

Department of Journalism and Mass Communication

Syllabus for M A Mass Communication Syllabus

With effect from the academic year 2016-17

Semester -1

Core Papers: Paper no. 1, 2 and 3

Elective: Paper no. 4

Multidisciplinary: Paper no. 5

No.	Subject	Internal/Continuous Evaluation	External	Total Marks	Credits
1	Fundamentals of Mass Communication	20	50	70	4
2	Principles of Journalism and Reporting	20	50	70	4
3	Knowledge of Contemporary Society	20	50	70	4
4A	Perspectives in Media History OR	20	50	70	4
4B	Translation Skills	20	50	70	4
5	Knowledge of Computers and Communication Skills	70	00	70	4
A	Term Paper	100	00	100	2
	Total	250	200	450	22

Semester -2

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

Elective: Paper no. 9

Multidisciplinary: Paper no. 10

No.	Subject	Internal/Continuous Evaluation	External	Total Marks	Credits
6	Editing, Feature Writing and Editorial Writing	20	50	70	4
7	Radio Broadcasting	20	50	70	4
8	Print Media Skills (Practical)	70	00	70	4
9A	Film Studies OR	20	50	70	4
9B	General Knowledge and Alternative Journalism	20	50	70	4
10	Principles of Advertising	20	50	70	4

A	Term Paper	100	00	100	2
	Total	250	200	450	22

Semester -3

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

Elective: Paper no. 14

Multidisciplinary: Paper no. 15

No.	Subject	Internal/Continuous Evaluation	External	Total Marks	Credits
11	Radio Production (Practical)	70	00	70	4
12	Communication Research	20	50	70	4
13	TV Broadcasting	20	50	70	4
14A	Development Communication OR	20	50	70	4
14B	Women and Media	20	50	70	4
15	Media Laws and Ethics	20	50	70	4
A	Term Paper	100	00	100	2
	Total	250	200	450	22

Semester -4

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

Elective: Paper no. 19

Multidisciplinary: Paper no. 20

No.	Subject	Internal/Continuous Evaluation	External	Total Marks	Credits
16	New Media Technology	20	50	70	4
17	Audio-Visual Production (Practical)	70	00	70	4
18	Dissertation	70	00	70	4
19A	Health Communication OR	20	50	70	4
19B	International Communication	20	50	70	4
20	Fundamentals of Public Relations	20	50	70	4
A	Term Paper	100	00	100	2
	Total	300	150	450	22
	Grand Total	1050	750	1800	88

Semester -1

Paper -1 Fundamentals of Mass Communication

Unit 1:

Communication: meaning, definition, need, characteristics, objectives, process, types, 7Cs, barriers, mass communication: characteristics, meaning, concept, functions, impact, media, Mass media: kinds, characteristics, functions, dysfunctions, changing concept of communication in Indian context.

Unit 2:

Communication models: concept, advantages, disadvantages, SMCR, Aristotle, Linear, Shannon Weaver, Berlo's, Laswell, Osgood's, Schramm, Gerbener, Westley and Maclean, Lazarsfeld, Newcomb's, Defleur's, Riley & Riley, Barnlund's, news flow and its models: McNelly, Bass and Mowlana, Sadharanikaran concept.

Unit3

Theories of communication: Dependency Theory, Cultivation Theory, Agenda Setting Theory, Use and Gratification Theory, Hypodermic Needle Theory, Limited Effects Theory, Noelle- Nuemann's spiral of silence theory, Normative Media Theory – authoritarian, libertarian, social responsibility, democratic participation, developmental theory, interactive theory, psychological and individual differences theory.

Unit 4:

Media ownership patterns in India, issues of media monopoly, concepts of ownership, management and control, control by corporates and political interests, changing role of editorial department, Issue of FDI in media, apex bodies in media (INS, ABC, RNI, PCI, AINEC etc).

Paper-2: Principles of Journalism and Reporting

Unit1:

Journalism: elements, foundations, role, principles, journalism and democracy, accountability, concept of fourth estate, journalistic ethics, contemporary issues, debates, trends, mission, profession and business, qualities of a good journalist, responsibilities and

rights, Types: yellow journalism, citizen journalism, alternative journalism, development journalism, tabloid, investigative, interpretive, types based on beats, specialised journalism like sports, life style, travel, fashion etc.

Unit 2:

News: meaning, definition and concept, elements, news value, sources, types of news: hard and soft news, predictable, unpredictable, curtain raiser, enlargement, hidden story, big news, spot news, follow ups, local follow ups, sources: role and importance, interview: definition, types, techniques, style, qualities of a good interview, press releases, press conference, press briefing, meet the press, press room, press tour, practical exercises in reporting.

Unit 3:

Structure of news report: 5Ws 1H, news writing style: inverted pyramid, sand clock style, feature style, concept, development, writing process selection of information, writing lead, body, different types of lead, organising news story: angle, attribution, quote, background and context, checking facts, ensuring accuracy, objectivity, balance in news story, kinds of reporting: crime, politics, civic, court, police, writing for print, electronic, online, changing concept of news: factors and issues, future of news: public to personal

Unit 4

News agencies in India, Reporting in news agency, (AP, UPI, Reuters, AFP, PTI, UNI, Samachar Bharati, Hindustan Samachar) Different departments in a newspaper: hierarchy, coordination, procedure to launch a publication, exercises in reporting and specialised reporting.

Paper-3: Knowledge of Contemporary Society

The syllabus in the four units of this paper will consist of topics pertaining to latest news, views, current events and trends. Developments in the arena of society, politics, economics and culture will be discussed. Specifically issues/problems pertaining to caste, class, family, religion, women, dalits, tribals, globalisation, terrorism, migration etc and current issues will

be discussed. The academic sessions will be interactive consisting of lectures, quiz, presentations, seminars and library work. In the semester examination the student will be examined in his/her understanding of current affairs and interpretation of the same.

Elective Paper:

Paper 4 A

Perspectives in Media History

Unit 1

Precursors of newspaper, developments of printing in Europe, Role of press in world war, struggle for freedom of press at international levels (different conferences, convention), colonial press, newspaper and American revolution (partisan press, penny press, yellow journalism, jazz journalism), history of press in different countries (Britain, West Germany, China, Russia)

Unit 2

Different phases of history of press from 1770 till today: beginning of new era, early periodicals, Indian language newspapers role in social reform, role of important personalities and regional press in development of journalism in India: Raja Rammohan Roy, Gandhiji, Bal Gangadhar Tilak, Narmad, 1857 war of independence and gagging of the press, role of the press in the era of 1900 to 1947. Modern India and the role of press; press under emergency, magazine boom, impact of structural reforms on media, development and history of Gujarati journalism.

Unit 3

Folk media: as communication and culture; concept, definitions, evolution, elements, functions and significance. Indian folk forms (jatra, Tamasha, Nautanki, Patta chitra, wall painting, puppet show etc). Folk media vs. electronic media, media blending, use of folk form by – government (Song and Drama Division, Information Department), folk media and rural development, in product, services and social communication, case studies of use of folk media in development programmes and advertising campaign.

Unit 4

Overview of the government policy regarding print media, radio, television and film after 1947 including in the context of the economy and polity and structural reforms, Ministry of I&B, central and state level information units, (DAVP, PIB, etc), Press Commissions, Wage boards and their recommendations, (Press Consultative Committee, Enquiry Committee on Small newspaper, Newsprint Advisory Committee, Fact finding Committee on newspaper economics, Majithia committee). Setting up of Akashwani, Doordarshan, Prasar Bharati, Committees: Chanda, Verghese, Joshi, Sengupta. SITE, Kheda, HETV, and Broadcasting Policy, Cinema; Khosla committee, Central Board for Film Certification.

Paper 4 B: Translation Skills

The four units of this paper consists imparting translation skills to the students. Specifically skills in translation of news reports, features and editorials will be imparted to the students.

Multidisciplinary Paper

Paper 5: Knowledge of Computers and Communication Skills

There will be continuous evaluation in the form of upto a maximum of seven assignments. Equal weightage in marks will be given to the component of knowledge of computers and communication skills respectively.

Unit 1 and Unit 2

Practical knowledge of the following will be imparted to the students: MS Office, Networking and Internet, Photoshop, Corel Draw, Page Maker, Quark Express.

Unit 3

Effective communication: concept, objectives of communication (information, instruction, education and training, motivation, persuasion), channels of communication (downward, upward, horizontal, informal), barriers to effective communication. Listening skills: process of listening (receiving, interpreting, remembering, evaluating, responding), types of listening

(content, critical, empathetic), effective listening, significance of silence in communication, Listening to talks and presentation, academic listening, listening to radio and TV.

Unit 4

Written communication skills: effective written communication, writing for public speaking, report writing, formal letter writing (essentials, language in business letter, parts of letter, forms of layout), letters of recommendation and testimonials, sales letter, email, resume writing, social letters (invitation letter, letter of thanks/congratulations/complaint), creative writing (self-expression through personal experiences) Oral communication: speaking skills, effective oral communication, use of language and tone, body language in oral communication, formal and informal speaking; debates, elocution, group discussion, anchoring, extempore, presentation and interview.

Semester -2

Core Papers

Paper 6: Editing, Feature Writing and Editorial Writing

Unit-1

Feature: concept, types, photo feature, travelogues, lifestyle interviews, personality sketch, reviews, timeless features, agony aunt, timeless features, vox populi etc. Process of feature writing: idea generation, data collection, data processing, writing process. Structure of feature story, lead and its types, use of pictures and graphics. Analysis of content of magazines and newspaper supplement, practical exercises in feature writing.

Unit 2

Editorials: concept, objectives, language, types, edit page, content, layout, practical exercises in editorial writing, letters to the editor, articles, interviews, religious features, Op Ed page, significance content, practical exercises in editorial writing

Unit 3

Editing: meaning, concept, importance, purpose symbols, and elements of subediting, editorial department - hierarchy, duties of editorial staff, news editor, chief subeditor, proof

reader, and translator, desk and distribution of work, types and sources of news copy, news flow and coordination of copy.

Unit 4

Headlines – techniques, style, purpose and kinds, rewriting, integrating copy, proof reading: concept, symbols, editing of special pages, design and layouts: concept, elements, and types, editing techniques to add variety, use of graphics, charts, pictures etc, exercises in subediting, headline writing and rewriting of copy.

Paper 7: Radio Broadcasting

Unit-1

History and development of radio in India and the world, growth of Akashwani, commercial broadcasting system, Vividh Bharati, Radio Rural Forums, Case studies of Radio Ceylon, BBC and VOA in India, popular programmes on radio, (Yuvavani, Sakhi Saheli, Binaca Geet Mala, etc), community radio in India: growth, characteristics, objectives, case studies.

Unit 2

Radio as a medium of communication, elements, characteristics, grammar of radio; types of radio systems: public, private and community radio. Writing for Radio: concept, art of writing different radio programme Formats: news, documentary, feature, talk show, music shows, drama, sports broadcasting, interview, jock talk, sparklers etc. Terminology: drive time, sparkler, etc.

Unit 3

Introduction to sound: types of sound: natural, ambient, recorded, studio setup, sound equipment: mixer, control panel, tape recording, digital recording, outdoor recording, types of microphones, editing suite.

Unit 4

Voice training: effective use of voice – enunciation, flow, pronunciation, modulation. Radio interviews: - preparing and planning, types of interviews on radio, online, interview

techniques, moderating skills for radio discussion programmes. Handling interactive live transmission

Paper 8: Print Media Skills (Practical)

This segment consists of practical work in reporting, feature and editorial writing, news selection, headline writing, rewriting, page makeup and layout. A maximum of seven assignments of 10 marks each are given to the students.

Paper 9A Film Studies

Unit -1:

Introduction to cinema as a medium, language of cinema, film genres, cinema narratives, emergence and development of cinema in diverse technological, economic and political contexts, the question of national cinemas, introduction and basic discussion to cover a broad range of films: documentaries, feature films, corporate films, short films, newsreels, ad films (public service and TVCs) and others.

Unit -2:

Film theory: Marxist, feminism, structuralism, psychoanalysis, post colonialism, realist theory, auteur, ideological, how to read films? Film criticism and film appreciation, major film movements such as Italian neo-realism, French New Wave, German Expressionism, Dogme 95, etc, Indian new wave, milestones in Indian cinema.

Unit -3:

Pre-production: artistic component: concept development, story formation, script writing, screenplay, storyboard, physical component: script breakdown, crew department, logistics, casting, location, props, budgeting.

Unit -4:

Production: cinematography, shot composition, lighting techniques, stage preparation, mise en scene, postproduction: editing, dubbing, sound mixing, use of animation, film

certification, marketing, distribution, branding, merchandising, selling film rights and film promotion, film festivals, film society.

9 B General Knowledge and Alternative Journalism

Unit-1

Perspectives in economy: main features Indian economy, effect of British rule on Indian economy, five year plans, mixed economy, structural reforms in 1990, finance ministry, planning commission, niti ayog, reserve bank, NABARD, concepts like national income, GDP, per capita income, union budget, inflation, stagnation, price rise, FDI, fiscal deficit, GST, Taxation.

Unit 2

Perspective in political system: state and political system, constitution and fundamental rights, directive principles, democracy, judiciary. Legislature and executive, bureaucracy, election system, electoral reforms and bodies like CEC, CVC, CBI, emergency, panchayati raj.

Unit 3

Alternative journalism: definition, concept, importance, genres of alternative and activist journalism, new media and alternate, factors shaping alternative journalism: political, economic; dilemmas in practices, commercial support, critical media studies (propaganda model, counter public sphere, framing, connections to subaltern studies), radical and social movement media, citizens' media, alternative media and media power, alternative journalism as native reporting, alternative journalism and field theory.

Unit 4:

Culture jamming, contemporary practices in alternative journalism: participatory online news reporting, blogs, bloggers, active witnessing and representation, sourcing, credibility and reliability, alternative journalism at global level: The Indymedia network, OhmyNews, alternative journalism in Taiwan and Malaysia, street papers, alternative journalist (occupational groupings, professionals and intellectuals, training and skills, volunteerism in alternative journalism)

Multidisciplinary Paper

Paper 10: Principles of Advertising

Unit-1:

Advertising: concept, definition, types, objectives, importance, role, criticism, benefits, advertising vs. marketing, marketing communication, propaganda, publicity, personal selling, sales promotion and public relations, media for advertising - newspaper, magazines, radio, television, internet, outdoor and other media, marketing – concept, types, marketing mix.

Unit 2:

Psychology of advertising: how advertising works, models of advertising – AIDA, DAGMAR, Maslow's hierarchy of needs, making of an ad; creative brief to media scheduling, advertising creativity: stages in the creative process, creative strategies; appeal, USP, brand positioning, personality, approaches/execution styles, advertising copy: types headlines, text, and slogans, trademark, visualization: illustrations, colour, graphics and layout, copy writing, preparing ads for radio, television and internet

Unit 3:

Advertising agency: structure, functions of different departments, advertising campaign planning; market research, consumer behaviour, product analysis, media strategy

Unit 4:

Advertising research: scope and objectives, types (pretesting, post testing, copy testing), advertising laws, advertising awards, advertising bodies (AAAI, ASCI), ethics of advertising.

Semester-3

Paper 11 Radio Production (Practical)

This segment consists of continuous evaluation of practical work in audio production. Students are given up to 7 assignments of 10 marks.

Paper 12: Communication Research

Unit-1:

Social Science Research: concept, objectives, types, aspects of research, characteristics. approaches to research (quantitative and qualitative), mass communication research; concept, nature, scope, types, steps in research: topic selection, research questions, literature review, objectives, hypothesis, variables, research design, sampling, data collection, analysis and interpretation, concept of reliability, validity, method and methodology.

Unit 2:

Qualitative research method – field observations, focus groups, in-depth interviews, case studies; quantitative method: survey, tools, descriptive survey and analytical survey, content analysis – definitions, steps.

Unit 3:

Introduction to statistics – basic statistical procedure; descriptive statistics: central tendencies, mean, median, mode, frequency distribution, inferential statistics: co-efficient of correlation, standard deviation, tests of significance (T-test, Anova)

Unit 4:

Application of media research: print media, electronic media, advertising, public relations, internet, writing of research proposal/research report/thesis, funding options, ethics in research.

Paper 13: TV Broadcasting

Unit-1:

Genesis of Television in India: growth, doordarshan, cable TV, Dish TV, TV in post 1991 era, programme genres: news, documentaries, feature, talk show, TV serials and soaps, sports, reality, animation, tele- films, advertisements and Interviews. Indoor and outdoor reporting.

Unit 2:

Preproduction: concept development, story formation, script writing, screenplay, storyboard, budgeting for shooting and editing schedule.

Unit 3:

Production: live studio and field interviews-moderating TV studio discussion; anchoring chat shows and cross-fore, studio and set design: studio lighting, types of lighting; types of microphones; outdoor/indoor programs; production team, newscasts, interviews and discussion, telefilms, single camera and multi-camera set-ups; facing a camera; eye contact; use of teleprompter, cues and commands, TV lighting in field: using reflectors; securing permission.

Unit 4:

Post production: video editing techniques- cut, mix and dissolve, use of cutaway, digital effect, outdoor programs: reporting, meetings, sporting events or concerts, telefilms, electronic news gathering and outdoor broadcast van, live telecasts, breaking news.

Paper 14- A: Development Communication

Unit-1:

Development: concept, definitions, approaches, problems, issues, indicators and paradigms, development and related concepts; growth, HDI, GDI, GEM, reason for underdevelopment, UN millennium goal, characteristics of developing countries.

Unit 2:

Development communication: concept, definition, process, models of Lerner, Schramm, Rogers and Shoemaker, Nair and White; barriers; social, cultural and economic, different media in development: small media, folk media, new media, development communication policy in India, action plan, democratic decentralisation democratic rights..

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: case studies in agriculture, health, environment, education, population communication.

Unit 4:

Development and rural extension agencies, Panchayati Raj, planning at national, state, regional, district, block and village levels, government and nongovernment organizations, macro-micro economic framework available for actual developmental activities, case studies on development communication programs (UNICEF, WHO, CRY, SEWA)

Paper 14- B: Women and Media

Unit 1:

Women's studies: theoretical approaches; radical feminism, Marxist feminism, socialist feminism, liberal feminism, patriarchy and its manifestations, concept of gender equality, gender equity, gender discrimination, gender empowerment, women's right as human rights, UN and women's issue, human development index, socioeconomic indicators.

Unit 2

Status of women in India: from ancient to modern, contribution of personalities: Raja Rammohan Roy, Jyotiba Phule, Dr. B.R. Ambedkar, Mahatma Gandhi and others, women's movement, women's organizations, Boards, Ministries, legal perspective: Indecent representation of women prohibition act (1986),

Unit 3

Women in the media in the context of globalisation, women in advertisements; content analysis, discourse analysis, semiotics, structuralism, sign, icons, symbols, denotation, connotation, Marxian, Foucaultian approaches. Terms: marginalization, exclusion, trivialization, legitimization, internalisation.

Representation of women in advertising; stereotypical portrayal, sex role stereotype, sex object /nurturer / decorative /career women /consumer /mannequin, authority vs attractiveness, sex object to sexual subject, concept of femininity and feminine beauty, male gaze, objectification, body image, impact on women and teenagers. Representation in women's magazines; ideology of femininity, pleasure vs oppression, men's lifestyle magazines, consumer/user role, domestic goddess, changing role in the consumer economy

Unit 4:

Representation in television serials: confined to domestic sphere, mother in law vs daughter in law vs sister in law, regressive portrayal, and subservient role, women and media: representation in media from gender politics, representation in work place, problems women face, work culture soft stories to hard journalism, glass ceiling, Presentation in films: whore/sati savitri/mother/sister dichotomy, women centric films, Representation in pornography; pornography as violence against women, objectification, impact on society/ men/ children; distorted view of bodies, harsher sexist attitudes, issues of authenticity, incitement to sexual violence/violence on children,

Paper 15: Media Laws and Ethics

Unit 1:

Constitution of India, fundamental rights, freedom of speech and expression and their limits, emergency and its effect on media, provisions for legislature reporting, parliamentary privileges in reference with media.

Unit 2:

Brief history of press laws in India – Contempt of Court act 1971 – civil and criminal law of defamation – relevant provision of Indian penal code (IPC) with reference to sedition, crime against women and children, laws dealing with obscenity, criminal procedure (FIR bail, summons, arrest, warrant, cognizable and non-cognizable offences),

Unit 3:

Official secret act (1923) vis-a-vis Right to Information – Press and registration of book act – working journalist Act 1955, Cinematograph Act (1953), Prasar Bharati Act, Copyright Act.

Unit 4:

Media's accountability, PCI, code of conduct for journalists, codes for radio, television, advertising and public relations, bodies like BCCC, NAA, IBF, Concept of media trial, fair trial, subjudice, privacy, sting operation, reporting of rape, protection of sources, reporting communal violence.

Semester -4

Paper- 16 New Media Technology

Unit 1

Internet: history, development, different phases; different concepts; new media, social media, and digital media; new media: definition, characteristics, forms, advantages, drawbacks, new media vs. traditional mass media; knowledge society, democracy, public sphere; ownership, multimedia, convergence of media, concentration; new media and marketing.

Unit 2

Digital journalism; definition, characteristics and news values (global, local and glocal), digital journalism vs. traditional journalism, online tools to manage text, links, photos, maps, audio and video; reporting, writing, producing and feature writing for online media, podcast and webcast, E-journalist: challenges; E-books, E-publishing.

Unit 3:

Use of new media for health, education, social activism, by NGOs, anti corruption campaigns, various case studies, (Anna Hazare movement etc), open source journalism: blogging and alternative journalism; virtual democracy, digital divide, digital literacy: problem of access and other issues; E-governance, latest trends, smart cities.

Unit 4:

Impact of new media on economy, polity and society, security and concerns; cyber crimes and cyber laws; ethics, copyright and legal issues; plagiarism, privacy, surveillance, porn, cyber bully, net war, cyber terrorism, cyber conflicts, frauds, online protection; national ICT policy, IT Act 2000.

Paper 17: Audio-Visual Production (Practical)

This segment consists of continuous evaluation in the form of practical work in audio visual production. Students are given up to seven assignments for continuous evaluation.

Paper 18: Dissertation

Every student works on a dissertation in any area of mass communication and journalism detailed in 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 or her choice. It is a research based effort and should endeavour to create a new knowledge in any area of mass communication. The oral presentation will have 35 marks and the written presentation will have 35 marks.

Paper 19-A: Health Communication

Unit 1:

Health communication: concept, background, rationale, scope, theories, models; 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 strategy's 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, analysing health communication campaign and case studies – millennium development goals, pulse polio, MCH and 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 19-B: International Communication

Unit 1:

International communication: concept, definition, political, economic and cultural dimensions; communication and information as a tool of equality and exploitation, international news flow, imbalance, media growth, disparities: international, national and regional.

Unit 2:

Communication as a human right, UNO's Universal Declaration of Human Rights, international news agencies and syndicates, their organisational structures and functions, critic of western news values, international media institutions and professional organisations.

Unit-3:

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

Unit 4:

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

Paper 20:

Fundamentals of Public Relations

Unit 1:

Public Relations: philosophy, definition, concept, catalytic role, functions, misconceptions, PR vs. communication, publicity, marketing, liaison, sales promotion, corporate communication, public opinion, image building, forms of persuasion: propaganda, lobbying, spin, DPR; PRO: quality, role and responsibilities, set-up of PR department.

Unit 2

Tools of PR: news letter, house journal, brochure, posters, annual reports, corporate films, advertisements, press conference, grapevine, special events, speaking engagements, event etc, Writing for PR – press release, features, speech, background material, citizen charter of the organization, digital PR: need, methods, tools: social networks, online videos, content sharing, blogs, special-interest communities, RSS feeds, Wikis, microblogs, podcast, virtual worlds), digital bazaar- Aegis Media, Publicis Groupe, SEO, measurement and monitoring methods, Integrating traditional PR with social media-web 2.0.

Unit 3:

Different types of PR and tools and strategies in each: media relations, (press conference, media tours etc), marketing PR; (consumer relations, branding, corporate image, relationship marketing, IMC, promotional mix, direct marketing, interactive marketing,) financial PR; (investor relations, annual report), employee relations; (open house, induction programmes, counselling, social meet etc) community PR (philanthropy, social audit, CSR).

Unit 4:

PR campaign planning; process and steps (case studies), scope and jobs of PR in various sectors: financial, entertainment and lifestyle etc, PR in central, state government and corporates, (DAVP etc) crisis/disaster management, PRSI, PR ethics, PR agencies.