

VEER NARMAD SOUTH GUJARAT UNIVERSITY, SURAT.

(Mass Communication)

SEMESTER-- 4

Paper 16.

Development of Print and Electronic Media

Unit 1

The Indian press and freedom movement – Mahatma Gandhi and his journalism; social, political and economic issues before Independence and the Indian press; historical development of important newspapers and magazines in English; important personalities of Indian journalism, the press in India after Independence; social, political and economic issues and the role of the Indian press problems and prospects.

Unit 2

Brief history of Gujarati journalism, contribution of the Parsis, Gujarati press in Bombay, journalism in Saurashtra, contribution of Narmad and ‘Dandiyo’ to journalism, profile of prominent newspapers and personalities of Gujarat journalism, analysis of present day Gujarati journalism.

Unit 3

Radio

Genesis and development of radio as a mass medium, Brief history of radio in India, early attempts at broadcasting, All India Radio, Radio Rural Forums.

Unit 4

Television

Genesis and development of television as a mass medium, historical perspective of television in India, SITE, satellite and cable television in India.

Recommended Reading List:

1. Radio and TV journalism – K.M. Srivastava
2. Broadcasting in India – P.C. Chatterjee
3. Radio and TV journalism – Hakemulder
4. Digital Broadcasting Journalism – Jitendra K. Sharma
5. Basic Journalism—R. Parthasarathy
6. Mass Communication & Journalism in India – D.S. Mehta
7. Mass Communication in India – Keval Kumar
8. Journalism in India from the earliest times to the present day -- R. Parthasarathy

Paper 17.

Corporate Communication

Unit 1

Financial public relations, marketing public relations and community relations, specific tools for each; annual general meetings, annual reports, relations with share holders and financial institutions, events, shows, exhibitions, community welfare events, open house, personal contact.

Unit 2

Defining strategy and its relevance in public relations, campaign planning, management and execution, stages in PR campaign; research, planning implementation and evaluation. Media relations, organisation of press conference, press release, features, interviews and special stories, facility visits, press briefs – proactive and reactive media relations – relations with media during crisis, media centers during mega events, keeping track of media coverage, ethical aspects in media relations.

Unit 3

PR in public sector, private sector and multinationals, PR in central and state governments and functioning of various media units, PRSI code of ethics, role of PR/CC in crisis communication and disaster management, building a distinct corporate identity, role of technology in PR.

Recommended Reading List:

1. Handbook of Public Relations – D.S. Mehta
2. Public Relations – Cutlip and Centre
3. Public Relations – Sam Black
4. Public Relations Today – Subir Ghose
5. Dynamics of Public Relations – Ashok Arya

Paper 18.

Advertising

Unit 1

Consumer behavior, models of consumer behavior, concept of market segmentation, advertising campaign planning; brief, pre-research, consumer profile, product analysis, market analysis, creative strategy, media strategy, planning the budget, coordinating with marketing communications, post-research.

Unit 2

Visualization and visual, use of photographs, graphics, design principles, use of colour in design, types and fonts, stages in building of visual, story board and script for audio-visual advertisements, radio jingles, use of sound, words and music.

Unit 3

Media characteristics-defining media planning, media scene in India, sources of media information, media strategies, budgeting and presentation to client, media scheduling, reach and frequency, media buying.

Unit 4

Advertising research: scope and objectives, research as a decision making tool, market research and advertising research, types of research, target marketing research, positioning research, pre-test research, post-test research, audience research.

Recommended Reading List:

1. Advertising -- Wright, Warner, Zeigler
2. Marketing Management -- Philip Kotler

Paper 19

Broadcast Media (Production Skills 2)

This segment will consist of practical work in an audio and an audio-visual production. Under guidance from the faculty the students will prepare an assignment (from idea generation to production). Their assignment will be evaluated by internal faculty. There will not be any external written exam but a continuous evaluation out of 100 marks throughout the semester. The audio and audio-visual assignment will be valued out of 50 marks each.

Paper 20.

Dissertation

Every student will have to do a dissertation/ project report in any area of mass communication detailed in the curriculum under the guidance of regular/ guest faculty. The objective of the dissertation is to enable a student to have an in-depth knowledge of the subject of his/ her choice. It should be a research based effort and should endeavour to create new knowledge in any area of mass communication. The oral presentation of the project will have 50 marks and the written presentation will have 50 marks.

Paper 21.

Attachment

Each student will have to undergo an eight-week attachment in any media organisation such as newspaper, magazines, radio, television, agencies of advertising and public relations/corporate communication, or any other identified by the students and faculty jointly/individually, facilities for which are easily available locally or regionally. This attachment is not evaluated for examination.