



Punyashlok Ahilyadevi Holkar Solapur University

M.A. Mass Communication

(Syllabus 2023-24)

Sem I and Sem II

(Interdisciplinary Faculty)

Punyashlok Ahilyadevi Holkar Solapur University, Solapur

M.A. Mass Communication (Interdisciplinary Faculty)

NEP Structure and Credit Distribution for Two Years PG Degree Program (2023-24)

Year (2Yr PG)	Level	Sem (2Yr.)	Major		RM	OJT/ FP	RP	Com Cr.	Degree
			Mandatory	Electives					
I	6.0	Sem. I	DSC I - Theory Principles of Mass Communication (4) DSC II- Theory Reporting & Editing (4) DSC III- Theory Print Media DSC IV - Practical Media, Gender & Human Rights (2)	DSE I- Practical Writing for Print Media (4) or DSE II -Practical Event Management (4)	RM Communication Research (4)			22	PG Diploma (After 3 Yr. Degree)
		Sem. II	DSC V - Theory Electronic Media (Radio & TV) (4) DSC VI -Theory Advertising and Branding (4) DSC VII - Theory Public Relations & Corporate Communication (4) DSC VIII - Practical Writing For Electronic Media (2)	DSE III - Practical Writing For Advertising and PR or DSE IV Computer Applications for Media (4)		OJT/ FP One Month Internship (Print & Electronic Media) (4)	22		
Cum Cr. for PG Diploma			28	08	04	04		44	

Punyashlok Ahilyadevi Holkar Solapur University, Solapur

M.A. Mass Communication (Syllabus 2023)

(Interdisciplinary Faculty)

To be implemented from June 2023

1. Course Title: M.A Mass Communication

2. Faculty: Interdisciplinary Studies

3. Year of Implementation: The revised syllabus will be implemented from the academic year June 2023-24 onwards

4. Fee Structure: - As per the University Rules.

5. About the Programme: The course introduces the significance and role of communication in human life. It provides a wide range of communication and different forms of mass media. It trains the students according to requirement of communication and media industry, other institutions of repute in field of journalism and mass communication and several other sectors related to it.

The course includes the almost all disciplines of humanities and social sciences to provide the interdisciplinary scope of their employment. The One-year study consists of two semesters, covering theory papers and practical. Every student shall be required to attend 75% of theory and practical classes individually in all the four semesters.

The media department is equipped with a modern media lab with the latest gadgets that comprehensively cover videography, editing, sound recording and photography. The media lab also has six editing machines and a Chroma screen, which makes it one of the best media labs in the Maharashtra state. The teaching pattern followed for this programme effectively includes classroom lectures, practical workshops, guest lectures by industry experts, industry visits, internships, project works and research works. In the final semester, the media learners are required to submit dissertation

6. Vision: To create an intellectually based learning environment with local, national and international relevance to train future media professionals.

7. Mission:

a. Training in Social Responsibility Communication/Journalism

b. To enable students to acquire better knowledge through a good mix of theoretical/research content, skill oriented content.

c. Imparting technical skills through the use of new technologies.

8. Program Objectives:

- a. To train professionals in media and communication who will assume leadership positions in presenting news and communication materials in a transparent, unbiased, purposeful, and ethical manner for the benefit of the community.
- b. To develop a journalist of the highest calibre, with a commitment to social responsibility, morality, and social equality, in order to actualize the fourth pillar of democracy.
- c. To give students a skill-based education and arm them with cutting-edge industrial and research updates that will promote their independence

9. Programme Learning Outcomes: On the successful completion of the program, the student will be able to:

- a. The Students will learn fundamental and advanced information in a variety of fields related to journalism and mass communication, allowing students to improve their analytical, critical thinking, and research skills to overcome challenges.
- b. Have good level of self-confidence to work independently in any media job.
- c. Have a socially responsible framework in working for the media PO4 Be ethical and responsible PO5 Work towards the development of the community, society and nation through research and teach
- d.. The Students will acquire high-quality practical training in a variety of disciplines of mass communication, allowing students to create start- ups and work as entrepreneurs in the new media sector.

10. Duration : -The Course shall be a full time course. - The duration of the course shall be Two Years of Four semesters

11 . Pattern: The pattern of the exam shall be CBCS . Semester with credits and continuous Internal Evaluation shall be in existence simultaneously but that shall be implemented as and when required and proved to be convenient to the Department.

12. Medium of Instruction: The medium of Instruction shall be English/ Marathi . The students shall have an option to write answer sheets, practical's, reports etc in Marathi and English.

13 .Eligibility for Admission: The candidate should fulfil the following eligibility criteria.

- a) The candidate must be qualified with minimum of 40 % marks in aggregate in any Bachelor's degree of minimum of three years duration in any discipline recognized by the UGC.
- b) Candidate should appear and qualify for the Common Entrance Test with minimum 40 marks (online/offline)
- c) The admission will be given on basis of merit list of the common entrance test
- d) Intake of the Course: 30 Seats.

14. Attendance: The minimum 75% attendance is compulsory and shall be calculated regularly on monthly basis. All the practical's assignments, seminars, field visits, study tour, viva, internships, in house activities are compulsory.

DSC I - Principles of Mass Communication (Theory- 4)

Course Objectives:

1. Understand the role of communication in personal & professional success.
2. Develop awareness of appropriate communication strategies.
3. Prepare and present messages with a specific intent.

Course Outcomes:

1. Understand the foundational material of communication studies.
2. Become conversant with key terms, models, concepts and a range of theories about communication.
3. Understand the conceptual connections between communication models and theories about communication.

Unit I: Communication: Concepts and Process, Nature and process of human communication, functions of communication, verbal and non-verbal communication, intra-personal, inter-personal, small group, public and mass communication. Nature and process of mass communication, media of mass communication, characteristics and typology of audiences. Social Functions of Mass Communication, Scope of Mass Communication.

Unit II: Communication Theories Authoritarian; Libertarian; Socialistic; social-responsibility; Development media theory; Democratic participation media theory. Marshall McLuhan's Theory of Media Classifications.

Unit III: Communication Models Lasswell, Shannon and Weaver, Osgood, Dance, Schramm, Gerbner, Newcomb, Berlo, Wesley and Maclean model.

Unit – IV : Mass Media Effects & Uses : Hypodermic Needle; Two Step Flow Theory; Limited Effects; Cultivation Theory; Cognitive Dissonance Theory; Catharsis theory, Spiral of Silence; Media Hegemony etc

Reference Books:

- 1) Clarifying Communication Theories– A Hands-on Approach: Gerald Stone et al., Blackwell, reprinted in India by Surjeet, 2004.
- 2) Effective Communication & Public Speaking: S. K. Mandal, Jaico, 2007.
Essentials of Effective Communication: Vasantha R. Patri & Neelakant Patri, Greenspan, 2002.
- 3) India's Communication Revolution– From Bullock Carts to Cyber Marts: Arvind Singhal and Everett M. Rogers, Sage, 2008.
- 4) Introduction to Mass Communications: Warren K. Agee et al, Longman, 1991.
- 5) Mass Communication in India: J. V. Vilanilam, Sage Publications, 2005.
- 6) Mass Communication Theory: Stanley J. Baran & Dennis K. Davis, Wadsworth, 2008.
- 7) Mastering Public Speaking– Exercise Your Body Parts & Build Your Speaking Skills: Dorothy Lynn & Jessica Selasky, Jaico, 2008.
- 8) McQuail's Mass Communication Theory: Denis McQuail, Vistaar, 2005.
- 9) Media Communication– An Introduction to Theory and Process: James Watson, Palgrave Macmillan, 2004.

DSC II- Reporting and Editing (Theory- 4)

Course objectives:

- 1) To understand techniques of reporting.
- 2) To know various types of reporting.

Course Outcomes:

- 1) Students will be able to the basics of reporting and editing practices Understand
- 2) Students will be able to undertake filed reporting on their own and produce news stories Apply
- 3) Students will have the skills needed for professionally reporting and editing of news

Unit I: Organizational Chart of Editorial Department, Working and responsibilities of each Department: Role of Managing Editor, Editor, Assistant Editor, News Editor, chief-sub editor, sub- editor etc. in newspapers. News desk, news flow, copy management and organization. Feature agency, Media houses

Unit II: News: definition, concepts, components, values, sources, structure of news. Introduction to lead, Kinds of leads, Headlines- techniques, styles, purposes, kinds of headlines, Language in newspapers, Sources of news, qualifications and responsibilities of reporter .Kinds of reporting: Investigative, Interpretative, crime, weather, city life, bodies. Press conference, Interviews. Changing trends in reporting - specialized reporting- Human interest, science & technology, sports, environment, economics, development, commerce, consumerism, water & energy, literacy, gender, agriculture, E-business news reports. RTI (Right to information) and its use in reporting.

Unit III: Editorial writing: Types of editorials: Explain or Interpret, Criticize, Persuade, Praise; Indepth, interpretative, investigative articles; Planning of editorial page; Editing the opinion articles, do's and don'ts; Selecting and editing letters to the editor, Content and importance of editorial page, Op-Ed pages in various newspapers.

Unit IV: Features: types of features - news features, historical features, photo features, profiles, syndicate features. Reviews: definitions, scope, Types of reviews- books, films, music, theatre, TV programmes, performing arts, Contemporary trends in reviews. Column writing: writing creative middles, language as a tool of writing Interviewing: kinds, purposes, techniques, writing interviews. Techniques of editing, Proof reading.

Reference Books :

1. Sahay U. (2006). Making News, Handbook of the media in Contemporary India Oxford University Press, USA.
2. Saxena A. (2007). Fundamentals of reporting and editing Kanishka Publishers
3. Saxena Sunil (2006). Headline Writing Sage Publications, Inc.
4. Shedden D. (2002). Reporting, Writing & Editing Bibliography Poynter
5. Srivastava K.M. (2003). News Reporting and Editing Sterling
6. Wheeler S. (2009). Feature Writing for Journalists Routledge
7. Rich, Carole. (2003). Writing and Reporting News, Thomson Wadsworth.

DSC III- Print Media (Theory - 4)

Course objectives:

- 1) To know present situation of print media.
- 2) To know history of print media in India and particularly in Maharashtra.

Course Outcomes:

- 1) Students will have a good understanding of the history of print media.
- 2) Students will be able to know difference between journalism before independence and after independence.

Unit I: Evolution and development of print media: James Augustus Hickey and Bengal Gazette. contribution of Raja Ram Mohan Roy, etc The Indian press and freedom movement: National leaders and their newspapers, Lokmanya Tilak, Surendranath Banerjee, Mahatma Gandhi, Pandit Jawaharlal Nehru, Abul Kalam Azad, Ganesh Shankar Vidyarthi, Ghose brothers, Benjamin Horniman (Bombay Chronicle), Kasturi Ranga , Lala Lajpat Rai, S. Sadanand, Robert Knight. Contribution of newspapers for freedom struggle.

Unit II: Role of the language press with emphasis on Marathi newspapers and editors: BalShastri Jambhekar, Bhau Mahajan, Lokhitwadi, Krishnaji Triambak Ranade, Gopal Ganesh Agarkar, N. C. Kelkar, S. M. Paranjape, N.C. Kolhatkar, Dr. Babasaheb Ambedkar, Krishnarao Bhalekar, Dinkarrao Javalkar, Shripatrao Shinde, Jagrutikar Palekar , Mukundrao Patil Acharya Atre, Nanasaheb Parulekar, etc.; Some significant Marathi Newspapers: Darpan, Prabhakar, Sandesh, Dnyanprakash, Kesari, Kal, Bahishkrut Bharat, Prabhat, Sakal, Loksatta, Maharashtra Times, Lokmat, Pudhari etc. Role of press in social movement of Maharashtra: SatyaShodhak Press, Dalit Press etc. Contribution of newspapers in Social movement.

Unit III:The press in India after independence: Changing role & nature of the press, Problems of small, medium and district newspapers, Government's media policy, Emergency and the press, reports of the press commissions, prominent institutions & organizations connected with the media, current trends in English & Marathi Journalism.

Unit IV: Printing processes: Desktop publishing. Newspaper production- principles of design,: Unity, balance, rhythm, proportion, movement etc ; Tools of design: white space, fonts, pictures; new software's for page designing, Principles of photo editing.

Reference Books:

1. Journalism in India, RangaswamyParthasarthy, 1991, Sterling Publishing Company, New Delhi.
2. The Press by Rau, M. Chelapati
3. Mass Communication and Journalism in India by Mehta, D.S.
4. A History of the Tribune by Ananda, Parkash
5. History of the Press in India by Natrajan, J.
6. Mass Communication in India by Kumar, Kewal J.
7. The Story of Journalism by Elizabeth Grey
8. लेले रा. के . भारतीय वृत्तपत्रांचा इतिहास , कॉटिनेंटल प्रकाशन, पुणे, दुसरी आवृत्ती, 2009

DSC IV - Media, Gender & Human Rights (Practical - 2)

Course Objectives: 1) To know human rights.

2) To know about gender perspectives.

Course Outcomes:

1) Student can write news without gender bias.

2) Students can write more accurate news about violation of human rights.

Unit 1: . Media and Society .Media and Gender, Gender studies and Feminist Theory, 6. Universal Declaration of Human Rights, Media and Human Rights

Unit 2 : - Human Rights and Media - Human Rights and Democracy, Human Rights & Education - Human Rights and environmental air and water pollution - Human Rights and Communal Riots - Human Rights in the terrorized areas, State Commission for Human Rights - National Commission on Human Rights - Human Rights and right to freedom of speech and expression.

Reference Books:

1. Human Rights, A.N. Sen, 2005, Sri Sai Law Publications, Faridabad.

2. Protection of Human Rights, Khwaja Abdul Muntaqim, 2004, Law Allahabad Publishers.

Internal Submission: Media, Gender & Human Rights

Week	Activity	Submission	Marks
Week One	Identify 5 different gender biased newspaper stories	submit hard copy In file 1	05
Week Two	Identify 5 stories from any media that violate human rights	submit hard copy In file2	05
Week Three	Identify 5 social media posts that contain gender bias.	submit hard copy In file3	05
Week Four	Conduct a survey about Gender representation in media and write news based on this data.	submit hard copy In file 4	05
Week Five	Write 3 news on women who are changing stereotyped image of women.	submit hard copy In file 5	05
Week Six	Write 2 news related to violation of human rights.	submit hard copy In file 6	10
Week Seven	Take one interview of activist of Human Right Association	submit hard copy In file 7	10
Week Eight	Take an Interview of a Third gendered person related to problems and rights of Third Gendered Persons.	submit hard copy In file 8	10
Week Nine	Write one article on how human rights are important for every citizen	submit hard copy In file 9	10
Week Ten	Write one article on contributions of women to the economy & one article on rights of third gender	submit hard copy In file 10	10
Week Eleven	Take one interview of one women activist.	submit hard copy In file 11	10
Week Twelve	Write one article status of women in Society.	submit hard copy In file 12	10

DSE - I : Writing for Print Media (Practical -4)

Course Objectives:

- 1) To gain practical knowledge about news writing.
- 2) To practice various aspects of reporting

Course Outcomes:

- 1) Student can write news accurately.
- 2) Students can write news in different news structures.

Unit I:

Trends in Print Journalism, Agenda setting role of newspapers- Ownership, Revenue, Editorial policy, Citizen Journalism, Investigative journalism, Sting operations and Celebrity/ journalism.

Ethical debates in print journalism - Paid news, Advertorials

Unit II :

Specialised Reporting , Business, Parliamentary, Agriculture /Rural, International Affairs, Entertainment

Unit III :

Production of a Newspaper, Planning for print : size, anatomy, grid, design, Format, typography, copy, pictures, advertisements, Plotting text : headlines, editing pictures, captions, Page-making : Front page, Editorial page, Supplements

Unit - IV:

Technology and Print Technology and Page making techniques: layout, use of graphics and photographs) Printing Processes: Traditional vs modern Desk Top Publishing : Quark Express, Coral Draw, Photoshop etc The Invention of the Printing Press

Reference Books :

1. Kamath, M.V. Professional Journalism, Vikas Publications
2. Goodwin, Eugene H. Groping for ethics in Journalism, Iowa State Press
3. Hough, George A. News Writing, Kanishka Publishers, New Delhi (1998)
4. Hodgson F. W. Modern Newspapers practice, Heinemann London, 1984.
5. Sarkar, N.N. Principles of Art and Production, Oxford University Press

Internal Submission - Writing for Print Media

Week	Activity	Submission	Marks
Week One	Identify 10 Various types of News	submit hard copy In file 1	10
Week Two	Identify 8 News According to News Values	submit hard copy In file2	10
Week Three	Write 10 leads having different type.	submit hard copy In file3	05
Week Four	Write five Local News with heading	submit hard copy In file 4	05
Week Five	Write five Campus News with heading	submit hard copy In file 5	05
Week Six	Write five news having different structure	05	10
Week Seven	Write three news covering press Conference	submit hard copy In file 7	10
Week Eight	Write Five News Stories (Environmental, crime, Educational, Health, Sports)	submit hard copy In file 8	10
Week Nine	Write five Features (Politics, Culture, Finance, International Relations, Women's)	submit hard copy In file 9	10
Week Ten	Write Five Middle	submit hard copy In file 10	10
Week Eleven	Write Five Editorials of different types	submit hard copy In file 11	10
Week Twelve	Write three interviews	submit hard copy In file 12	10

DSE - II : Event Management (Practical -4)

Course Objectives:

- 1) To know facts about event management
- 2) To know types of events and its benefits.

Course Outcomes:

- 1) Student can organise events individually.
- 2) Students will get skills about team work . .

Unit I : What are events, Types of events, Why Event Management? – Analysis of Event, Scope of Event, Decision Makers – Event Manager, Technical Staff – Establishing of Policies and Procedure – Developing Record Keeping Systems.

Unit II: Principles for Holding an Event, event Purpose - venue - timing - guest list - invitations - food & drink - room dressing - equipment - guest of honor - speakers - media - photographers - podium - exhibition. Lecture , Marketing tools Types of advertising - merchandising - give aways - competitions - promotions - website and text messaging.

Unit III: Preparing a Planning Schedule, Organizing Tables, Assigning Responsibility, Communication and Budget of Event – Checklist, Computer Aided Event Management, Roles and Responsibilities of Event Managers for Different Events. Crisis Management plan Crisis planning - prevention - preparation - provision - action phase - handling negative publicity.

Unit IV : Corporate Events - Planning of Corporate Event, Seeking sponsors Different types of sponsorship ,Job Responsibility of Corporate Events Organizer, Arrangements, Budgeting, Safety of Guests and Participants, Creating Blueprint, Need for Entertainment in Corporate Events and Reporting, Evaluation Budget - cost of event - return on investment - media coverage - attendance - feedback.

Reference Books:

1. Event Management: A Blooming Industry and an Eventful Career by Devesh Kishore, Ganga Sagar Singh - Har-anand Publications Pvt. Ltd. -
2. Event Management by Swarup K. Goyal - Adhyayan Publisher - 2009
3. Event Management & Public Relations by Savita Mohan - Enkay Publishing House
4. Semenik, 2006, "Promotion and IMC", Thomson.
5. Hory Sankar Mukerjee, Business Communication: Connecting at Work –2012

Internal Submission: Event Management

Week	Activity	Submission	Marks
Week One	Observe any two Events organized in City and submit write-up	submit hard copy In file 1	05
Week Two	Participate in one event and write your experience.	submit hard copy In file2	05
Week Three	Take Interview of one Event Manger	submit hard copy In file3	10
Week Four	Prepare and present a publicity plan for an event.	submit hard copy In file 4	10
Week Five	Conduct SWOT analysis of your Department regarding Event Management and submit report	submit hard copy In file 5	10
Week Six	Prepare a crisis management plan	submit hard copy In file 6	05
Week Seven	Participate in Event organized by your Dept/ School	submit hard copy In file 7	05
Week Eight	Prepare and present an Event Management project for your Departments Event	submit hard copy In file 8	10
Week Nine	Implement the Event	submit hard copy In file 9	10
Week Ten	Write Evaluation Report of organized event .	submit hard copy In file 10	10
Week Eleven	Prepare Event Management plan for two different Events	submit hard copy In file 11	10
Week Twelve	Write report on how event management is beneficial for your organization.	submit hard copy In file 12	10

Research Methodology - Communication Research (Theory - 4)

Course objectives: 1) To understand research methods in communication.

2) To know various types of media research.

Course Outcomes:

1) Student can write research papers.

2) Students can submit projects and can get research grant.

Unit I: Definition , elements of research , scientific approach , research and communication Theories, role , function , scope and importance of communication research , basic and applied research. Research design: components ,experimental, quasi- experimental, bench mark, longitudinal studies ,simulation , panel studies ,co relational designs.

Unit II: Tools of data collection: sources, media source books, questionnaire and schedules, people's meter, diary method, field studies, logistic groups, focus groups, telephone, surveys, online polls. Random sampling methods and representativeness of the samples, sampling errors and distributions in the findings. Report writing – data analysis techniques – coding and tabulation – non-statistical methods – descriptive – historical – statistical analysis – parametric and non-parametric – uni- variate –bivariate – multi- variate – tests of significance – levels of measurement – central tendency – tests of reliability and validity – SPSS and other statistical packages.

Unit III: Methods of communication research – census method, survey method, observation method – clinical studies – case studies – content analysis. Media research – evaluation, feedback – feed forward – media habits – public opinion survey – pre-election studies and exit polls. Media research as a tool of reporting

Unit IV: Research applications in print and electronic media; Types of print media research Readership Research. Methodology of Readership Research, Circulation Research. Research Applications in Electronic Media; Rating and non-Rating research, interpreting ratings. Advertising research: target marketing research, positioning research –pre-test research, post-test research, audience research, methods of analyzing research, Campaign Assessment Research.PR Research; Types of PR Research, PR Audit etc.

Reference Books :-

- 1) Wimmer, Roger, and Dominick, Joseph, R. Mass Media Research, Thomson Wadsworth, 2006, pgs 1-60; 65-81; 83-98.
- 2) Arthur Asa Berger. Media Research Techniques, Sage Publications, 1998.
- 3) John Fiske. Introduction to Communication Studies, Routledge Publications, 1982.
- 4) David Croteau and William Hoynes. Media/Society: Industries, Images and Audiences, Forge Press (For Case Studies) Amazon, 2002.
- 5) Kothari, C.R. Research Methodology: Methods and Techniques, New Age International Ltd. Publishers, 2004, pgs 1-55; pgs 95-120.
- 6) Bertrand, Ina and Hughes, Peter. 2005. Media Research Methods; Audiences, institutions, Texts. New York; Palgrave

DSC V - Electronic Media (Radio and Television) (4)

Course objectives: 1) To understand development of radio and TV.

2) To know the techniques of writing for radio and tv.

Course Outcomes:

1) Student can produce radio programs.

2) Students can produce TV programs.

UNIT I :Evolution and growth of electronic media. Development of radio , evolution and growth of AIR, evolution and development of television and internet in world and in India , Entry of private radio stations, rules and regulations, majorchannels, their impact, types of channels, ownership and management of a private radio station Community Radio: need for it in India, success stories, rules and regulations, educational radio: Gyanwani, other university radio channels. Prasarbharati- structure, objectives and role. Characteristics of radio, television and Internet as medium of mass communication. Growth of private television channels. Emerging trends in radio broadcasting- FM, digital, satellite and web.

UNIT II: Principles and techniques of audio-visual communication, thinking audio and pictures, grammar of sound, visuals and web production. Radio production - programme for various audiences, different programme formats, creating audio space, sound, perspective, voice casting, types of music, use of sound effects. Production crew and their functions- role of producer, production planning and execution. Radio studio, acoustics recording equipments, types and use of microphones, use of digital technology in production.

UNIT III:Television technology-broadcasting standards, broadcast chain. Production equipments-cameras, microphones and lights, special effect generators, digital video effects, computer graphic work stations. TV studio layout, TV studio production and field production, TV staff and crew, their functions, programme formats, proposal writing, script writing-outline, treatment, visualization, shooting script.

UNIT IV :Technology and skills of linear and non- linear systems of audio-visual communication, sound construction and picture formation through a wide range of microphones, sound-recorders, camcorders, video recorders, VCD, computer graphics and studio equipment (exposure through field visits), transmission of sound, images and data through microwave, satellite, fiber optics, cable and television technologies.

Reference Books:

1. Boyd Andrew, Broadcasting Journalism, Techniques of Radio and TV News, Heinemann, London, 1988.
2. Flectcher James, Handbook of Radio and TV Broadcasting, Van, Nestrans Reinhold Co., 1981.
3. Gearth Jowet, Movies and Mass Communcation, Sage Publications, London, 1986.
- 4.Fraser, Colin & Estrada Rastrepo Sonia. Community Radio Handbook (UNESCO, 2001).
- 5.Tabing Louie. How to do community radio (UNESCO Publication, New Delhi,2002).
6. . Shrivastava, K. M. Radio and TV Journalism. Sterling Publishers, 1989.

DSC VI - Advertising and Branding (4)

Course objectives:

- 1) To understand management styles of different media.
- 2) To know the techniques of management.

Course Outcomes:

- 1) Students will get copywriting skills.
- 2) Students will get practical knowledge about branding.

Unit -I : Introduction to Advertising Concept, Features, Elements, Evolution of Advertising, Active Participants, Benefits of advertising to Business firms and consumers, Classification of advertising: Geographic, Media, Target audience and Functions, Ad Agency: Features, Structure and services offered, Types of advertising agencies , Agency selection criteria, Agency and Client: Maintaining Agency–Client relationship, Reasons and ways of avoiding Client Turnover, Creative Pitch, Agency compensation

Unit II: Consumer behaviour and advertising: Decision making process - Various models - Factors influencing buyer behaviour - Internal psychological - External - Family reference groups etc., Advertising campaign planning - market analysis - promotional mix - Advertising budgeting - measuring Advertising effectiveness.

UNIT – III: Copy writing - Creativity - Various appeals - Brand positioning - USP Copy formats - Style - Production -, Advertising Layout, , Types of layouts, Copy Writing for various media, Internet, Print, Radio, TV, Film, Audio visual kits etc., Code of ethics - Self-Regulatory body- Role of ASCI (Advertising Standard Council of India)

Unit IV: Brand Building: The Communication Process, AIDA Model, Role of advertising in developing Brand Image and Brand Equity, and managing Brand Crises, Special purpose advertising: Rural advertising, Political advertising-, Advocacy advertising, Corporate Image advertising, Green Advertising – Features of all the above special purpose advertising.

Reference Books:

- 1) Vinita Kohli Khandekar, Indian Media Business, Sage
- 2) Pradip NinanThomas, Political Economy of Communications in India, Sage
- 3) Lucy Kung, Strategic management in media, SAGE
- 4) Dennis F. Herrick, Media Management in the age of Giants, Surjeet Publications
- 5) Jethwaney, Jaishri, Advertising. Phoenix Publishing House Pvt. Ltd, 1999.
- 6) Jethwaney, Jaishri, Advertising Management, Oxford University Press, 2010.
- 7) Ogilvy, David. Ogilvy on Advertising. Vintage Books, 1983
- 8) Rathore, B.S. Advertising Management. Himalaya Publishing House, 1984
- 9) Sengupta Subrato.Brand Positioning: Strategies for Competitive Advantage Tata McGraw Hill Co.1990

DSC VII - Public Relations and Corporate Communication (4)

Course objectives: 1) To understand public relations techniques.

2) To understand advertisement.

Course Outcomes:

1) Students can use PR techniques.

2) Students will get practical knowledge about crisis management .

Unit I: Evolution and history of public relations- definitions , concept , characteristics , relevance , origin and development , Difference between PR , propaganda , publicity , advertisement, , lobbying , public opinion ,PR functions , process , aims , strategic public relations , PR codes, of ethics , regulations , PR manager/PRO functions , responsibilities, qualifications , training. History and development of public relations in India , PR professional organizations IPRA , PRSI, PRCI etc,

Unit II: PR and corporate communication, Concept, corporate houses, Corporate Image and Corporate Identity ,contemporary trends in public relations. , publics-internal and external, public relations tools, PR and communication flow-formal, informal, vertical, horizontal ..

Unit III- Crisis Management, Corporate Social Responsibility , PR campaigns steps, fact finding, research, planning, implementing, evaluation and feedback - major PR campaigns, PR counselling and consultancy. preparing and planning house journals , newsletters, hand-outs , brochures, media releases, media conferences , annual meetings , open houses , exhibitions, speeches , seminars and symposia , demonstrations , conducted tours , grapevine , interviews , publicity materials and corporate films.

Unit IV - PR in central and state government and the functioning of various media units of the state and Union governments, Public relations in public and private sectors - PR for military , tourism , education, sports, entertainment , finance, PR for charitable institutions, NGOs; Use of Internet as a major PR Tool; PR Research; Emerging Trends in PR.

Reference Books:

1) Jaishri Jethwaney, Corporate Communication, Oxford Publishers, 2010

2) Joseph Fernandez, Corporate Communication: A 21st Century Primer, Sage, 2004

3) Jaishri Jethwaney, Public Relations, Sterling Publishers, 2002

4) Iqbal Sachdeva , Public Relations: Principles and Practices, Oxford University Press, 2009

5) S.K. Roy, Corporate Image of India, Sh. Ram Centre, 1974

6) R.K. Balan, Corporate Public Relations, Sterling Publisher, 1992

7) Fraser.P. Seitel, The Practice of Public Relations, Pearson, 2011

8) Naval Prabhakar& Narendra Basu, Public Relations: Principles & Functions, Common Wealth, 2000.

9) डॉ. चिंचोलकर रवींद्र , जनसंपर्कचे अंतरंग , विद्या बुक पब्लिशर्स , औरंगाबाद , प्रथम आवृत्ती, 2022

D SC VIII - Writing For Electronic Media (Practical - 2)

Course objectives: 1) To understand script writing for radio.

2) To understand script writing for TV.

Course Outcomes:

1) Students can write and produce radio programs.

2) Students can plan and produce Tv programs .

Unit I : Writing for Radio - Thinking audio , Planning and structuring the copy for various audio inputs , Production of different formats of news - 2-minute headline bulletin to one hour news show , Handling of news run down, last minute changes and on air changes in the news

Unit II : Script writing for radio programmes; Interviews, Discussions, Documentary, Advertisements, PSA, News, Drama, Radio Commercials. Script Writing Techniques for Radio Programmes. News Bulletins and News Presentations.

Unit III: Writing to TV : The writing process- Thinking audio and video , Planning and structuring the copy for various audio visual inputs , Editing bytes, procuring & editing visuals – archives, graphics & other sources , Writing Anchor Leads , Writing for Astons, subtitles, scrawls and other TV screen value addition instruments. Broadcast styles and techniques of writing

Unit IV: Reporting TV Reporters Tools and techniques, Locating TV stories, Developing TV stories, structuring a TV news report, V/O's, packages & story formats. PTC: Opening, Bridge and closing. The equipment, Field work, TV news interviews, shooting, recording and editing. Live reporting: organizing thoughts and adlibbing, DSNG, Multiple OB locations and Split screen, V/O from field and technical challenge.

Reference Books:

1. Zetl, H.(2006). Handbook of Television Production. Wadsworth.
2. Shelley, S.L. (1999). A Practical Guide to Stage Lighting. Focal Press
3. P.C. Chatterjee (1987). Broadcasting in India, New Delhi: Sage 1987
4. Carrol Fleming (2002). The Radio Handbook, London & New York: Routledge. z Broadcasting in India, GC Awasthy, Allied, Bombay, 1965
5. Broadcasting and the People, Mehra Masani, NBT, New Delhi, 1985
6. Radio Production, Robert Mcleish, Focal Press, Oxford, 2005
7. Writing for Broadcast Journalists, Rick Thomson, Routledge, New York, 2010
8. Radio Programme Production:A Manual for Training, Richard Aspinall, UNESCO, Paris, 1971
9. The Radio Station:Broadcast Satellite and Internet, Michael C. Keith, Focal Press, Oxford, 2010

Internal Submission: Writing For Electronic Media

Week	Activity	Submission	Marks
Week One	Write script and record a speech for Radio (Dur. 5 Min)	submit hard copy In file 1	05
Week Two	Write script of a bulletin and record it for Radio(Dur. 5 Min)	submit hard copy In file2	05
Week Three	Conduct an interview for Radio (Dur. 10 min)	submit hard and soft copy In file3	05
Week Four	Prepare and present a Radio feature	submit hard copy In file 4	05
Week Five	Conduct a group discussion for Radio .	submit hard copy In file 5	05
Week Six	Radio Report: Prepare a program based on outdoor recording	submit hard and soft copy In file 6	05
Week Seven	Prepare script for TV Anchoring for two different programs and present it .	submit hard and soft copy In file7	05
Week Eight	Write script and give two PTC (Duration one min each) and Two news presentations	submit hard and soft copy In file 8	05
Week Nine	Write script of a bulletin and record it for TV (Dur. 5 Min)	submit hard and soft copy In file 9	05
Week Ten	Conduct one interview for TV	submit hard and soft copy In file 10	05
Week Eleven	Conduct one Talk Show on TV	submit hard and soft copy In file 11	05
Week Twelve	Prepare a a capsule program for TV (Dur. 15 Min)	submit hard and soft copy In file 12	05

DSE III - Writing For Advertising & PR (Practical - 4)

Course objectives: 1) To get knowledge of advertising.

2) To understand use of PR for image building.

Course Outcomes: 1) Students can get copywriting skills.

2) Students can use PR techniques.

Unit I: Basics of copywriting, Responsibility of copywriter, Creative thinking, Idea generation techniques, marketing brief, creative brief. Writing Persuasive Copy, Writing Copy for Various Media- Print: Headlines, sub headlines, captions, body copy, and slogans, Television: Storyboard, Storyboarding Techniques, Balance between words and visuals, Power of silence, formats of TVS's, Outdoor posters, Radio, Digital: e-mail, web page

Unit II: Writing Copy for Various Audiences – Children, youth, women's, rural people, Executives, Senior Citizens. Writing copy for – direct mailers, Classified, Press release,, B2B, advertorial, infomercial. Various Types of Advertising Appeals and Execution Styles- Rational appeals, Emotional appeals: Humor, Fear, Sex appeal, various advertising execution techniques.

Unit III – Essentials of PR Writing: Planning a Publication – Identifying the purpose, subject, Readership – Structuring the content-collection of Material – Writing the text and Principles of good writing-use of statistics Language and vocabulary. Writing of press release, press note. Writing for Employee Manuals/Handbooks – Internal and External House Journals – Trade Bulletin – Catalogues – Booklets and Brochures-Leaflets and folders – Fact sheets – Direct Mailers etc

Unit IV Editing – Fundamentals and Techniques – Purpose and role of editing – Editing of House Journals. Graphics – Use of charts, pictorial charts – Graphs and photographs - Symbols – Line drawing and Illustrations – Photomontage – placement of graphics etc – Importance of colour in corporate literature. Layout and Artworks of PR, Production of Corporate publications, kinds of paper. Writing PR Blog, Writing for web, content writing for online journals. Script writing for speech on Radio, script writing for television – commercial, talk show etc.

Reference Books :

1) Malcolm Gladwell. The Tipping Point: How Little Things Can Make a Big Difference. Little,Brown Book Group, 2002.

2) Ogilvy, David. Ogilvy on Advertising. RHUS; 1st Vintage Books, 1985.Ogilvy, David. Confessions of an Advertising Man. Southbank Publishing, 2011.

3) Ogilvy, David. Unpublished David Oglivy. Hachette Book Publishing, 2015.

4) Ries, Al and Trout, Jack. Positioning: The Battle for Your Mind: How to Be Seen and Heard in the Overcrowded Marketplace. Business Book Summaries, 2014.

5) Parkinson, M. G., & Parkinson, L. M. (2013). Law for Advertising, Broadcasting, Journalism, and Public Relations: A Comprehensive Text for Students and Practitioners. Routledge.

6) Ries, A., & Ries, L. (2002). The Fall of Advertising and the Rise of PR. Harper Collins.

7) Smith, L., & Mounter, P. (2008). Effective internal communication. Kogan Page Publishers

8) डॉ. चिंचोलकर रवींद्र , जनसंपर्कचे अंतरंग , विद्या बुक पब्लिशर्स , औरंगाबाद , प्रथम आवृत्ती, 2022

Internal Submission - Writing For Advertising & PR

Week	Activity	Submission	Marks
Week One	Visit one PR office and write about PR activities conducted in one month. Visit one Advertising Agency and write report on working of various departments in it .	submit hard copy In file 1	10
Week Two	Assuming that you are working as a PRO, prepare two press notes.	submit hard copy In file2	05
Week Three	Conduct an interview for Radio of one PRO and Prepare radio report on CSR activity of any Institution. (Dur. 10 min)	submit hard and soft copy In file3	05
Week Four	Prepare PPT presentation on comparative study of any two PR offices	submit hard copy In file 4	10
Week Five	Create Five advertisements for print media on computer using different appeals.	submit hard copy In file 5	10
Week Six	Create four ads (product, service, professional and industrial) for Out of home media on computer.	submit hard and soft copy In file 6	10
Week Seven	Create two ads for radio	submit hard and soft copy In file7	05
Week Eight	Prepare two ads for television	submit hard and soft copy In file 8	05
Week Nine	Prepare two ads for Social Media	submit hard and soft copy In file 9	10
Week Ten	Prepare a house Journal	submit hard and soft copy In file 10	10
Week Eleven	Prepare ads for a campaign of one week.	submit hard and soft copy In file 11	10
Week Twelve	Prepare a PR plan for a corporate office	submit hard and soft copy In file 12	10

DSE IV - Computer Applications for Media (Practical - 4)

Course Objectives: 1. To understand the computer applications for media.

2. To know the software's used for media.

Course Outcomes: 1. Students will get skills of using computer.

2. Students can edit text, pictures etc.

Unit-I . Information and Communication Technology: Meaning importance and Concept, Introduction to computer: History & Classification of computer, Computer Basics L T P Definition, Generation and Basic components of computers Input/ Output devices and other peripherals Introduction to Hardware and Software Introduction to Operating Systems: Linux, Mac OS, Windows Functions and Feature of Operating System Process Management, Memory Management, File Management, Device Management security, Command interpretation, Multiprogramming, Multitasking, Multiprocessing, Time-Sharing

Unit II :Components of Computer System - Central Processing Unit (CPU) , VDU (Visual Display Unit) Keyboard and Mouse , Other input/output Devices , Computer Memory , Storage device. Introduction to the internet search engines, E-Mails, Google Docs and Forms

Unit III: Introduction to MS word and Excel Microsoft Word-Components of MS Word, features of shortcut keys of MS Word and Descriptions Microsoft Excel- Components of MS Excel, shortcut keys of MS Excel and Descriptions MS Office, Use of Printer & Scanner, Microsoft Office: Word, Power Point, excel, Using printers & scanners, Microsoft PowerPoint- Components of MS PowerPoint, features of PowerPoint, Views Microsoft Outlook, Features of Outlook, Uses of Scanner & Printer, English Script typing, Hindi Script typing

Unit-IV : Adobe Photoshop Software. Pixels, Resolution, Colour Modes and Models Use of Tools, Palettes and Panels Use of Layers and Filters Exporting to Various File Formats and saving in different File Formats. DTP Software, Features and their basic application: Corel draw,. PageMaker,. In Design.

Reference Books :

1. Author Adobe AdobePagemaker – Publisher Techmedia Adobe Photoshop – Publisher Techmedia
2. Coburn, Foster D. Corel Draw
3. A. Jaiswal, , Fundamentals of computer Information technology Today, Publisher, Wiley Dreamtech India Pvt Ltd
4. Step by Step Computer Applications- John Roche, Gill & Macmillan
5. Basics of Computer- Muhammad Umar, Create Space Independent Publishing Platform
6. Learning Computer Fundamentals, MS Office and Internet & Web Tech.- Dinesh Maidasani, Firewall Media
7. Adobe Photoshop CC Classroom in a Book - Andrew Faulkner, Conrad Chavez, The official training workbook from Adobe

Internal Submission - Computer Applications for Media

Week	Activity	Submission	Marks
Week One	Write a note on hardware and software's used in newspaper office.	submit hard copy In file 1	10
Week Two	Compose two pages matter on DTP.	submit hard and soft copy In file 2	05
Week Three	Edit one photo using Photoshop	submit hard and soft copy In file 3	05
Week Four	Record content of your choice using audio and video-recording software	submit hard and soft copy In file 4	10
Week Five	Create Power Point Presentation using Multimedia tools	submit hard copy In file 5	10
Week Six	Designing an e-paper page using QuarkXPress/In-Design	submit hard and soft copy In file 6	10
Week Seven	Creating a blog with a content of your choice	submit hard and soft copy In file7	05
Week Eight	Record content of your choice using audio and video-recording software	submit hard and soft copy In file 8	05
Week Nine	Creating Multimedia Content – News stories and Feature stories	submit hard and soft copy In file 9	10
Week Ten	Prepare one Podcast	submit hard and soft copy In file 10	10
Week Eleven	Prepare a Poster design	submit hard and soft copy In file 11	10
Week Twelve	Create two articles for social media content	submit hard and soft copy In file 12	10

OJT/ FP - (FP-4)

Internship:

It is mandatory for Students to complete a minimum of 15 days (Everyday Three Hours) of internship in one newspaper office and another 15 days (Everyday Three Hours) of internship in Radio/ Television Channel. Total 90 Hrs. Submit detailed report after internship.

Internship	Activity	Submission	Marks
Newspaper	Complete 45 Hours internship in one newspaper	submit hard copy In file 1	40
Viva	Viva based on internship in newspaper.	to face viva	10
Week Three	Complete 45 Hours internship in one Radio/ TV	submit hard and soft copy In file 2	40
Viva	Viva based on internship in Radio / TV	to face viva	10
