	CE	06
5	EMJ 105	History of Journalism	CE	06
6	EMJ 106	Introduction to Journalism and Mass Communication	CE	06
<b>SECOND SEMESTER</b>				
1	EMJ 201	Radio Journalism & Production	CC	06
2	EMJ 202	Media Laws and Ethics	CC	06
3	EMJ 203	Photojournalism (Practical)	CC	06
4	EMJ 204	Television Journalism	CE	06
5	EMJ 205	Evolution of Broadcasting in India	CE	06
6	EMJ 206	Computer Applications in Media	CE	06
<b>THIRD SEMESTER</b>				
1	EMJ 301	Television Production Theory	CC	06
2	EMJ 302	Television Production Practical	CC	06
3	EMJ 303	Radio Production (Practical)	CC	06
4	EMJ 304	Human Rights and Media	CE	06
5	EMJ 305	Electronic Media Management	CE	06
6	EMJ 306	Communication Research	CE	06
<b>FOURTH SEMESTER</b>				
1	EMJ 401	New Media	CC	06
2	EMJ 402	Cinema Studies	CC	06
3	EMJ 403	Dissertation / Documentary	CC	06
4	EMJ 404	Advertising and Marketing Communication	CE	06
5	EMJ 405	Public Relations and Corporate Communication	CE	06
6	EMJ 406	Development Communication	CE	06

# MA ( Electronic Media Journalism)

Syllabus for 1

## Semester-I

### EMJ 101- News Concepts and Reporting Techniques

#### Unit-I

Meaning, Definition and Concept of News, News Value; News elements, Type of News - Hard and Soft News, News Sources, Qualities of a good Reporter; challenges and responsibilities, Types of reporters-Stringers, Reporters and Correspondents, Types of reporting: Objective, Interpretative, Investigative, Crime, Specialized Reporting-Sports, Court, Legislature, Science, Lifestyle and technology.

#### Unit-II

Structure of News: Five Ws and One H., Intro/Lead- Types , Organizing the News Story: Angle, Attribution, Quote, Background and Context, Checking Facts: Ensuring Accuracy, Objectivity and Balance in News Story

#### Unit III

Different Styles of News writing, Inverted pyramid style, Feature style, Sand Clock style Interviews: definition, types & preparation of Interviews, Press Release, Press Conference, Press briefing, Meet the Press, Press Room and Press tours. Live coverage, breaking news, mobile journalism.

#### Suggested Readings :

1. Kamath, M.V., Professional Journalism. Vikas Publishing House, New Delhi.
2. Sahay, Uday, Making News : Handbook of the Media in Contemporary India, Oxford University Press, New Delhi.
3. MacDougall, Curtis D., Interpretative Reporting, Macmillan, New York.
4. A Manual for News Agency Reporters, Indian Institute of Mass Communication, Delhi,
5. Aggawal, Veerabala, Gupta, V.S., Handbook of Journalism and Mass Communication, Concept Publishing Co., New Delhi.
6. Murthy, R.K., Freelancing. Alexander, Louis., Beyond the Facts: A Guide to the Art of Feature Writing. Gulf Publishing Co., Texas.
7. Metzler, Ken., Creative Interviewing. Prentice Hall, New Jersey.
8. Mehta, D.S., Mass Communication and Journalism in India. Allied Publications ., Bombay.
9. Ray, Tapas, Online Journalism : A Basic Text, Cambridge University Press India Pvt Ltd.
10. Joshi, Prof V K, Online Journalism, Enkay Publishing House
11. Chauhan Swati, Pant N.C , Handbook Of Online Journalism, Kanishka Publishers Distributors
12. Ward Mike, Journalism Online, Elsevier India
13. Rao N. & Meena Raghvendra, Feature Writing, PHI Learning Private Limited, Delhi.
14. Shrivastava K.M., Social Media in Business and Governance, Sterling Publishers, Delhi
15. Ward, Mike. Journalism Online, Focal Press, Oxford
16. नानावत, डॉ. संजीव (संपादक), समाचार एवं फीचर लेखन, राजस्थान हिन्दी ग्रन्थ अकादमी, जयपुर, 2009
17. नाथुर श्याम. वेब पत्रकारिता. राजस्थान हिन्दी ग्रन्थ अकादमी, जयपुर, 2010
18. राजेन्द्र, सवाद और संवाददाता, हरियाणा हिन्दी ग्रन्थ अकादमी, चण्डीगढ़।
19. त्रिखा, डॉ. नन्द किशोर समाचार संकलन और लेखन, उत्तराखण्ड हिन्दी संस्थान लखनऊ।
20. अग्रवाल, डॉ. रमेश, समाचार परीक्षण, राजस्थान हिन्दी ग्रन्थ अकादमी, जयपुर।
21. चतुर्वेदी, प्रेमनाथ, फीचर लेखन, प्रकाशन विभाग, दिल्ली।
22. सुमन, हंसराज एवं विक्रम एस. वेब पत्रकारिता, नटराज प्रकाशन, दिल्ली।
23. सुमन, स्वर्ण, साक्षर नीडिया सम्पर्क क्रान्ति का कल, आज और कल, हार्परकॉलिस पब्लिशर्स इंडिया नौरड।

## EMJ 102 - Photo Journalism

### Unit I

History and development of photography-Camera Types - Box camera, Polaroid cameras, Single lens reflex cameras, Auto SLR cameras, Twin lens reflex cameras & Digital cameras ; Principles of composition, lighting; Photo-equipments- lens types and functions, film-types and functions, Tripod, lens-hood and reflectors. Shots, Focus, Aperture, Shutter speed, depth of field, focal length: White Balance; Exposure techniques; Filters and Exposure meter.

### Unit II

Photo Journalism: Writing Photo Captions, Photo Features and Photo Essay; Qualities essential for photo journalism; Internet Photo Journalism; Characteristics of Photojournalism.

### Unit- III

Techniques of Photojournalism - blur, freeze, panning ; Selective focusing, Frame within frame; Zooming, long Exposure, Panorama; Fill in flash, flash away from camera, Candid Photography, Digital Photography

#### Suggested Readings :

1. Carlina, Reuel Golden, Master of Photography,
2. Upton, John and Stone, Jim, Photography by Barbara Londen, (Prentice Hall)
3. Aiyer, Balakrishna, Digital Photojournalism
4. Chandra, PK, Visual Communication and Photojournalism, Swasti Publishers, Delhi,
5. Langton, Loup, Photojournalism and Today's News: Creating Visual reality,

## EMJ 103 - Writing for Media

### UNIT-I

Principles and methods of effective writing for mass media. , Difference between writing for different medium – TV, Radio, Newspaper, Magazines & Web.

### UNIT-II

Writing features- Meaning and concept of features. ; Types of features, ingredients of feature writing

### UNIT-III

Writing for Various Target Audiences. ; Different types of writings : Travelogues, biography, Memoirs, film review. Writing Anchor reads/Dry Anchor, Bullet Points, Graphics, Documentary Scripts

#### Suggested Readings :

1. Ganesh, T.K., Essentials of Mass Media Writing, Authorspress, Delhi
2. Gupta, Om, Basic Aspects of Media Writing, Kanishka Publishers, Distributors, New Delhi
3. Raman, Usha, Writing for the Media, Oxford University Press, New Del
4. रैणा, गौरीशंकर, संचार माध्यम लेखन, वाणी प्रकाशन, नयी दिल्ली
5. शर्मा, मीना, हिन्दी भाषा, मीडिया और सर्जनात्मक लेखन, तरुण प्रकाशन, गाजियाबाद
6. प्रभाकर, डॉ. मनोहर, पत्रकारी लेखन के आयाम, पंचशील प्रकाशन, जयपुर
7. बाला, सुस्मिता, जन माध्यमों की लेखन विधाएं, कनिष्क पब्लिशर्स, डिस्ट्रीब्यूटर्स, नई दिल्ली
8. त्रिपाठी, डॉ. रमेश चन्द्र और अग्रवाल, डॉ. पवन, मीडिया लेखन, भारत प्रकाशन, लखनऊ

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6

EMJ (EMJ) 2018-20

## EMJ 104 - Contemporary India

### UNIT-I

Mass Media and Democracy, Salient features of the Indian Constitution: fundamental rights and duties, directive principles of state policy, Parliament and State Legislative Assembly & Council.

### UNIT-II

Electoral System and Reforms Strengthening of democracy, National integration. Centre-State Relations. Panchayati Raj, Lokpal.

### UNIT-III

India's foreign policy, Economic Development: Growth, GNP, removal of poverty and disparity in distribution of income; plan making, formulation & evaluation. Present State of agriculture and industry.

#### Suggested Readings :

1. India Year Book. Publications Division, New Delhi.
2. Kagzi, M.C.J. The Constitution of India, Metropolitan Book Company, Delhi.
3. Basu, DD, Introduction to the Constitution of India, LexisNexis, Gurgaon, Haryana
4. Datt and Sundaram, Indian Economy, S. Chand, New Delhi
5. प्रभाकर, डॉ. मनोहर, मानावत, डॉ. संजीव (संपादक), समकालीन भारत, राजस्थान हिन्दी ग्रन्थ अकादमी, जयपुर.
6. चन्द्र, विपिन, मुखर्जी, मृदुला और मुखर्जी आदित्य, आजादी के बाद का भारत, दिल्ली विश्वविद्यालय, दिल्ली
7. गुहा, रामचन्द्र, भारत गांधी के बाद, पेगइन बुक्स
8. कश्यप, सुभाष, भारतीय संविधान, एन.सी.ई.आर.टी., नई दिल्ली

## EMJ 105: History Of Journalism

### UNIT-I

Concept of Journalism-nature, scope, function and types (such as advocacy, campaign, investigative, immersive and citizen journalism)

### UNIT-II

Origin and development of the press and news agencies in India. The press and freedom movement, Press : problems and prospects. New trends in journalism after independence. Rise and growth of journalism in Rajasthan.

### UNIT-III

Traditional Media: Folk Dances, Folk Theatre, Folk Music, Puppetry. Ways and means to keep them alive in the face of popularity of the electronic media.

#### Suggested Readings :

1. Parmar, Shyam, Traditional Folk Media in India. Geka Books, New Delhi.
2. Raghavan, G.N.S., The Press in India: A New History. Gyan Books Pvt. Ltd., New Delhi.
3. Natarajan, J., History of Indian Journalism, Publications Division, New Delhi.
4. Parthasarathy, Rangaswami, Journalism in India. Sterling Publishers, New Delhi
5. मिश्र, डॉ.कृष्ण बिहारी, हिन्दी पत्रकारिता लोक भारती प्रकाशन, इलाहाबाद
6. वैदिक, डॉ. वेदप्रताप (संपा.), हिन्दी पत्रकारिता विविध आयाम, हिन्दी बुक सेन्टर, नई दिल्ली।
7. शोहर, विजयदत्त, समय भारतीय पत्रकारिता (1780-1900) लामचन्द्र प्रकाशन, इन्दौर।
8. मानावत, डॉ. संजीव (संपादक), भारत में संचार माध्यम, राजस्थान हिन्दी ग्रन्थ अकादमी, जयपुर
9. मानावत, डॉ. संजीव (संपादक), पत्रकारिता का इतिहास एवं जन संचार माध्यम, युनिवर्सिटी पब्लिकेशन, जयपुर

7

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2018-2019

# EMJ 106 - Introduction to Journalism and Mass Communication

## Unit - I

Introduction to Communication, Definition and Concept of Communication, Elements in the Process of Communication, Types of Communication: Intra-personal, Interpersonal, Group and Mass, Communication, Models of Mass Communication, Aristotle's model, Laswell model, Shanon and Weaver model, Osgood's model.

## Unit - II

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

## Unit - III

Journalism: Concept, Role of Journalism in Society, Journalism and Democracy: Concept of Fourth Estate, Journalism: Contemporary Issues and Debates, Types of Journalism: Alternative Journalism, Citizen Journalism, Yellow Journalism, Investigative Journalism, Advocacy Journalism.

### Suggested Readings :

1. Ma Quail, Denis., Mass Communication Theory: An Introduction. Sage, London.
2. DeFleur, M.L. and S. Ball-Rokeach., Theories of Communication. Longman, New York.
3. McQuail, Denis and Windhl. Communication Models for the Study of Mass Communication. Longman, London.
4. Werner, Severin J. and Tankard W. James., Communication Theories. Origin, Methods, Uses. Longman, London.
5. सिंह, डॉ. श्रीकान्त संप्रेषण : प्रतिरूप एवं सिद्धान्त, भारती पब्लिशर्स एण्ड डिस्ट्रीब्यूटर्स, फैजाबाद।
6. सिंह, ओम प्रकाश, संचार के मूल सिद्धान्त, क्लासिकल पब्लिशिंग कम्पनी नई दिल्ली।
7. हिंगड, आशा और जैन, मधु, पारीक सुशीला, संचार के सिद्धान्त, राजस्थान हिन्दी ग्रन्थ अकादमी, जयपुर, 2009

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## SEMESTER II

### EMJ 201 - Radio Journalism and Production

#### Unit-I

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

#### Unit-II

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

#### Unit-III

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

#### Suggested Readings:

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

### EMJ 202 - Media Laws And Ethics

#### UNIT-I

History of press laws in India. Freedom of speech and expression and their limits; Parliamentary privileges, Contempt of court., Law of defamation. Relevant provisions of Indian Penal Code with reference of sedition, crime against women and children; laws dealing with obscenity; Official Secrets Act, 1923. Right to Information Act. Press and Registration of Books Act, 1867

#### UNIT-II

Working Journalists and Other Newspaper Employees (Conditions of Service & Miscellaneous Provisions) Act, 1955.

Copyright Act. Press Council Act. Indecent Representation of Women Act. Cable Television Act. Information Technology Act, Drugs and Magic Remedies Act.

#### UNIT-III

Ethical problems including privacy, right to reply, communal writing and sensational and yellow journalism; Press Council of India and its broad guidelines for the press and other professional organizations, Guidelines for broadcast Media.

Accountability and independence of media.

9  
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### Books Recommended :

1. Reports of the First Press Commission (1954) and the Second Press Commission (1982).
2. Basu, Durga Das, The Law of the Press in India. Prentice-Hall of India, New Delhi.
3. Kagzi, M.C.J., The Constitution of India. Metropolitan Book Co., Delhi.
4. Sorabji, Soli J., Law of Press Censorship in India. H.M. Tripathi Pvt. Ltd., Bombay.
5. Radhakrishnamurti, Baddepudi., Indian Press Laws. Indian Law House, Guntur.
6. Report of the Second Press Commission (1982), Govt. of India, Publications Division.
7. Noorani, A.G. (Ed.), Freedom of the Press in India. Nachiketa Publications Ltd., Bombay.
8. Rayudu, C.S. & Rao Dr.Nageswar S.B., Mass Media Laws and Regulations, Himalaya Publishing House, Delhi.
9. Venkateswaran, K.S., Mass Media Laws and Regulations in India, Asian Mass Communication, Singapore.
10. Grover, A.N., Press and the Law, Vikas Publishing House Pvt. Ltd, New Delhi.
11. Nordenstreng, Kaarle and Hifti Topuz (Eds.). Journalist: Status, Rights and Responsibilities. International Organization of Journalists, Prague.
12. Kataria, Dr.S.K. Right to Information, National Publishing House, New Delhi
13. Meelamalar M., Media Law and Ethics, PHI Learning Private Limited, New Delhi, 2010
14. Johal, Prof. Navjit Singh, Media Ethics : Issues and Concerns, Publication Bureau, Punjabi University Patiala, 2012.
15. Shrivastava K.M., Media Ethics: Veda to Gandhi and Beyond, Publication Division, New Delhi.
16. Shrivastava K.M., The Right to Information A Global Perspective, Lancer Publishers & Distributors, New Delhi.
17. Kataria, Dr. Surendra, Right to Information : Lessons and Implications, National Publishing House, New Delhi.
18. पाण्डेय अरुण, हमारा लोकतंत्र और जानने का अधिकार वाणी प्रकाशन, नई दिल्ली।
19. त्रिखा, डॉ. नन्द किशोर, प्रेस विधि, विश्वविद्यालय प्रकाशन, वाराणसी।
20. सहाय, नन्दिनी, व राजगडिया, विष्णु, सूचना का अधिकार, मिक्की, नई दिल्ली।
21. ओझा, अरुण कुमार व मंगलानी डॉ.रूपा, सूचना का अधिकार: सिद्धान्त और व्यवहार, सेन्टर फॉर गुड गवर्नेंस, राजस्थान राज्य लोक प्रशासन संस्थान, जयपुर
22. भानावत, डॉ. संजीव, माथुर क्षिप्रा (संपादक), समाचार पत्र व्यवसाय एवं प्रेस कानून, राजस्थान हिन्दी ग्रन्थ अकादमी, जयपुर, 2009
23. शर्मा मदन, रेडियो नाटक, राजस्थान हिन्दी ग्रन्थ अकादमी, जयपुर, 2012

### EMJ-203-Photo Journalism (Practical's)

External Assessment & Viva - 70 marks

Internal Assessment - 30 marks

Students will be given practical training in Photojournalism and produce any five of the following :

- Students will give visual documentation of shooting fast and slow events.
- Students will give visual documentation of shooting news stories/ news features.
- Students will give visual documentation of shooting social/environmental themes.
- Students will provide evidence of effective caption writing to pictures
- Students will give visual documentation of handling themes in Black and White
- Students will provide evidence of effectively handling Digital camera/photography

### Suggested Readings

1. Wright, Terence, (1999). The Photography Handbook. London: Routledge.

2. Lister, Martin. (1995) The Photographic Image in Digital Culture. London: Routledge.
3. Freeman, John. (1993). Practical Photography: How to Get the Best Picture Every Time. London: Ultimate Editions.
4. Hedgecoe, John. (2001). How to Take Great Photographs. London: Brown Limited.
5. Keene, Martin. (1993). Practical Photojournalism: A Professional Guide. London: Focal Press.
6. Busch, David D. (2005) Mastering SLR Digital Photography. Boston: Thomson.
7. Evans Harold. (1978). Pictures on a Page: Photojournalism and Picture Editing. California: Wadsworth Publish
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## EMJ 204 Television Journalism

### Unit-I

Strengths/weaknesses of TV as a News Medium; Using the TV Camera : camera parts, shots and angles for news coverage; Organisation and Working of TV Newsroom- Input, Output, Assignment Desks; Functionaries and their roles - reporters, copy editors, input editors, output editors, news producers, cameramen, video editors; Backroom researchers, Archives people, graphic artists

### Unit -II

TV News - Values and Priorities for TV, comparison with other news media; Significance of News as it happens - Breaking news : definition and practice ; Reporting skills: understanding deadlines, gathering information, cultivating sources, spotting/ designing a story; Presentation skills: VO's, voice modulation, body language; Piece-to-camera (PtoCs ) ; Interview skills : significance of sound-bites, vox pops, door-steppers, long interviews.

### Unit -III

Scripting for TV News : thinking audio and video ; Writing to Pictures and in Conversational Style ; Formats of News Scripts ; Preventing information overload and Significance of Silence and Natural Sounds; Writing Anchor Leads, VO scripts ; Basics of Video Editing -Dos and Dons ; Compilation of a news bulletin: headlines, individual stories, the run downs, teasers, live feed ; The LIVE Report- Phonos, Stand Ups, OBs, Walkabouts; The Anchor - Role and Skills : news sense, screen presence, alert mind, interview skills, ad-libbing.

### Suggested Readings:

1. Writing for Television, Radio and New Media by Hilliard R.I; Wadsworth, Denmark.
2. Reporting for TV by Lewis C.D., Columbia University Press.
3. Television and Popular Culture in India by A Mitra, Sage Publications, London.
4. India on Television by Nalin Mehta, Harper Collins
5. Before the Headlines by Chandrakant P. Singh, Macmillan India Ltd
6. Television and Social Change in Rural India (2000) by Johnson Kirk, Sage Publications
7. Electronic Media by Ramesh Jain, University Book House (Hindi)
8. Television Production by Devvrat Singh, MLCRPV (Hindi)
9. मधुकर, लेले, भारत में जनसंचार और प्रसारण मीडिया, राधाकृष्ण प्रकाशन, नई दिल्ली, 2011
10. भानावत, डॉ. संजीव (संपादक), इलेक्ट्रॉनिक मीडिया, राजस्थान हिन्दी ग्रन्थ अकादमी, जयपुर, 2009

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**Unit I**

Invention of Radio and its advent as a tool of information/entertainment

Evolution of Radio as a tool of Mass Communication during World War-II and the modern world

History of Radio in India : Pre-Independence era. Start of Indian Radio Broadcasting -

Emergence of All India Radio / Akashvani. Development of Radio Broadcasting in India: Public Service, Commercial and Community service

**Unit II**

Evolution and development of TV; Strengths and weaknesses of the medium

History of TV in India - SITE, Growth of Doordarshan

Public Service and Commercial TV Broadcasting

Emergence of Cable and Satellite Television in India

Formation of Prasar Bharati - Its Role and Limits ; Private News Channels - Growth and Current Challenges

**Unit III**

History of Internet - Alternate Visions of written and audio-visual communication from Instant Communication to Virtual Reality

Growth and Prospects of Digital India ; Social Media and Challenges to Mainstream Media

**Suggested Readings**

1. Kumar, Keval J., Mass Communication in India. Jaico, Mumbai.
2. India on Television by Nalin Mehta, Harper Collins
3. Before the Headlines by Chandrakant P. Singh, Macmillan India Ltd
4. Handbook of Television and Radio Broadcasting, Ved Prakash Gandhi, Kanishka Publishers
5. Electronic Yug mein Patrakarita ka Badalta Swarup (Hindi), Meenakshi Vashishta, Rajasthan Hindi Grantha Academy
6. मधुकर, लेले, भारत में जनसंचार और प्रसारण मीडिया, राधाकृष्ण प्रकाशन, नई दिल्ली, 2011
7. भानावत, डॉ. संजीव (संपादक), इलेक्ट्रॉनिक मीडिया, राजस्थान हिन्दी ग्रन्थ अकादमी, जयपुर, 2009

**Unit-I**

Computer operations and concepts, History and Characteristics of Computer, Functions and types of Operating System, Computer Software and their Applications. Versions of MS Window, Working with MS Windows Operating System Desktop Operations, Windows Explorer, Files and Folders, Control Panel, Basic concepts of word processor, Tools and Menus of MS Word, Importance of Shortcut key, types of font, Formatting a Page by using different tool of MS Word like Page Setup, Text and Paragraph Formatting, Computer typing.

**Unit-II**

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

**Unit-III**

Basics of Multimedia, Concepts , Definition and Elements of Multimedia, Applications of Multimedia, Components of Multimedia, Picture files, History and Development of Internet. History and Advantages of Internet, Types of Internet Connections, Interconnecting Protocols- TCP IP, FTP, HTTP, WWW. Web page Websites, web browser, Search Engines, Internet Services- Chatting Blogging, Email and Video Conferencing

**Suggested Readings:**

1. IT Tools and Application by Satish Jain BPB Publication
2. Computer Fundamental (Hindi and English) by Pradeep and Priti Sinha, BPB Publication
3. Computer and Information Technology Fundamentals by Ashok Sharma, College Books
4. Web Patrakarita by Shyam Mathur, Rajasthan Hindi Granth Academy

**EMJ 301-Television Production Theory****Unit-I**

Understanding the camera, Video Camera-Types- Camcorders, ENG, EFP, Studio Cameras, Camera mounting Equipment- Monopod, tripod, studio pedestal, Special Camera mounts, Video Camera features and parts- White balance, Focus, Depth of field, Aperture, Shutter, zoom, Filters, Aspect Ratio, Lenses- Different types; wide angle, zoom, telephoto, Production process and techniques, Visual Grammar-Composition, Classification of shots, Camera Movements, Rule of thirds, Stages of production - Pre production, Production & Post Production, Lighting- Three point Lighting, Reflectors, Lighting grid, Lighting accessories, Sound - characteristics, Signal to Noise Ratio, acoustics, types of Microphones, Writing for Television- Story boarding and Script writing, Voice Broadcast Skills- Enunciation, Flow, Modulation

**Unit II**

Basics of Television Studio, Single Camera and Multi-camera set-ups, PCR, VTR, Multi Preview Monitors, Video Switcher, audio mixer, Talkbacks, Floor Plan, Floor Manager- cues and commands, Operational items and Controls of Studio, Use of Teleprompter.

**Unit III**

Basics of Video Editing, Grammar of editing, Linear / Nonlinear Editing, transitions, Nonlinear editing Software and Digital Effects, Video and Broadcast Technology, Analogue and Digital Technology, Video Tape-Formats-VHS,U-Matic, Beta, Mini DV, HD, Broadcast Standards-NTSC, Pal, SECAM, Satellite & Cable TV Broadcasting

**Suggested Readings**

1. Television Production Handbook, Herbert Zettl, Cengage Learning
2. Video Production, Vasuki Belavadi, Oxford University Press
3. Producing Videos, Martha Mollison, Viva Books
4. Video Production Handbook, Gerald Millerson, Focal Press
5. Basics of Video Production, Des Lyver, Graham Swainson, Focal Press
6. Basics of Video Lighting, Des Lyver, Focal Press
7. Television Production (Hindi), Dev Vrat Singh, Makhanlal Chaturvedi Vishwavidyalaya
8. Video Production (Hindi), Gopal Singh, Kanishka Publishers

**EMJ 302-Television Production Practical**

**External Assessment & Viva - 70 marks**

**Internal Assessment - 30 marks**

Students will be given hands-on practical training of television and studio production and will create any five of the following Tele-Productions :

- Students will produce news stories.
- Students will produce group programs like discussions, features.
- Students will make advertisements, talk shows, etc
- Students will make short fictional or message films on social/ environmental themes.

**Suggested Readings**

1. Television Production Handbook, Herbert Zettl, Cengage Learning
2. Video Production, Vasuki Belavadi, Oxford University Press
3. Producing Videos, Martha Mollison, Viva Books
4. Video Production Handbook, Gerald Millerson, Focal Press
5. Basics of Video Production, Des Lyver, Graham Swainson, Focal Press
6. Basics of Video Lighting, Des Lyver, Focal Press
7. Television Production (Hindi), Dev Vrat Singh, Makhanlal Chaturvedi Vishwavidyalaya
8. Video Production (Hindi), Gopal Singh, Kanishka Publishers

External Assessment & Viva - 70 marks

Internal Assessment - 30 marks

Students will be given practical training in Radio Production and create any five of the following

- Recording of radio programmes/News Stories
- Voice/ presentation skills on radio
- Preparing of news bulletin/news piece for radio
- Feature writing for radio
- Moderation of a radio talk show
- Conduction of radio interviews
- Script writing for a radio play

Suggested Readings :

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

## 304-Human Rights And Media

### Unit-I

Human Right- concept, meaning and challenges.

Human Rights under UN Charter-Council on Human Rights- international Covenants on Human Rights.

### Unit-II

UDHR 1948- Convention on Civil and Political Rights. 1966- UN Conventions on Economic, Social and Cultural Rights. Environmental Rights. 1966- India and Universal Declaration. Human Rights in Globalized World. Right to adequate Food, Education, Information, Employment Guarantee, Health and Hygienic, domestic Violence and Rights of accused and suspected person.

### Unit-III

International Human and Civil Rights Organizations - Amnesty International

Human Rights Commissions in India - NHRC, SHRC, Human Rights Courts in districts.

Human Rights and Media

Agenda setting- framing of issues- newsworthiness- Human Rights mechanism and the agencies.

Assessment of reports- reporting and writing for Human Rights and courts.

Suggested Readings

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

14

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# EMJ-305: Electronic Media Management

## UNIT-I

Principles of Management practices in media industry- Different types of Media ownership patterns in India, FDI in Electronic Media, Organisational pattern of a 24X7 News Channel, functioning of editorial, HR, advertisement, marketing and distribution departments, inter-relationship and coordination among them.

## UNIT-II

Organizational structure of AIR & Doordarshan, Private FM Radio Channels in India: Organisation, Nature and Management, Video News Agencies of India; Structure and functioning, TV Production Houses - Structure and Functioning. Cross media ownership.

## UNIT-III

Revenue Model of TV : Sponsorship, Advertisements and Rebroadcasting, Audience Rating: BARC, TRP and TAM, RAM, Branding TV; How to Win Audiences and Influence Viewers Introduction to major Indian professional organisations of media; NBA, IBF, BCCCI  
Suggested Readings

1. Electronic Media Management, Revised(Paperback) by Peter Pringle, Michael F Starr
2. Media Management (Print, Electronic and Online), Dr. Vijay Agrawal, Publisher: publication.mcu@gmail.com
3. Distribution Channels: Understanding and Managing Channels to Market Paperback - Import, 3 Jun 2011, Julian Dent
4. Transforming Your Go-to-Market Strategy: The Three Disciplines of Channel Management Hardcover by Kasturi Rangan (Author)
5. The TV Brand Builders : Andy Bryant and Charlie Mawer Kogan Page, London and Delhi
6. TRP TV News aur Bazar- Dr. Mukesh Kumar, Vaani Prakashan
7. Mishra, Anuradha, An Introduction to Media Management, Singhal Law Publisher, Delhi.

# EMJ-306: Communication Research

## UNIT-I

Introduction : The Meaning of Research and the Scientific Method, Characteristics of Research and the Development of Mass Media Research, Classification of Research

The Elements of Research : Concepts, Constructs, Hypotheses/Research Questions and Instrumentation, Variables, Measurement, Scales

## UNIT- II

Major Communication Research Methods : Experimental Research, Survey Research, Content Analysis, Case study, Observational Research, in-depth Interview and Focus Group Discussion

Sampling : Meaning and Types of Sampling Population and Sample, Sample Size and Sampling Error

## UNIT- III

Areas of Mass Communication Research : Print Media Research, Electronic Media Research, Public Relations Research, Advertising Research, Media Effects Research

The Research Procedure : The Research Proposal and Report writing

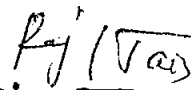
### Books Recommended:

1. Ahuja Ram (2001) Research Methods. Jaipur: Rawat Publications
2. Allen Mike (2008) Quantitative Research in Communication. USA: Sage Publications.
3. Berger, A.(2010,2nd edition) Media and Communication Research Methods An Introduction to Qualitative and Quantitative Approaches. USA: Sage Publications.

15

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4. Frey et al. (2000) Investigating Communication: An Introduction to Research Methods. USA: Allyn and Bacon.
5. Hansen A. et al. (2004) Mass Communication Research Methods. London: Macmillan Press.
6. Hocking John et al. (2003) **Communication Research**. USA: Allyn and Bacon.
7. Leslie L.Z. (2010) Communication Research Methods in Postmodern Culture. USA: Allyn and Bacon.
8. Lindlof Thomas R. (2010, 3rd edition) Qualitative Communication Research. USA: Sage Publications.
9. Merrigan, G., & Huston, C. L. (2008, 2nd edition, Paperback) Communication Research Methods. Oxford University Press.
10. Reinard John C. (2007) **Introduction to Communication Research** (Paperback). New Delhi: McGraw-hill.
11. Stewart Thomas (2002) **Principles of Research in Communication**. USA: Allyn and Bacon.
12. Treadwell Donald (2010) **Introducing Communication Research**. USA: Sage Publications.
13. Weaver and Wilhoit (2003) **Mass Communication Research and Theory**. USA: Allyn and Bacon.
14. Wimmer, R.D. and Joseph R. Dominick (2006) **Mass Media Research: Processes, Approaches and Applications**. India Edition: Cengage Learning.
15. भानावत, डॉ. संजीव (संपादक), संचार शोध प्रविधियाँ, राजस्थान हिन्दी ग्रन्थ अकादमी, जयपुर, 2009
16. आहुजा, राम, सामाजिक सर्वेक्षण एवं अनुसंधान, रावत प्रकाशन, जयपुर
17. दयाल, डॉ. मनोज, मीडिया शोध, हरियाणा साहित्य अकादमी, पंचकूला

  
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# Semester-IV

## EMJ-401: New Media

### Unit-I

Introduction to New Media; Development of New Media, New Media Technology, Communication Technology (C.T.)-Concept and Scope, Telephone, electronic, digital exchange, C-Dot-Pagers, cellular, telephone, Internet LAN, , WAN, E-Mail. Web, Media Globalization and Web Journalism, Features of Online Journalism, Use of Internet and the World Wide Web as tools of Journalism, Cyber Crime and ITAA 2008.

### Unit-II

Writing News Stories, Features and Articles with Visual and Graphics on the Web, Blogging: Concept, development and basic features, Writing for Blogs, Role of blogging in Alternative Journalism, Online Versions (E- Papers, Magazine, Radio/FM and Television channels)

### Unit-III

Social messaging and journalism: Twitter phenomenon, Ethical issues: Importance of comments and controversies of anonymous comments, Experiments in Citizen Journalism in India.

#### Suggested Readings:

1. Hand Book of New Media by Lievrouw and Livingston, Sage (Student Edition)
2. Stephen McDowell & Kartik Pashupati (nd) 'India's Internet policies: ownership, control, and purposes'; Unpublished Paper.
3. The Revenge of Low Tech: autolabs, telecentros and tactical media in Sao Paulo by Richard Rosas, from Crisis Media Sarai Reader 04
4. Kahn, R and D Kellner, "New Media and Internet Activism: From The Battle of Seattle to Blogging' New Media & Society, Vol. 6, No. 1, 87-95 (2004)
5. Feenberg A. and M. Bakardjieva, (2004). "Virtual community: No killer implication" New Media and Society Vol 6(1): 37-43.

## EM-402: Cinema Studies

### Unit-I

Conceptual Framework : History, Pioneers, Art or Commerce

Evolution of Cinema : Technological, Social and Economic

Introduction to major Film Genres: Debates on Cinema : Realism, Auteur, Ideological

### Unit-II

Silent Era of Indian Cinema - Major Features and Personalities

The 'Talkies' - Advent of Sound in Indian Films

Studio System- its Collapse and Evolution of Independent Film Making

Popular Cinema, New Wave and 'Middle' Cinema, Short Films, Crowd Funding

### Unit-III

Film Appreciation and Criticism. Writing Film Reviews ; Censorship and Film bodies. Recent Trends, Diaspora Films, Multiplex Cinema

#### Suggested Readings :

1. Kumar, Keval J., Mass Communication in India. Jaico, Mumbai.
2. Kazmi, Nikhat, The Dream Merchants of Bollywood. UBS Publishers, New Delhi.
3. Rangoonwala, Firoz., A Pictorial History of Indian Cinema. Hymlyn, London.
4. Bose, Mihir, Bollywood: A History, Roli Books Pvt. Ltd., New Delhi.
5. Garga, B.D., So Many Cinemas - The Motion Picture in India, Varaity Book Depot, New Delhi.
6. शर्मा, डॉ. वी.एन., सवाक भारतीय हिन्दी फिल्मसः उद्भव विकास, राज पब्लिशिंग हाउस, दिल्ली।
7. माथुर, श्याम, सिने पत्रकारिता, राजस्थान हिंदी ग्रन्थ अकादमी, जयपुर, 2009
8. माथुर, श्याम, सिनेमा का सफर, राजस्थान हिंदी ग्रन्थ अकादमी, जयपुर, 2013

17  
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Signature for MA (EMJ), 2018-20

## EMJ-403: Dissertation/Documentary

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

OR

Students can opt to create Audio-visual Documentaries/Presentations on topical themes either individually or in groups of not more than 3 students per group.

## EMJ-404: Advertising And Marketing Communication

### UNIT A

Definition of marketing, Importance of marketing, Marketing Mix - Product (Types, Levels and PLC), Price, Physical Distribution and Promotion, Integrated Marketing Communication. Marketing of Services, Social Marketing.

### UNIT B

Evolution of advertising, concept, classification, advertising in the era of globalisation, Socio-economic impact of advertising ethics of advertising (ASCI, AAAI code of conduct), surrogate advertising.

### UNIT C

DAVP, Advertising Agency: structure and functions, client agency relationship, media planning, evaluation of advertising (pre-tests and post-tests) USP, creative process, creative thinking, creative brief, advertising copy writing for various mass media, advertising campaign planning

### Suggested Readings :

1. Sengupta, Subroto, Brand Positioning. Tata McGraw-Hill Publishing Co., New Delhi.
2. Rege, G.M., Advertising Art and Ideas. Kareer Institute, Bombay.
3. Caples, John., Tested Advertising Methods. Harper & Bros, New York.
4. Oglivy, David, The Unpublished David Oglivy. Sidgwick & Johnson, London.
5. Harrison, Tony (Ed.), A Handbook of Advertising Techniques. Kogan Page, London.
6. Shrivastava, KM, Social Media in Business and Governance, Sterling Publishers, New Delhi,
7. Prasad, Kiran, New Media and Pathways to Social Change, BR Publishers Corporation, Delhi
8. यादव, नरेन्द्र सिंह, विज्ञापन तकनीक एवं सिद्धान्त, राजस्थान हिन्दी ग्रन्थ अकादमी, जयपुर।
9. भानावत, डॉ. संजीव (संपादक), जनसम्पर्क एवं विज्ञापन, राजस्थान हिन्दी ग्रन्थ अकादमी, जयपुर, 2010

## EMJ-405: Public Relations And Corporate Communication

### UNIT A

Public Relations and Corporate Communication- concept and scope, publicity, propaganda, advertising, and sales promotion, PR and public affairs Public Relations: Definition, objectives; brief history of public relations in India. Structure of PR and Corporate communication in State, Public and Private Sectors

### UNIT B

Tools and techniques of PR and Corporate communication- corporate identity and reputation, media planning and selection for PR and corporate communication, Publics in corporate communication and PR, financial publics, opinion makers, lobbying, PR process (Race Approach), Qualities of PR personnel.

### UNIT C

Crisis management- PR & corporate communication in damage control, third sector initiative Opportunities, challenges and issues for PR and corporate communication in the media environment. Ethical issues of Public Relations and Corporate Communication -standards and Code of Ethics, professional organizations and councils

### Suggested Readings :

1. Cutlip, Scott M. and Allen H. Center, Effective Public Relations. Prentice-Hall, New Jersey.

18

Syllabus for 2019-20  
Dy. Registrar (Acad)  
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2. Sahai, Baldeo, Public Relations. Standing Conference of Public Enterprises, New Delhi.
3. Broom, Glen and David Dozier, Using Research in Public Relations. Prentice-Hall, New Jersey.
4. Oxley, Harold, The Principles of Public Relations. Kogan Page, London
5. Basu, Arul, Public Relations: Problems and Prospects. Space Age Publications, New Delhi.
6. Kaul, J.M, Public Relations in India. Naya Prakash, Calcutta.
7. Mehta D.S., Handbook of Public Relations, Allied Publishers, New Delhi.
8. Sengupta, Sailesh, Managment of Public Relations & Communication, Vikas Publishing House, Delhi.
9. Black, Sam, Practical Public Relations, Universal Book Stall, New Delhi.
10. Jethwaney, Jaishri N., Puplic Relations : Concepts, Strategies, Sterling Publishers Pvt. Ltd., New Delhi.
11. Tiwari, Raghunath Prasad, Rajya Sarkar aur Jansampark. Makhanlal Chaturvedi Rashtriya
12. Patrakarita Vishwavidyalaya, Bhopal.
13. त्रिवेदी, सुशील एवं शुक्ला, शशिकान्त, जनसम्पर्क : सिद्धान्त एवं व्यवहार, मध्यप्रदेश हिन्दी ग्रंथ अकादमी, भोपाल।
14. मानावत, डॉ. संजीव (संपादक), जनसम्पर्क एवं विज्ञापन, राजस्थान हिन्दी ग्रन्थ अकादमी, जयपुर, 2010

## EMJ 406-Development Communication

### UNIT I

Concept of Development: Changes in the concept and scope of development, historical overview of development, issues and indicators of development, review of Five Year Plans for development in India.

Approach to development : Basic need, Integrated development, Local organisations, Self development, Participatory development.

Role of Communication in Development.

### UNIT II

Social and Rural Development: Social indicators of development-education, literacy, nutrition and health, population control and family welfare, environment, women empowerment. Coverage of contemporary social issues of importance to society such as gender, race, ethnicity, religion, social class, poverty, development issues and public health, ethical and context specific considerations in reporting such issues.

### UNIT III

Development Communication: Concept and process, Dominant, Dependency and Participatory Models of Communication.

Participatory message making, Decision making and action.

Role of interpersonal channels, traditional media, mass media, new information and communication technology in development, with special reference to India.

### Suggested Readings :

1. White, Shirley A., K. Sadanandan Nair and Joseph Ascroft, Participatory Communication: Working for Change and Development. Sage, New Delhi.
2. Servaes, Jan, Thomas L. Jacobson and Shirley A. White (Eds.), Participatory Communication for Social Change. Sage, New Delhi.
3. Thakur, B.S. and Binod Agrawal (Eds.), Media Utilization for the Development of Women and Children. Concept Publishers, New Delhi.
4. Pokhrapurkar, Raja, Rural Development through Community Television. Concept Publishers, Delhi.
5. Rao, B.S.S., Television for Rural Development. Concept Publishers, New Delhi.
6. Banerjee, Sumanta, Family Planning Communication-A Critique of Indian Programme. Radiant Publications, New Delhi.
7. Dhama, O.P. and O.P. Bhatnagar, Education and Communication for Development. Oxford and IBH Publishing Houses, New Delhi.
8. Narula, Uma, Development Communication-Theory and Practice, Har. Anand Publication, New Delhi.
9. Dua, M.R. and Gupta, V.S., Media and Development, Har. Anand Publication, New Delhi.
10. Murthy, DVR, Development Communication, Kanishka Publishers & Distributors, Delhi, 2013
11. उपाध्याय, अनिल कुमार, पत्रकारिता एवं विकास संचार, विजय प्रकाशन मंदिर, वाराणसी।
12. मानावत, डॉ. संजीव (संपादक), विकास एवं विज्ञान संचार, राजस्थान हिन्दी ग्रन्थ अकादमी, जयपुर, 2010

XXXXX

19  
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University of Rajasthan, Jaipur

M.A.

(Journalism and Mass Communication)

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## M.A. (JOURNALISM AND MASS COMMUNICATION) Syllabus Semester Scheme

Subject Code : JMC

Course Category

CCC : Compulsory Core Course

Dis. : Dissertation

PRJ : Project Work

Contact Hours Per Week

L : Lecture...../ T : Tutorial...../P : Practicals

### Scheme of Examination

1. Each theory paper EoSE shall carry 100 marks. The EoSE will be of 3 hour duration. Part 'A' of the theory paper shall contain 10 Short Answer Questions of 20 marks, based on knowledge, understanding and applications of the topics/texts covered in the syllabus. Each question will carry two marks for correct answer.
2. Part 'B' of paper will consist of four questions (with internal choice) of 20 marks each.
3. In the case of JMC 402 : Project Work, Every student will be assigned the Project during the Fourth Semester. The student will make his/her project on the given subject/theme approved by the Head. The Project Report will be submitted by the students at least four weeks prior to the date of commencement of the End-Term Examination of the fourth Semester. At the time of viva, the students will make a Power Point Presentation of the Final Project.  
Project evaluation and viva will be taken by an external examiner from the approved panel.

### Course Structure :

The details of the courses with code, title and the credits assigned are as given below.

### Eligibility :

Eligibility for admission in M.A. (Journalism and Mass Communication) is first bachelor degree in any discipline from the recognized university with minimum 50%. Reservation of seats/relaxation of marks for different categories will be given as per university rules.

21

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M.A. (Journalism and Mass Communication)

Sr.	Subject Code	Course Title	Course Category	Credit
<b>FIRST SEMESTER</b>				
1	JMC 101	NEWS REPORTING AND WRITING	CC	06
2	JMC 102	FUNDAMENTALS OF EDITING	CC	06
3	JMC 103	WRITING FOR MEDIA	CC	06
4	JMC 104	CONTEMPORARY INDIA	CE	06
5	JMC 105	HISTORY OF JOURNALISM	CE	06
6	JMC 106	THEORIES OF COMMUNICATION	CE	06
<b>SECOND SEMESTER</b>				
1.	JMC 201	GROWTH OF ELECTRONIC MEDIA	CC	
2.	JMC 202	MEDIA LAWS AND ETHICS	CC	06
3.	JMC 203	COMPUTER APPLICATIONS	CC	06
4.	JMC 204	TELEVISION JOURNALISM	CE	06
5.	JMC 205	RADIO JOURNALISM AND PRODUCTION	CE	06
6.	JMC 206	SCIENCE AND ENVIRONMENTAL COMMUNICATION	CE	06
<b>THIRD SEMESTER</b>				
1.	JMC 301	MEDIA MANAGEMENT	CC	06
2.	JMC 302	COMMUNICATION RESEARCH	CC	06
3.	JMC 303	PAGE LAYOUT AND DESIGNING	CC	06
4.	JMC 304	NEW MEDIA TECHNOLOGY	CE	06
5.	JMC 305	DEVELOPMENT COMMUNICATION	CE	06
6.	JMC 306	HUMAN RIGHTS AND MEDIA	CE	06
<b>FOURTH SEMESTER</b>				
1.	JMC 401	PHOTO JOURNALISM	CC	06
2.	JMC 402	PROJECT WORK	CC	06
3.	JMC 403	DISSERTATION OR PRACTICAL WORK	CC	06
4.	JMC 404	ADVERTISING AND MARKETING COMMUNICATION	CE	06
5.	JMC 405	PUBLIC RELATIONS AND CORPORATE COMMUNICATION	CE	06
6.	JMC 406	STATISTICAL METHODS IN COMMUNICATION RESEARCH	CCE	06

22

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syllabus for MA(JMC) 2018-20

## JMC 101: NEWS REPORTING AND WRITING

## UNIT-I

Definitions of News, news values, sources of news, news gathering; categories of reporters, special correspondent the reporter and his beat, reporter's qualities and responsibilities. Reporting for a news agency and reporting for a daily newspaper;

Essentials of news writing, news story structure, the inverted pyramid; importance and various kinds of leads.

## UNIT-II

Niche Reporting-Agriculture, Business, Crime, Lifestyle, Celebrity, Defence, Peace and Conflict, Capital Markets, Environment, Education, Science and Technology, Court, Legislature. Sports, Health and Nutrition, Conventions & Seminars; Political Events, Elections, Writing Obituaries.

## UNIT-III

News Portals, Blogs. Definition and characteristics of Online Media- New media-as a tool for social change, interactivity and new media. Internet and impact on mass media, web newspapers, radio, and television

**Books Recommended :**

1. Kamath, M.V., Professional Journalism. Vikas Publishing House, New Delhi.
2. MacDougall, Curtis D., Interpretative Reporting, Macmillan, New York.
3. A Manual for News Agency Reporters, Indian Institute of Mass Communication, New Delhi.
4. Aggawal, Veerbala, Gupta, V.S., Handbook of Journalism and Mass Communication, Concept Publishing Co., New Delhi.
5. Murthy, R.K., Freelancing. Alexander, Louis., Beyond the Facts: A Guide to the Art of Feature Writing. Gulf Publishing Co., Texas.
6. Metzler, Ken., Creative Interviewing. Prentice Hall, New Jersey.
7. Ray, Tapas, Online Journalism : A Basic Text, Cambridge University Press India Pvt Ltd.
8. Joshi, Prof V K, Online Journalism, Enkay Publishing House
9. Chauhan Swati, Pant N.C ; Handbook Of Online Journalism, Kanishka Publishers Distributors
10. Rao N. & Meena Raghvendra, Feature Writing, PHI Learning Private Limited, New Delhi, 2012
11. Shrivastava K.M., Social Media in Business and Governance, Sterling Publishers. New Delhi
12. Ward, Mike, Journalism Online, Focal Press, Oxford
13. भानावत, डॉ. संजीव (संपादक), समाचार एवं फीचर लेखन, राज. हिन्दी ग्रन्थ अकादमी, जयपुर,
14. माथुर, श्याम, वेब पत्रकारिता, राजस्थान हिंदी ग्रन्थ अकादमी, जयपुर, 2010
15. राजेन्द्र, संवाद और संवाददाता ,हरियाणा हिन्दी ग्रन्थ अकादमी, चण्डीगढ़।
16. त्रिखा, डॉ. नन्द किशोर समाचार संकलन और लेखन, उत्तरप्रदेश हिन्दी संस्थान लखनऊ ।
17. अग्रवाल, डॉ. रमेश, समाचार परीक्षण, राजस्थान हिन्दी ग्रंथ अकादमी, जयपुर।
18. चतुर्वेदी, प्रेमनाथ, फीचर लेखन, प्रकाशन विभाग, दिल्ली।
19. सुमन, हंसराज एवं विक्रम एस, वेब पत्रकारिता, नटराज प्रकाशन, दिल्ली।

UNIT-I

Organization, structure and operation of the newsroom of a daily newspaper and news agency, Need for editing, tools of online editing, qualities and responsibilities of sub-editor, chief sub-editor, news editor and editor.

UNIT-II

Heading, various types and art of writing, Caption writing.

Photo journalism, Pictures: selection and editing, writing captions.

UNIT-III

Concept of reader's editor and Ombudsmen.

Editorial page and opinion writing.

**Books Recommended :**

1. George, T.J.S. Editing, A Handbook for Journalists. IIMC, New Delhi
2. Hides, Michael, The Sub-editor's Companion. Press Institute of India, New Delhi
3. Evans, Harold., Editing and Design (5 Volumes). William Heinemann, London.
4. The Active Newsroom (IPI Manual). International Press Institute. Zurich
5. Moen, Daryl R., Newspaper Layout and Design. Iowa State University Press, Ames, Iowa.
6. Gibson, Martin L., Editing in the Electronic Era. Prentice-Hall of India Pvt. Ltd., New Delhi.
7. Sutton, Albert A., Design and Make-up of the Newspaper. Prentice-Hall Inc., New York.
8. Maghdam, Dineh., Computers in Newspaper Publishing. Marcel-Dekker Inc., New York
9. Collin, D.H., Dictionary of Printing & Publishing. Peter Collin Publishing Ltd., Middlesex.
10. Worlock, Peter., The Desk Top Publishing Book. Heinemann, London.
11. Shrivastava, K.M., News Reporting & Editing, Sterling Publishers Pvt. Ltd., New Delhi.
12. Parthasarathy, Rangaswami, Basic Journalism, MacMillan India Ltd., New Delhi.
13. Krishnamoorti, R., Copy Preparation & Proof-reading. Northern Book Centre, New Delhi.
14. मानावत, डॉ. संजीव (संपादक), सम्पादन एवं मुद्रण तकनीक, राजस्थान हिन्दी ग्रंथ अकादमी, जयपुर
15. लिडबर्गे, मुद्रण सामग्री प्रौद्योगिकी, मध्यप्रदेश हिन्दी ग्रन्थ अकादमी, भोपाल ।
16. नारायणन, के.पी. सम्पादन कला, मध्यप्रदेश हिन्दी ग्रन्थ अकादमी, भोपाल ।
17. शर्मा, देवदत्त, शर्मा, विनोद कुमार, मुद्रण एवं सज्जा, राजस्थान हिन्दी ग्रंथ अकादमी, जयपुर ।
18. ओझा, प्रफुल्लचन्द्र, मुद्रण परिचय, बिहार हिन्दी ग्रन्थ अकादमी, पटना ।
19. यादव, नरेन्द्र सिंह, फोटोग्राफी तकनीक एवं प्रयोग, राजस्थान हिन्दी ग्रन्थ अकादमी, जयपुर ।
20. कोठारी, गुलाब, फोटो पत्रकारिता, पंचशील प्रकाशन, जयपुर ।



## JMC 103: WRITING FOR MEDIA

### UNIT-I

Principles and methods of effective writing for mass media. , Difference between writing for different medium – TV, Radio, Newspaper, Magazines & Web.

### UNIT-II

Writing features- Meaning and concept of features. ; Types of features, ingredients of feature writing

### UNIT-III

Writing for Various Target Audiences. ; Different types of writings : Travelogues, biography, Memoirs, film review, Documentary script writing

#### Books Recommended :

1. Ganesh, T.K., Essentials of Mass Media Writing, Authorspress, Delhi
2. Gupta, Om, Basic Aspects of Media Writing, Kanishka Publishers, Distributors, New Delhi
3. Ramán, Usha, Writing for the Media, Oxford University Press, New Del
4. रैणा, गौरीशंकर, संचार माध्यम लेखन, वाणी प्रकाशन, नयी दिल्ली
5. शर्मा, मीना, हिन्दी भाषा, मीडिया और सर्जनात्मक लेखन, तरुण प्रकाशन, गाजियाबाद
6. प्रभाकर, डॉ. मनोहर, पत्रकारी लेखन के आधार, पंचशील प्रकाशन, जयपुर
7. बाला, सुस्मिता, जन माध्यमों की लेखन विधाएं, कनिष्क पब्लिशर्स, डिस्ट्रीब्यूटर्स, नई दिल्ली
8. त्रिपाठी, डॉ. रमेश चन्द्र और अग्रवाल, डॉ. पवन, मीडिया लेखन, भारत प्रकाशन, लखनऊ

## JMC 104: CONTEMPORARY INDIA

### UNIT-I

Mass Media and Democracy, Salient features of the Indian Constitution: fundamental rights and duties, directive principles of state policy, Parliament and State Legislative Assembly & Council.

### UNIT-II

Electoral System and Reforms Strengthening of democracy, National integration. Centre-State Relations. Panchayati Raj, Lokpal.

### UNIT-III

India's foreign policy, Economic Development: Growth, GNP, removal of poverty and disparity in distribution of income; plan making, formulation & evaluation. Present State of agriculture and industry.

#### Books Recommended:

1. India Year Book. Publications Division, New Delhi.
2. Kagzi, M.C.J. The Constitution of India, Metropolitan Book Company, Delhi.
3. Basu, DD, Introduction to the Constitution of India, LexisNexis, Gurgaon, Haryana
4. Datt and Sundaram, Indian Economy, S. Chand, New Delhi
5. प्रभाकर, डॉ. मनोहर, मानावत, डॉ. संजीव (संपादक), समकालीन भारत, राजस्थान हिन्दी ग्रन्थ अकादमी, जयपुर, 2009
6. चन्द्र, विपिन, मुखर्जी, मृदुला और मुखर्जी आदित्य, आजादी के बाद का भारत, दिल्ली विवि,
7. गुहा, रामचन्द्र, भारत गांधी के बाद, पेंड्रिन बुक्स
8. कश्यप, सुभाष, भारतीय संविधान, एन.सी.ई.आर.टी., नई दिल्ली

## JMC 105: HISTORY OF JOURNALISM

### UNIT-I

Concept of Journalism-nature, scope, function and types (such as advocacy, campaign, investigative, immersive and citizen journalism). Important media committees.

### UNIT-II

Origin and development of the press and news agencies in India. The press and freedom movement, Press : problems and prospects. New trends in journalism after independence. Rise and growth of journalism in Rajasthan.

### UNIT-III

Traditional Media: Folk Dances, Folk Theatre, Folk Music, Puppetry. Ways and means to keep them alive in the face of popularity of the electronic media.

#### Books Recommended :

1. Parmar, Shyam, Traditional Folk Media in India. Geka Books, New Delhi.
2. Natarajan, J., History of Indian Journalism, Publications Division, New Delhi.
3. Parthasarathy, Rangaswami, Journalism in India. Sterling Publishers, New Delhi
4. मिश्र, डॉ. कृष्ण बिहारी, हिन्दी पत्रकारिता लोक भारती प्रकाशन, इलाहाबाद
5. वैदिक, डॉ. वेदप्रताप (संपा.), हिन्दी पत्रकारिता विविध आयाम, हिन्दी बुक सेन्टर, नई दिल्ली।
6. श्रीधर, विजयदत्त, समय भारतीय पत्रकारिता (1780-1900) लामचन्द प्रकाशन, इन्दौर।
7. भानावत, डॉ. संजीव (संपादक), भारत में संचार माध्यम, राजस्थान हिन्दी ग्रन्थ अकादमी, जयपुर
8. भानावत, डॉ. संजीव (संपादक), पत्रकारिता का इतिहास एवं जन संचार माध्यम, युनिवर्सिटी पब्लिकेशन, जयपुर

## JMC 106: THEORIES OF COMMUNICATION

### UNIT-I

Meaning and concept, Functions of mass communication, Mass communication theories (Dependency Theory, Cultivation Theory, Agenda Setting Theory, Use and Gratification Theory, Hypodermic Needle Theory, Limited Effects Theory), Propaganda and Persuasion, Basics of Intercultural communication.

### UNIT-II

Foundations and role of Journalism in society, Journalism and Indian Democracy (Concept of fourth estate), Development communication, Role of mass media in opinion making, Effects of mass media.

### UNIT-III

Media theories : Authoritarian Theory, Libertarian Theory, Social Responsibility Theory, Democratic Participant Media Theory, Interactive Theory (One step flow, two step flow, multi-step flow)

#### Books Recommended :

1. Kumar, Keval J, Mass Communication in India, Jaico Publishing House, Delhi
2. Narula, Uma, Dynamics of Mass Communication: Theory and Practice, Atlantic Publishers, Delhi
3. Ma Quail, Denis., Mass Communication Theory: An Introduction. Sage, London.
4. DeFleur, M.L. and S. Ball-Rokeach, Theories of Communication. Longman, New York.
5. भानावत, डॉ. संजीव, पत्रकारिता का इतिहास एवं जनसंचार माध्यम, युनिवर्सिटी प्रेस, जयपुर
6. सिंह, डॉ. श्रीकान्त, संप्रेषण : प्रतिरूप एवं सिद्धान्त, भारती पब्लिशर्स एण्ड डिस्ट्रीब्यूटर्स, फैजाबाद।
7. सिंह, ओमप्रकाश, संचार के मूलसिद्धान्त, क्लासिकल पब्लिशिंग कम्पनी, नई दिल्ली।
8. हिंगड, आशा, जैन, मधु, पारीक सुशीला, संचार के सिद्धान्त, राजस्थान हिन्दी ग्रन्थ अकादमी, जयपुर

26

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University of Rajasthan  
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## JMC 201 - GROWTH OF ELECTRONIC MEDIA

## UNIT-I

A historical perspective of Radio in India. FM and community Radio-state and private initiatives. Public Service broadcasting & Commercial Broadcasting.

## UNIT-II

A historical perspective of television in India. An appraisal of Cable & DTH network and major News Channels in India.

## UNIT-III

Advent and development of Hindi cinema - Indian cinema after Independence;  
Documentaries, Issues and problems of Indian cinema. History of Internet.

**Books Recommended :**

1. Kumar, Keval J., *Mass Communication in India*. Jaico, Mumbai.
2. Kazmi, Nikhat, *The Dream Merchants of Bollywood*. UBS Publishers, New Delhi.
3. Reuben, Bunny, *Follywood Flashback*. Indus: An imprint of Harper Collins Publishers India Pvt. Ltd., Delhi.
4. Rangoonwala, Firoz., *A Pictorial History of Indian Cinema*. Hymlyn, London.
5. Ramchandran, T.M. (Ed.), *70 Years of Indian Cinema (1913-1983)*, Cinema India-International, Bombay.
6. Gokulsing, K. Moti and Dissanayake, Wimal, *Indian Popular Cinema (A Narrative of Cultural Change)*, Orient Longman Limited, New Delhi.
7. Chabria, Suresh (Ed.), *Light of Asia (Indian Silent Cinema-1912-1934)*, Wiley Eastern Ltd., Delhi.
8. Valicha, Dr. Kishore, *The Moving Image-A Study of Indian Cinema*, Orient Longman Ltd., Bombay.
9. Bose, Mihir, *Bollywood: A History*, Roli Books Pvt. Ltd., New Delhi.
10. Anantharaman, Ganesh, *Bollywood Melodies : A History of the Hindi Film Song*, Penguin Books India, New Delhi.
11. Garga, B.D., *So Many Cinemas - The Motion Picture in India*, Varaity Book Depot, New Delhi.
12. Murti, DVR, *Gandhi and Journalism*, Kanishka Publishers & Distributors, Delhi, 2013
13. शर्मा, डॉ. वी.एन., *सवाक भारतीय हिन्दी फिल्मसः उद्भव विकास, राज पब्लिशिंग हाउस, दिल्ली।*
14. मधुकर, लेले, *भारत में जनसंचार और प्रसारण मीडिया, राधाकृष्ण प्रकाशन, नई दिल्ली, 2011*
15. भानावत, डॉ. संजीव (संपादक), *इलेक्ट्रॉनिक मीडिया, राजस्थान हिन्दी ग्रन्थ अकादमी, जयपुर, 2009*
16. माथुर, श्याम, *सिने पत्रकारिता, राजस्थान हिन्दी ग्रन्थ अकादमी, जयपुर, 2009*
17. माथुर, श्याम, *सिनेमा का सफर, राजस्थान हिन्दी ग्रन्थ अकादमी, जयपुर, 2013*

UNIT I

History of press laws in India. Freedom of speech and expression and their limits; Parliamentary privileges, Contempt of court, Law of defamation. Relevant provisions of Indian Panel Code with reference of sedition, crime against women and children; laws dealing with obscenity; Official Secrets Act, 1923. Right to Information Act. Press and Registration of Books Act, 1867. Press Commissions

UNIT II

Working Journalists and Other Newspaper Employees (Conditions of Service & Miscellaneous Provisions) Act, 1955.

Copyright Act. Press Council Act. Indecent Representation of Women Act. Cable Television Act, Information Technology Act, Drugs and Magic Remedies Act.

UNIT III

Ethical problems including privacy, right to reply, communal writing and sensational and yellow journalism; Press Council of India and its broad guidelines for the press and other professional organizations, Guidelines for broadcast Media.

Accountability and independence of media.

**Books Recommended :**

1. Reports of the First Press Commission (1954) and the Second Press Commission (1982).
2. Basu, Durga Das, The Law of the Press in India. Prentice-Hall of India, New Delhi.
3. Kagzi, M.C.J., The Constitution of India. Metropolitan Book Co., Delhi.
4. Sorabji, Soli J., Law of Press Censorship in India. F.L.M. Tripathi Pvt. Ltd., Bombay.
5. Radhakrishnamurti, Baddepudi., Indian Press Laws. Indian Law House, Guntur.
6. Report of the Second Press Commission (1982), Govt. of India, Publications Division.
7. Noorani, A.G. (Ed.), Freedom of the Press in India. Nachiketa Publications Ltd., Bombay.
8. Rayudu, C.S. & Rao Dr.Nageswar S.B., Mass Media Laws and Regulations, Himalaya Publishing House, Delhi.
9. Venkateswaran, K.S., Mass Media Laws and Regulations in India, Asian Mass Communication, Singapore.
10. Grover, A.N., Press and the Law, Vikas Publishing House Pvt. Ltd, New Delhi.
11. Nordenstreng, Kaarle and Hifti Topuz . Journalist: Status, Rights and
12. Responsibilities. International Organization of Journalists, Prague.
13. Kataria, Dr.S.K.Right to Information, National Publishing House, New Delhi
14. Meelamalar M., Media Law and Ethics, PHI Learning Private Limited, New Delhi, 2010
15. Johal, Prof. Navjit Singh, Media Ethics : Issues and Concerns, Publication Bureau, Punjabi University Patiala, 2012.
16. Shrivastava K.M., Media Ethics: Veda to Gandhi and Beyond, Publication Division, New Delhi.
17. Shrivastava K.M., The Right to Information A Global Perspective, Lancer Publishers & Distributors, New Delhi.
18. Kataria, Dr. Surendra, Right to Information : Lessons and Implications, National Publishing House, New Delhi.
19. पाण्डेय अरुण,हमारा लोकतंत्र और जानने का अधिकार वाणी प्रकाशन ,नई दिल्ली।
20. त्रिखा, डॉ.नन्द किशोर,प्रेस विधि ,विश्वविद्यालय प्रकाशन,वाराणसी।
21. सहाय, नन्दिनी, व राजगढ़िया, विष्णु, सूचना का अधिकार, मिक्की, नई दिल्ली।
22. ओझा, अरुण कुमार व मंगलानी डॉ.रूपा, सूचना का अधिकार: सिद्धान्त और व्यवहार .सेन्टर फॉर गुड गवर्नेंस,राजस्थान राज्य लोक प्रशासन संस्थान,जयपुर
23. भानावत, डॉ. संजीव, माथुर क्षिप्रा (संपादक), समाचार पत्र व्यवसाय एवं प्रेस कानून, राजस्थान हिन्दी ग्रन्थ अकादमी, जयपुर, 2009
24. शर्मा मदन, रेडियो नाटक, राजस्थान हिन्दी ग्रन्थ अकादमी, जयपुर, 2012

## UNIT-I

Definition, Generation and basic Components of Computer; Input/output devices, Memory and other peripherals; Introduction to Operating Systems; Functions and features of Operating System (Accessories, Control Panel, Desktop, Windows Explorer).

## UNIT - II

Introduction to MS Office Suit Introduction to Word Processing; MS Word documents Tools and Menus; Document editing and formatting, Mail Merge and other tools

## UNIT - III

Introduction to MS Excel Interface, Tools and Menus ; Creating Spreadsheet, Use of functions, Charts and Graphs; Introduction to MS Power Point-Interface, Tools and Menus  
Creating slides, inserting multimedia objects, Transition and Custom Animation, Delivering Presentations

### Reference Books:

1. The Handbook of Journalism Studies by Karin Wahl-Jorgensen, Thomas Hanitzsch
2. Computer application for journalism by Rajiv Saxena

# JMC 204 - TELEVISION JOURNALISM

## UNIT I

General principles of writing for TV, Visual language and grammar, writing and editing news, basics of news anchoring. TV report, interview, discussions and documentaries, Reality Shows, Customised Programmes and Infotainment Programmes.

## UNIT II

Using the TV Camera : camera parts, shots and angles for news coverage; Organisation and Working of TV Newsroom- Input, Output, Assignment Desks; Functionaries and their roles - reporters, copy editors, input editors, output editors, news producers, cameramen, video editors, Compilation of a news bulletin headlines, stories, run downs, teasers : The LIVE Report- Phonos, Stand Ups, OBs, Walkabouts

## UNIT III

Television Production- techniques, formats, camera lighting, video recording, audio-mixing ; Post production editing, special effects, studio lighting, sound effects, editing for television: linear and non linear editing. Use of TV for education and development, Socio Cultural implications and impact of satellite channels, audience research and feedback, TRP.

### Books Recommended :

1. Singh, Chandrakant P., Before the Headlines : A Hand Book of Television Journalism, MacMillian India Ltd., Delhi.
2. Shrivastava, K.M., Radio and TV Journalism, Sterling Publishers Pvt. Ltd., New Delhi.
3. Saxena, Gopal, Television in India, Vikas Publishing House, New Delhi.
4. Acharya, R.N., Television in India, Manas Publication, Delhi.
5. Shrivastava K.M., Broadcast Journalism in the 21st Century, Sterling Publishers, New Delhi
6. मानावत, डॉ. संजीव (संपादक), इलेक्ट्रॉनिक मीडिया, राजस्थान हिन्दी ग्रन्थ अकादमी, जयपुर, 2009
7. अस्गर, बजाहत एवं प्रभात रंजन, टेलीविजन लेखन, राधाकृष्ण प्रकाशन, दिल्ली
8. अमर, डॉ. अमरनाथ, टेलीविजन-साहित्य और सामाजिक चेतना, आलेख प्रकाशन दिल्ली
9. नन्दा, डॉ. वार्तिका, टेलीविजन एण्ड क्राइम रिपोर्टिंग, राजकमल प्रकाशन, दिल्ली
10. मिश्र, डॉ. स्मिता, इलेक्ट्रॉनिक मीडिया के बदलते आयाम, भारत पुस्तक मंदिर, दिल्ली 2010
11. जोशी, मनोहर श्याम, पटकथा लेखन एक परिचय, राजकमल प्रकाशन, नई दिल्ली 2000
12. पच्चौरी, सुधीश, टेलीविजन समीक्षा सिद्धान्त और व्यवहार, नई दिल्ली, 2006
13. तिवारी, विनोद, टेलीविजन पटकथा लेखन, परिदृश्य प्रकाशन, मुंबई, 2002

UNIT-I

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

UNIT-II

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

UNIT-III

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

Suggested Readings:

1. Radio Jockeying and News Anchoring, Aruna Zachariah, Kanishka Publishers
2. Radio and TV Journalism, Jan R Jonge and PP Singh
3. History of Broadcasting in India, Kaushalendra Saran Singh, Kanishka Publishers
4. Broadcast Journalism, CS Shrivastava, RK Parekh, Crescent Publishing Corporation
5. अरोड़ा, हरीश, इलेक्ट्रॉनिक मीडिया लेखन
6. सक्सेना आलोक आकाशवाणी की आवाज का जादूगर उद्घोषक, कनिष्का पब्लिशर्स
7. विशिष्ट मीनाक्षी, इलेक्ट्रॉनिक युग में पत्रकारिता का बदलता स्वरूप, हिन्दी ग्रंथ अकादमी
8. पाण्डे अनुपम एवं गोविन्द प्रसाद, मीडिया लेखन और सम्पादन, डिस्कवरी पब्लिशिंग हाउस
9. गंगाधर, मधुकर, रेडियो लेखन, बिहार, हिन्दी ग्रंथ अकादमी, पटना।
10. विश्वकर्मा, रामबिहारी, आकाशवाणी, प्रकाशन विभाग, दिल्ली।
11. चतुर्वेदी, राधानाथ, प्रसारण के लिए समाचार लेखन,
12. संजुल, मुरली मनोहर, प्रसारण की विविध विधाएं, साहित्य संगम, इलाहाबाद।
13. भानावत, डॉ. संजीव (संपादक), इलेक्ट्रॉनिक मीडिया, राजस्थान हिन्दी ग्रन्थ अकादमी, जयपुर, 2009
14. श्रीमाली, डॉ. इन्द्रप्रकाश, सामुदायिक रेडियो, राजस्थान हिन्दी ग्रंथ अकादमी, जयपुर, 2013
15. राजस्थानी, इकराम, संचालन कैसे करें, साहित्यागार, जयपुर

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UNIT I

Public Understanding of Science (PUS), how to promote the PUS, Scientific literacy, Scientific Culture, Scientific thinking and attitude, Globalization and changing attitudes towards Science, Role of Science and Technology in the modern society.

UNIT II

Classification and brief description of different genres of scientific writings, popular science fiction and science journalism, relationship between science and the public, Popularizing Science and Technology: Methods and Problems. Promoting scientific outlook and using science and technology for social change.

UNIT III

Writing science news stories, important media for communicating science, writing and producing science based programs on radio television and internet, writing features on science, Training for science and technology communicators, communicating science to rural audiences.

**Books Recommended:**

1. Vilanilam, J.V., Science Communication and Development through Media, Sage Publication, Delhi.
2. पटैरिया, डॉ. मनोज कुमार, हिन्दी विज्ञान पत्रकारिता, तक्षशिला प्रकाशन, नई दिल्ली।
3. पटैरिया, डॉ. मनोज कुमार, विज्ञान संचार, तक्षशिला प्रकाशन, नई दिल्ली।
4. मानावत, डॉ. संजीव (संपादक), विकास एवं विज्ञान संचार, राजस्थान हिन्दी ग्रन्थ अकादमी, जयपुर,
5. पटैरिया डॉ. मनोज, मानावत डॉ. संजीव (संपादक), वैज्ञानिक दृष्टिकोण और संचार माध्यम, जन संचार केन्द्र, राजस्थान विश्वविद्यालय, जयपुर एवं राष्ट्रीय विज्ञान एवं प्रौद्योगिकी संचार परिषद्, विज्ञान एवं प्रौद्योगिकी विभाग, नई दिल्ली, 2006

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## JMC 301 MEDIA MANAGEMENT

## UNIT I

Principles of Management practices in media industry- Different types of newspaper ownership patterns in India, FDL Organisational pattern of a daily newspaper and magazine, functioning of editorial, business and printing departments, inter-relationship and coordination among them.

## UNIT II

Organizational structure of AIR & Doordarshan and private TV & Radio Channels in India News Agencies of India- Structure and function, Cross media ownership.

## UNIT III

Newspaper economics, circulation and advertising as sources of revenue.

Newspaper as an industry and as a public forum.

Problems of small newspapers.

Measures for the press to cope with the challenges from electronic media and internet.

Introduction to major Indian professional organisations of media : INS, ABC, Editor's Guild of India, AINPEC, IFWJ, NUJ.

Advertorial and Impact features

*Books Recommended :*

1. Report of the Enquiry Committee on Small Newspaper (1965).
2. Kothari, Gulab, Newspaper Management in India. Intercultural Open University, The Netherlands.
3. Netherlands.
4. Sindhwani, Trilok N., Newspaper Economics and Management. Ankur Publishing House, New Delhi.
5. Mathur, B.S., Principles of Management. National Publishing House, New Delhi.
6. Mishra, Anuradha, An Introduction to Media Management, Singhal Law Publisher, New Delhi.
7. कोठारी, गुलाब, समाचार-पत्र, प्रबंधन, माखनलाल चतुर्वेदी राष्ट्रीय पत्रकारिता विश्वविद्यालय, भोपाल।
8. जैन, सुकुमाल, भारतीय समाचार-पत्रों का संगठन और प्रबंध, मध्यप्रदेश हिन्दी ग्रन्थ अकादमी, भोपाल।
9. पटैरिया, शिवअनुराग, समाचार पत्र प्रबंध, म.प्र. हिन्दी ग्रन्थ अकादमी, भोपाल

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**UNIT- I**

**Introduction :** The Meaning of Research and the Scientific Method, Characteristics of Research and the Development of Mass Media Research, Classification of Research

**The Elements of Research :** Concepts, Constructs, Hypotheses/Research Questions and Instrumentation, Variables, Measurement, Scales

**UNIT- II**

**Major Communication Research Methods :** Experimental Research, Survey Research, Content Analysis, Case study, Observational Research, in-depth Interview and Focus Group Discussion

**Sampling :** Meaning and Types of Sampling Population and Sample, Sample Size and Sampling Error

**UNIT- III**

**Areas of Mass Communication Research :** Print Media Research, Electronic Media Research, Public Relations Research, Advertising Research, Media Effects Research

**The Research Procedure :** The Research Proposal and Report writing

**Books Recommended:**

1. Ahuja Ram (2001) Research Methods. Jaipur: Rawat Publications
2. Allen Mike (2008) Quantitative Research in Communication. USA: Sage Publications.
3. Hocking John et al. (2003) Communication Research. USA: Allyn and Bacon.
4. Leslie L.Z. (2010) Communication Research Methods in Postmodern Culture. USA: Allyn and Bacon.
5. Lindlof Thomas R. (2010, 3rd edition) Qualitative Communication Research. USA: Sage Publications.
6. Stewart Thomas (2002) Principles of Research in Communication. USA: Allyn and Bacon.
7. Treadwell Donald (2010) Introducing Communication Research. USA: Sage Publications.
8. Weaver and Wilhoit (2003) Mass Communication Research and Theory. USA: Allyn and Bacon.
9. भानावत, डॉ. संजीव (संपादक), संचार शोध प्रविधियाँ, राजस्थान हिन्दी ग्रन्थ अकादमी, जयपुर, 2009
10. आहुजा, राम, सामाजिक सर्वेक्षण एवं अनुसंधान, रावत प्रकाशन, जयपुर
11. दयाल, डॉ. मनोज, मीडिया शोध, हरियाणा साहित्य अकादमी, पंचकूला

**JMC 303: PAGELAYOUT AND DESIGNING****UNIT-I**

Prepare your resume using MS Word ; Create good report using picture, chart and graph etc  
Create chart & Graph, Using Title, axis, Value and Label etc. ; Create good presentation using picture, chart and graph etc. ; Introduction to Quark Xpress; Text editing and formatting in Quark Xpress ; Create Page layout in Quark Xpress ; Insert Picture and create links in page

**UNIT - II**

Introduction to InDesign ; Create Box Item in an Article and use of fonts ; Insert Picture box in Text Box

Use of Picture Box insert Picture Box Giving ; Title On and Below Picture Box

**UNIT - III**

Prepare DUMMY of Newspaper and House journal, design brochure and leaflet ; Introduction to Photoshop Interface, Tools & Menus ; Use of Layers in Photoshop document ; Methods and processes of printing

**Books Recommended:**

1. Sarkar N.N. Art and Print Production : Oxford University Press; New Delhi 2008.
2. Richard Schlemmer. Handbook of Advertising Art Production\*, Prentice Hall. New York,
3. Mario Garcia. „Contemporary Newspaper Design“, Prentice Hall. NY. 1980.

4. Edmund Arnold. „Designing the total Newspaper“. Harper Collins, NY.1981.
5. Harold Evans. „Newspaper Design“. Heinemann.London.1976.
6. Moen, D.R; Newspaper Layout and Design; (1984); State University Press
7. Bowles and Borden; Creative Editing; 3rd edition; Wadsworth

## JMC 304: NEW MEDIA TECHNOLOGY

### UNIT - I

Ownership and administration of Internet; ISPs; WAP; types of Internet Connection: Dial-up, ISDN, lease line. ; Multi Media; Meaning, concept, systems, elements and applications. Convergence: Need, nature and future of convergence. ; Introduction to HTTP, HTML,

### UNIT-II

Web page development, inserting, linking, writing, editing, publishing, locating, promoting and maintaining a website. ; Concept of Netizens, online newspapers and magazines, periodicals, blogging, social networking sites, Social Media. ; Major news portals. Data Mining through Web

### UNIT-III

Web Journalism- on line editions of newspapers- management and economics.  
 Role of new media towards society, judiciary, executive and legislature. ; New Media and Democracy. ; Advantages, limitation and risk factors in new media.  
 Debate on Cyber Security related to Economical, Cultural, Social and Political Issues.  
 Evolution, Limitations and possibilities.  
 Citizen Journalism in India.  
 Blogging: Concept, development and basic features  
 Role of blogging in alternative journalism.

#### Suggested Readings

1. Tripathi, Durgesh, Media and Youth, Manak Publication, New Delhi, 2016
2. Khatri, Neeraj Interactive Media and Society (2013), Kalpaz Publication, New Delhi
3. Naya Media Naye Fijhan-Shalini Joshi Shiv Prasad Joshi
4. How to Learn Computer Internet and Web designing

## JMC 305: DEVELOPMENT COMMUNICATION

### UNIT I

Concept of Development: Changes in the concept and scope of development, historical overview of development, issues and indicators of development, review of Five Year Plans for development in India. NITI Ayog.  
 Approach to development : Basic need, Integrated development, Local organisations, Self development, Participatory development  
 Role of Communication in Development

### UNIT II

Social and Rural Development Social indicators of development-education, literacy, nutrition and health, population control and family welfare, environment, women empowerment. Coverage of contemporary social issues of importance to society such as gender, race, ethnicity, religion, social class, poverty, development issues and public health, ethical and context specific considerations in reporting such issues. Globalization, Glocalization and UN Agencies.

### UNIT III

Development Communication: Concept and process, Dominant, Dependency and Participatory

34

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Models of Communication.

Participatory message making, Decision making and action.

Role of interpersonal channels, traditional media, mass media, new information and communication technology in development, with special reference to India.

**Books Recommended:**

1. White, Shirley A., K. Sadanandan Nair and Joseph Ascroft, Participatory Communication: Working for Change and Development. Sage, New Delhi.
2. Servaes, Jan, Thomas L. Jacobson and Shirley A. White (Eds.), Participatory Communication for Social Change. Sage, New Delhi.
3. Schramm, Wilbur, Mass Communication and National Development. UNESCO, Paris.
4. Thakur, B.S. and Binod Agrawal (Eds.), Media Utilization for the Development of Women and Children. Concept Publishers, New Delhi.
5. Rao, B.S.S., Television for Rural Development. Concept Publishers, New Delhi.
6. Mehta, S.R. (Ed.), Communication and Development: Issues and Perspectives. Rawat Publications, Jaipur and New Delhi.
7. Banerjee, Sumanta, Family Planning Communication-A Critique of Indian Programme. Radiant Publications, New Delhi.
8. Gupta, V.S., Communication and Development, Concept Publishing Co. New Delhi.
9. Nerula, Uma, Development Communication-Theory and Practice, Har. Anand Publication, Delhi
10. Dua, M.R. and Gupta, V.S., Media and Development, Har. Anand Publication, New Delhi
11. Kuppaswamy, B. Communication and Social Development in India. Sterling Publishers, Delhi.
12. Murthy, D.V.R., Development Communication, Kanishka Publishers & Distributors, Delhi, 2013
13. The Way Forward, Centre for Mass Communication and UNICEF-Rajasthan (2016)
14. उपाध्याय, अनिल कुमार, जनकरिता एवं विकास संचार, विजय प्रकाशन मंदिर, वाराणसी।
15. भानावत, डॉ. संजीव (संपादक), विकास एवं विज्ञान संचार, राजस्थान हिन्दी ग्रन्थ अकादमी, जयपुर,
16. नन्दा वर्तिका, तिनका तिनका डायरी, तिनका तिनका फाउंडेशन, 2016

## JMC 306: HUMAN RIGHTS AND MEDIA

### UNIT-I

Human Right- concept, meaning and challenges.

Human Rights under UN Charter-Council on Human Rights- International Covenants on Human Rights.

### UNIT-II

UDHR 1948- Convention on Civil and Political Rights. 1966- UN Conventions on Economic, Social and Cultural Rights. Environmental Rights. 1966- India and Universal Declaration.

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

### UNIT-III

International Human and Civil Rights Organizations – Amnesty International

Human Rights Commissions in India – NHRC, SHRC, Human Rights court in districts.

Human Rights and Media

Agenda setting- framing of issues- newsworthiness- Human Rights mechanism and the agencies. Assessment of reports- reporting and writing for Human Rights and courts

### Suggested Readings

1. Gopala Bhargava: Human Rights Concern of the Future; New Delh, Gyan books, 2001.
2. H.O. Aggarwal: International Law & Human rights; Allahabad, Central Law Publications, 2000.
3. NJ Wheeler and Timothy Dunne: Human Rights in Global Politics; London, Oxford University Press, 1999.

35

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Syllabus for JMC 306: HUMAN RIGHTS AND MEDIA

UNIT I

History and development of photography-Camera Types - Box camera, Polaroid cameras, Single lens reflex cameras, Auto SLR cameras, Twin lens reflex cameras & Digital cameras ; Principles of composition, lighting; Photo-equipments: lens types and functions, film-types and functions, Tripod, lens-hood and reflectors. Shots, Focus, Aperture, Shutter speed, depth of field, focal length; White Balance; Exposure techniques; Filters and Exposure meter.

UNIT III

Photo Journalism: Writing Photo Captions, Photo Features and Photo Essay; Qualities essential for photo journalism; Internet Photo Journalism; Characteristics of Photojournalism.

UNIT- III

Techniques of Photojournalism - blur, freeze, panning ; Selective focusing, Frame within frame; Zooming, long Exposure, Panorama; Fill in flash, flash away from camera, Candid Photography, Digital Photography

*Books Recommended :*

1. Carlton, Reuel Golden, *Master of Photography*,
2. Upton, John and Stone, Jim, *Photography by Barbara London*, (Prentice Hall)
3. Aiyer, Balakrishna, *Digital Photojournalism*
4. Chandra, PK, *Visual Communication and Photojournalism*, Swasti Publishers, New Delhi,
5. Langton, Loup, *Photojournalism and Today's News: Creating Visual reality*,

JMC 402 PROJECT WORK

Project work - 80 marks  
Viva - 20 marks

Attempt any three activities from the following Assignments -

- 1- Each student shall produce one single edition of 04 Pages newspaper on Computer (tabloid size)
- 2- Each student shall design and prepare a website containing 6 to 8 pages which are hyperlinked.
- 3- Design a cover page of any magazine (A-4 size) of your choice.
- 4- Prepare an advertisement (size A-4) based on social issue.
- 5- Design a photo feature (with minimum 8 photographs) on A-3 size sheet.

Every student will be assigned the Project during the Fourth Semester. The student will make his/her project on the given subject/theme approved by the Head. The Project Report will be submitted by the students at least four weeks prior to the date of commencement of the End-Term Examination of the fourth Semester. At the time of viva, the students will make a Power Point Presentation of the Final Project.

Project evaluation and viva will be taken by an external examiner from the approved panel.

36

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## JMC 403: DISSERTATION OR PRACTICAL WORK

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

## JMC 404: ADVERTISING AND MARKETING COMMUNICATION

### UNIT I

Definition of marketing, Importance of marketing, Marketing Mix - Product (Types, Levels and PLC), Price, Physical Distribution, Promotion, Integrated Marketing Communication.

Marketing of Services, Social Marketing, Customer relationship management (CRM), Digital marketing, Niche marketing, Rural Marketing and Global Marketing.

### UNIT II

Evolution of advertising, concept, functions, classification, advertising in the era of globalisation, advertising and its impact on society with special reference to children and women, ethics of advertising (ASCI code of conduct), surrogate advertising, importance of self-regulation in advertising.

### UNIT III

Advertising Agency-role, structure and functions, client agency relationship, media planning and budgeting, media selection, evaluation of advertising (pre-tests and post-tests) USP, creative process, creative thinking, creative brief, advertising copy writing for various mass media, advertising campaign planning (types and phases).

#### Books Recommended:

1. Aaker, David A., Rajeev Batra and John G. Myers. Advertising Management. Prentice-Hall, New Delhi.
2. Sengupta, Subroto, Brand Positioning. Tata McGraw-Hill Publishing Co., New Delhi.
3. Rege, G.M., Advertising Art and Ideas. Career Institute, Bombay.
4. Caples, John., Tested Advertising Methods. Harper & Bros, New York.
5. Oglivy, David, The Unpublished David Oglivy. Sidgwick & Johnson, London.
6. Harrison, Tony (Ed.), A Handbook of Advertising Techniques. Kogan Page, London.
7. Churnawala, S.A. and K.C. Sethia. Foundations of Advertising: Theory and Practice. Himalaya Publications, Bombay.
8. Shrivastava, KM, Social Media in Business and Governance, Sterling Publishers, New Delhi, 2013
9. Prasad, Kiran, New Media and Pathways to Social Change, BR Publishers Corporation, New Delhi, 2013
10. Tripathi Durgesh, Advertising and Youth, Manak Publication, New Delhi, 2016e
11. यादव, नरेन्द्र सिंह, विज्ञापन तकनीक एवं सिद्धान्त, राजस्थान हिन्दी ग्रन्थ अकादमी, जयपुर।
12. भानावत, डॉ. संजीव (संपादक), जनसम्पर्क एवं विज्ञापन, राजस्थान हिन्दी ग्रन्थ अकादमी, जयपुर, 2010

37

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# JMC 405: PUBLIC RELATIONS AND CORPORATE COMMUNICATION

## UNIT I

Public Relations and Corporate Communication- concept and scope, publicity, propaganda, advertising, and sales promotion, PR and public affairs Public Relations: Definition, objectives; brief history of public relations in India. Structure of PR and Corporate communication in State, Public and Private Sectors

## UNIT II

Tools and techniques of PR and Corporate communication- corporate identity and reputation, media planning and selection for PR and corporate communication, Publics in corporate communication and PR, financial publics, opinion makers, lobbying, PR process (Race Approach), Qualities of PR personnel.

## UNIT III

Crisis management- PR & corporate communication in damage control, third sector initiative Opportunities, challenges and issues for PR and corporate communication in the media environment.

Ethical issues of Public Relations and Corporate Communication -standards and Code of Ethics, professional organizations and councils

### Books Recommended:

1. Cutlip, Scott M. and Allen H. Center, *Effective Public Relations*. Prentice-Hall, New Jersey.
2. Sahai, Baldeo, *Public Relations. Standing Conference of Public Enterprises*, New Delhi.
3. Broom, Glen and David Dozier, *Using Research in Public Relations*. Prentice-Hall, New Jersey.
4. Oxley, Harold, *The Principles of Public Relations*. Kogan Page, London.
5. Basu, Anil, *Public Relations: Problems and Prospects*. Space Age Publications, New Delhi.
6. Kaul, J.M, *Public Relations in India*. Naya Prakash, Calcutta.
7. Mehta D.S., *Handbook of Public Relations*, Allied Publishers, New Delhi.
8. Sengupta, Sailesh, *Management of Public Relations & Communication*, Vikas Publishing House, New Delhi.
9. Black, Sam, *Practical Public Relations*, Universal Book Stall, New Delhi.
11. Jethwaney, Jaishri N., *Public Relations : Concepts, Strategies*, Sterling Publishers Pvt. Ltd., New Delhi.
12. Tiwari, Raghunath Prasad, *Rajya Sarkar aur Jansampark*. Makhanlal Chaturvedi Rashtriya
13. *Patrakarita Vishwavidyalaya, Bhopal.*
14. त्रिवेदी, सुशील एवं शुक्ला, शशिकान्त, *जनसम्पर्क : सिद्धान्त एवं व्यवहार*, मध्यप्रदेश हिन्दी ग्रंथ अकादमी, भोपाल।
15. मानावत, डॉ. संजीव (संपादक), *जनसम्पर्क एवं विज्ञापन*, राजस्थान हिन्दी ग्रन्थ अकादमी, जयपुर, 2010

38

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# JMC 406: STATISTICAL METHODS IN COMMUNICATION RESEARCH

## UNIT I

Statistics: Meaning, function and place of Statistics in communication research, process  
Measurement: Meaning, levels of measurement, validity and reliability of measurement.  
Data Collection and Processing : Classification, tabulation and coding.

## UNIT II

Descriptive Statistics: Measures of Central Tendency (Mean, Median and Mode); Quartiles, Deciles, Percentiles, Measures of Dispersion (Range, Quartile Deviation, Mean Deviation, Standard Deviation and Coefficient of Variation).  
Use of Computers in Data analyses

## UNIT III

Correlation/ Association: Characteristics of Correlation, Measures of Correlation : Karl Pearson's coefficient of correlation, Spearman's Rank Correlation  
Inferential Statistics: Difference Between Parametric and Nonparametric Statistical Tests; Steps in Hypothesis Testing, Chi-square Test.

### Books Recommended

1. Ahuja Ram (2001) Research Methods. Jaipur: Rawat Publications
2. Allen Mike (2003) Quantitative Research in Communication. USA: Sage Publications.
3. Merrigan, G., & Huston, C. L. (2008, 2nd edition, Paperback) Communication Research Methods. Oxford University Press.
4. Reinard John C. (2006) Communication Research Statistics. New Delhi: Sage Publications.
5. Wimmer, R.D. and Joseph R. Dominick (2006) Mass Media Research: Processes, Approaches and Applications. India Edition: Cengage Learning.
6. Wrench J.S. et al. (2009, Indian Edition) Quantitative Research Methods for Communication. New Delhi: Oxford University Press.
7. भानावत, डॉ. संजीव (संपादक), संचार शोध प्रविधियाँ राजस्थान हिन्दी ग्रन्थ अकादमी, जयपुर, 2009

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~~UNIVERSITY OF RAJASTHAN~~

University of Rajasthan, Jaipur

M.A. (PRA)

(Public Relations and Advertising)

Session:

40

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University of Rajasthan, Jaipur

M.A. (PRA)

(Public Relations and Advertising)

Subject Code :PRA

Course Category

CC : Compulsory Core Course

CE : Core Elective

Dis. : Dissertation

PRJ : Project Work

Contact Hours Per Week

L : Lecture

T : Tutorial

P : Practical's

Scheme of Examination

1. Each theory paper EoSE shall carry 100 marks. The EoSE will be of 3 hours duration. Part 'A' of the theory paper shall contain 10 Short Answer Questions of 20 marks, based on knowledge, understanding and applications of the topics/texts covered in the syllabus. Each question will carry two marks for correct answer.
2. Part 'B' of paper will consist of four questions (with internal choice) of 20 marks each.

Course Structure :

The details of the courses with code, title and the credits assigned are as given below.

Eligibility :

Eligibility for admission in M.A. (Public Relations and Advertising) is first bachelor degree in any discipline from the recognized university with minimum 50%. Reservation of seats/relaxation of marks for different categories will be given as per university rules.

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University of Rajasthan, Jaipur  
**M.A. (PUBLIC RELATIONS AND ADVERTISING)**  
 Syllabus for Approval  
 Semester Scheme :

	Sr.	Subject Code	Course Title	Course Category	Credit
FIRST SEMESTER	1	PRA 101	Writing for Media	CC	06
	2	PRA 102	Marketing Communication	CC	06
	3	PRA 103	Oral and Visual Communication	CC	06
	4	PRA 104	Theories of Communications	CE	06
	5	PRA 105	Communication Skills	CE	06
	6	PRA 106	History of Media	CE	06
SECOND SEMESTER	1	PRA 201	Advertising Principles and Practice	CC	06
	2	PRA 202	Public Relations : Principles and Practice	CC	06
	3	PRA 203	Tools and Techniques of Public Relations	CC	06
	4	PRA 204	Consumer Behaviour	CE	06
	5	PRA 205	Media Planning	CE	06
	6	PRA 206	Law and Ethics of Advertising and Public Relations	CE	06
THIRD SEMESTER	1	PRA 301	Creative Advertising and Campaign Planning	CC	06
	2	PRA 302	Page Layout and Designing	CC	06
	3	PRA 303	Corporate Communication	CC	06
	4	PRA 304	Development Communication	CE	06
	5	PRA 305	Event Management	CE	06
	6	PRA 306	Human Rights and Media	CE	06
FOURTH SEMESTER	1	PRA 401	Brand Communication	CC	06
	2	PRA 402	Communication Research	CC	06
	3	PRA 403	Production Techniques	CC	06
	4	PRA 404	Dissertation or Practical work	CE	06
	5	PRA 405	Business Communication	CE	06
	6	PRA 406	Digital Communication	CE	06

42

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Syllabus for M.A.(PRA) 2018-20

# MA ( PUBLIC RELATIONS AND ADVERTISING)

Syllabus for 2018-2019

## Semester-I

### PRA 101-WRITING FOR MEDIA

#### Unit-I

Meaning of Translation, Types of Translation, Transcreation, Tools of Translation, Basic principles of translation, Problems of Translation, Purpose and Importance of Translation.

#### Unit-II

Different forms of writing- Press Release, Backgrounder, Feature, Advertorials, Reviews, Speech, Memoirs, Travelogue, Writing for house journal, Newsletter, Notice/Circular, Drafting Agenda and Minutes of Meeting.

#### Unit-III

Writing for Electronic Media - Corporate Films and documentaries, Creating Advertisements (TVCs and Radio Jingles), Radio talk /feature, Writing for Social Media and Blog Writing

#### Books Recommended :

- 1 Sastry, J. Venkateswara, Art and Science of Translation, Centre for Advanced Study in Linguistics, Osmania University and Booklinks Corporation, Hyderabad.
- 2 Bhatnagar, Y.C., Theory and Practice of Translation, Ajanta Publications, Delhi
- 3 Ganesh, T.K., Essentials of Mass Media Writing, Authorspress, Delhi
- 4 Gupta, Om, Basic Aspects of Media Writing, Kanishka Publishers, Distributors, New Delhi
- 5 Raman, Usha, Writing for the Media, Oxford University Press, New Delhi
- 6 मिश्र, सत्यदेव, रामाश्रय सविता, सुलभ प्रकाशन, लखनऊ
- 7 डॉ. नगेन्द्र, अनुवाद विज्ञान सिद्धान्त और अनुप्रयोग, हिन्दी माध्यम कार्यान्वय निदेशालय, दिल्ली विश्वविद्यालय, दिल्ली
- 8 सराफ, डॉ. मनोहर और गोस्वामी, डॉ. शिवकान्त, प्रायोगिक अनुवादविज्ञान, विद्या प्रकाशन, कानपुर
- 9 गुप्त, अवधेश मोहन, प्रारम्भिक अनुवाद विज्ञान : सिद्धान्त और प्रयोग, सन्मार्ग प्रकाशन, दिल्ली
- 10 अय्यर, एन.ई. विश्वनाथ, अनुवाद भाषाएँ-समस्याएँ, ज्ञानगंगा, दिल्ली
- 11 सोनटक्के, डॉ. आदिनाथ, अनुवाद सिद्धान्त एवं प्रयोग, चन्द्रलोक प्रकाशन, कानपुर
- 12 वर्मा, विमलेशकांति, मालती, अनुवाद और तत्काल भाषांतरण, प्रकाशन विभाग, सूचना और प्रसारण मंत्रालय, भारत सरकार, दिल्ली
- 13 रैणा, गौरीशंकर, संचार माध्यम लेखन, वाणी प्रकाशन, नयी दिल्ली
- 14 शर्मा, मीना, हिन्दीभाषा, मीडिया और सर्जनात्मक लेखन, तरुण प्रकाशन, गाजियाबाद
- 15 प्रमाकर, डॉ. मनोहर, पत्रकारी लेखन के आयाम, पंचशील प्रकाशन, जयपुर
- 16 बाला, सुस्मिता, जनमाध्यमों की लेखन विधाएँ, कनिष्क पब्लिशर्स, डिस्ट्रीब्यूटर्स, नई दिल्ली
- 17 त्रिपाठी, डॉ. रमेशचन्द्र और अग्रवाल, डॉ. पवन, मीडिया लेखन, भारत प्रकाशन, लखनऊ

43

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University of Rajasthan  
JAIPUR

Syllabus for MA(PRA) 2018-2019

## PRA 102-MARKETING COMMUNICATION

### Unit-I

Defining marketing, Importance of marketing, Marketing concepts, Market Segmentation, Marketing Process.

### Unit-II

Marketing Mix - Product (Types, Levels and PLC), Price (Pricing Strategies), Physical Distribution, Promotion, Integrated Marketing Communication.

### Unit-III

Marketing of Services, Social Marketing, Customer relationship management (CRM), Digital marketing, Niche marketing, Rural Marketing and Global Marketing.

#### Books Recommended :

- Kotler, Keller, Koshy, Jha, Marketing Management, PHI, New Delhi  
Ramaswamy, Namakumari, Marketing Management, Tata McGraw Hill  
Jain, Subash C., International Marketing Management, CBS Publishers and Distributors, New Delhi  
Varshney, R.L. & Bhattacharya, B., International Marketing Management- An Indian Perspectives, Sultan Chand and Sons, New Delhi  
Kothari, Rakesh, Mehta, Anil and Sharma, Ashok, Marketing Management, RBD, Jaipur.  
जेठवानी, जयश्री, विज्ञापन और जनसम्पर्क, सागर पब्लिकेशन, नईदिल्ली.  
मानावत, प्रो. संजीव, विज्ञापन एवं जनसम्पर्क (सां), राजस्थान हिन्दी ग्रन्थ अकादमी, जयपुर

## PRA 103-Oraland Visual Communication

### Unit-I

Oral Communication: Origin and development of oral communication, Using technology for oral communication, Visual Communication: Psychological aspects and moods of colour, shapes and symbols, Cultural aspects of colours and symbols

### Unit-II

Ethics and use of Visuals in media, Advertising Layout (stages and types), Components and Principles of Design, Typography

### Unit-III

Designing Visual Communication, Corporate Identity (Name, Logo, Symbol, Tagline, Slogan and Captions), Designing Mailers, Posters, Pamphlets, Dummies, POPs, Packaging Designs and Sales material

#### Books Recommended :

- Verma, Harsh V., Brand Management, Excel Books, New Delhi.  
Jethwaney, Jaishri, Corporate Communication, Oxford University Press, New Delhi.  
जेठवानी, जयश्री, विज्ञापन एवं जनसम्पर्क, सागर पब्लिकेशन, नईदिल्ली  
यादव, नरेन्द्र सिंह, ग्राफिक डिजाइन, राजस्थान हिन्दी ग्रन्थ अकादमी, जयपुर

## PRA 104 - Theories of Communications

### Unit-I

Meaning and concept, Functions of mass communication, Mass communication theories (Dependency Theory, Cultivation Theory, Agenda Setting Theory, Use and Gratification Theory, Hypodermic Needle Theory, Limited Effects Theory), Propaganda and Persuasion, Basics of Intercultural communication.

### Unit-II

Foundations and role of Journalism in society, Journalism and Indian Democracy (Concept of fourth estate), Development communication, Role of mass media in opinion making, Effects of mass media.

44

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JAIPUR

UAPRA/2018/20

### Unit-III

Media theories : Authoritarian Theory, Libertarian Theory, Social Responsibility Theory, Democratic Participant Media Theory, Interactive Theory (One step flow, two step flow, multi-step flow).

#### Books Recommended :

- Kumar, Keval J, *Mass Communication in India*, Jaico Publishing House, Delhi  
Narula, Uma, *Dynamics of Mass Communication: Theory and Practice*, Atlantic Publishers, New Delhi  
Narula, Uma, *Handbook of Communication: Models and Perspectives*, Atlantic Publishers, New Delhi  
Jowett, Garth S. and O'Donnell, Victoria, *Propaganda and Persuasion*, Sage Publications, London  
Ma Quail, Denis., *Mass Communication Theory: An Introduction*. Sage, London.  
DeFleur, M.L. and S. Ball-Rokeach., *Theories of Communication*. Longman, New York.  
McQuail, Denis and Windhl. *Communication Models for the Study of Mass Communication*. Longman, London.  
Werner, Severin J. and Tankard W. James., *Communication Theories. Origin, Methods, Uses*. Longman, London.  
Rangarajan C., *Communication Theories and Models*, Himalaya Publishing House, Mumbai  
भानावत, डॉ. संजीव, *पत्रकारिता का इतिहास एवं जनसंचार माध्यम*, युनिवर्सिटी प्रेस, जयपुर  
गुप्ता, आशा, *हिन्दी पत्रकारिता की विकास यात्रा*, कनिष्का पब्लिशर्स, दिल्ली  
सिंह, डॉ. श्रीकान्त, *संप्रेषण : प्रतिरूप एवं सिद्धान्त*, भारती पब्लिशर्स एण्ड डिस्ट्रीब्यूटर्स, फेजाबाद।  
सिंह, ओमप्रकाश, *संचार के मूलसिद्धान्त*, क्लासिकल पब्लिशिंग कम्पनी, नई दिल्ली।  
हिंगड, आशा, जैन, मधु, *परीक सुशीला, संचार के सिद्धान्त*, राजस्थान हिन्दी ग्रन्थ अकादमी, जयपुर

## PRA-105-Communication Skills

### Unit-I

Communication (meaning and nature), Barriers of communication, Types of communication, Communication process, Non-Verbal Communication Skills, Body language/Kinesics and Eye contact, Facial Expressions and Gestures, Spatial distance and Proximity.

### Unit II

Effective communication skills: Writing (sentence structure, types and building paragraphs), Reading (skimming the main idea, read between the lines, tone and style of the content), Effective listening, Speaking (Presentation skills, public speaking skills and effective use of voice)

### Unit-III

Models of communication: Linear- Aristotal, Laswell, Shanon-Weaver, SMCR Non-linear- Wilber Schram and Osgood circular Model, Dance's Helical model, newcomb's ABX model

#### Books Recommended :

- Mathew, M.J., *Business Communication*, RBSA, Jaipur  
Seely, John, *The Oxford Guide to Writing and Speaking*, OUP (OXFORD)  
Pal, Rajendra, Korlahalli, J. S. and Chand S., *Essentials of Business Communication*, New Delhi  
Kaul, Asha, *Business Communication*, Prentice Hall, New Delhi  
Dulek, Ronald E. and Fielden, John S., *Principles of Business Communication*, Macmillan Publishing Company, London.  
McQuail, Denis and Windhl. *Communication Models for the Study of Mass Communication*. Longman, London.  
सिंह, डॉ. श्रीकान्त, *संप्रेषण प्रतिरूप एवं सिद्धान्त*, भारती पब्लिशर्स एण्ड डिस्ट्रीब्यूटर्स, फेजाबाद।  
भानावत, डॉ. संजीव, *पत्रकारिता का इतिहास एवं जनसंचार माध्यम*, युनिवर्सिटी प्रेस, जयपुर

# PRA 106 - History of Media

## Unit-I

History of Print Media, Origin and Growth of Indian Press, Role of Press in Freedom Movement, Origin and Growth of Media in Rajasthan. Traditional Media: Folk Dances, Folk Theatre, Folk Music, Puppetry.

## Unit-II

A historical perspective of Radio in India. FM and community Radio-state and private initiatives. Public Service broadcasting & Commercial Broadcasting.

## Unit-III

A historical perspective of television in India. An appraisal of Cable & DTH network and major News Channels in India.

### Books Recommended :

- Parmar, Shyam, Traditional Folk Media in India. Gekha Books, New Delhi.  
Natarajan, J., History of Indian Journalism, Publications Division, New Delhi.  
Parthasarathy, Rangaswami, Journalism in India. Sterling Publishers, New Delhi  
Kumar, Keval J., Mass Communication in India. Jaico, Mumbai.  
Raghavan, G.N.S., The Press in India: A New History. Gyan Books Pvt. Ltd., New Delhi.  
मिश्र, डॉ. कृष्णबिहारी, हिन्दी पत्रकारिता, लोक मारती प्रकाशन, इलाहाबाद  
वैदिक, डॉ. वेदप्रताप (सं.), हिन्दी पत्रकारिता : दिविध आयाम, हिन्दी बुक सेन्टर, नई दिल्ली।  
श्रीधर, विजयदत्त, समग्र भारतीय पत्रकारिता(1780-1900), लाभचन्द प्रकाशन, इन्दौर।  
मधुकर, लेले, भारत में जनसंचार और प्रसारण मीडिया, राधाकृष्ण प्रकाशन, नई दिल्ली  
भानावत, डॉ. संजीव (सं), इलेक्ट्रोनिक मीडिया, राजस्थान हिन्दी ग्रन्थ अकादमी, जयपुर  
भानावत, डॉ. संजीव (सं), भारत में संचार माध्यम, राजस्थान हिन्दी ग्रन्थ अकादमी, जयपुर

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PRA 201- Advertising: Principles and Practices

Unit-I

History of Advertising, types of Advertising, role and impact of advertising on Society (Socio-Economic effects), DAGMAR approach and AIDA Model.

Unit-II

Advertising vs other forms of communication (propaganda, publicity, public relations, personal selling and sales promotion), structure and function of an advertising department, advertising budget methods (percentage of sales, competitive parity method, objective and task method and affordability method).

Unit-III

Ad agency (definition and functions), types of agencies, structure of an advertising agency (group and departmental system), remuneration system of an agency (commission system, fee system and service charges), selection of an advertising agency, client-agency relationship

**Books Recommended :**

Wells, William, Burnett, John and Moriarty, Sandra, Advertising Principles and Practice., PHI, Chunawala and Sethia, Foundations of Advertising Theory and Practice, Himalya Publishing House, New Delhi.

Batra, Satish K & Kazmi, SHH, Advertising and Sales Promotion, Excel Books, New Delhi  
Brand Management, Harsh V. Verma, Excel Books, New Delhi.

Corporate Communication, Jaishri Jethwaney, Oxford University Press.

जेठवानी, जयश्री, विज्ञापन एवं जनसंपर्क, सागर पब्लिकेशन्स, नईदिल्ली।

यादव, नरेन्द्र सिंह, विज्ञापन तकनीक एवं सिद्धान्त, राजस्थान हिन्दी ग्रंथ अकादमी, जयपुर।

यादव, नरेन्द्र सिंह, विज्ञापन प्रबंध, राजस्थान हिन्दी ग्रंथ अकादमी, जयपुर।

भानावत, संजीव, जनसंपर्क एवं विज्ञापन, राजस्थान हिन्दी ग्रंथ अकादमी, जयपुर।

PRA 202- Public Relations: Principles and Practices

Unit-I

History and evolution of PR, Definition, Scope and structure of PR, Differences between Advertising, PR, Publicity and Propaganda, Four Models of PR (Press Agency /Publicity model, Public Information model, One- way asymmetrical model, Two- way symmetrical model).

Unit-II

Major roles of PR in management (Image Building, Goodwill and Crisis Communication), PR process (RACE Approach), PR practice, Challenges in PR, Role of PR agencies and their Functions.

Unit-III

Publics in PR (Internal and External), Customers, Government, Media, Employees and Potential Employees, Competitors, Opinion makers and Special interest groups, Stakeholders.

**Books Recommended :**

Mehta, D.S, Handbook of Public Relations in India, Allied Publishers, New Delhi.

Philip, Lesley, A Handbook of Public Relations and Communication, Jaico Publishing House, Delhi.

Newson, Turk, Thomas Kurckeborg, This is PR-Realities of PR, Asia PTE Ltd.

Jethwaney, Jaishri, Corporate Communication, Oxford University Press, New Delhi.

जेठवानी, जयश्री, विज्ञापन एवं जनसंपर्क, सागर पब्लिकेशन, नईदिल्ली।

सेनगुप्ता, शैलेश, जनसंपर्क एवं संचार प्रबंधन, राजस्थान हिन्दी ग्रंथ अकादमी, जयपुर।

भानावत, संजीव, जनसंपर्क एवं विज्ञापन, राजस्थान हिन्दी ग्रंथ अकादमी, जयपुर।

## PRA 203- Tools and Techniques of Public Relations

### Unit-I

Tools of PR-internal and External, House Journal, House Journal Designing, Types of House Journal, Magazines, Press Conference, Press Brief, Press kit, Press Visit, Press Release, Rejoinder, Brochure, Advertorial, Suggestion Boxes.

### Unit-II

Audio Visual as a tool for PR, Documentary Production, Commercial Cinema, Realistic Cinema, Corporate Film, Photo Communication, Use of Photo in PR, Caption Writing, News Reel, Video Clipping.

### Unit-III

Exhibition, Traditional Media: Meaning and its Various Types, Outdoor Media: Meaning, Advantage and Disadvantage, Transit Media: Meaning, Advantage and Disadvantage, Direct Mail: Meaning, Advantage and Disadvantage.

#### Books Recommended

- Mehta, D.S, Handbook of Public Relations in India, Allied Publishers, New Delhi.  
Philip, Lesley, A Handbook of Public Relations and Communication, Jaico Publishing House, Delhi.  
Srivastav, H.O, Broadcast Technology a review. Gyan Publishing House New Delhi.  
Newson, Turk, Thomas, Kurckeborg, This is PR-Realities of PR, Asia PTE Ltd.  
Jethwaney, Jaishri, Corporate Communication, Oxford University Press, New Delhi.  
सेनगुप्ता, मौलेश, जनसंपर्क एवं संचार प्रबंधन, राजस्थान हिन्दी ग्रंथ अकादमी, जयपुर।  
मानावत, संजीव, जनसंपर्क एवं विज्ञापन, राजस्थान हिन्दी ग्रंथ अकादमी, जयपुर।  
जेठवानी, जयश्री, विज्ञापन एवं जनसंपर्क, सागर प्रकाशन, नईदिल्ली।

## PRA 204-Consumer Behaviour

### Unit-I

Consumers and target customers, consumer behaviour (definition and its meaning), theories on motivation (Freud, Maslow and Herzberg).

### Unit-II

Social and Psychological influences on consumer behaviour, needs and motives, buying decision making process.

### Unit-III

Consumer perception, segmentation, targeting & positioning (STP) analysis, values, attitudes and lifestyles (VALS) network.

#### Books Recommended :

- Schiffman and Lazar, Consumer Behaviour, Pearson Prentice Hall, New Delhi.  
Kotler, Keller, Koshy, Jha, Marketing Management, PHI, New Delhi  
Ramaswamy, Namakunari, Marketing Management, Tata McGraw Hill  
Jain, Subash C., International Marketing Management, CBS Publishers and Distributors, New Delhi  
Varshney, R.L. & Bhattacharya, B., International Marketing Management- An Indian Perspectives, Sultan Chand and Sons, New Delhi  
Kothari, Rakesh, Mehta, Anil and Sharma, Ashok, Marketing Management, RBD, Jaipur.

## PRA 205-Media Planning

### Unit-I

Classification of media (merits and demerits), selection of media, media planning (definition), role of a media planner.

### Unit-II

Media planning process (situation analysis, implementation and monitoring), media planning

48

Reg / Vay  
Dy. Registrar (Acad.)  
University of Rajasthan  
JAIPUR

U(PRA) 2018-20



strategies (media mix, reach, frequency and scheduling), determining cost of media

### Unit-III

Media buying Agencies and their services, IRS, NRS, HUT, ABC, TRP, GRP, RAM and TAM

#### Books Recommended :

Wells, William, Burnett John and Moriarty Sandra, Advertising Principles and Practice. PH, New Delhi.

Chunawala and Sethia, Foundations of Advertising Theory and Practice, Himalya Publishing House, New Delhi.

Batra, Satish K & Kazmi, S H H, Advertising and Sales Promotion, Excel Books, New Delhi

Belch, George and Belch, Michael, Advertising and Promotion: An integrated marketing communication perspective, McGraw Hill Publications.

जैटवानी, जयश्री, विज्ञापन और जनसम्पर्क, सागर पब्लिकेशन, नई दिल्ली

भानावत, प्रो. संजीव, विज्ञापन एवं जनसम्पर्क (सं), राजस्थान हिन्दी ग्रन्थ अकादमी, जयपुर

## PRA 206-Laws and Ethics of Advertising and Public Relations

### Unit-I

Copyright Act, Law of Defamation, Prasar Bharti Act, Information Technology Act, Competition Act (2002), Advertising Laws in India, Cigarettes and Other Tobacco Products Act, 2003 (COTPA), Drugs and Cosmetics Act, Drug and Magic Remedies Act, Trademarks and Patents (IPR).

### Unit-II

Ethical Aspects of Advertising, Deceptive and Misleading Advertising, Comparative Advertising, Controversial Advertising, Subliminal and Surrogate Advertising, Stereotype Portrayal, Effects on Children.

### Unit-III

Self-Regulation, Mandatory Regulation, ASCI code of Ethics for Advertising, DAVI's Code of Conduct, AAI, Public Relation Ethics: PRSI and IPRA

#### Books Recommended :

Sawant, PB, Badopadhyay PK, Advertising Law and Ethics, Universal Law Publishing company, Delhi.

Barua, Vidisha, Press and Media Law Manual, Universal Law publishing Company, New Delhi.

Kumar, Keval J, Mass Communication in India, Jaico Publishing House, New Delhi.

Basa, Durga Das, Laws of the Press, Prentice Hall of India, New Delhi.

Batra, Satish and Kazmi, S H H, Advertising and Sales Promotion, Excel Books India, New Delhi

Sales Promotion and Advertising Management, MN Mishra, Himalya Publishing House, Delhi.

भानावत, संजीव, प्रेस कानून और पत्रकारिता, यूनिवर्सिटी बुक हाउस, जयपुर।

यादव, नरेंद्र सिंह, विज्ञापन तकनीक एवं सिद्धांत, राजस्थान हिन्दी ग्रन्थ अकादमी, जयपुर।

यादव, नरेंद्र सिंह, विज्ञापन प्रबंध, राजस्थान हिन्दी ग्रन्थ अकादमी, जयपुर।

सेनगुप्ता, भौलेश, जनसम्पर्क एवं संचार प्रबंध, राजस्थान हिन्दी ग्रन्थ अकादमी, जयपुर।

भानावत, संजीव, जनसम्पर्क एवं विज्ञापन, राजस्थान हिन्दी ग्रन्थ अकादमी, जयपुर।

49

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University of Rajasthan  
JAIPUR

PRA 301-Creative Advertising and Campaign Planning

Unit-I

Concept of creativity , creative brief and USP ,creative thinking (vertical and lateral) ,creative process.

Unit-II

Copywriting(concept and importance), visualisation (concept and importance),creative ad copy for different media (Print, Broadcast, Web and Outdoor), psychological effects used in advertisements (Empty Space, Halo and Zeigernik).

Unit-III

Types of campaign and stages of campaign Planning , advertising appeals (rational and emotional) ,message design approaches.

Books Recommended :

Wells, William,Burnett ,John and Moriarty ,Sandra, Advertising Principles and Practice, , PHI, New Delhi.

Chunawala and Setia,Foundations of Advertising Theory and Practice, Himalya Publishing House, New Delhi.

Batra,Satish K &Kazmi,S H H ,Advertising and Sales Promotion,ExcelBooks,New Delhi

Belch,George and Belch,Michael, Advertising and Promotion: An integrated marketing communication perspective, McGraw Hill Publications.

Brand Management, Harsh V. Verma, Excel Books,New Delhi.

जेठवानी, जयश्री, विज्ञापन एवं जनसम्पर्क, सागर पब्लिकेशन्स, नई दिल्ली।

यादव, नरेन्द्र सिंह, विज्ञापन तकनीक एवं सिद्धान्त, राजस्थान हिन्दी ग्रंथ अकादमी, जयपुर।

यादव, नरेन्द्र सिंह, विज्ञापन प्रबन्ध, राजस्थान हिन्दी ग्रंथ अकादमी, जयपुर।

भानावत, संजीव, जनसम्पर्क एवं विज्ञापन, राजस्थान हिन्दी ग्रंथ अकादमी, जयपुर।

PRA 302- Page Layout and Designing

UNIT-A

Prepare your resume using MS Word ; Create good report using picture, chart and graph etc  
Create chart & Graph, Using Title, axis, Value and Label etc.; Create good presentation using picture, chart and graph etc. ; Introduction to Quark Xpress ; Text editing and formatting in Quark Xpress

Create Page layout in Quark Xpress ; Insert Picture and create links in page

UNIT - B

Introduction to InDesign ; Create Box Item in an Article and use of fonts ; Insert Picture box in Text Box ; Use of Picture Box insert Picture Box Giving ; Title On and Below Picture Box

UNIT - C

Prepare DUMMY of Newspaper and House journal, design brochure and leaflet ; Introduction to Photoshop Interface, Tools & Menus ; Use of Layers in Photoshop document ; Methods and processes of printing

Books Recommended :

Rajarama, V., and Radhakrishnan,T., An introduction to digital computer design, PHI, Delhi

Singh ,Vishnu Priya & Singh, Meenakshi, DIP course book, Computech Publications ,New Delhi

NIIR Board, Screen Printing Technology Handbook, Asia Pacific Business Press, New Delhi.

NIIR Board, The Complete Book on Printing Technology ,Asia Pacific Business Press, New Delhi.

सिंह विष्णुप्रिया, सिंह मीनाक्षी, माइक्रोसॉफ्ट ऑफिस 7 एशियन पब्लिशर्स नई दिल्ली।

संतोष चौबे: कम्प्यूटर एवं परिचय, मध्यप्रदेश हिन्दी ग्रन्थ अकादमी।

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## PRA 303-Corporate Communication

### Unit-I

Concept of Corporate Communication, Meaning and Definition, Evolution and Importance, Corporate Communication Functions, Communication with Media, Relations with Government, Corporate Social Responsibility.

### Unit-II

Image Building, Corporate Branding (Philosophy and Image), Corporate Culture, Specialities and Novelties, Trade Shows and Exhibitions, Events and Sponsorships, Crisis/Disaster Management, Institutional/Corporate Advertising.

### Unit-III

Financial Communication, Understanding financial market, Financial institutions, RBI and SEBI regulation, Financial products, Financial Advertising, Financial communication process for IPOs. Mutual Funds, Investor Relations.

#### Books Recommended :

Jethwaney, Jaishri, Corporate Communication, Oxford University Press New Delhi.

Verma, Harsh V, Brand Management, Excel Books, Noida, Uttar Pradesh.

Belch, George and Belch, Michael, Advertising and Promotion: An integrated Marketing Communication Perspective, McGraw Hill Publications, New Delhi.

Blythe, Jim, Marketing Communication, PHI, New Delhi.

जेठवानी, जयश्री, विज्ञापन एवं जनसंपर्क, सागर प्रकाशन, नई दिल्ली।

यादव, नरेंद्र सिंह, विज्ञापन तकनीक एवं सिद्धांत, राजस्थान हिन्दी ग्रंथ अकादमी, जयपुर।

भानावत, संजीव, जनसंपर्क एवं विज्ञापन, राजस्थान हिन्दी ग्रंथ अकादमी, जयपुर।

## PRA 304 Development Communication

### Unit-I

Concept of Development: Changes in the concept and scope of development, historical overview of development, issues and indicators of development, review of Five Year Plans for development in India.

Approach to development : Basic need, Integrated development, Local organisations, Self development, Participatory development.

Role of Communication in Development.

### Unit-II

Social and Rural Development: Social indicators of development-education, literacy, nutrition and health, population control and family welfare, environment, women empowerment.

Coverage of contemporary social issues of importance to society such as gender, race, ethnicity, religion, social class, poverty, development issues and public health, ethical and context specific considerations in reporting such issues.

### Unit-III

Development Communication: Concept and process, Dominant, Dependency and Participatory Models of Communication. ; Participatory message making, Decision making and action.; Role of interpersonal channels, traditional media, mass media, new information and communication technology in development, with special reference to India.

#### Books Recommended :

White, Shirley A., K. Sadanandan Nair and Joseph Ascroft, Participatory Communication: Working for Change and Development. Sage, New Delhi.

Ambastha, C.K., Communication Patterns in Innovation Development, Extension and Client

51

Raj / Jain  
Dy. Registrar (Acad.)  
University of Rajasthan  
JAIPUR

Syllabus for MA/BA (PRA) 2018-20

System. B.R. Publishing Corporation, Delhi.

Servaes, Jan, Thomas L. Jacobson and Shirley A. White (Eds.), Participatory Communication for Social Change. Sage, New Delhi.

Schramm, Wilbur, Mass Communication and National Development. UNESCO, Paris.

Thakur, B.S. and Binod Agrawal (Eds.), Media Utilization for the Development of Women and Children. Concept Publishers, New Delhi.

Pokhrapurkar, Raja, Rural Development through Community Television. Concept Publishers, New Delhi.

Rao, B.S.S., Television for Rural Development. Concept Publishers, New Delhi.

Mehta, S.R. (Ed.). Communication and Development: Issues and Perspectives. Rawat Publications, Jaipur and New Delhi.

Banerjee, Sumanta, Family Planning Communication-A Critique of Indian Programme. Radiant Publications, New Delhi.

Dhama, O.P. and O.P. Bhatnagar, Education and Communication for Development. Oxford and IBH Publishing Houses, New Delhi.

Gupta, V.S., Communication and Development, Concept Publishing Co. New Delhi.

Gupta, V.S. and Singh, Ranjit (Ed.), Communication Planning for Socioeconomic Development, Har. Anand Publication, New Delhi.

Narula, Uma, Development Communication-Theory and Practice, Har. Anand Publication, Delhi.

Dua, M.R. and Gupta, V.S., Media and Development, Har. Anand Publication, New Delhi.

Kuppuswamy, B. Communication and Social Development in India. Sterling Publishers, Delhi.

Murthy, DVR, Development Communication, Kanishka Publishers & Distributors, Delhi, 2013

उपाध्याय, अनिल कुमार, पत्रकारिता एवं विकास संचार, विजय प्रकाशन मंदिर, वाराणसी।

मानावत, डॉ. संजीव (संपादक), विकास एवं विज्ञान संचार, राजस्थान हिन्दी ग्रन्थ अकादमी, जयपुर.

## PRA 305- Event Management

### Unit 1 :

Introduction to event management, Principles of event management, Scope of event, Event manager, Event team, Code of ethics, Establishing Policies & Procedures.

### Unit-2

Preparing and Planning Schedule, Organizing Tasks, Using the Schedule, Responsibility, Checklists, Expert Resources, The Budget, theme, light & sound, Sponsorship principles, Logistic policy.

### Unit-3

Size and categories of Event : Sports, Pallies, Wedding, corporate events, Designing the event: Establishing Objectives of event, Preparing event proposal, Use of planning tools, case studies.,

### Books Recommended :

Mohan, Savita, Event Management & Public Relations, Enkay Publishing House, New Delhi.

Singh, Kaushalendra Saran, Event Management Principles and Methods, Kanishka Publication New Delhi.

Harichandan, PC, Event Management, Global Vision Publishing House, New Delhi.

Shone, Anton & Parry, Bryn, Successful Event Management A Practical Handbook, Cengage Learning India, New Delhi.

## PRA 306-Human Rights and Media

### Unit- I

Human Right- concept, meaning and challenges. Human Rights under UN Charter-Council on Human Rights- International Covenants on Human Rights.

## Unit-II

UDHR 1948- Convention on Civil and Political Rights. 1966- UN Conventions on Economic, Social and Cultural Rights. Environmental Rights. 1966- India and Universal Declaration. Human Rights in Globalized World. Right to adequate Food, Education, Information, Employment Guarantee, Health and Hygienic, domestic Violence and Rights of accused and suspected person.

## Unit-III

International Human and Civil Rights Organizations -- Amnesty International  
Human Rights Commissions in India -- NHRC, SHRC, Human Rights court in districts.  
Human Rights and Media  
Agenda setting- framing of issues- newsworthiness- Human Rights mechanism and the agencies.

Assessment of reports- reporting and writing for Human Rights and courts.

### Books Recommended

Gopala Bhargava: Human Rights Concern of the Future; New Delh, Gyan books, 2001.  
H.O. Aggarwal: International Law & Human rights; Allahabad, Central Law Publications, 2000.  
NJ Wheeler and Timothy Dunne: Human Rights in Global Politics; London, Oxford University Press, 1999.

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## Semester IV

### PRA 401-Brand Communication

#### Unit-I

Brand (definition and importance), product and perceptual concept, brand positioning (concept and strategies), Kapferer's brand identity prism.

#### Unit-II

Brand development index and category development index, brand extension, branding strategies, concept of brand loyalty, global branding strategy (standardisation and customisation)

#### Unit-III

Types of brands (symbolic, experiential and functional), stages of brand management (introduction, elaboration and fortification), brand portfolio, brand equity (BAV models and AAKER model), brand valuation (Inter brand method)

#### Books Recommended :

Moorthy Y.L.R., Brand Management, Vikas Publication, New Delhi.

Verma Harsh V, Brand Management, Excel Books, New Delhi.

Kotler, Keller, Koshy and Jha, Marketing Management, Prentice-Hall of India, New Delhi

David Akkar, Managing Brand Equity, Prentice-Hall of India, New Delhi

Chunawala S.A., Sethi K.C., Compendium of Brand Management, Himalaya Publishing House, Mumbai

Kapferer, Jean-Noel, Strategic Brand Management, Kogan Page India Private Limited, New Delhi  
Sengupta, Subroto, Brand Positioning, Tata McGraw-Hill, New Delhi.

### PRA 402- COMMUNICATION RESEARCH

#### UNIT- I

Introduction : The Meaning of Research and the Scientific Method, Characteristics of Research and the Development of Mass Media Research, Classification of Research

The Elements of Research : Concepts, Constructs, Hypotheses/Research Questions and Instrumentation, Variables, Measurement, Scales

#### UNIT- II

Major Communication Research Methods : Experimental Research, Survey Research, Content Analysis, Case study, Observational Research, in-depth Interview and Focus Group Discussion

Sampling : Meaning and Types of Sampling Population and Sample, Sample Size and Sampling Error

#### UNIT- III

Areas of Mass Communication Research : Print Media Research, Electronic Media Research, Public Relations Research, Advertising Research, Media Effects Research.

The Research Procedure : The Research Proposal and Report writing

#### Books Recommended :

Babbie, E. (1986). *The Practice of Social Research*. California: Wadsworth Publishing Company.

Berelson, B. (1952). *Content Analysis in Communication Research*. New York: The Free Press

Bergh, V. & Katz H. (1999). *Advertising Principles: Choice Challenge Change*. Lincolnwood, Illinois: NTC Publishing Group.

Budd, R. W. (1978). *Content Analysis of Communications*. New York: Macmillan.

Little, W. Stephen (2001). *Theories of Human Communication*. USA: Wadsworth.

Tejuniye, A. (2003). *Mass Communication Research. (An Introduction)*. Ibadan: Sceptre Prints Ltd.

Wimmer, R.D & Dominick, J.R. (2000). *Mass Media Research* (6th Edition). Belmont,

54

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California: Wadsworth Publishing Company.

Yin, R. (1994). Case Study Research: Design and Methods. Beverly Hills, CA: Sage Publishing.

Watson, Tom and Noble, Paul, Evaluating Public Relations, CIPR, Kogan Page, 2007, London and Philadelphia.

Ahuja, Ram. Research Methods, Rawat Publications, Jaipur.

Fletcher, Alan D. and Bower, Tomas A., Fundamentals of Advertising Research,, Wadsworth Publishing, London.

Wells, William. Burnett, John and Moriarty, Sandra, Advertising Principles and Practice, PHI, New Delhi.

Chunawala and Sethia, Foundations of Advertising Theory and Practice, Himalya Publishing House, New Delhi.

### PRA 403-Production Techniques

#### Unit-I

Fundamental concepts of photography (parts and types of camera), aesthetic values in photography (composition, perspective and colour), product and event photography.

#### Unit-II

Radio studio set up, types of microphones, voice presentation on radio/effective use of voice for radio, production of radio commercials and jingles

#### Unit-III

Fundamental concepts of video camera, basic techniques of audio-visual/video production, production of television commercials/advertisements

#### Books Recommended :

Wells, William, Burnett, John and Moriarty, Sandra, Advertising Principles and Practice, PHI, New Delhi.

Chunawala and Sethia, Foundations of Advertising Theory and Practice, Himalya Publishing House, New Delhi.

Frost, Lee, Photography, London.

Belavadi, Vasuki, Video Production, Oxford University Press, New Delhi

Ra, Mitch S., basics of Audio-Visual Editing, Random exports, New Delhi

समू. सुभाष, फोटो पत्रकारिता, हरियाणा साहित्य अकादमी, पंचकूला

यादव, नरेन्द्र सिंह, फोटोग्राफी तकनीक एवं सिद्धांत, राजस्थान हिन्दी ग्रंथ अकादमी, जयपुर।

### PRA 404-Dissertation or Practical Work

The Dissertation/Practical Work is required to be submitted at least fifteen days before the commencement of the IV semester examination. Students will be required to submit a Dissertation on a Mass Communication-related topic after conducting research under the guidance of a faculty member and with the approval of the Head of the Department whereas the practical work will be assigned from the department.

### PRA 405-Business Communication

#### Unit-I

Business Communication (Definition), Difference between business communication and marketing communication, Types of Business communication, Internal (Horizontal, Vertical, Diagonal and Grapevine), External Communication, Principles of Effective Communication (7 Cs), Face to face, Telephonic conversation, Meetings, Seminars and Conferences, Group Discussions, Interview (Types).

## Unit-II

Written communication, Business correspondence (Structure and forms), Business letters, Enquiry letter, Quotation letter, Order letter, Sales letter, Claim letter, Adjustment letter, Invitation letter.

## Unit-III

Personnel Letters, Reference letter, Appointment letter, Confirmation letter, Promotion letter, Warning letter, Appreciation letter, Sympathy letter, Memo, Notice and Circulars, Formal Reports, Informal Reports, writing job application, Technical proposals.

### Books Recommended :

Mathew, M J, Business Communication, RBSA Publishers, Jaipur.

Pal, Rajendra, Korlahalli, J S, Essentials of Business Communication, Sultan Chand & Sons, New Delhi.

Kaul, Asha, Business Communication, Prentice Hall, New Delhi.

Dulek, Ronald E & Fielder, John S, Principles of Business Communication, Macmillan Publishing Company, London.

## PRA 406-Digital Communication

### Unit-I

Digital Communication, Concept and importance, Evolution of digital media (Global and India), Convergence media, Various digital platforms, Forms of digital media (owned, paid and earned).

### Unit-II

Website strategy, E-marketing, Paid search marketing, Email marketing, Integrated e-marketing, Digital media metrics (Page, hits, page impressions, clicks and reach), Revenue metrics.

### Unit-III

Social media communication, Social Media Networks, Use of Social Media in PR, Mobile marketing, Digital PR, Online advertising, TRAI

### Books Recommended :

Ryan, Damian, Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation, Kogan Page India, New Delhi.

Parkin, Godfrey, Digital Marketing-Strategies for Online Success, New Holland Publishers Ltd, London.

Chaffey, Dave & Smith, PR, E-marketing Excellence : Planning and Optimizing your Digital Marketing, Routledge, New Delhi.

Khandekar, Vanita Kohli, The Indian Media Business, Response Books, New Delhi.

Rogers, Evertt M & Singhal, Arvind, India's Communication revolution, Bullock cart to cyber marts, Thousand Oaks, New Delhi.

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