

**Syllabus of MA Mass Communication**  
**from the academic year 2012-13**  
**Syllabus Outline, Marks and Credits for each Course**

**Semester 1**

*Core Papers: Paper no 1, 2 and 3*

*Elective: Paper no 4*

*Multidisciplinary papers: Paper no 5*

<b>S.No</b>	<b>Subject</b>	<b>Internal</b>	<b>External</b>	<b>Total Marks</b>	<b>Credits</b>
1	Principles of Mass Communication Theory	30	70	100	4
2	Principles of Journalism and Reporting	30	70	100	4
3	Editing, Feature Writing and Editorial Writing	30	70	100	4
4	Computer Applications and Newspaper Translation (Practical) or Computer Applications and Communication Skills (Practical)	100	---	100	4
5	General Knowledge for Mass Media	30	70	100	4
A	Term Paper	100	---	100	2
	<b>Total</b>	<b>320</b>	<b>280</b>	<b>600</b>	<b>22</b>

## **Semester 2**

*Core Papers: Paper no 6, 7 and 8*

*Elective: Paper no 9*

*Multidisciplinary papers: Paper no 10*

<b>S.No</b>	<b>Subject</b>	<b>Internal</b>	<b>External</b>	<b>Total Marks</b>	<b>credits</b>
6	Radio Broadcasting	30	70	100	4
7	Television Broadcasting	30	70	100	4
8	Print Journalism (Practical)	100	---	100	4
9	Current Affairs and Trends <b>Or</b> Film Studies	30	70	100	4
10	Development of Media in India	30	70	100	4
B	Term Paper	100	---	100	2
	<b>Total</b>	<b>320</b>	<b>280</b>	<b>600</b>	<b>22</b>

## **Semester 3**

*Core Papers: Paper no 11, 12, and 13*

*Elective: Paper no 14*

*Multidisciplinary papers: Paper no 15*

<b>S.No</b>	<b>Subject</b>	<b>Internal</b>	<b>External</b>	<b>Total Marks</b>	<b>credits</b>
11	Media Law and Ethics	30	70	100	4
12	Communication Research Methods	30	70	100	4
13	Television Production (Practical)	100	---	100	4
14	Development Communication <b>Or</b> Women and Media	30	70	100	4
15	Introduction to Public Relations and Advertising	30	70	100	4

C	Term Paper	100	---	100	2
	<b>Total</b>	<b>320</b>	<b>280</b>	<b>600</b>	22

### **Semester 4**

*Core Papers: Paper no 16, 17, and 18*

*Elective: Paper no 19*

*Multidisciplinary papers: Paper no 20*

S.No	Subject	Internal	External	Total Marks	credits
16	Advertising	30	70	100	4
17	Dissertation	100	---	100	4
18	Radio Production (Practical)	100	---	100	4
19	International Communication <b>Or</b> Health Communication	30	70	100	4
20	Corporate Communication	30	<b>70</b>	100	6
D	Term Paper	100	---	100	2
	<b>Total</b>	<b>320</b>	<b>280</b>	<b>600</b>	22
	<b>Grand Total</b>	<b>1280</b>	<b>1120</b>	<b>2400</b>	108

## **Semester 1**

### **Paper 1 Principles of Mass Communication Theory**

#### **Unit 1**

Definition and nature of human communication, kinds of communication, nature, characteristics, objectives and process of mass communication, elements of successful communication, impact and effect of communication, barriers to communication, media of mass communication, media systems and theories; authoritarian, libertarian, socialistic, social-responsibility, development, participatory.

#### **Unit 2**

Relevance of Communication Theories and Models to practice, Advantage and limitations of Models, Aristotle's Model of Communication, Linear and Non-linear Models, SMCR Model, Shannon and Weaver, Lasswell, Osgood, Dance, Berlo's Model, Schramm, Gerbener, Westley and MacLean, Lazarsfeld, Newcomb's Model

#### **Unit 3**

Effects of communication on society, individual and culture, cognitive, affective and conative effects, hypodermic needle theory, agenda setting theory, cultivation, dependency, knowledge gap hypothesis, uses and gratification theory, gate keeping, spiral of silence, two step flow theory and opinion leadership, social learning theory

#### **Unit 4**

Hierarchy, functions and organization structure of different departments in newspaper, principles of media management and significance, media as an industry and profession, ownership patterns of mass media in India, procedure to launch a publication,. Apex bodies, DAVP, INS and ABC, issues of media monopoly, media accountability and social responsibility, foreign equity in India media (including print media) and Press Commissions in India.

#### **Recommended Reading List**

1. Basic Journalism: R. Parthasarathy
2. Mass Communication & Journalism in India: D.S. Mehta
3. Mass Communication in India: Keval Kumar
4. Journalism in India from the earliest times to the present day: R. Parthasarathy
5. Mass Communication Theory - Denis McQuail
6. Understanding Mass Communication - Defleur
7. Mass Communication - An Introduction - John R. Bitner
8. Mass Communication - Wilbur Shramm.

### **Paper 2 Principles of Journalism and News Reporting**

#### **Unit 1**

Journalism: concept, role, functions, and principles, as fourth estate, types of journalism (investigative, rural, film, women's, children, business, sports, science, and health), journalism in different media: newspapers, magazines, television, radio and internet. Role, qualities and responsibilities of a journalist.

### **Unit 2**

Concept of news and news values, reporting unit in a newspaper, its hierarchy, chief reporter, reporters, stringers, special correspondents, freelancers, commissioned writers, reporter's duties, qualities, responsibilities, news sources, news report, qualities of a news report, structure of news report, lead writing, types of lead and its importance, news interview, interviews: kinds, purposes, techniques.

### **Unit 3**

Different types of reporting - beat, investigative, depth, interpretative, specialized reporting: science, sports, crime, international affairs, business etc, different types of stories; curtain raiser, news analysis, news features, developing stories, breaking news, exclusive stories and scoops, analysis of difference kinds of news reports.

### **Unit 4**

Analysis of difference kinds of news reports, practical exercises and field work in reporting.

### **Recommended Reading List:**

1. Freelance & Staff Writer – William Rivers
2. The Writing Process – Gray
3. Article & Feature Writing – Helson
4. News Editing – Bruce H. Westley
5. Art of Editing – Baskette & Scissors
6. Editing – T.J.S. George
7. News Reporting & Editing – K.M. Srivastava

## **Paper 3 Editing, Feature Writing and Editorial Writing**

### **Unit 1**

Concept of feature, different types of features; photo features, travelogues, lifestyle interviews, personality sketch, reviews, timeless features, process of feature writing; idea generation, data collection, data processing and writing of feature, structure of a feature story, lead and its types, use of pictures and graphics, analysis of content of magazines and newspaper supplements, practical exercises in feature writing, analysis of different features.

### **Unit 2**

Concept of editorial, different types of editorials, content of edit page, objectives of editorial, language of editorial, practical exercises in editorial writing, analysis of editorials. Letters to the editor, importance, how to write, article, interviews, religious aspects, layout, photos, op-ed page significance content

### **Unit 3**



interactive environment. The focus in this course will be on Public Speaking and Interpersonal Communication. Students would be learning Speaking skills-formal and informal speaking, presentation of paper, speech, participating in formal discussion, anchoring of formal program, extempore, speaking in a group; Writing skills-formal, writing for speaking, e-mail writing etiquettes, resume writing Listening skills-academic listening, listening to talks and presentation, listening to radio and television. The students will be assessed through internal evaluation of 50 marks.

## **.Paper 5 General Knowledge for Media**

### **Unit 1**

Perspectives in History: Moghul period in India, 1857 first war of independence, first and second world wars, Indian national movement, social problems in India in India at time of Independence, problems of post independence India, , issues in Nehruvian era.

### **Unit 2**

Perspectives in economy, effect of the British rule on Indian economy, five year plans, mixed economy concepts like national income, GDP and per capita income, Union Budget, and Planning commission, issues in the industry, agricultural and service sector.

### **Unit 3**

Perspectives in Political System: State and Political System, Constitution and preamble, Democracy, Concept of Judiciary, Legislature and Executive, Bureaucracy, Election System and CEC, Bodies like CVC, CBI, Indian Emergency and its impact, Panchayati Raj,

### **Unit 4**

Perspectives in Social Issues: Caste, Class, Family, Religion, Dowry, Child Marriage, Domestic Violence, Gender Issues.

## **Semester 2**

### **Paper 6 Radio Broadcasting**

#### **Unit 1**

Radio as medium of communication, Government policy and guidelines for AIR, FM and Community Radio, educational radio, impact and challenges of community radio, development through radio- case studies from other countries, analysis of programming of national and international radio-BBC, VOA and Deutsche Welle,

## **Unit 2**

Grammar, language and vocabulary of radio, thinking audio, spoken language writing, sound effects and music, genres of radio programmes, features, documentary, news broadcast, discussions, phone-in, special audience program, FM shows, production of special programmes and coverage of events.

## **Unit 3**

Programme production, recording equipment, radio studio set up, process of radio programme production, production team, production process, aspects of sound recording, types of microphones and their uses, factors governing the selection of mikes, field recording skills.

## **Unit 4**

Voice training, effective use of voice, enunciation, flow, pronunciation, modulation, on-line interview techniques, skills for radio discussion programmes, handling interactive live transmission, Radio feature production, radio documentary production, script writing for radio, Spoken language writing, writing for programmes, writing for commercials, illustrating copy with sound effects,

### **Recommended Reading List:**

1. Radio and Television Journalism – K. M. Srivastava
2. Broadcasting in India – P. Chatterjee
3. Radio & TV Journalism- Meena Devi
4. Growth of electronic Media- Subrato Ghosh

## **Paper 7 Television Broadcasting**

### **Unit 1**

Introduction of Cable TV in India, Satellite transmission, fibre optics, emergence of Private broadcasting, DTH, HDTV, future of television broadcasting

### **Unit 2**

Nature of television, concept of visual communication, grammar and vocabulary of television, visual image, sound, editing, and writing, shooting with TV camera, frame, colour, balance, basics of camera movements, shot compositions, lighting techniques, different kinds of lights and their usage.

### **Unit 3**

Different genres of television programmes, interviews, discussions, chat shows, news reports, documentary, video spot, pre-production work, idea to script, research, visualization, scriptwriting, story board, planning the shooting and editing schedules. Process of post-production, picture and sound editing, principles of editing, editing devices, cut, mix, dissolve, fade, special effects, basics of sounds, techniques of sound recording, use and types of microphones, sound effects.

### **Unit 4**

Studio layout and equipment, studio production, production team and role, single and multiple camera set up. Practical exercises in facing the camera, anchoring news and entertainment programmes, chat shows, discussions, studio and field interview,

**Recommended Reading List:**

1. Fundamentals of Television Production – Donald Shook
2. Television Production Handbook – Zetl
3. Audio-Visual Journalism – B. N. Ahuja
4. Television and Social change- J.P.Yadav
5. Radio & TV Journalism- Meena Devi

**Paper 8 Print Journalism (Practical)**

This segment consists of practical work in reporting, feature and editorial writing, news selection, subbing, headline writing, rewriting, and page make-up and layout exercises as enumerated in the first semester. Ten assignments of 10 marks each are given to the students for a total of 100 marks. There is no external exam in this paper.

**Paper 9            Current Affairs and Trends  
                                 Or  
                                 Film Studies**

**Current Affairs and Trends**

**Unit 1**

Gujarat: history, geography, polity, political development, economic development, agriculture and industrial development, human development in Gujarat, gender issue, tribal issue, tourism, literature, arts, sports and other issues.

**Unit 2**

Current Issues like reorganization of states, terrorism, globalization, backward class, dalit and women's movement, land reforms, urban rural divide, migration, concerns of the third world, global warming, climate change, economic reforms, human development index, endemic poverty, illiteracy, gender question, issues in health and education sectors.

**Unit 3**

Analysis of current affairs pertaining to the economy, politics, human development, education, sports, culture, arts, business and commerce, science and technology at the local and regional level

#### **Unit 4**

Analysis of current affairs pertaining to economy, politics, human development, education, sports, culture, arts, business and commerce, science and technology at the national and international level.

#### **Recommended Reading List**

1. Newspapers and News Magazines
2. Television News Channels.
3. Manorama Year Book
4. Competition Success Review
5. Civil Services Chronicle

**Or**

#### **Film Studies**

##### **Unit 1**

Cinema and society, History of World Cinema, History of Indian Cinema, components of Film, raw material and equipment, story, screenplay, and script, actors, crew members and the director, the process of film making, Film language, form movement, Early Cinema, Birth of and important films of silent era, early talkies,

##### **Unit 2**

Film theories- Realist Theory, Auteurist, Psychoanalytic, Ideological, Feminist, How to read films, film criticism, film review

##### **Unit 3**

Development of Cinema in the World, Sergei Eisenstein and Soviet films, Akira Kurosawa and Japanese films, De Sica and Italian films, French films, Cinema from the Third World,

##### **Unit 4**

Bollywood as an Industry, laws related to film making, censor board, music and choreography in Indian Cinema, Direction and cinematography, Story, dialogue, screenplay, Editing and visual effects important films made by the directors, the regional films, the documentaries in India, Film Awards- Indian and International

#### **Paper 10**

#### **Development of Media in India**

##### **Unit 1**

Early communication system in India – development of printing – early efforts to publish newspapers in different parts of India, newspapers and magazines in the nineteenth century First war of Indian Independence

and the press – issues of freedom, both political freedom and press freedom, birth of the India language press – contribution of Raja Ram Mohan Roy; birth of the Indian news agencies.

### **Unit 2**

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. Gujarati Journalism; contribution of the Parsis, Gujarati press in Mumbai, Journalism in Saurashtra, contribution of Narmad and Dandiyo, profile of prominent personalities of Gujarati journalism.

### **Unit 3**

Development of radio as a medium of mass communication, technology innovations, history of radio in India, radio as an instrument of propaganda during the World War II, Emergence of AIR, commercial broadcasting, Prasar Bharti

Development of television as a medium of mass communication, technological innovations, growth and development of TV in the world, historical perspective of growth of Doordarshan in India,

### **Unit 4**

Film as a mass medium, historical development of India films, silent era, talkies, Indian cinema after independence, art cinema, parallel cinema, commercial cinema, documentaries,

Folk media: traditional media in India, regional diversity, content, form, character, utility, evaluation, future.

New Media: Development, convergence, internet, online media.

### **Recommended Reading List:**

1. Basic Journalism -- R. Parthasarathy
2. Mass Communication & Journalism in India -- D.S. Mehta
3. Mass Communication in India -- Keval Kumar
4. Journalism in India from the earliest times to the present day -- R. Parthasarathy

## **Semester 3**

### **Paper 11 Media Laws and Ethics**

#### **Media Laws**

#### **Unit 1**

Constitution of India: fundamental rights – freedom of speech and expression and their limits, provisions of declaring emergency and their effects on media, provisions for legislature reporting; parliamentary privileges and media;

#### **Unit 2**

Brief history of press law in India – Contempt of Courts Act 1971 – civil and criminal law of defamation – relevant provisions of Indian Penal Code with reference of sedition, crime against women and children; laws dealing with obscenity;

### **Unit 3**

Official Secrets Act, 1923, vis-à-vis right to information – Press and Registration of Books Act, 1867. Working Journalists and Other Newspaper Employees (Conditions of Service & Miscellaneous Provisions) Act, 1955; Cinematograph Act, 1953; Prasar Bharati Act; Copyright Act, **Cyber laws**

### **Ethics**

### **Unit 4**

Media's ethical problems and accountability, Press Council of India, codes for radio, television, advertising and public relations, BCCC, NBA, IBF, Cyber Laws.

### **Recommended Reading List:**

1. Press Laws – Durgadas Basu
2. Media Laws and Indian Constitution – Kundra, S
3. Freedom of Press
4. Facets of Media Law

## **Paper 12 Communication Research**

### **Unit 1**

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. Methods of communication research, census method, survey method, observation method, clinical studies, case studies, content analysis.

### **Unit 2**

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 representative ness of the samples, errors and distributions in the findings.

### **Unit 3**

Data analysis techniques, coding and tabulation, non-statistical methods, descriptive, historical, statistical analysis, parametric and non-parametric, uni-variate, bi-variate, multi-variate, tests of significance, levels of measurement, central tendency, tests of reliability and validity, SPSS..

### **Unit 4**

Application of media research, evaluation, feedback, media habits, public opinion surveys, pre-election studies and exit polls, ethical perspectives of mass media research.

### **Recommended Reading List:**

1. Mass Media Research – Wimmer and Dominick

2. Research Methodology in social Science – Devendra Thakur
3. Methodology in Social Sciences – G.C. Pande
4. Theory & Research in Mass communication- David K. Perry

**Paper 13      Television Production (Practical)**

This segment consists of practical work in audio-visual production. Students are given 10 assignments of 10 marks each for a continuous evaluation out of 100 marks. There is no external exam in this paper.

**Paper 14      Development Communication**

**Or**

**Women and Media**

**Unit 1**

Development: meaning, concept, process and models of development – theories – origin – approaches to development, problems and issues in development, characteristics of developing societies, development dichotomies, gap between developed and developing societies.

**Unit 2**

Development communication: meaning – concept – definition – philosophy – process – theories – role of media in development communication – strategies in development communication – social, cultural and economic barriers – case studies and experience – development communication policy – strategies and action plans – democratic decentralization, Panchayati Raj – planning at national, state, regional, district, block and village levels.

**Unit 3**

Agricultural communication and rural development, genesis of agricultural extension, extension approach system, approach in agricultural communication, diffusion of innovation, model of agricultural extension, case studies of communication support to agriculture.

Development support communication: population and family welfare – health – education and society – environment and development, problems faced in development support communication,

**Unit 4**

Development and rural extension agencies, governmental, semi-government, non-government organizations, problems faced in effective communication, macro-micro economic framework available for actual developmental activities, case studies on development communication programmes.

**Recommended Reading List**

1. Development communication & Journalism- Dr.Subhesh Chand Sharma, Sweta Bakshi.

2. Communication, Development & Civil Society-V.S.Gupta.
3. Other Voices – Vinod Pavarala and Kanchan Malik

## **Women and Media**

### **Unit 1**

Theoretical approaches to women's studies, feminist perspectives, radical feminism, Marxist feminism, socialist feminism and liberal feminism, patriarchy and its manifestation, women's right as a human right, Beijing conference and women's development, women and human development index, women and socio-economic indicators.

### **Unit 2**

Status of women in India: changing dimension from ancient to modern, contribution of various personalities to women's cause: Raja Ram Mohan Ray, Jyotiba Phule, Dr. B. R. Ambedkar and others, women's movements, women's organizations, women's empowerment, status of women in India

### **Unit 3**

Representation of women in media, male gaze, portrayal of women in television, film and advertising, issues of stereotyping and regressive portrayal, study of women in women's serials, portrayal of women in films, sex-role stereotyping, usage as sex symbols.

### **Unit 4**

Indecent Representation of Women Prohibition Act 1986, portrayal of women in the print media: issue of marginalization and exclusion, women's magazines, women in advertising, ethical issues.

## **Paper 15 Introduction to Corporate Communications and Advertising**

### **Unit 1**

Evolution and history of public relations, philosophy and definitions of PR, PR and allied disciplines, publicity, advertising, propaganda and public opinion; PR as a management function, functions, qualities of a Public Relations Officer/Corporate Communicator, Objectives of PR, Public Relations Department; setup and structure

## **Unit 2**

Different 'publics' and their characteristics, internal and external public, employee relations, community relations, shareholder relations, consumer relations, mass media relations, tools of PR; press conference, press release, events, news reports, house journal, corporate films, corporate advertisements.

## **Unit 3**

Concept of marketing and marketing communications, advertising, sales promotion, publicity, and personal selling, definitions of advertising, role, effects, criticism and benefits of advertising, classification of advertising, advertising agency structure and function of various departments, account, creative, media, planning, consumer analysis, product analysis and market analysis.

## **Unit 4**

Psychology of advertising, how advertising works, parts of an advertisement, creativity in advertising, defining creativity, stages in the creative process, creative brief, advertising appeals, copy writing and different kinds of copy, practical exercises in copy writing, different creative strategies, USP, brand image, brand segmentation, brand personality.

### **Recommended Reading List:**

1. Advertising Management – B R Rathod
2. Foundations of Advertising – Chunnawalla and Sethia
3. Advertising – Wright, Warner and Zeigler
4. Introduction to Marketing – Philip Kotler
5. Brand Personality – Subroto Sengupta
6. Handbook of Public Relations – D.S. Mehta
7. Effective Public Relations – Cutlip and Centre
8. Public Relations -- Anil Basu

## **SEMESTER 4**

### **Paper 16. Advertising**

#### **Unit 1**

Consumer behavior, analysis, definitions and factors, defining consumer behavior and its various factors, models of consumer behavior, concept of market segmentation, advertising campaign planning; brief, consumer profile, product analysis, market analysis, creative strategy, media strategy, planning the budget, coordinating with marketing communications.

#### **Unit 2**

Brand Management: definition, concept and evolution of brand management, components of a brand, strategy and structure, brand equity, process of motivation and theories of motivation, Case studies of advertisement campaign, practical exercises in campaign planning, exercises in creative strategy building.

### **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, laws relating to advertising in India , AAAI, ASCI and others.

### **Recommended Reading List:**

1. Advertising -- Wright, Warner, Zeigler
2. Marketing Management -- Philip Kotler
3. Advertising communication promotion management- Rositer & Perry
4. Foundation of Advertising theories & practice- S.A. Chunawala

### **Paper 17                      Dissertation**

Every student works on a dissertation 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 endeavor to create new knowledge in any area of mass communication. The oral presentation will have 50 marks and the written presentation will have 50 marks. There is no external exam for this paper.

### **Paper 18                      Radio Production (Practical)**

This segment consists of practical work in audio production. Students are given 10 assignments of 10 marks each by the faculty for a continuous evaluation of 100 marks. There is no external exam in this paper.

### **Paper 19                      International Communication**

**Or**

**Health Communication**

### **International Communication**

#### **Unit 1**

Political, economic and cultural dimensions of international communication, issues in internal communication, communication and information as a tool of equality and exploitation, international news flow, imbalance, media growth, international, regional and internal disparities.

#### **Unit 2**

Communication as a human right, UNO's Universal Declaration of Human Rights and communication, internal news agencies and syndicates, their organizational structure and functions, a critique of western news values, international media institutions and professional organizations.

### **Unit 3**

Impact of new communication technology on news flow, satellite communication, its historical background, status, progress, effects, information super highways, international telecommunication and regulatory organizations, UNESCO's efforts in removal imbalances in news flow, debate on new internal information and economic order, MacBride Commission's report, non-aligned news pool, its working, success, failure.

### **Unit 4**

Democratization of information flow and media systems, professional standards, telecommunication tariffs, information prompted cultural imperialism, criticisms, violence against media persons, effects of globalization on media systems and their functions, transnational media ownership and issues of sovereignty and security, international intellectual property rights,

### **Recommended Reading List:**

1. International Media Studies- Divya C. McMillix
2. Global Communication: Theories, Stakeholders and Trends- Thomas McPhail
3. International Communication: Continuity and Change -- Daya Kishan Thussu
4. Media in Global Context: A Reader- Annabelle Sreberny-Mohammadi, Dwayne Winseck
5. Media Policy: An Introduction-David Hutchison

### **Health Communication**

#### **Unit 1**

Health Communication-Concept, Background, rationale, scope. Theories and Models of Health Communication-Theory of Planned Behaviour/ Reasoned Action, Fear Appeals, Social Cognitive Theory, Prochaska's Stages of Change Model, Health Belief Model

#### **Unit 2**

Comparative study of IEC and BCC strategies for health promotion, health communication channels and tools, targeted intervention at interpersonal, community and social level, social marketing, health literacy, health advocacy, use of narratives in health communication understanding

#### **Unit 3**

Understanding current health issues-AIDS, Non communicable diseases, Epidemics, Analyzing health communication campaigns and case studies -Millennium Development Goals, Pulse Polio, MCH, NRHM

#### **Unit 4**

Content Analysis of Newspaper, TV reports for health based coverage, evaluating health information, health advocacy through New Media, Project/Field Work/Case Study on Health Communication

## **Paper 20      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**

Media relations, organization 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**

Defining strategy and its relevance in public relations, campaign planning, management and execution, stages in PR campaign; research, planning implementation and evaluation

### **Unit 4**

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